

СОЦІАЛЬНО-ГЕОГРАФІЧНИЙ АНАЛІЗ ФУНКЦІОНУВАННЯ ТУРИСТИЧНО-РЕГІОНАЛЬНОГО КОМПЛЕКСУ ХМЕЛЬНИЦЬКОЇ ОБЛАСТІ

Метою дослідження є соціально-географічний аналіз можливостей розвитку регіонального туристичного комплексу Хмельницької області, вивчення суспільно-географічної сутності регіональних туристичних комплексів та функціонування туристично-регіонального комплексу Хмельницької області в контексті територіальної організації і комплексно-пропорційного розвитку Хмельницької області і господарства України.

Методика. У дослідженні використано загальнонаукові і спеціальні методи географічної науки, зокрема: формальної логіки і систематизації, експедиційні, математико-статистичні, порівняльно-географічного аналізу, групування, класифікації, типізації, зонування та районування, картографії. Інформаційну базу дослідження становлять матеріали Державної служби статистики України та її Головного управління у Хмельницькій області зібрані та опрацьовані особисто автором під час камерального та експедиційного етапів, а також тези доповідей та наукові публікації у фахових виданнях. Окрему частину інформації взято з офіційних планів, стратегій та інших нормативно-правових документів Хмельницької області та її адміністративно-територіальних одиниць щодо розвитку туристичної діяльності.

Результати. Охарактеризовані і сформульовані просторові закономірності новітніх форм організації регіонального туристичного комплексу Хмельницької області; досліджено сучасні проблеми у розвитку туристичного комплексу Хмельницької області; виявлено та розкрито особливості сучасного стану розвитку туристичного комплексу Хмельницької області; теоретичні узагальнення проведеного дослідження регіонального туристичного комплексу напівпериферійного регіону України можуть бути використані при проведенні відповідних наукових досліджень інших подібних регіонів, управління регіональним туристичним комплексом в умовах суспільних трансформацій.

Наукова новизна. Отримали подальший розвиток: перспективні напрямки розвитку і вдосконалення регіонального туристичного комплексу Хмельницької області. *Удосконалено* підходи до суспільно-географічного вивчення регіонального туристичного комплексу. Проведено аналіз факторів *функціонування туристично-регіонального комплексу Хмельницької області*. На основі структурного аналізу проаналізовано компонентний, територіальний і управлінський аспекти функціональної структури туристично-регіонального комплексу Хмельницької області.

Практична значимість. Напрацювання дослідження можуть бути використані: для стратегічного планування економічного та соціального розвитку напівпериферійних регіонів України; при розробці заходів з активізації та вдосконалення регіональних туристичних комплексів; при визначенні пріоритетних напрямів розвитку новостворених об'єднаних територіальних громад; для проведення заходів із регіонального планування і прогнозування, у т.ч. іміджу та атрактивності нових туристичних об'єктів. *Одержані наукові результати використовуються у освітньому процесі майбутніх фахівців за напрямом підготовки «туризм», з освітньою кваліфікацією «Туризмознавець, організатор екскурсійно-анімаційної діяльності» при викладанні дисциплін “Краєзнавство і туризм”, “Туристична робота”, “Рекреаційна географія”.*

Ключові слова: туристично-регіональний комплекс, чинники розвитку туристичної діяльності, аналіз туристичного потенціалу Хмельницької області, ресурси туристичної діяльності.

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СОЦИАЛЬНО-ГЕОГРАФИЧЕСКИЙ АНАЛИЗ ФУНКЦИОНИРОВАНИЯ ТУРИСТИЧЕСКО-РЕГИОНАЛЬНОГО КОМПЛЕКСА ХМЕЛЬНИЦКОЙ ОБЛАСТИ

Целью исследования является социально-географический анализ возможностей развития регионального туристского комплекса Хмельницкой области; изучение общественно-географической сущности региональных туристических комплексов и функционирования туристско-регионального комплекса Хмельницкой области в контексте территориальной организации и комплексно-пропорционального развития Хмельницкой области и хозяйства Украины.

Методика. В исследовании были использованы общенаучные и специальные методы географической науки, в частности: формальной логики и систематизации; математико-статистические; сравнительно-географического анализа; группировки, типизации, зонирования и районирования и картографии. Информационную базу исследования составляют материалы Государственной службы статистики Украины и Главного управления в Хмельницкой области, а также тезисы докладов и научные

публикации в научных изданиях. Отдельную часть информации взято с официальных планов, стратегий и других нормативно-правовых документов по развитию туристической деятельности Хмельницкой области и ее административно-территориальных единиц.

Результаты. Охарактеризованы и сформулированы пространственные закономерности новейших форм организации регионального туристического комплекса Хмельницкой области; исследованы современные проблемы развития туристического комплекса Хмельницкой области; выявлены и раскрыты особенности современного состояния развития туристического комплекса Хмельницкой области. Теоретические обобщения проведенного исследования регионального туристического комплекса полупериферийного региона Украины могут быть использованы при проведении соответствующих научных исследований других подобных регионов, управления региональным туристским комплексом в условиях общественных трансформаций.

Научная новизна. Получили дальнейшее развитие: перспективные направления развития регионального туристического комплекса Хмельницкой области. Усовершенствованы подходы к общественно-географическому изучению регионального туристического комплекса. Проведен анализ факторов функционирования туристско-регионального комплекса Хмельницкой области. На основе структурного анализа проанализированы компонентный, территориальный и управленческий аспекты функциональной структуры туристско-регионального комплекса Хмельницкой области.

Практическая значимость. Наработки исследования могут быть использованы: для стратегического планирования экономического и социального развития периферийных регионов Украины; при разработке мероприятий по активизации и совершенствованию региональных туристических комплексов; при определении приоритетных направлений развития вновь объединенных территориальных общин; для проведения мероприятий по региональному планированию и прогнозированию, в т. ч. имиджа и аттрактивности новых туристических объектов. Полученные научные результаты используются в образовательном процессе будущих специалистов по направлению подготовки «туризм», с образовательной квалификацией «Туризовед, организатор экскурсионно-анимационной деятельности» при преподавании дисциплин «Краеведение и туризм», «Туристическая работа», «Рекреационная география».

Ключевые слова: туристический региональный комплекс, факторы развития туристической деятельности, анализ туристического потенциала Хмельницкой области, ресурсы туристической деятельности.

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SOCIO-GEOGRAPHICAL ANALYSIS OF FUNCTIONING TOURIST-REGIONAL COMPLEX IN KHMELNYTSKYI REGION

The aim of the study is a socio-geographical analysis of the development opportunities of the Khmelnytsky region regional tourist complex; study of social and geographical essence of regional tourist complexes and functioning of Khmelnytsky region tourist-regional complex in the context of Khmelnytsky region territorial organization and complex-proportional development and Ukrainian economy.

Methods. The study uses general scientific and special methods of geographical science, namely: formal logic and systematization; mathematical and statistical; comparative geographical analysis; grouping, typing and zoning, cartography. The information base of the research consists of materials of the State statistics service of Ukraine and the Main Department in Khmelnytsky region, as well as abstracts and scientific publications in professional publications. A part of the information is taken from the official plans, strategies and other regulatory documents for the Khmelnytsky region tourism activities development and its administrative-territorial units.

Results. The spatial regularities of the Khmelnytsky regional tourist complex are characterized and formulated. Modern problems of development of tourist complex of Khmelnytsky region are investigated; features of a modern state of development of tourist complex of Khmelnytsky region are revealed and disclosed. Theoretical generalizations of the regional tourist complex research of the semi-peripheral region of Ukraine can be used in carrying out the corresponding scientific researches of other similar regions, management of the regional tourist complex in the conditions of social transformations.

Scientific novelty. Promising directions of the Khmelnytsky region regional tourist complex development received further development. The socio-geographical study approaches of the regional tourist complex have been improved. The factors analysis of Khmelnytsky tourist-regional complex functioning is carried out. The component, territorial and administrative aspects of the functional structure of the tourist-regional complex of Khmelnytsky region are analyzed on the basis of the structural analysis.

Practical significance. The results of the research can be used: for strategic planning of economic and social regional development of semi-peripheral Ukrainian regions; in the development of measures to enhance and improve regional tourist complexes; in determining the priorities for the development of newly United territorial communities; for regional planning and forecasting activities, including the image and attractiveness of new tourist facilities. The obtained scientific results are used in the educational process of future specialists in the field of

training "Tourism", with the educational qualification "Tourist expert, organizer of excursion and animation activities" in the teaching of disciplines "Local history and tourism", "Tourist work", "Recreational geography".

Keywords: tourist regional complex, factors of tourist activity development, analysis of Khmelnytsky region tourist potential, resources and tourism activities.

Introduction. The domestic tourism industry is an extremely important sector in the socio-economic life of the country. Its status and interest of the state in the further development of the industry is constantly increasing, the influence of tourism on almost all spheres of human life and activity is increasing. The current and future development of the tourism industry requires more active support from the government in terms of information and promotion of tourism, as well as infrastructure. It is necessary to explore new markets, to ensure cooperation in both public and private spheres. Formulate the country's economic policy in order to maximize the promotion of the tourism sector [7].

Background. The issues of the regional tourist complex development from the standpoint of economic and social geography are considered in the scientific works of O. O. Beidyka, I. H. Habuniia, Ye. A. Kotliarova, O. O. Liubitsevoi, V. I. Matsoly, V. I. Novykovoi, Ya. B. Oliinyka, O. V. Stetsiuka and other scholars.

From the positions of economic and social geography Khmelnytskyi region was studied in detail by T. H. Hilberh, I. Ye. Zhurba, T. V. Nych [1; 3]. From the position of economic science the tourist activity in Khmelnytsky region was studied by S. E. Bazhenova, O. V. Humeniuk, O. Yu. Tanasiichuk and others.

Aim and tasks. The purpose of the article is to analyze the functioning of tourist-regional complex in Khmelnytsky region in the context of economic and geographical location, natural resource potential, historical and cultural resources.

Results. The socio-geographical factors of development the tourist potential of Khmelnytskyi region include: economic and geographical location, natural resource potential, historical and cultural resources. The article explores each of them in more detail.

The tourism potential of the Khmelnytskyi region represents the following components: picturesque nature (river Dnister, Tovtry, forests and lakes of the North of the region); mineral waters (Naftusya, Myrhorodska, radon); historical and architectural monuments (Kamianets-Podilskyi, Medzhybizh, Samchyky); sanatorium network, where you can improve your health and be treated [2].

In the Khmelnytskyi region there are 269 territories and objects of natural reserve fund: 39 reserves, including 15 of national importance, 198 nature monuments, 4 of them are of national importance, Kamianets-Podilskyi Botanical garden, 7 protected tracts, 24 parks-monuments of landscape art, including 8 of national importance, one UNESCO landmark – Struve arc, 3 of the 4 objects in Ukraine are located in Khmelnytsky region. In General, the number of potential objects for tourism in the region is among the five most tourist-attractive regions [10].

Economic and geographical location. Khmelnytskyi region belongs to small regions of Ukraine and occupies 19th place among them (20.6 thousand sq. Km or 3.4% of the country's land). The population of the region of January 1, 2016 amounted to 1.4 million people. The center of the region is the city of Khmelnytskyi.

Khmelnytskyi Region borders on Ternopilskyi, Rivnenskyi, Zhytomyrskyi, Vinnytskyi and Chernivetskyi regions. They have, for the most part, agro-industrial development without significant industrial and fuel-resource potential. This neighbourhood contributes to the expansion of ties with these regions, including recreation and tourism. Khmelnytskyi region is divided into 20 administrative districts, different in size, population, number of settlements, socio-economic development, etc. The area of the average size district is 1,03 thousand square km. [10].

The transit potential of the region is rather limited, since the traffic flows of the West-East are mainly north of the region, the existing traffic flows Ivano-Frankivsk to Kyiv, Ternopil to Kyiv and Chernivtsi-Kyiv, which pass through the Khmelnytskyi region, are not too large, since the main transitions through the western border of Ukraine are concentrated in the Lviv and Volyn regions. The area crosses important motorways M-12, P-05 and others, as well as the

railways used for interstate connections: Moscow – Prague, Moscow – Sofia, Moscow – Bucharest, Kyiv – Legnica, Kiev – Budapest – Ljubljana – Trieste, etc.

However, the analysis shows that in the placement of the million-strong cities, which serve as regional capitals on the territory of Ukraine, the south-western direction is free. Between the largest cities here Kyiv and Lviv are more than 530 km. On the contrary, from Khmelnytsky to Kyiv it is 318 km, to Lviv 240 km, to Ternopil 118 km, to Rivne 189 km, to Chernivtsi 187 km, to 120 km to Vinnytsia. Such placement of Khmelnytskyi makes it possible to turn the city into a regional center of the Southwest region. The extraction of the region from north to south creates additional problems with the accessibility of the southern and northern regions to the regional center, since the district centers of Slavuta, Shepetivka, Izyaslav, Polonne, Kamianets-Podilskyi and Nova Ushytsia are located more than 100 km from the regional center. At the same time, the extracted area of the north-south allows having several natural and climatic zones on the territory of the region and reduces the risks of the total influence of weather factors on agriculture throughout the region [5].

Khmelnytskyi region has an intra-domicile location. The largest rivers are the Dniester, Southern Bug, Sluch, Zbruch, Smotrych. Thus, analyzing the socio-geographical position of the Khmelnytsky region in the context of its influence on the development of the territorial-recreational complex, it should be noted that it is a favourable factor in the long-term development of the region as a whole and recreation and tourism in particular [4].

Natural resource potential. According to I. Zhurba, in order to obtain a greater comparability of economic and territorial productivity (density) indicators of natural resource potential of different Khmelnytskyi regions, it is necessary to use the estimate in UAH equivalent. Provision in areas is insignificant, changing. Accommodation is uneven, so the differentiation of levels of security is significant. Some districts have a low level of population security, fluctuating within the range of 7.3 – 27.6 UAH, and in separate areas and above. The poorest districts in this aspect are Khmelnytskyi, Novoushytskyi, Bilohirskyi districts. The highest figure is for Kamianets-Podilskyi and Derazhnyanskyi, and the minimum level is for Izyaslavskyi, Starokostiantynivskyi districts. When comparing the population's security with the mineral resources of the Khmelnytsky region, it is clearly seen that in the Kamianets-Podilskyi, Derazhnyansky regions the indicators are three times higher than those of Vinkovetskyi, Teofipolskyi, Yarmolynetskyi and eight times of Bilohirskyi, Volochyskyi, Horodotskyi and Shepetivskyi districts [3].

The highest estimation of water resources is in Volochyskyi, Slavutskyi, Shepetivskyi districts, somewhat lower indicators are in Horodotskyi, Kamianets-Podilskyi, Letychivskyi, Polonskyi and the lowest is in Yarmolynetskyi, Chemerovetskyi, Vinkovetskyi districts.

The maximum absolute value of water availability is observed in Bilohirsk and Izyaslav districts. Here, the highest level of availability of water potential per capita; however, the indicators in the assessment of its individual territories are rather variegated. The absolute minimum is in Khmelnytsky district (32.7 UAH). In other areas, there are no such large differences. The main reason is the extremely high impact of the use of the transit flow of the Dniester. The highest estimation of land resources is characteristic of Kamianets-Podilskyi, Starokostiantynivskyi and Khmelnytskyi regions, which is much lower for Volochyskyi, Dunaevetskyi, Izyaslavskyi, Novoushytskyi and the minimum indicators are in Polonskyi, Vinkovetskyi and Starosynavskyi districts [2].

Not the most universal and valuable wealth in our region is the land. The highest level of population provision is characterized by the Starosynavskyi, Teofipolskyi, Bilohirskyi, Yarmolynetskyi districts, much smaller is in Vinkovetskyi, Krasylivskyi, Volochyskyi, Horodotskyi, Dunaevetskyi and even smaller is Polonskyi, Slavutskyi, Kamianets-Podilskyi, Shepetivskyi, Khmelnytskyi districts.

Analyzing the provision of population with land potential in selected areas allocated Starosynavskyi and Teofipolskyi. Forests are widespread in the region unevenly, and, accordingly, the provision of their population is also uneven. The greatest potential of these resources is in Letychivskyi, Kamianets-Podilskyi, and the smallest is in Starosynavskyi, Bilohirskyi districts. A more detailed study of the availability of forest potential gives an

opportunity to make a comparative assessment of individual territories. In particular, the rating for Bilohirskiyi district is 11% of the region's average, Vinkovetskyi – 187.1%, Volochyskyi – 43.6%, Slavutskyi – 177%, Khmelnytskyi – 26.6%, and Chemerovetskyi – 88.7% [6].

There is rarely an area where the provision of security is less than 400 UAH, and only in Starosyniavskiyi, Teofipolskyi, Khmelnytskyi and Shepetivskiyi – less than 90 UAH / person. Maximum indices for recreational resources are typical for Kamianets-Podilskyi, Horodok, Dunaevetskyi, and the minimum for Vinkovetskyi and Starosyniavskiyi districts.

It can be observed that land resources are of paramount importance in most areas. Almost everywhere, their share is about 70% and more than the total value of the natural resource potential of the territory, and in some regions it reaches 96.3% and even 97.7% (Volochyskyi, Starosyniavskiyi, etc.). Only within the two administrative districts (Kamianets-Podilskyi and Chemerovetskyi) the proportion of land resources is relatively low – less than 50 %.

The presence of highly efficient arable land requires further concentration of agricultural production and deepening its further specialization. Many lands are occupied by gardens, according to the potential assessment this is the third resource of the region (10.5%) [1; 6; 9].

Mineral resources are the fourth important component of the region's natural wealth (1.3%). They are the richest in Kamianets-Podilskyi, Dunaevetskyi districts. Absolute size and structure of the mineral-raw potential of the named areas testifies to the real preconditions for the wide development of the building materials industry and a number of related industries. At the same time, Bilohirskiyi and Izyaslavskiyi districts practically do not have their own mineral-raw material base [9].

Historical and cultural resources. In the Khmelnytskyi area there are 269 territories and objects of the nature reserve fund, including 8 monuments of garden art. The area is located in the Podilski Tovtry National Nature Park. The natural attraction is the Smotrych Canyon in the valley of the Smotrych River.

Natural recreational resources of Khmelnytskyi region include favourable climatic conditions, scenic landscapes, significant forest forests, as well as mineral water springs near Sataniv (low-mineralized water), in Polonskyi district (radon). Sataniv is located in the valley of the Zbruch River, on the slopes of Tovtry, is a well-known balneological resort. There are 27 hotels in the region [6; 9].

There are 3 reserves in the region (the Kamianets National Historic and Architectural Reserve, the State Historical and Cultural Reserve in Kamianets-Podilskyi, the State Historical and Cultural Reserve “Samchyky”) and 9 museums with 3 departments. Among them is Medzhybizh regional historical and ethnographic museum-fortress, the memorial museum of A. Akhmatova. The total number of archaeological, historical, architectural, urban planning and monumental art monuments in the Khmelnytskyi region is 2015 units.

Much of the historical and cultural heritage is concentrated in the city of Kamianets-Podilskyi, the historic capital of Podillya. The Kamianets-Podilsky City Museum, which contains more than 100 monuments, arose at the turn of the XI-XII centuries. In the early 1370s, pp. it was the Podillya center as part of the Lithuanian state under the authority of the Koriyatovychi princes. Since 1374 the city was granted the Magdeburg Law, which attracted many settlers from the Russian, Polish, and Armenian lands. In the XIV century in the city there were 3 separate communities – Russian, Armenian, and Polish, each of which enjoyed the right to self-government. In 1670 the Ukrainian magistrate was united with the Polish, which practically meant the elimination of the independence of the Ukrainian community.

The most interesting sightseeing of Kamianets-Podilskyi includes city fortifications, which have old and new castles, Castle Bridge, city gate and Armenian bastion. The old castle is located on an elongated rocky cape.

In the coastal zone of the Smotrych River canyon, there are defence and hydrotechnical systems of the Lower Polish and Russian Gates, which allowed blocking the approaches to the city gates as a result of the flooding of the canyon with water [2; 4].

On the left bank of the Dniester is the village Zhvanets. It's convenient location at the crossing of the Dniester led to the development of the town, which, since 1646, owned the Magdeburg Law. In the XVI century in front of the Khotyn fortress, which belonged to the

Moldavian master, a fortification was built, later it was converted into a castle. One of the ancient settlements of Podillya is Zinkiv, which was first mentioned in 1404 in the XV century a castle was built here. The town received Magdeburg Law (1458). Zinkiv is known since the XV century with its pottery industry. The ruins of the local fortress of XII-XIV centuries came to us and the Trinity Cathedral, as well as the landed estates of the XIX century in the style of classicism.

There are several monuments in the city of Letychiv. Among them, the St. Michael's Church (XVII century, rebuilt in 1836). In the first half of the XV century (according to other data – in the XVI century) the castle was erected here. Not far from it was built the church of the Blessed Virgin Mary (known from 1546), around which in the XVII century there was a Dominican monastery [10].

The manor complex in the Empire style in the middle of a landscape English park containing a palace, an old gate with a group of buildings, household premises, are located in. It was founded in the first half of the eighteenth century, at the beginning of the XIX century. The manor has been transformed into a holistic architectural ensemble by a new owner. The palace was built in 1814. There was a sophisticated interior decoration. The church of the XVIII century was preserved in Samchyky. In the village of Medzhybizh there are several historical and architectural monuments. Among them there are the church (1586) and the ruins of the Trinity Cathedral (1632). The construction of the city castle began in the ancient period. In the XIII century during the struggle of Danylo Halytskyi with the Tatars the castle was destroyed. At the end of the XIV century, new fortifications were built that expanded during XV-XVIII centuries. In the XVI century new two-story palace was built in the south-eastern part of the fortress. On its territory, the church, as well as the eastern, northern, northwest and round towers, was preserved. In Medzhybizh is the largest shrine of the Hasidim – the burial of the founder of this religious movement, Baal-Shem-Tov (Besht) [1; 6].

The remains of the city gates (in the place of the ancient southern entrance to the city), the castle (XV-XVI centuries, 1724), the complex of the buildings of the Trinity Monastery (XVI-XVIII centuries), the synagogue (1532), were preserved in the village of Sataniv.

In the village Strikiv is the Pokrovskyi church-fortress (XIV-XV centuries), which does not have analogues in Ukraine in terms of its architectural and planning solution. The ruins of the castle (XIV century) were also preserved, which, together with the church, was part of a single defensive complex.

In Izyaslav (historical Volyn region) there are complex of buildings of the Bernardine monastery (beginning of the XVII century), the ruins of the castle (1539), the church of St. John the Baptist (1559, 1756) [9].

There are 56 agro-settlements in the Khmelnytsky region. Most of them are in Kamianets-Podilskyi, Novoushytskyi, Chemerovetskyi and Shepetivskyi districts. A cluster of rural tourism “Oberih” is organized on the territory of Shepetivskyi region, which provides services to tourists from different regions of Ukraine and other countries. Cluster of rural green tourism “Oberih” works in the village Hrytsiv and coordinates the work of local tourist entrepreneurs, interacts with local authorities and public organizations, provides tourist services, conducts training and seminars, provides consultations, conducts marketing of rural tourism development, creates information infrastructure to meet the needs of vacationers [8].

In the Novoushytskyi district there are 20 individuals who provide tourist services work in the field of green tourism. In addition, examples of recreation centers are “Batkivska khata” and recreation center of Krasylivskyi aggregate plant “Cordy”. 31 private residences are welcoming hospitably to a healthy and meaningful rural holiday in Kamianets-Podilskyi district [8].

Conclusion. In the light of the national and cultural Ukrainian revival, the development of recreation and tourism is of particularly important today. The recreational industry, which has developed as an independent component of the economic system, is becoming increasingly important for the development of the economy and is rapidly integrating into the world tourism industry. It brings together a complex of industries and divisions whose functions are to meet the diverse and complex demand for recreation and entertainment. At the same time, it is an

important item of revenues to the country's budget, including foreign currency. The unique complex of historical, cultural, natural monuments and significant recreational opportunities of Ukraine attract tourists. Historical and cultural heritage, geographical and climatic conditions provide favourable conditions for tourism development in Khmelnytskyi.

The tourism potential of the Khmelnytskyi region is determined primarily by the cultural and historical heritage, which is largely unique. The region's tourism and recreational resources comprise more than 270 territories and objects of the nature reserve fund including the national importance. Developed tourist and resort infrastructure has huge potential for development. On the territory of Khmelnytskyi region there are examples of resort areas "Sataniv" and "Makiv", hotels, sanatoriums, recreation camps, health camps for children and young people, campsites, motels and more.

The most effective in the regional tourist business are tourism industry associated clusters, which are formed according to the existing infrastructure and involved tourist and recreational resources.

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