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### ВПЛИВ РЕКРЕАЦІЙНОЇ ДІЯЛЬНОСТІ НА РОЗВИТОК ТУРИЗМУ ЖИТОМИРСЬКОЇ ОБЛАСТІ

*Мета дослідження* полягає у визначенні ролі рекреаційної діяльності у соціально-економічному розвитку Житомирської області, аналізі потенціалу природних та культурних ресурсів регіону, а також обґрунтуванні напрямків їх ефективного використання для стимулювання розвитку туризму, збереження екологічного балансу та підвищення рівня добробуту місцевого населення.

*Методика дослідження* впливу рекреаційної діяльності на розвиток Житомирської області базується на опрацюванні різних інформаційних джерел, у тому числі ресурсів мережі Інтернет, бібліографічних наукових праць фахівців у галузі туризму та рекреації. У ході даної роботи нами було використано загальнонаукові методи наукових досліджень, а саме: аналіз, синтез та узагальнення.

*Результати.* У статті відзначено значний рекреаційний потенціал Житомирської області, який наразі використовується неефективно через низький рівень інфраструктури, недостатню екологічну свідомість туристів та обмежене фінансування. Водночас ефективне управління рекреаційними територіями, впровадження інноваційних рішень, розвиток міжнародної співпраці та активна державна підтримка дадуть змогу стимулювати соціально-економічний розвиток регіону, підвищити туристичну привабливість Житомирської області та забезпечити сталий розвиток завдяки раціональному використанню природних ресурсів.

*Наукова новизна.* Вперше обґрунтовано можливості впливу рекреаційної діяльності на розвиток туризму Житомирської області.

*Практична значимість* наукової публікації полягає у розробці рекомендацій щодо використання рекреаційного потенціалу регіону для стимулювання економічного зростання, розвитку туризму та збереження природного середовища.

*Ключові слова:* туризм, рекреація, рекреаційна діяльність, регіональний розвиток, екологічна орієнтованість.

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### INFLUENCE OF RECREATIONAL ACTIVITIES ON TOURISM DEVELOPMENT IN ZHYTOMYR REGION

*The aim of the study* is to determine the role of recreational activities in the socio-economic development of the Zhytomyr region, analyze the potential of natural and cultural resources in the region, and justify strategies for their effective utilization to stimulate tourism development, maintain ecological balance, and enhance the well-being of the local population.

*The methodology of studying* the impact of recreational activities on the development of the Zhytomyr region is based on the analysis of various information sources, including internet resources and bibliographic scientific works of specialists in the fields of tourism and recreation. In the course of this work, general scientific research methods, such as analysis, synthesis, and generalization, were employed.

*Results.* The article highlights the significant recreational potential of the Zhytomyr region, which is currently underutilized due to insufficient infrastructure, low environmental awareness among tourists, and limited funding. At the same time, effective management of recreational areas, the implementation of innovative solutions, the development of international cooperation, and active state support can stimulate the socio-economic development of the region, enhance the tourism attractiveness of Zhytomyr, and ensure sustainable development through the rational use of natural resources.

*Scientific novelty.* For the first time, the potential impact of recreational activities on the development of the Zhytomyr region has been substantiated.

*Practical significance.* The scientific publication provides recommendations on the use of the region's recreational potential to stimulate economic growth, tourism development and environmental preservation.

*Keywords:* tourism, recreation, recreational activities, regional development, ecological orientation.

*Statement of the problem.* In the context of the modern development of all spheres of human life in Ukraine, there is an urgent need for the rational use of the recreational potential of the Zhytomyr region to ensure sustainable socio-economic development of the region, preserve the environment and increase

the level of tourist attractiveness. To date, the available resources are not fully utilized, which hinders the development of tourism and the economy, and leads to environmental challenges. Therefore, it is important to develop effective strategies for a harmonious combination of recreational activities and sustainable development.

*Analysis of recent research and publications.* Analysis of recent research and publications shows a growing interest in studying the impact of recreational activities on regional development. Kozhukhivska R., Sakovska O., Maliuga L. & Maslovata S. (2019) note that the recreational sphere is important for the economic development of Ukraine, positively influencing the activities of health facilities and the growth of small and medium-sized businesses. N.M. Baranovska and E.V. Butenko (Bavrovska N.M. & Butenko E.V., 2015) focus on building recreational potential and ecological nature management. V.G. Vyun and A.M. Ivanov (2010) emphasize the importance of the recreational potential of territories depending on the reserves of recreational resources. Brusak (2018) points to the lack of research on the impact of recreation on the microrelief of tourist routes. Ganych N.M., Skobara R.R., Stetskii V.V. (2021) emphasize the need to plan ecological and educational trails and introduce regulatory measures to reduce anthropogenic pressure, Khomenko S.V., Tarasiuk H.M., Kireitseva G.V., Demchuk L.I., Tsyhanenko-Dziubenko I.Y. (Khomenko S.V., Tarasiuk H.M., Kireitseva G.V., Demchuk L.I. & Tsyhanenko-Dziubenko I.Y., 2023) focus on SWOT-analysis, which is an effective tool for managing the sustainable development of regions, and tourism and recreation activities play an important role in the system of regional development, ensuring the rational use and conservation of natural, environmental, cultural, historical, informational and cognitive resources of the territory.

*Identification of previously unresolved parts of the general problem.* The study of the impact of recreational activities on the development of the Zhytomyr region is still insufficiently covered in the current scientific literature. While studies often focus on the economic and social benefits of recreation, aspects such as environmental impacts, the impact on local communities, and the long-term conservation of natural resources require a more in-depth analysis. In addition, the lack of an integrated approach to planning and managing recreational activities in the region may reduce the efficiency of using the recreational potential of Zhytomyr region, which hinders its economic and tourism development.

*Formulation of the objectives of the article.* The purpose of the article is to analyze the impact of recreational activities on the economic, social and environmental development of Zhytomyr region; to identify the main factors that hinder the effective use of the region's recreational potential; to develop recommendations for improving the efficiency of recreational management for sustainable development of Zhytomyr region.

*Summary of the main material.* Zhytomyr region has significant tourism potential due to its natural, climatic and historical conditions. The main factors of attractiveness are nature, climate, art, history, architecture, and religion, which are harmoniously combined to create a unique atmosphere in the region. The region is a leader in Ukraine in terms of recreational resources: 2,822 rivers, 54 reservoirs, 10 lakes, 3 hydrological reserves, and rich forest resources. The total stock of trunk wood is over 200 million cubic meters, which demonstrates significant forest resources. The Zhytomyr region is home to a wide variety of floral and faunal complexes, including 13 species of plants listed in the Bern Convention, 99 species in the Red Data Book of Ukraine, and 98 species of animals. That is why the development of eco-tourism and the efficient use of natural and recreational resources will significantly increase the profitability of the region's tourism industry and fill local budgets.

It is also worth noting that there are several well-known sanatoriums in the Zhytomyr region that provide comfortable accommodation and a wide range of medical procedures that are effective for numerous diseases. They are located in ecologically clean forest areas, and radon mineral waters are used to improve the health of patients. Such sanatoriums include (Sanatoriums of Zhytomyr region):

- Denyschi is a health center located 23 km from Zhytomyr near the Teteriv River, surrounded by dense forests. The health center has an innovative diagnostic base and developed infrastructure for a comfortable stay;

- Irshansk is a sanatorium located in a forest area with its own swimming pool on the territory. The health resort provides a range of treatments, rehabilitation and prevention of various diseases using physiotherapy, natural healing resources and alternative therapies;

- Teteriv is a health resort located in Korostyshiv, the pearl of Polissia. The resort is surrounded by 50 thousand hectares of forests, next to the Teteriv River in excellent conditions for sanatorium and resort rehabilitation.

Zhytomyr region's sanatoriums offer effective treatment courses for diseases of various organs and systems: the respiratory system, heart and blood vessels, central nervous system, spine and joints, genitourinary system and digestive organs.

Resorts operating in the region provide the following list of medical and wellness treatments: speleotherapy, medical massages, underwater spinal traction, mineral baths, hirudotherapy, reflexology, aromatherapy, physical therapy, and physiotherapy.

In addition, the Zhytomyr region attracts tourists with green tourism, which is represented by the following estates (Green Tourism in Zhytomyr Region: Colorful and Atmospheric Places for Recreation, 2020):

- «Polissia Hata» is a colorful cultural and art center and museum in the village of Horodske, Zhytomyr district;
- «Shale Sofia» estate in the village of Horodske, Zhytomyr district;
- «Sila» estate in the village of Kustyn, Berdychiv district;
- «Volodymyrska Sadyba» in the village of Pryvorotnia, Zhytomyr district;
- «Carpathian Village» in the village of Lisove, Berdychiv district, etc.

In July 2023, the first recreation center was built in the Zhytomyr region as part of the pilot program of the State Enterprise «Forests of Ukraine». The new recreational center is located in a pine forest 20 km from Zhytomyr, on the territory of the Berezivska community. It offers gazebos, tables, benches, a grill and a playground for outdoor recreation. It is a cozy center with a developed infrastructure, parking spaces, and access for campers. The center attracts visitors with its quietness, clean air and natural beauty. The recreation area is free of charge, but visitors are reminded to follow the rules: do not leave garbage and do not light fires in the wrong places («Forests of Ukraine», 2023).

Kayaking on the rivers of Zhytomyr region offers tourists a number of exciting outdoor activities thanks to picturesque landscapes, clear waters and calm river routes. Everyone can explore the rivers Teteriv, Irsha, Sluch, Uborot, etc., enjoying the natural beauty, landscapes of forests and hills, as well as stops on convenient banks for rest and picnics. The region attracts outdoor enthusiasts with its variety of river routes and ideal conditions for kayaking (Rafting on the Teteriv for 2024, 2024).

At the same time, one of the main problems of recreational activities in Zhytomyr region is inefficient planning and use of recreational resources. Some areas of the region do not have adequate infrastructure, which limits access to natural recreation facilities and makes it difficult to attract tourists. The lack of modern amenities, such as parking spaces, equipped beaches, or equipment rental points, reduces the comfort of visitors and limits opportunities for active tourism.

The environmental component of recreation is an important issue. The low level of environmental culture among tourists leads to pollution of natural areas, disruption of ecosystems and deterioration of water resources. Lack of control over tourist activities leads to a decrease in biodiversity, which can have long-term negative consequences for the nature of Zhytomyr region.

Recreational activities bring significant economic benefits, creating jobs in the hospitality, catering, transportation, and trade sectors. The tourist flow contributes to the development of local communities, increasing revenues and improving infrastructure. The active tourist season in Zhytomyr region is in the summer, when tourists choose to relax on the banks of the river, go fishing, do active tourism and go to health resorts. All this leads to instability of the tourist season, in particular due to low demand in other periods and lack of resources for organizing winter recreational tourism, which limits profitability and opportunities for sustainable development.

Insufficient attraction of financial resources for the development of recreational infrastructure hinders the full development of the tourist potential of Zhytomyr region. Lack of investment in the modernization and creation of new recreational facilities reduces the region's attractiveness to tourists. All this is due to the lack of interest of the state and local entrepreneurs in financing projects aimed at developing recreation.

Thus, the challenges faced by Zhytomyr region in the field of recreation are related to the low level of infrastructure development, insufficient environmental awareness of tourists, and limited funding. Ineffective management of recreational areas and the seasonal nature of tourist demand also hinder the full development of the region. That is why it is advisable to propose directions for improving the sustainable development of recreational activities in the Zhytomyr region, including:

- Implementation of a sustainable development strategy for the region until 2030 to preserve the natural environment as the basis for sustainable tourism, raise environmental awareness among residents and tourists, and create conditions for responsible management of natural resources;

- use of innovative approaches to the management of recreational areas to introduce modern technologies and digitalize tourism services, create an online booking platform in the region to facilitate access to recreational facilities and improve the quality of service to attract more tourists;

- popularization of local cultural values to engage community residents in learning about the cultural heritage of Zhytomyr region (crafts, traditions, local cuisine), increase tourist attractiveness due to unique cultural resources and promote the development of the tourism industry to increase interest in the region;

- strengthening international cooperation in the field of tourism by participating in international tourism exhibitions to increase the region's competitiveness, sharing experience with other countries to introduce best recreational practices and increasing the level of recognition of Zhytomyr region in the international tourism market;

- promoting state support for the development of recreational activities in the region by jointly financing projects for infrastructure development and conservation of natural resources, jointly overcoming problems to increase tourist attractiveness and achieving sustainable development goals in the context of recreational activities for further economic growth.

*Conclusions.* Recreational activities have a significant potential to stimulate the socio-economic development of Zhytomyr region, preserve the natural environment and increase the level of tourist attractiveness. Through the effective use of natural and cultural resources, the introduction of innovative approaches to the management of recreational areas, as well as the intensification of international cooperation and government support, Zhytomyr region can achieve sustainable development, create new jobs in the tourism sector, attract investment and increase local community income. All of this opens up great prospects for the growth of the tourism industry, raising environmental awareness of the population and rational use of natural resources.

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