

Tourism development as a factor of healthy life style in Ukraine

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Abstract. This paper shows the priority of tourism industry development in Ukraine in general, as well as innovative types of tourism, such as: geotourism, in particular. Indicates the necessity of strengthening government role in the field of tourism, primarily through forming of development strategy of some types of tourism. Development strategies project of geotourism in Ukraine is proposed, which provides three strategic ways of development: geotourism, geoeducation and geoconservation. Each of them includes a list of priorities through the implementation of specific measures.

Key words: tourism development, geotourism, geoeducation, geoheritage, geoconservation.

Introduction. Tourism contributes formation of active human life position to healthy lifestyle. Tourism - one of the most popular forms of leisure that connects with an active cognition of the world. A positive feature of tourism is promotion of the physical, psychological and moral education of person. Pursuing any kind of tourism, the person meets the most basic tasks: communication, sports, physical activity, recognition of their native land, aesthetic development. Geotourism is a new phenomenon in tourism with a growing popularity from year to year, since it is based on "building a relationship" with the place of visit – with the local culture, natural environment, with the people living in the area. Geotourism is a type of tourism, which is unique *per se*, as it offers the tourists the uniqueness of a geographical place – the environment, the heritage, the aesthetics, the culture, and the features of the territory's terrain and the individuality of the local population.

Methodology

For development of this paper we use theoretical – empirical analysis and we conducted studies books, statistic publications, magazines and internet literature.

The main material.

At a time when Ukraine directs its movement in a civilized society, a wide range of issues of young people life quality requires investigation and resolution. The main obstruction formation of the living standards highlighted the following:

1. The demographic problem. Ukraine's state statistics for 2012 shows that the birth rate in Ukraine is 11.4 per 1,000 of the population and it is the lowest rate in Europe. The problem of healthy life is starting from childhood. Thus, the results of the State report "Youth for Healthy Living" in Ukraine every 6th child born with disabilities health. Diseases, transmitted through sexual contact, also negatively affect fertility, causing infertility and chronic diseases. Now, this problem affects 20% of Ukrainian families. At the same time, the mortality rate in Ukraine is 14.5, the natural population decline in 2012 reached 142 thousand. [9]

2. The economic problems. The average monthly wage in 2014 was 3500 grn., converted into euros - less than 250. In youth wages lower than the national average. This leads to the use of substandard food and low quality products of life. This affects not only health, but also has a negative impact on the moral well-being and planning of future development.

3. The problem of environmental conditions. Emissions of air pollutants from stationary and mobile sources in per capita in 2000 in Ukraine amounted 119.4 kg, in 2012 - 149.6. Emissions of air pollutants from motor vehicles in 2000, 1949.2 thousand tones, in 2012 - is 2249 thousand tones. [9]

4. Problem of motor activity of children and youth as defined by the State report "Youth for Healthy Living"[10]: only one in five pupils and one in ten students have sufficient motor activity, one of the lowest in Europe. However, 60% of Ukrainian students unable to meet the requirements of pan-tests of physical fitness "Evrofit." With age, physical activity is reducing. In general, depending on the age and place of study, almost 76% of young people prefer more passive forms of entertainment (watching television or a computer). Among young people aged 18-24 years, 50% have poor physical training.

5. The problem of drug and alcohol use. The study, presented in the State Report "Youth for Healthy Living" [10] show the following. HIV and TB coincided in time with the epidemic of injection drug use. Over the past 10 years, the proportion of drug addicts among minors increased

6-8 times. According to various expert estimates, about 80% of drug users - young people between 14 and 35 years. In Ukraine 13% of young people use the so-called "light" drugs. Experience marijuana or hashish with 16% of school youth aged 15-17 years (24% - boys, 9% - girls). Overall, despite the implementation of many prevention programs, the situation on the spread of drug use continues to be very sharp. Popular alcoholic beverages, which often take the pupils, is beer, soft drinks and wine. Studies have shown that 3% of young people drink beer every day, even 21% - drink beer at least once a week; alcoholic beverages at least once a month, taking 15% of school-aged children and 14% - at least once a week; wine at least once a month, take 14%, and 4.5% - at least once a week; hard alcohol at least once a month to take 8% of school-aged children and 4% - at least once a week.

Functioning of the tourism industry in the modern business environment is characterized by specific activation, but there is a number of significant restraining factors. The most important among them is inadequate legal framework, the contradictions and inconsistencies of its individual policies, the lack of effective state programs regulating tourism as a promising direction of the development, there is no clear methodology and mechanisms for its implementation. [1]

Unfortunately, the tourism sector at the national level does not play a significant role in the full implementation of economic, social and humanitarian functions, in preserving natural environment and cultural heritage, filling budgets on every level, creating new jobs, increasing the share of services in the gross domestic product .

Thus, Ukraine has developed many programs for tourism development. However, in practice, little progress can only be seen among small businesses involved in green tourism. To take full advantage of the rich tourism potential of Ukraine, effective mechanism had to be ensured, comprehensive program to improve tourism attraction of the region at the state level has to be implemented. For this purpose it is necessary to improve the management system of tourism industry at the state level [2].

To improve the competitiveness of the tourism industry and in particular geotourism, the role of the state needs to be strengthened and at the same time effective model of cooperation between the state, business and society has to be formed.

Overcoming the current negative tendencies, creating systematic and comprehensive geotourism preconditions for the development, improvement of functional and technical quality components of the national and regional tourism products, have to become priorities for sustainable tourism development in general.

Because the actual problem of modern tourism industry development in Ukraine is the lack of government regulation and control, there can be offered following:

1. create at the national level legislated long-term development strategy of geotourism in Ukraine, with its following implementation and control of the regulatory structures;
2. delegate workers into separate units of the executive committee of the regions of the state, for the monitoring and implementation of the national strategy;
3. making the sector of tourism services more transparent;
4. simplification of leading business in the sphere tourism;
5. decreasing of tax pressure from the side of Ukrainian governments in order to involve more international investments;
6. creating a single informational base on the state level with an educational portal segment to highlight the latest news, innovations and perspectives in the sphere of tourism in general and geotourism services provided by the country in particular;
7. define and adopt national standards in the field of tourism services on European level.

Aim of the geotourism development strategy in Ukraine is to improve social, economical and intellectual life standard by creating competitive national geotourism product based on rational use of geoheritage in the local and world market.

The first objective is geotourism. Due to it such priorities are recommended:

1. Define legislative and other regulatory legal frameworks regulating geotourism:

- improve the effectiveness of public policy in geotourism, development and implementation of effective model of governance to harmonize and protect the interests of all participants in this field;
- establish national and local geotourism development programs according to the EU directives and standards;
- create schemes and general development plan of the tourist areas;
- form favorable tax conditions for tourism development;
- develop regulations to strengthen responsibility for spreading false advertising about geotourism

2. Development and implementation of competitive national geotourism product based on rational use of geoheritage on the local and world market:

- develop tourism infrastructure, particularly the reconstruction of existing and construction of new places for accommodation, dining and other tourist infrastructure facilities
- create environmentally oriented businesses (mainly in the sphere of tourists service - accommodation, food, recreation and leisure)
- develop geotouristic tracks, create a network of tourist itineraries
- create gaoparks as objects of geotourism which would be included into European and international network in the future
- create a unified system of marketing support for national geotourism product on local and external markets
- determine legislation and coordination mechanism for distance selling of geotourism products (including the Internet);
- ensure the safety of tourists and people who travel

3. Definition of socio-economic framework of geotourism development:

- create new jobs (reducing unemployment), expansion of rural employment in tourism activities
- decrease the emigration level of the local population
- support the development of small and medium enterprises in tourism,
- efficient use of financial and material resources in geotourism activities, filling all budgets due to sources from the results of this activity and increased revenues of currency;
- prevent unfair competition and monopoly in tourism activities;
- support and renew local crafts and traditions

4. Definition of organizational and administrative principles of geotourism:

- create favorable conditions for providing tourists and people who travel needed tourism, recreation, sightseeing and cognitive services;
- form informational geotourism platform for rational and efficient use of tourism, natural and recreational resources through establishing and operation of geotourism development zones,
- strengthen the role of NGOs in establishing the principles of geotourism,
- improve existing and introduce new mechanisms of interaction between central and local governments, local governments, NGOs, businesses, academic institutions and schools;
- monitor environmental impact during construction of tourism infrastructure at the site belonging to the natural reserve fund;
- promote transportation, municipal, border and customs infrastructure.

The second objective is Geoeducation. Due to it such priorities are recommended:

1. Popularization of geoheritage preservation ideas, educational direction:

- develop educational programs for the local population about the value of geoheritage
- conduct educational events to explain the significance of various components of the nature and form in the mentality of people the need for geoheritage protection

- hold school trips and excursions in order to help educate children and young people about patriotism, insert love to Ukraine, respect for national traditions, cultural values of Ukrainian nation, for the nature
 - promote sustainable development of protected areas
2. Development of human resources potential in the field of geotourism:
- hold seminars, conferences
 - improve the system of training, retraining and skills development in the tourism sector;
 - introduce to university students who study Tourism a new subject "Geotourism"
3. Formation of information environment for geotourism:
- Develop internet web-site about Ukrainian Geoheritage
 - Establish Informational centers
 - Publications - publication of popular literature, maps, educational materials and presentations, booklets, posters, calendars, leaflets in several languages
 - Create a positive tourist image of the state;
 - Create museums
4. Foster the development of international cooperation in geotourism:
- Arrange meetings and field trips with representatives of the European and World geopark networks
 - Exchange of information, experience and methods of geobjects and landscapes preservation
- The third objective is Geoconservation. Due to it such priorities are recommended:
1. Geoheritage research:
- Inventory (certification) of geobjects;
 - Introduction of the state monitoring system for geoheritage;
 - Hold scientific researches
 - Hold some activities for the study of public opinion on issues of science
2. Conservation and sustainable use of geoheritage:
- Include especially valuable objects in the List of UNESCO in order to preserve national cultural heritage,
 - Develop programs for the protection and sustainable use of valuable objects of geoheritage
 - Develop draft laws and other normative legal acts concerning the legal status of geobjects
 - Improve the legal, institutional and socio-economic conditions for the implementation of national policy on the sphere of geoplaces protection
 - Establish Ukrainian geoparks network
 - Improve and expand methods of geobjects protection, improvement and promotion
- Strategy of geotourism development will be implemented according to the following principles:
- planning (this principle provides annual planning of needed budgeted on different level, which promotes transparency, stability and synchronization in geotourism development policy);
 - concentration (due to limited state and local funds during the implementation of tasks set out in this strategy, resources are concentrated in certain areas, a hierarchy of priorities is established according to defined objectives, defined requirements for cost-effectiveness of their use);
 - actions synchronization (provides synchronized number of reforms affecting the socio-economic development of territories, coordination of priorities and actions of national and regional authorities, community members and businesses concerning national and regional geotourism development);

- polarized development (expected to form a "reference areas" (geoparks), which concentrate financial, administrative, managerial, human and other resources, with further strengthening of innovative geotouristic activities in other regions);
- balanced development (leads to a differentiation of state support in different areas according to their potential conditions, criteria and deadlines established by legislation);
- partnership (promotes close cooperation between central and local executive bodies, local authorities, NGOs, business entities in implementing strategies, monitoring and evaluation of assigned tasks);
- subsidiary (division of authority, which shows that the place of administrative (management) services as close to its direct consumer considering the completeness of adequate service quality by concentrating material and financial resources at the appropriate territorial level of government).

Conclusion. Implementation of this strategy will promote:

- quality of population life;
- increasing the influence of tourism in the formation of gross domestic product;
- creation of conditions for development of certain areas, timely and complex problems solving concerning environmental protection;
- recovery of national culture and handicrafts, formation of national identity and education of young people on the basis of patriotism;
- preservation and restoration of unique natural, historical and cultural resources;
- significant improvement of the environment on the territory of tourist infrastructure objects;
- reduce unnecessary budget, rational use of financial and material resources, filling the budgets of all levels, the flow of foreign currency into the country;
- creation of new and preserve existing jobs, development small and medium enterprises in the tourism sector, expansion of temporary employment in rural areas;
- sustainable development of areas in order to improve quality of life, reduce poverty and unemployment, the middle class;
- improve the safety of tourists and people who travel, protection of their rights and interests that respect law, their property preservation;
- creation of equal conditions for participants of tourism activities, conditions for development of effective and transparent tourism market;
- creation of modern tourist infrastructure facilities within areas with a high concentration geoheritage;
- improving the system of information supporting the field tourism, creating favorable conditions for equal access to information;
- significant improvement of public policy in the field of tourism, implementation of functions of coordination, planning, management, promotion, the formation of the national tourist product, standardization and certification, etc., done by the government;
- improvement of existing and the introduction of new effective mechanisms of interaction between central and local executive authorities, local self-government, non-profit community organizations in the field of tourism related enterprises, scientific and educational institutions in promoting geotourism development;
- creating national and local geotourism development programs, economically reasonable plans for their implementation, at the same time considering the framework of socio-economic development programs of the regions;
- development of international cooperation and eurointegrational processes in the sphere of tourism, improvement of the tourist image of the state;
- increasing the amount of investment in tourism.

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