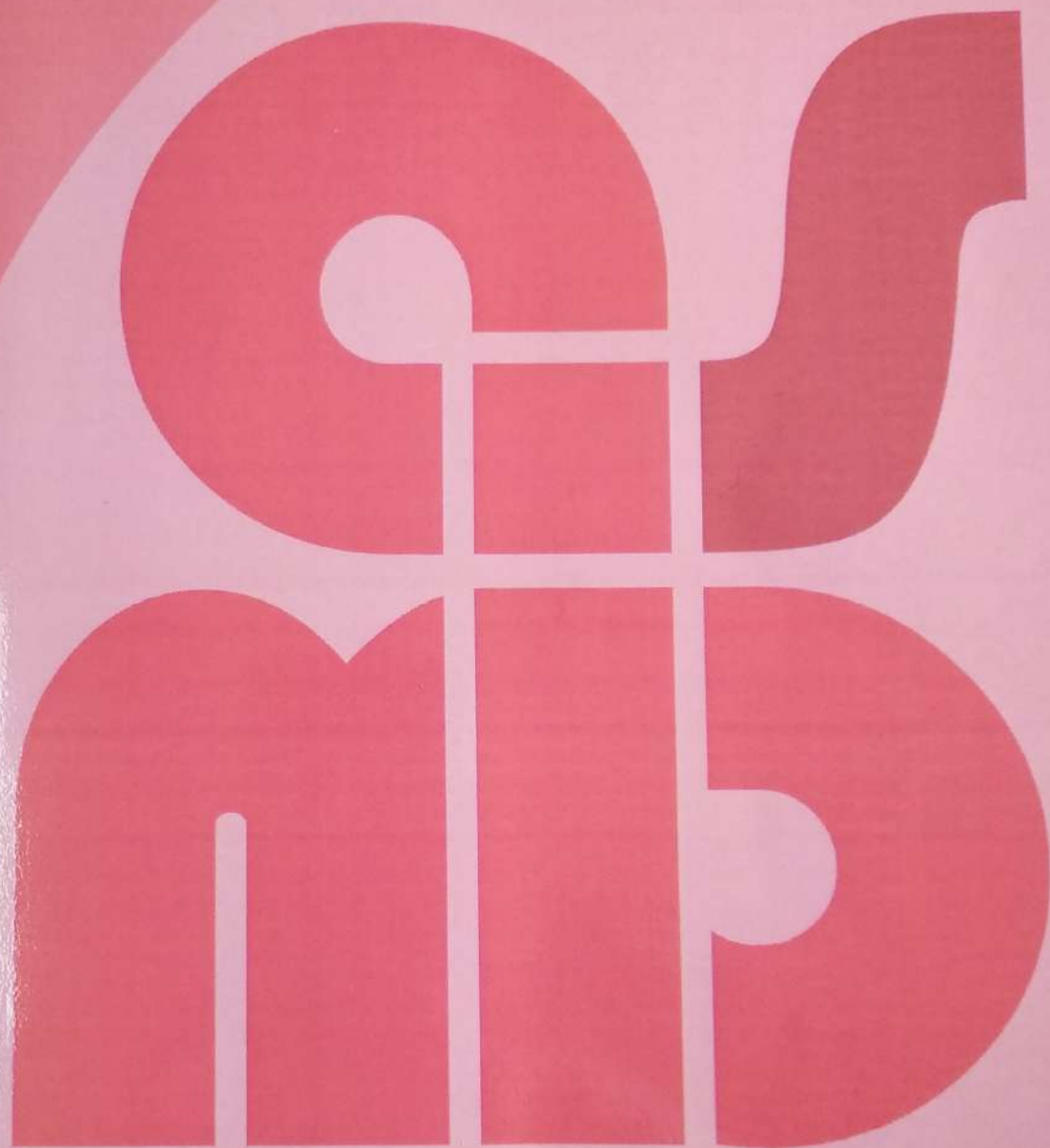


SCIENTIFIC LETTERS
OF ACADEMIC SOCIETY OF MICHAL BALUDANSKY



ISSN 1338-9432

4 $\frac{6}{2016}$

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TO OUR READERS

Dear Reader,



this journal, the "Scientific Letters of Academic Society of Michal Baludansky", has been conceived by the founders of the Michal Baludansky International Academic Society as a printed platform for exchanging knowledge between university scholars and experts of different countries who take a keen interest in the life and activity of the outstanding scientist, educationalist and statesman Michal Baludansky. The fifth issue of «Scientific Letters of Academic Society of Michal Baludansky» in 2016 includes the work of staff and post-graduate students of the Volodymyr Hnatiuk Ternopil National Pedagogical University and the members of the All-Ukrainian Union of Economists.

Volodymyr Hnatiuk Ternopil National Pedagogical University is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers.

Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality "Gold Fortuna".

The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 full-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs.

The University provides opportunities for professional mastering specialties and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

The All-Ukrainian Union of Economists – is a Ukrainian social organization, which counts more than 400 doctors and candidates of sciences by the state on December, 1 of 2010 and has regional organizations in all Ukrainian regions.

The Union was created on the principles of economic patriotism by the Ukrainian scientists.

The main aim of the Union is a maximum assistance of the Ukrainian social and economic development.

One of the major priorities of the Union is a popularization of advanced innovative ideas of domestic economic science, development of economic offers for quality increase of the Ukrainian social life, independent examination of the Ukrainian economic legislation.

The Union has conducted a lot of conferences and round tables, which were devoted the most actual economic questions.

The Union created its own project of the Strategy of socio-economic development of the country "The New Economy". The practical realization of this project will provide intense economic increase, high life level of the population and leads Ukraine to the forward positions of the world economy.

The social organization "The All-Ukrainian Union of Economists" is entered by the Ukrainian Department of Justice into the accounting book of social organizations.

Michal Varchola, editor

ASSESSMENT OF THE RECREATIONAL-TOURISM RESOURCES AVAILABILITY IN THE BUKOVYNEAN CARPATHIANS

Krul Halyna, Palamariuk Mariia, Krul Volodymyr

Summary

The article characterizes preconditions and factors that influence the development of recreation and tourism in the Bukovynian Carpathians. Spatial analysis of distribution of natural, historical, cultural and recreational infrastructure and tourism resources is considered. The general availability of recreational and tourist resources in the region of study on the basis of the rating analysis of absolute and relative performance in terms of village councils is evaluated. Spatial distribution of recreation and tourism centers in the region of study is defined. The ways to the future use of the available recreational-tourism potential for the purposes of tourism and recreation are outlined.

Keywords: recreational and tourist resources, recreation and tourism resources availability, natural and recreational resources, historical and cultural resources, infrastructure resources.

ОЦІНКА ЗАБЕЗПЕЧЕНОСТІ РЕКРЕАЦІЙНО-ТУРИСТИЧНИМИ РЕСУРСАМИ ТЕРИТОРІЇ БУКОВИНСЬКИХ КАРПАТ

Круль Галіна, Паламарюк Марія, Круль Володимир

Анотація

В статті охарактеризовані передумови та чинники розвитку рекреації й туризму в Буковинських Карпатах. Розглянутий просторовий аналіз поширення природних, історико-культурних та інфраструктурних рекреаційно-туристичних ресурсів. Визначена загальна забезпеченість регіону дослідження рекреаційно-туристичними ресурсами на основі використання рейтингового аналізу абсолютних та відносних показників в розрізі сільських і селищних рад. Виявлене просторове поширення осередків розвитку рекреації та туризму в регіоні дослідження. Визначені подальші шляхи використання наявного рекреаційно-туристичного потенціалу для потреб туризму й рекреації.

Ключові слова: рекреаційно-туристичні ресурси, забезпеченість рекреаційно-туристичними ресурсами, природно-рекреаційні ресурси, історико-культурні ресурси, інфраструктурні ресурси.

The relevance of research

The growth of recreational and tourism needs in the Ukrainian society provides impetus for the search of new areas for the implementation of strategic plans to overcome the economic crisis, like many European countries, where tourism grows faster than any other industry. Identification of available recreational and tourism resources to further involve them in active use in the tourism industry is of special significance under conditions of continuous depletion of biodiversity and environmental deterioration.

The territory of the Bukovynian Carpathians is a unique and potentially promising for the implementation of the above strategic plans. Socio-geographical surveys of recreational and tourism resources are usually carried out within the administrative-territorial units, which are oblasts and raions. In view of this, the socio-geographical analysis by a natural component (since the territories with the status of mountain areas were attached to the consideration of recreation and tourist resources of the Bukovynian Carpathians), meets today's requirement.

Analysis of publications

The study of the prerequisites for the development of recreation and tourism in Ukraine, the factors influencing them, the establishment of territorial recreational complex and its further dynamics receive some, yet insufficient, attention. Of all the recreational potential of the territory, the works of Ukrainian scientists [1-9, 11-16, 18] focus on the detailed analysis of recreational and tourist resources: the structure and the current state of the use of recreational and tourist resources (RTR) [Shepetiuk, 2007] as well as their socio-geographical aspect are studied [Vasylevska, 2014], the recreational-tourism attractiveness is estimated [Ivanunik 2009] and the analysis of distribution and evaluation of recreation and tourism diversity of the region was made [Skutar, 2012].

Objectives

To comprehensively assess RTR and level of their development in of the Bukovynian Carpathians region, it is necessary to characterize the conditions and to evaluate the factors of recreation and tourism progress, to carry out a spatial analysis of natural, historical, cultural and

infrastructural RTR propagation, to determine overall RTR availability in the region and to reveal spatial distribution of recreation and tourism centers in the region under study.

The practical significance of the results

The results of the study could make a significant contribution to the philosophy of recreation and tourism development at the regional level, formation of the attractive investment projects for the construction of tourist complexes of different functionality, the expansion of existing and development of new tourist routes and more.

Exposition

The issues of recreational estimation require simultaneous comprehensive analysis of all available natural resources – the total resource potential and how it is currently used since to identify areas with optimal leisure conditions, different types of the territory use need to be compared. The data obtained should be the basis for a program of long-term planning of productive forces placement and specialization of a particular territory [Cherchyk, 2008].

The territory of the Bukovynian Carpathians holds big potential of natural recreational resources – orographic, climatic, hydrologic, mineral-balneal, forest, and natural-reserved fund. Thus, the tourist attractions of the region are mountainous Carpathian landscapes, caves Dovbush, Sokolyna and Molochni Brattia, rock formations Sokolyne Oko and Protiate Kaminnia, the Kamiana Bahachka rock and others.

For recreation and tourism activities, for winter tourism and sports in particular, it is advisable to operate cool and moderately-cold zone of the Bukovynian Carpathians. Of the 65 settlements of the region, 41 are located in the territory which is not suitable for this purpose since it is located in the zone with more temperate conditions. The rest (24 or 36.9%) are located in areas with a cool climate.

The rivers Cheremosh, Bilyi Cheremosh (White Cheremosh) and Siret are among the most valuable waterways for recreational nature management. The rivers, each of them full of sudden turns, rapids, shivers, floodgates, gorges, and whirlpools, allow developing tourist routes ranging to the highest level of complexity. Mountain lakes ("Mountain Eye") surrounded by the landscapes of unsurpassed beauty are among

the most extraordinary attractions of ecotourism. The Bukovynian waterfalls of different power and height (3-18 m), natural landmarks and possible objects of educational recreation, could have a very special place among touristy places.

Compared to the natural component of the travel industry, the cultural-historical component is represented less vividly in the region. In general, there are nearly 90 historical and cultural sites in the territory of Bukovina Carpathians, wooden church and bell towers, built in the 18th-19th century among the most precious of them. Other objects may appeal to a very small group of consumers or offer no spectacular attractions for the average tourist (the monuments of the Soviet era).

The tourist infrastructure in the region of study being represented by food and lodging enterprises is poorly developed. There are only 60 enterprises of hospitality, of which 40% are hotels, and the rest - the private households in rural green tourism areas. A characteristic feature of the latter is their small capacity (the maximum number of tourists is 20).

To identify the territorial organization of recreational and tourist resources, it is necessary to summarize and generalize data on the latter [Palamariuk, 2015]. Moreover, in our opinion, it is most preferable to carry out such a generalization according to the settlement and village councils for both the natural and historical-cultural RTR, and for food and lodging enterprises as well.

Of various indicators that can be used for spatial analysis of recreational and tourism potential, we have drawn in a

number of absolute and relative indicators [10, 17], namely the number of natural recreation and tourism objects (hereinafter RTO) and their area, their placement density (units per 100 km²) and protected areas extension (in%), the number of historical and cultural objects, their density (units per 100 km²) and availability of them to people (unit per 10,000 of people), the total amount and capacity of food and lodging enterprises, availability of these enterprises and places in them which were calculated per 1,000 of local population.

Further analysis of the recreational-tourism potential focused on availability of recreation and tourism resources (RTR) on the Bukovian Carpathians territory in terms of each group. This involved rating analysis of the above indicators. Any of these parameters, if it has maximum value within the settlement or village council (the largest number of natural sites of recreation, their highest total area, etc.), receives top rating 1. Other positions in the rating range to the number of points of 23, since the territory of study contains 23 village and settlement councils. So, the lower the score, the higher is RTR availability in the administrative-territorial unit [Palamariuk, 2015].

To obtain the final picture of the Bukovynian Carpathians RTR availability, rating analysis of the total scores for each of four groups. From this analysis the sum-total rating indicator (in points) was generated for each of settlement and village councils. Their smallest quantities point to the higher RTR availability in the region of study, while the most values reveal that the situation with RTR availability in an administrative region needs fundamental improvement (Table 1).

Table 1: General RTR availability on the Bukovynian Carpathians territory (in terms of settlement and village councils section)

Item No.	Village or settlement council	Σ of natural objects ratings	Σ of cultural-historical objects ratings	Σ of lodging facilities availability ratings	Σ of public catering facilities availability ratings	Total rating indicator
1	2	3	4	5	6	7
1.	Berehometska	8	39	27	9	83
2.	Bahnianska	90	33	51	59	233
3.	Vyzhenska	65	6	5	61	137
4.	Dolishnoshepitska	42	54	40	48	184
5.	Lukavetska (s. Vovchynets)	90	69	82	84	325
6.	Myhivska	65	44,5	11	13	133,5
7.	Chereshenska	61,5	25,5	82	84	253
8.	Putylska	30	48	22	6	106
9.	Dykhtynetska	54	32	65	57	208
10.	Dovhopiliska	36	27	57	39	159
11.	Kyselytska	64	66	35	84	249
12.	Koniatynska	50	24	82	47	203
13.	Marynychivska	18	33	29	45	125
14.	Pidzakharychivska	38	41	13	21	113
15.	Ploskivska	57	52	36	29	174
16.	Roztokivska	19	26	19	29	93
17.	Seliatynska	78	12	62	23	175
18.	Serhiivska	43	49	40	33	165
19.	Ust-Putylska	20	25	57	33	94
20.	Shepitska	35	9	82	69	195
21.	Yablunyska	30	27	82	63	202
22.	Banyliv-Pidhirmivska	43	41	44	84	212
23.	Starokrasnoshorska	67,5	45	82	84	278,5

For total rating indicator, the average value (geometric mean) (178.3 points) was defined which became the basis for the mean value of all settlement and village councils on the Bukovynian Carpathians territory. That is it that got into the middle range of RTR availability (160.1-180.0 points). Indicators of smaller quantities formed three intervals of general sufficiency for recreation and tourism development: very good availability (≤ 100.0 points); good availability (100.1-130.0) and availability higher than average (130.0-160.0). However, higher score points to an insufficient availability of the resource base of recreation and tourism, which is reflected in the following ranges: availability below average (180.1-210.0 points); poor availability (210.1-250.0) and very poor availability (≥ 250.1).

Thus, the areas with a very good, good, average and above average RTR availability prevail in the Bukovynian Carpathians territory (12 out of 23 councils) (Table 1). They form a kind of frame extending from north (Vyzhenska and Pidzaharychivska v/c) to south (Selyatynska, Ploskivska and Serhiivska v/c) that runs almost through the middle of the region dividing the territory into two, the areas with insufficient RTR west and east of it. In the north this frame is surrounded by the village council territories with higher than average (Dovhopilska v/c – on the west), good (Marynychivska v/c – on the northwest) and very good (Beregometska v/c – on the northeast) RTR availability. The territory of these administrative-territorial units is located at the angle to the above frame that coincides with the River Cheremosh flowing direction.

Conclusions. Recreation and tourism resources influence the territorial organization of recreational activities, including the formation of recreational areas and centers as recreation and tourism sites and define their specialization and economic efficiency. Recreational assessment of any territory requires simultaneous comprehensive analysis of all available natural resources, namely the total resource potential and its current use since identification of a territory with conditions for optimal recreation needs comparison of territories by type of use.

For the territories of the Bukovynian Carpathians where priority is put on the development of tourism, it is advisable to introduce measures to maximize the conservation and protection of unique natural, historical and cultural sites, increasing their attractiveness and availability. The introduction of these measures will allow using the available recreational-tourism potential for tourist purposes thus making the Bukovynian Carpathians a thriving center of recreation and tourism which would satisfy Ukrainian and European consumer need in a quality tourist product.

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