

PROSPECTS ASSESSMENT OF TOURISM SERVICES MARKET DEVELOPMENT IN SUMSKA OBLAST ¹

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The analysis of Sumy regional market of tourist services potential was performed, as well as analysis of specific oblast regions suitability to provide specific types of tourist services. Methodical approach is offered to provide quantitative estimation of certain types of tourism development prospect in locations subject to analysis. Received results can be used to substantiate programs of tourist services infrastructure development at regional level and specific types of tourist business development expedience.

Keywords: environmental tourism, ethnographic tourism, rout-cognitive tourism, sporting-recreational tourism, market potential, quantitative estimation, sustainable development of territory.

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Introduction

Problem statement. Sustainable social-economical development of territories is one of the key priorities of economic policy of Ukraine. It gives possibility to remove existent disproportions in productive forces development of the state, provides growth of welfare and quality of population life, promotes chances for all regions to participate in world economic processes, creates pre-conditions to participate as an equal in international partnership of high developed countries' economies.

In consideration of foregoing, it is necessary to analyze market possibilities to develop potential of territory, to estimate market abilities it comparative competitive advantages, to form on this basis complex of measures, directed to create proper image of region, area, city or settlement with the purpose to attract investments, develop correspondent legislative environment.

Recent investigations and publications analysis. One of the most effective tools to manage socio-economic development of regions specific settlements is marketing of territories. The matter of territories marketing is investigated in detail by local and foreign researchers, in particular, in works of K. Asplundh, F. Kotler, I. Reyn, D. Khayder [8], A.P. Pankrukhin [14] and others. Thus marketing of territory was examined by them multidimensional: as a front-rank idea and philosophy of management

development of territory, as a form of joint activity and market policy of territorial organs of power and management, as a method of satisfaction of necessities of territory by an exchange and etc.

As foreign and domestic experience testifies, effective direction marketing of territories is tourist services market formation, which proved its effectiveness in most tourist attractive regions of Ukraine: Crimea, Priazovie, Carpathians, Prykarpattia, specific districts of Polissya and so on.

Recently low-budget types of tourism distributed widely all over the world, such as Environmental, cognitive, sporting health-improvement and etc., development of which needs relatively low investments and which under the proper organization can provide profit fast enough. Other advantage of this type of business is its environmental direction which is of current interest. The following foreign and domestic researchers participated in tourist potential of territories analysis: Guibilato G [1], J. Warszynska [3], V.E. Khruckiy, I.V. Korneeva, E.E. Avtukhova [16], S.P. Pavlyuka, G.Y. Gorinya, R.F. Kirchiva [18].

Ethnographic tourism (agroturizm) also becomes popular among population of European Union and North America countries, its pending matters and ways of their solution are reflected in the works of such researchers as Debniewska of M.[5], Y.V. Zin'ko [6], N. Kudla [9, 10], V.

Lipchuk [11], Y. Maevskiy [12], M.Y. Rutinskiy [15], Y. Svitlikovska, M. Yalinik, etc. The specific feature of this type of tourism is that it is carried out in rural area and services to people on vacations are provided by countrymen.

However domestic market of tourist services formation, except for mentioned Crimea, Carpathians and few other places is done slowly enough and unsystematic. Existent scientific works mostly examine specific types of tourism marketing and do not allow system to estimate and define the ways to realize tourist services market of the territory.

So, the purpose of this article is to analyze the potential of Sumska Oblast tourist services market, as one of the regions of Ukraine for which tourism is not traditional, as well as methodical approach development to estimation established potential correspondence to various types tourist services consumers' inquiries.

1. Tourist potential analysis

An analysis was conducted on a chart: recreational (environmental tourism), cognitive tourism, ethnographic tourism, sport and recreational tourism, active recreation. Let us perform qualitative analysis of specific constituents potential of tourist services market in Sumska Oblast.

1.1. Recreational potential (Environmental tourism).

Sumska Oblast is situated in the northeastern part of Ukraine. The oblast borders the Bryansk Oblast (Russia) on the northeast, the Kursk Oblast (Russia) on the east, the Poltava on the southwest, the Kharkov Oblasts on the south, and the Chernihiv Oblast on the west.

The oblast is located within the limits of two physical-geographical areas – polissya and to forest-steppe. The climate of area is moderate continental, with a warm summer and moderate cold winter. Over 300 rivers flow for territories of oblast. All of them belong to the pool of Dnieper. The biggest of them are as follows: Desna, Seym, Sula, Psel, Vorskla. 33 large lakes, 1660 ponds and reservoirs are located within the limits of oblast.

Naturally protected fund of area is presented by unique and natural territories and subjects preserved best way, almost of all types and categories. Today their amount reached 208 pieces and makes 158164,27 hectares or 6,64 % of general territory of Oblast. It is one of the best indexes in Ukraine.

There is one national natural park, protected woodland branch, 10 nature reserves, 3 nature monument, 2 park-monuments of landscape art of national value; 2 regional landscape parks, 29 protected natural boundaries, 54 nature reserves, 62

nature monuments, 19 park-monuments of landscape art and 1 botanical garden of local value [12].

1.2. Cognitive tourism potential

Sumschina has unique historical and cultural legacy - almost 1,5 thousands of historical value spots, 780 archaeology, 102 monuments of monumental art and 373 architecture pieces . Wonderful pieces of garden-parks and architecture (t. Sumy, v. Khotin, v. Kiyanicya, v. Kuyanivka, v. Barrels, v. Volokitino), monasterial complexes (Movchanskiy, Safroniivskiy, Glinskiy and etc.) were preserved. Interesting exhibits of regional museums will attract tourists in the following cities: Sumy, Glukhiv, Romni, Okhtirka, Shostka, Konotop, house-museum of A.P. Chekhov, located in the suburbs of Sumy city named Luka, museum exposition of Petro Tchaikovsky in Nizy village, nearby Sumy, the expositions of Sumskiy Art Museum (one of the best in Ukraine) name by M.Onatskyi and Lebedinskiy Art museum presents masterpieces of international level artists.

The unique objects of civil architecture, which can be seen in Sumschina are the following: Round Court in Trostianets town, built in 1749, as a riding hall of circus and for economic necessities, House of the Sumskiy district zemstvo in Sumy, presently regional Museum of Regional Ethnography, House of Nobiliary collection in Glukhiv, presently local Museum of Regional Ethnography. One of the oldest cossack churches in Ukraine is the Mykolaiv church in Glukhiv (in 1693). Sacral architecture of Sumschina has unique buildings – Voskresenska church and Spaso–Preobrazhenskiy cathedral in Sumy, church of Mykola Cossack in Putivl, Svyatodukhivskikh cathedral in Romni, Pokrovskiy Cathedral Complex in Okhtyrka, Trekh-Anastasiyivska church in Glukhov and others.

1.3. Potential of ethnographic, sports and recreational tourism and rest

Products of folk masters of Sumschina will not leave indifferent the guests of our area: unique Kroleveckiy towel, wares of Boromlyanska wicker furniture factory, souvenirs of Sumskiy porcelain factory, firm “Veres”. Festivals and competitions (table. 2) are also of interest as our area residents really enjoy them They are also visited by nearby areas inhabitants with pleasure. This testifies possibilities of ethnographic tourism “tied” to certain events (like Sorochinskiy fair).

There are numerous spots which will be able to attract tourists from the different cities of Ukraine and from abroad. Settlements and cities of rural type prevail on Sumschina. The idea of etnotourism is pending for our region, as village residents face with unemployment and necessity to

find source of income for themselves and their families is acute.

Currently in an area operate 28 children recreational centers, 88 centers depending on children interests - artistic-aesthetical, sporting, tourist- regional, Environmental-naturalistic, that created on the base of out-of-school establishments, 71 center of labor and recreation, 5 recreation facilities, 6 preventive sanatoriums-clinics, 2 sanatoriums (regional child's multidirectional sanatorium «Lebedin», intereconomic sanatorium „Tokari”), spa-resort „Buymerivka”.

Plenty of forests, lakes and rivers can be of interest for sports and recreational tourism admirers. Sumschina territory can provide everything for rafting, living in tent camps on the bank of the river or lake, sport fishing, lakes wind-driven sport, cross-country skiing, etc. In case proper infrastructure development, it is possible to create stationary tourist locations: forest, water, steppe and so on.

Large horse-breeding farm, and hippodrome is located picturesque area close to Sumy. Sporting competitions and events are regularly conducted there. All interested persons can participate, in particular: journeys around the area in horse cart or on sledges (in winter time).

Cultural and art events which takes place in Sumschina: All-Ukrainian festival „Cossack rodoslav” and regional festival of cossack song „Cossack rodoslav”, All-Ukrainian rural festival of arts „Boromlya” and All-Ukrainian competition for the best implementation of songs about the Ukrainian village “Boromlya”, All-Ukrainian literature-art festival "Krolevecki towels", All-Ukrainian cossack holiday of „Kalnisheva rada”, Regional festival-contest of the Ukrainian song the name of Boris Gmiri „For the name of glorious fellow countryman”, Regional round of the Allukrainian festival-competition of collectives of the folk choral singing of the name of Porfiry Demuckiy, Regional festival of folk instrumental music “Merry musician”, Regional child's festival-competition of performers of modern vaudeville song "Magic key", Regional folk-lore festival “Suburb rockets ”, All-Ukrainian festival of wind

music "Furnace of Constitution", Interregional Miropilskiy fair.

It should be marked that development of recreational-tourist complexes corresponding international standards, in addition to that it can become the substantial source of foreign currency, is able to bring a considerable benefit, meaning considerable portion of population involvement in tourists service and preservation and expansion of the unique natural territorial complexes, environmental status improvement.

Tourist sightseeing routes being developed will assist to create terms for the study of historical and cultural legacy of the area, acquaint with natural sights of edge, they will able to provide recreation for various categories of population, will provide possibility for Sumska Oblast to reach wide informative space, honorary declare itself on a national and international arena not only with informational-advertising means, but with specific offers of competitive tourist sightseeing products [17]. Thus, Sumschina has everything to develop rout-cognitive and ethnographic tourism.

2. Quantitative estimation of Sumska Oblast tourist potential.

Further we will perform assessment tourist services consumers’ inquiries correspondence to types of tourism which can develop in Sumschina. To perform analysis we will use method described in [7] here correcting it in compliance with the specific features of the object subject to analysis.

For clarification of progress trends and composition tourist services track as possible more precisely to know tastes of separate groups of users of these services, which they most value in services which use, and what high-quality parameters of services to them more for everything like. After a cord (mainly in the USA) scale researches [16] were conducted from the study of lifestyles and motivation of them people (users of commodities and services) behavior.

We will take advantage of the classification of categories of people developed as a result of these researches in an order to define, what types of potential users from a number the citizens of development countries can interest the that or other type of tourist services (tabl.1).

Table 1 – Types of tourism which most probably will be of interest to groups of people different in life style and behavior motivation (expert estimation)

Categories of consumer	Environmental	Ethnographic	Rout-cognitive	Sanatorium-recreational	Sports and recreational				
					Water	Hunting	Fishing	Equestrian	Walking tours
Induced from outside, including: - with feeling of belonging to the middle class - with aspiring to advantage - whose aim to attain greater	*	*	*	*	*	*	*	*	*
	-	-	-	*	*	*	-	*	-
	*	-	-	*	*	*	-	*	-
Induced from within, including: - bright individualist with self-advertisement - whose gives advantage the personal experience; - socially conscious	*	-	*	-	*	-	-	*	*
	*	*	*	*	*	*	*	*	*
	*	*	*	*	*	-	-	*	*
Integrated	*	*	*	*	*	*	*	*	*
Total	*****	****	*****	*****	*****	*****	***	*****	*****

Legend:

- * - type of tourism, characteristic for the selected group of people,
- - type of tourism, not characteristic for the selected group of people.

Thus, it is found out here what hypothetical groups of people from potential tourists can be interested in this or that type of tourist services which can be provided in Sumska Oblast.

Further on let us find out exaggerated geographical segments of Sumschina tourist services market. Market segmentation was performed by comparison of tourism types which have natural resources available for their development with interests, characteristic for the selected groups of tourist services consumers (be methodology in [7]).

Analyzing data, which were given, the conclusion can be done that, first of all, in Sumska Oblast regions it is expedient to develop such types of tourism as environmental, ethnographic, rout-cognitive, and also sports and recreational (mainly, walking tours).

In particular, knowing an amount and approximate composition of population by the selected categories for the leading countries of the West, for example, for the USA of part of people of the selected groups [7, 16] in order of their count in a table 3 in percents from general composition of population make according to 33, 12, 6, 5, 18, 9, 2, and also middle amount of

persons which conduct rest in tourist trips (by every group), it is possible to define the approximate capacities of the allocated segments of market. The results of the executed analysis are taken for a base and complement them information of questioning, conducted the row of tourist companies [6], by the percent of persons from a number the polled users of tourist services, which would wish to conduct the rest in Ukraine (6-10% from the number of polled).

Conclusion. Thus we conducted an analysis natural-resource potential of the Sumska oblast and fulfilled qualitative and quantitative (by author method) estimation of expedience development certain types of tourism in the selected regions of area. The results of the executed research can be drawn on for the ground of decisions about creation (modernization) the proper infrastructure for the grant of tourist services in Sumska oblast, at program of social-economic development of separate regions and area development on the whole, marketings programs of forming and development image of Sumska oblast as region friendly to tourism, and also at forming the system normative-legal certificates which stimulate development of tourist business. The offered method can be used to analyse sufficientness already present base (in the that or other region of Ukraine on the whole or its areas) for acceptance of the proper amount of domestic or foreign tourists taking into account

their queries and tastes. It is expedient to develop such directions of tourism as environmental, ethnographic, rout-cognitive, and also sports and recreational and so on in oblast. Authors come into the special notice on development of new, both for Ukraine in general and for our region in particular, directions of tourism – ecological and ethnographic.

Subsequent researches must be directed on clarification of composition and quantitative parameters of users different types of tourist services, estimation of requirements in the objects of tourist infrastructure, economic ground of the programs of development of concrete types of tourism in regions, estimation of influence of measures on market of tourist services development on social-economic development of territories.

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