

**Cite This Article:**

Shevchenko H. M., Ivanova T. E. Innovative-marketing directions of recreational-tourism industry in Ukraine [Online] // *Economic Processes Management: International Scientific E-Journal*. 2015. № 3. Available: [http://epm.fem.sumdu.edu.ua/download/2015\\_3/2015\\_3\\_14.pdf](http://epm.fem.sumdu.edu.ua/download/2015_3/2015_3_14.pdf)

---

Received  
July 30, 2015

Accepted  
August 15, 2015

УДК 338.487:659.1(477)  
JEL Classification: L83, M31

**INNOVATIVE-MARKETING DIRECTIONS OF RECREATIONAL-  
TOURISM INDUSTRY IN UKRAINE<sup>1</sup>**

**Shevchenko Hanna Mykolayivna**

*PhD, Associate Professor,  
Associate Professor of Management Department,*

**Ivanova Tetyana Evgenivna**

*Master of Marketing,  
Sumy State University, Ukraine*

*In the article the necessity of the development of recreational-tourism industry in Ukraine, despite the difficult political and economic situation in the country, based on the innovative marketing activities is grounded. The features of recreation areas on the analysis of the relevant natural resources are described, and the marketing activities for the development of recreational-tourist areas of Ukraine are proposed, in particular the creation of the database objects of recreational management, using the tool of marketing generations, the strengthening cooperation with government agencies and travel agencies.*

**Keywords:** *recreational-tourism industry, development, innovative-marketing directions, Ukraine.*

**Introduction.** Due to the globalization about 1 billion people on the planet annually change their location. The global movement of people is in the majority, for two reasons: because of changing jobs or vacation. However, a job change is not enough a frequent phenomenon that understands a radical change of residence with moving to another country. In turn, tourism may be called a dynamic phenomenon, because it includes the constant moving from place to place. The possibilities of tourism industry are limitless. The most common type of tourism is now a recreational tourism. The rest can be called a commodity as any person in constant

---

<sup>1</sup> The paper was written within the framework of scientific-research topic № 0115U001074 “Forecasting and programming balanced development of the recreation”

need of rest. In the world there are many choices for decent holiday but do not forget that you can relax not only abroad but also in the territory of their country. In this context the research and development of innovation and marketing directions of recreational-tourism industry in Ukraine is relevant.

Over the past decade, the majority of Ukrainian citizens became give priority to vacation abroad. This situation is caused by several factors: the lack of adequate information on alternative places of recreation in Ukraine, the expensive vacation that does not meet the conditions and provided service, and unstable political regime. Most people in Ukraine tend to rest comfortably away from industrial areas and feel socially secure. The current level of life requires permanent readiness of recreation areas to due servicing of visitors, dissemination of positive information about themselves, and changes in the political and economic spheres. The main problem in Ukraine is the lack of awareness of potential tourism consumers to the existence of recreational facilities and services that they provide, and the lack of the adequate support from the state.

**Analysis of recent researches and publications.** Problems of marketing of the tourism industry to actively dealt with a large number of scholars, both Ukrainian and foreign. In the works of *O. Matyukhin* (2007) [1] and *Y. Pravyk* (2008) [2] the features of the tourism business, including its marketing component and the importance of domestic tourism adaptation to new global trends are discussed. *N. Hoblyk-Marković* (2010), *S. Illyashenko* (2013), *O. Teletov* (2014), *I. Shkola* (2003) [3-6] consider tourism as a promising industry for the economy of Ukraine, give examples of potentially successful fields of tourism and outline the strategic management methods of the tourist industry infrastructure. *N. Ostap'yuk* (2009) [7] focuses on the successful branding of tourist areas as an integral part of tourism and on the importance of country reputation, that directly influences the interest of tourists when choosing a place of rest. *M. Hall* (2013) [8] argues that tourism is a factor of global environmental change, and the scale associated with tourist traffic can be improved through social marketing, because this type of economic development is an important source of foreign exchange of more or less developed countries. *L. Dvayer* and *R. Spur* (2011) [9] in their book 'Tourism Economics Summary' explain the concept of tourism as a social phenomenon. The tourism can not be regarded as an independent sector, because it is closely linked to the impact of various factors (legislation, natural fluctuations, and political situation).

**Previously unsettled problem constituent.** In addition to the research of conceptual approaches in tourism and recreation it is necessary to separate more detailed study on marketing and innovative techniques in recreational-tourism industry, according the fact that these issues in conditions not yet fully formed market of the related services in Ukraine are not described on both theoretical and practical levels.

**Main purpose of the article.** Thus, the purpose of this research is to create the adequate recommendations for areas of recreation and tourism industry in Ukraine based on existing international experience in terms of new marketing activities, and provide suggestions for improving the recreational industry and the projection of possible outcomes after the proposed innovations.

**Results and discussions.** From an economic point of view, the tourism industry is a sector that can provide high returns for relatively small investments in it. Over the past 10-15 years in Ukraine negative trends have taken place, associated with the decline of industrial areas, the outflow of labor abroad, and unstable politics of the state that, in turn, reflected on tourism. However, despite this, the service sector is one of the promising directions of economic development in Ukraine. According to statistics [10], the cost of creating one job in the tourism infrastructure of the month is 20 times less than the cost in the industry. It should therefore be pay attention to the justification for the creation of competitive recreational areas in Ukraine, given the small cost of their creation and maintenance, and possible profits.

Recreational resources are a combination of natural and anthropogenic objects or phenomena that could be used for recreation, treatment and tourism. Almost all regions of Ukraine have various recreational resources, including traditionally dominated sanatorium and resort. The Ukrainian recreational objects include resorts (for adults and children), health centers, rest houses and pensions, recreation and tourist centers. Recreational-tourism resources are divided into natural-geographical, natural and anthropogenic, socio-historical and super-points tours [11].

The majority of recreational-tourism resources are concentrated in the Carpathians and Crimea but in Ukraine there are plenty of decent places to rest outside of these territories. Due to the unstable political situation in Ukraine, the attention should be paid to available for tourist recreational areas. The territory of Ukraine is divided into four recreational regions [12] (Table 1).

**Table 1. Recreational regions of Ukraine**

Name of recreational region	The region	Features of the region
Azov-Black Sea	Donetsk, Mykolaiv, Odesa, Zaporizhia and Kherson oblasts	Medical mud, sea climate
Dnieper-Dniester	Vinnytsia, Volyn, Zhytomyr, Dnipropetrovsk, Kyiv, Kirovohrad, Luhansk, Poltava, Sumy, Ternopil, Kharkiv, Khmelnytsky, Cherkasy, Chernihiv oblasts	Mineral and radon water
Carpathian	Transcarpathia, Ivano-Frankivsk, Lviv, Chernivtsi oblasts	Mineral water, mineral wax, mountainous terrain
Crimean	Crimea, the Black Sea, Sea of Azov	Medical mud, mountainous terrain, thermal and mineral

		water
--	--	-------

Among most of the population of Ukraine there is a stereotypical view that a good rest is only near the sea. This situation is due to insufficient promotion of other recreational areas in Ukraine. Foreign travel agencies have a significant impact on consumer audience of Ukraine by providing attractive offers and use of effective advertising. Ukrainian travel agencies (for example “Accord TOUR”, “Travel Professional Group”, “Alf”, “Tez Tour Ukraine”, others) more profitable specialize in tours to other countries. The demand for exotic tours from the part of consumers, higher commissions from foreign hotels and restaurants, foreign exchange earnings are attractive. To compete with world famous tourist brands is difficult (Golden Sands in Bulgaria, the Egyptian resorts in Sharm-el-Sheikh, Alpine ski resorts, etc.), but not hopeless.

In our opinion, for the successful promotion of recreation in Ukraine you must first find out what can be presented to consumers demanding in exchange for world famous tourist brands. Recently the ecotourism became popular. This type of tourism has demand in the young population, which tends to rest while trying to save money. Ukraine has a number of places for green tourism: Transcarpathia (Carpathian Biosphere Reserve) Kherson region (Askania Nova), Volyn region (Shatsk National Park) [13]. Usually in these areas there are a large number of rare plants and unique natural objects, improving ecological trails, and ecological tours.

Worthy substitute the Israeli health resort on the shores of the Dead Sea it can be called Solotvino village in the Transcarpathian region, famous for the large number of salt lakes. Another example: Dniester Canyon is one of the most unique tourist areas in Ukraine. Here the climate is different because of the circulation of air masses and a significant amount of solar heat. Therefore, it is often compared to the Mediterranean. There is a high potential for development of tourism types such as water rafting, cycling, hiking, speleo, motor, cognitive and cultural, and environmental tourism. The right tactics of territorial development can lead to not only attract tourists from other oblasts, but also from other countries. First of all, you need to implement measures to disseminate information on recreational areas in Ukraine. Promoting recreational areas for Ukrainian should be based on merits and specific differences from foreign resorts for tourists from other countries – in the national colors. It is necessary to take into account the fact that any new products in the market consumers are ambiguously perceived. This pattern can be displayed in the travel market. Consumers rely to a greater extent already known and promoted resorts, but there are a small number of customers (innovators) who monitoring the emergence of new products or services on the market and by which the sales occur. This part of consumers is important because it can affect other users and create a certain attitude to the products or services provided by travel companies.

From a marketing point of view, the promotion of tourist facilities is a

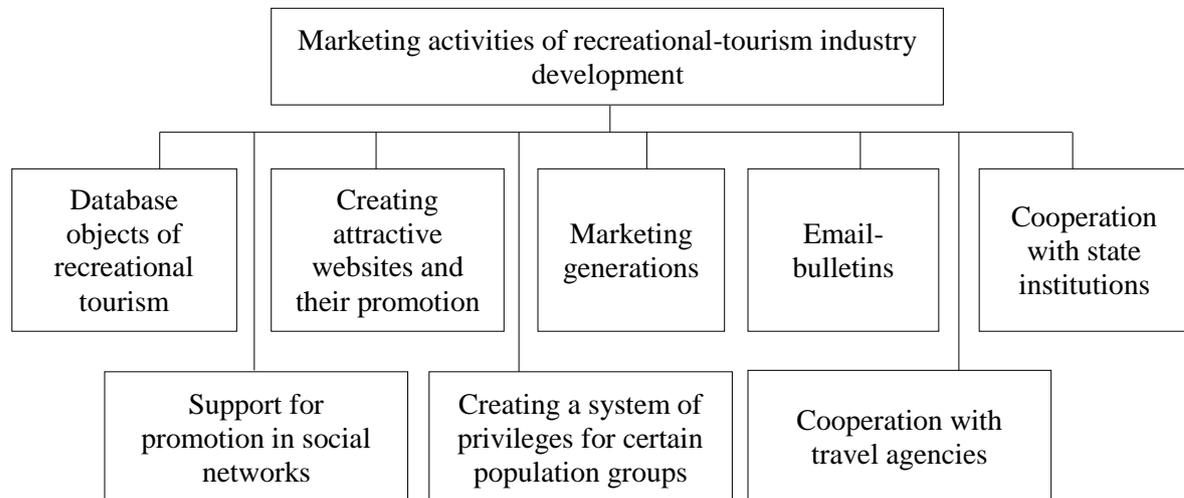
cumbersome process. The concept of “service” has a number of features that are often difficult to demonstrate the distance. Service is intangible, inseparable from the place of provision of nature (independent existence impossible), the service can not be saved and get to the same quality. In the tourism industry the promotion of services aims to encourage of potential users. So often the method of recommendations from well-known people (show-business stars, sportsmen, politicians) is used.

In our view, the main tourist area marketing objects include: economic, social and prestigious objectives. Under the economic objectives it should be understood the maximizing profits, the attracting more customers, the market positions and consolidate preferential competitive position in the market. The social goals are designed to meet the needs of most of the customers from the standpoint of the recreational service delivery the best way. The prestigious objectives are considered as the possibility of increasing the attractiveness of resort and recreational areas and consolidate a positive image. Based on sufficient recreational areas of Ukraine, we can develop a set of measures for their development in particular innovative.

From a medical point of view the recreation is most valuable type of tourism that aims to restore of health and ability to work through rest in favorable conditions for it. For recreational forms of tourism are characteristic a long vacation and a small number of visited places. For successful positioning on the market of tourist and recreational services you must interest the right audience of consumers. The development of a significant number of tourism (cycling, surfing, excursions by sea, diving, hiking are the others) requires the adequate definition of the target audience. For example, for young people it should be encouraged the areas of active recreation (rafting, bike tours, shop-tourism, skiing), for people with stable income and family – cruise tours, beach holidays, for the elderly – health-tour vacation.

On the basis of the above presented material it can offer the innovative methods of marketing development of recreational areas in Ukraine. The involving tourists to recreational areas should take place gradually. For the gradual development of recreational areas we offer to apply the following new marketing program (Fig. 1).

Thus, the creating a unified database of recreational-tourism objects will allow for potential customers to choose direction travels, sort according to certain characteristics (existing service, areas). The database should be set up with the support of public authorities and be free to use. The support from the government can be considered as partial funding. We think also that an effective strategic marketing tool is the marketing generations using. The innovation of this tool lies in the coverage of several generations of customers. For recreational businesses it is advisable to encourage families and friends. Leisure – it’s usually a social process, and communication with others is an integral part of it.



**Fig. 1. Marketing activities of recreational-tourism industry development in Ukraine**

The cooperation with state institutions aims to attract certain population groups, according to psychographic division. Entry contacts may occur by providing suggestions for education institutions, hospitals, state enterprises, etc. Providing significant discounts, the flow of customers at times will increase. The creating a system of privileges for certain population groups could be called a standard means of recreational area promoting. However, the current political and economic situation in Ukraine requires adequate pricing for travel services within the country. To the privileged groups may include children under 5 years old, students, retired, and military. Positioning in terms of social activity is an opportunity to consolidate a positive image among the population. And cooperation with travel agencies is an effective tool for attracting not only residents of Ukraine, but also tourists from abroad. Travel agencies play the role of consultants. Relations with travel agencies in other countries can extend the territorial boundaries of the target audience. Now, recreation in Ukraine can be seen as exotic and relatively cheap holidays.

In general innovation activities in tourism and recreation in Ukraine as of today takes two values. Firstly, it comes to innovation relating with the development of recreational areas in Ukraine (reorganization or association of tourist facilities), changing of personnel policy (essentially new approach to training and its promotion), sustainable economic and financial activities (involving of modern forms of accounting and reporting). Secondly, it comes to marketing innovation on coverage needs of the target audience and attracting not covered populations through the creation of unique programs and recreation services.

**Conclusions and further researches directions.** So, as a result of the research, we have come to the following conclusions. To assist the development of tourism and

recreation in national economy, especially small towns it is need to actively stimulate business in the field of recreation, to create and maintain a favorable investment climate to attract business to create a travel profile centers, development of new tourist routes, forming tourism marketing strategy and the use of financial assistance instruments. The development of recreational-tourism industry in Ukraine is not hopeless, because there are a considerable number of recreational places. The downside can be called a lack of awareness in Ukraine about existing health centers and resorts. We recommend using innovative marketing techniques for the improvement of the tourism industry. Strategic planning in this case is a necessary component for further effective operation of recreation areas in Ukraine. For positive positioning on the tourist market it is necessary to provide the niche-nature services. The uniqueness of recreational services and actively their advancement attract the attention of a wide range of potential customers. Investments in the tourism industry can be called a risky, because Ukraine is currently going through a period characterized by political and economic instability. However, with proper planning and adequate funds management there is possibility to rebuild and fix in the minds of consumers a positive image of recreational-tourism industry of Ukraine.

Further researches will focus on development of regulative methods of recreational management in Ukraine.

### References

1. Matyukhin, V.O., Kashuba, Y.M., Kobzyeva, O.V. (2007). Model strategiyi rozvytku turyzmu [The model of regional tourism development strategy]. *Sotzialno-ekonomichni doslidzhennya v perehidnyy period. Resursne zabezpechennya intelektualno-innovatziynogo rozvytku regionu – Socio-economic research in transition. Resource provision of the intellectual-innovative development*. Instytut regionalnyh doslidzhen NAN Ukrayiny, 3(65), 235-247 [in Ukrainian].
2. Pravyk, Y.M. (2008). *Marketynh turyzmu [Tourism marketing]*. Kyiv: Znannya [in Ukrainian].
3. Goblyk-Markovych, N.M. (2010). Aktyvizatziya marketyngovogo zabezpechennya rozvytku turystychnoyi sfery regionu [Enhancing of the marketing support tourism development in the region]. *Ekonomika. Upravlinnya. Innovatziyi – Economy. Management. Innovation*, 2(4) [in Ukrainian].
4. Ilyashenko, S.M., Ilyashenko, N.S., Shcherbachenko, V.O. (2013). “Zelenyy” turyzm yak ody z napryamkiv stalogo rozvytku regionu [“Green” tourism as one of the directions of sustainable development in the region]. *Ekonomika Ukrayiny – Economy of Ukraine*, 8, 33-39 [in Ukrainian].
5. Tyelyetov, O.S. (2014). Doslidzhennya ta perspektyvy rozvytku turystychnogo brendu Ukrayiny [Research and development prospects of Ukraine tourism brand]. *Marketynh i menezhment innovatziy – Marketing and management innovation*, 1, 27-42 [in Ukrainian].
6. Shkola, I.M. (2003). *Menezhment turystychnoyi industriyi [Management of tourism industry]*. Chernivtzi: Knygy XXI [in Ukrainian].
7. Ostapyuk, N.I. (2009). Brending – nevid’yemna skladova turyzmu [Branding is an integral component of tourism]. *Industriya gostynnosti u krayinah Yevropy – Hospitality industry in European countries*. Simferopol: ViTroPrynt, 133-136 [in Ukrainian].
8. Hall, M. (2013). Social marketing and tourism: what is the evidence? – [http://www.academia.edu/2924276/Social\\_marketing\\_and\\_tourism\\_what\\_is\\_the\\_evidence](http://www.academia.edu/2924276/Social_marketing_and_tourism_what_is_the_evidence).
9. Dwyer, L., Spurr, R. (2011). Tourism economics summary / STCRC Centre for Economics

and Policy. – <http://www.crctourism.com.au/wms/upload/resources/Tourism%20Economics%20Summary%20WEB.pdf>.

10. Deyneka, L.A., Zheltykova, S.V. (2012). Razvitiye rekreacionnyh zon v Ukraine [The development of recreational areas in Ukraine]. *Kultura narodov Prichernomoriya – Culture of Black Sea people*, 221, 39-41 [in Russian].

11. Gavrilenko, O.P. (2008). *Ekogeografiya Ukrayiny [Ecogeography of Ukraine]*. Kyiv: Znannya [in Ukrainian].

12. *Prirodno-rekreatzionnyye resursy Ukrainy [The nature-recreational resources of Ukraine]* (2012). – <http://www.recreation.ecotour.com.ua/home/recreation/102-2012-01-26-08-32-19> [in Russian].

13. *Nezvychnayni mistzlya vidpochynku v Ukrayini [Unusual destinations in Ukraine]* (2012). – <http://ubr.ua/leisure/travel/neobychnye-mesta-otdyha-v-ukraine-etim-letom-294252> [in Ukrainian].

## **ІННОВАЦІЙНО-МАРКЕТИНГОВІ НАПРЯМИ РОЗВИТКУ РЕКРЕАЦІЙНО-ТУРИСТИЧНОЇ ГАЛУЗІ УКРАЇНИ**

**Шевченко Ганна Миколаївна**

*кандидат економічних наук, доцент, доцент кафедри управління,*

**Іванова Тетяна Євгенівна**

*магістр із маркетингу,*

**Сумський державний університет, Україна**

*У статті обґрунтовано необхідність розвитку рекреаційно-туристичної галузі України, всупереч складній політичній та економічній ситуації в країні, на основі новітніх маркетингових заходів. Розкрито особливості рекреаційних регіонів на основі аналізу відповідних природних ресурсів і запропоновано маркетингові заходи щодо розвитку рекреаційно-туристичних зон України, зокрема, створення бази даних об'єктів рекреаційного менеджменту, застосування методу маркетингу поколінь, посилення співпраці з державними установами та туристичними агентствами.*

**Ключові слова:** *рекреаційно-туристична галузь, розвиток, інноваційно-маркетингові напрями, Україна.*

## **ИННОВАЦИОННО-МАРКЕТИНГОВЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ РЕКРЕАЦИОННО-ТУРИСТИЧЕСКОЙ ОТРАСЛИ УКРАИНЫ**

**Шевченко Анна Николаевна**

*кандидат экономических наук, доцент, доцент кафедры управления,*

**Иванова Татьяна Евгеньевна**

*магистр по маркетингу,*

**Сумский государственный университет, Украина**

*В статье обоснована необходимость развития рекреационно-туристической отрасли Украины, вопреки сложной политической и экономической ситуации в стране, на основе инновационных маркетинговых мероприятий. Раскрыты особенности рекреационных регионов на основе анализа соответствующих природных ресурсов, и предложены маркетинговые мероприятия по развитию рекреационно-туристических зон Украины, в частности, создание базы данных объектов рекреационного менеджмента, применение метода маркетинга поколений, усиление сотрудничества с государственными учреждениями и туристическими агентствами.*

**Ключевые слова:** *рекреационно-туристическая отрасль, развитие, инновационно-маркетинговые направления, Украина.*