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TOURIST INFRASTRUCTURE OF POLTAVA REGION

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ABSTRACT

The article considers the tourist infrastructure of Poltava region identifies six main elements: accommodation, catering system, transport, entertainment, related services and travel companies. The hotel industry today is an industry with a growing level of competition in the hotel services market. Despite the difficult formation of market relations in Ukraine in recent years, many hotels have opened. After considering the elements of the infrastructure of the region, authors noted that Poltava Region has the necessary resources for the development of tourism, including excursion activities: human, natural conditions, historical-cultural, material, etc., but they are in poor condition. It was proved that significant competition to hotel industry enterprises, including the Big Hotels, is created by individuals - business entities that mainly contain small hotels and are the owners of private houses and apartments. This article has an aim to analyze touristic and recreational infrastructure of Poltava region and make some suggestions about its sustainable development. Despite the importance of available resources, the organization and management of excursion activities in the Poltava region require a certain system of measures to be improved. There are concrete suggestions for creation conditions for attracting foreign and domestic investment and credit funds for the development of the material and technical base of the tourism industry through the development and implementation of mechanisms for attracting and distributing extrabudgetary funds.

Keywords: *tourist infrastructure, accommodation, catering system, transport, entertainment, related services, travel companies*

1. INTRODUCTION

Tourism infrastructure is a set of enterprises, institutions and organizations whose activities are aimed at meeting the needs of people involved in rehabilitation or recreation, as well as means of communication and transport and tourist accommodation facilities that ensure stable operation conditions. Note that Poltava region is located in the central part of Ukraine, and is an agrarian-industrial region. It occupies an area of 28.8 thousand km. There are 15 cities, 21 urban-type settlements in the region, more than 1800 villages. The largest cities are Poltava, Kremenchug, Gorishni Plavni, Lubny. The administrative center is Poltava [18]. Let's sketch out the tourist infrastructure of Poltava region figure 1.

Figure following on the next page

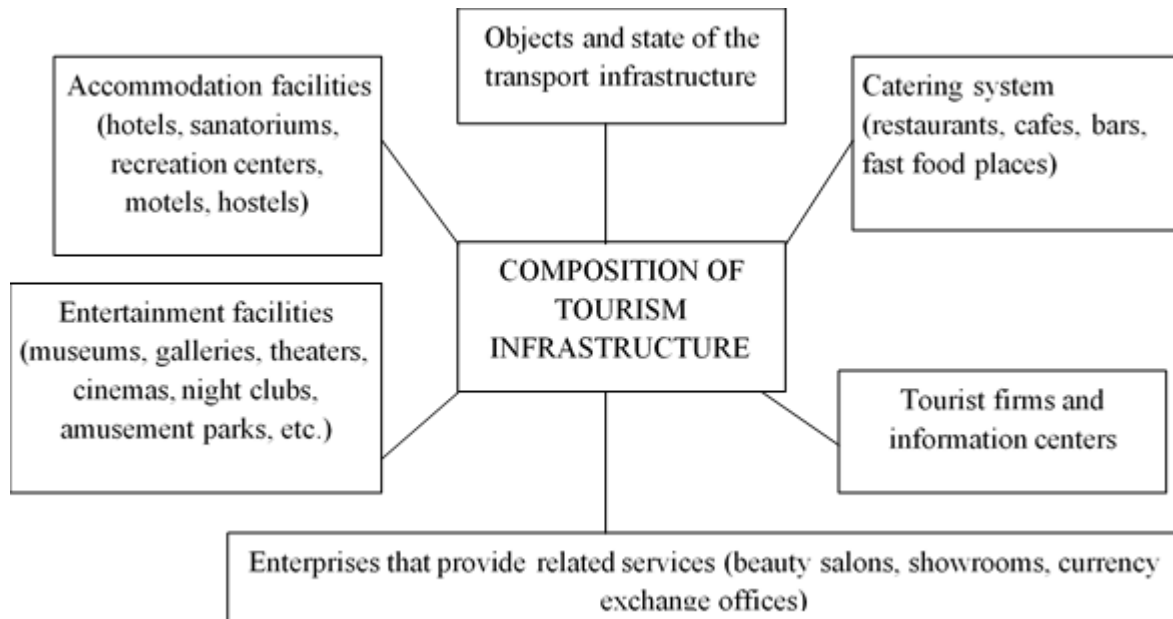


Figure 1: Tourist infrastructure of Poltava region (Main statistics in tourism industry of Ukraine <http://pl.ukrstat.gov.ua>)

Let us consider in more detail the dynamics of the infrastructure elements of the Poltava region.

2. MAIN INFRASTRUCTURAL COMPONENTS FOR TOURISM DEVELOPMENT: ANALYSIS AND DIFFERENTIATION

The hotel industry today is an industry with a growing level of competition in the hotel services market. Despite the difficult development of market relations in Ukraine in recent years, many hotels have opened. New enterprises are created, but after a while, some of them do not withstand competition and go out of business. Competition is a strong incentive to improve hotel performance [5]. Physical person-entrepreneur - business entities, which mainly contain small hotels and are owners of private houses and apartments, create substantial competition to enterprises of the hotel industry, including the big Hotels. They offer visitors a full range of basic and additional hotel services at a much lower cost. The proportion of such enterprises in 2016 was almost 63% [8]. Another component of the tourism industry is the hotel infrastructure (Table 1).

Table following on the next page

Table 1: Hotels and other places for temporary residence (Main statistics in tourism industry of Ukraine <http://pl.ukrstat.gov.ua>)

years	Number of collective placement units, units			The number of places, units			The number of persons who were in the collective accommodation facilities, people		
	Total	including		Total	including		Total	including	
		hotels and similar accommodation	specialized accommodation facilities		hotels and similar accommodation	specialized accommodation facilities		hotels and similar accommodation	specialized accommodation facilities
2011	126	86	40	10054	3648	6406	177575	113848	63727
2012	133	94	39	10383	4196	6187	195083	130543	64540
2013	154	115	39	10465	4396	6069	218208	153102	65106
2014	143	106	37	9781	4113	5668	195865	134794	61071
2015	139	105	34	9732	4172	5560	229173	172931	56242
2016	109	76	33	9215	3993	5222	234527	173137	61390
2017	107	77	30	8866	4052	4814	261530	195405	66125

Only those hotels that can offer high-quality service to their customers can withstand a tough competition, and this is impossible without professionally trained staff. Statistical data on the hotel infrastructure of the Poltava region indicate the negative dynamics of its development. Compared to 2013, the number of hotels decreased by 33% compared to 2017, but the number of beds decreased by only 8%, but the number of people in collective accommodation increased by 27%. It should be noted that the main problem for the tourism industry of Poltava region is the lack of hotels that meet international standards. 70% of hotels were built over 20 years ago and have never undergone a major renovation. The level of service also lags behind the world average. Poltava region is in the 10 most popular regions of Ukraine by rating of their brands and recreational facilities (table 2).

Table 2: Sanatoriums and health institutions (Main statistics in tourism industry of Ukraine <http://pl.ukrstat.gov.ua>)

Years	Sanatoriums and boarding houses with treatment		Sanatorium-preventorium		Houses and holiday resorts		Bases and other recreation facilities	
	Total	beds, th.	Total	beds, th.	Total	beds, th.	Total	beds, th.
2011	13	3,7	6	0,4	2	0,4	7	0,6
2012	13	3,7	5	0,4	1	... ¹	10	0,6
2013	13	3,7	5	0,4	1	... ¹	11	0,7
2014	13	3,7	5	0,4	1	... ¹	11	0,7
2015	13	3,7	2	0,3	1	... ¹	12	0,7
2016	13	3,5	2	0,3	–	–	13	0,8
2017	13	3,4	2	0,3	–	–	12	0,8

The level of tourist services in the region is provided by the infrastructure, which is currently stocked - 77 hotels and other accommodation facilities (29 certification) - 13 sanatorium-resort institutions, - 100 houses of green tourism. The association "Poltavasilgoszdrovniitsya" has six regional enterprises: the sanatorium "Sosnovy Bor" (Zenkovsky district, Vlasovka village), the sanatorium "Forest glades" (Poltava district, village of Terentievka), the sanatorium "Psel" (Bolshaya Aleksandrovka) and three summer camps. PJSC "Mirgorodkurort" of the association "Ukrprofzdravnitsa" has four sanatoriums in the city: "Birch Grove", "Mirgorod", "Khorol", «Poltava" [17]. Over the last 3-5 years, hotels and other accommodation facilities in Ukraine have changed the concepts of their development to a certain extent, which is reflected in a decrease by 7-12% in the number of sanatoriums and boarding houses with treatment. Although for 2017 the beginning of 2018, this trend has decreased to 1.5-2.6%. The budget accommodation services (hostels and hotels without a category) are used by dynamic, unpretentious tourists, mostly of young age, or those traveling for business purposes, since the number of hostels in which they had previously stayed gradually decreased [12,13]. An important factor in the development of the tourism industry is the development of transport links and ensuring the necessary level of travel safety. On the territory of Poltava there are such types of transport infrastructure - rail, road, trolleybus, in a small number of river, and from 2018 the airport began to operate (air). The leading place in passenger turnover belongs to road and rail transport. By the operational length of general use railways - 3.9%, by the length of paved roads -5.4%, by the turnaround of motor vehicles - 5%. In preparation for Euro 2012, a number of measures were taken to improve the transport infrastructure, in particular, more than 2000 km of roads were built and repaired, high-speed traffic of passenger trains up to 200 km / h was introduced in certain directions. However, the situation with transport provision remains extremely difficult [16].

Table 3: Number of passengers carried by types of transport (Main statistics in tourism industry of Ukraine <http://pl.ukrstat.gov.ua>)

Years	Types of transport		
	Railway ¹	Automobile ²	Trolley bus ¹
2011	14989,1	59466,3	35637,6
2012	14725,6	51584,0	40431,4
2013	14786,2	52634,5	43801,4
2014	14610,7	52682,0	45754,2
2015	14940,2	51947,4	55449,1
2016	14949,8	50202,2	48897,1
2017	5513,1	45268,1	50164,9

It is worth noting that the convenient location of the highway Kiev-Kharkiv, which passes through Poltava, is sufficiently rosaleable, as well as the waterway, p. Dnieper promotes tourism. Now the main problem of the development of transport infrastructure of any type of transport is insufficient investment, which could be directed not only to the creation of new infrastructure facilities in accordance with international and European standards, but also to the modernization of existing ones. Stores of food establishments (restaurants, cafes, bars, fast food items). The restaurant creates conditions for achieving the social goals of tourism development.

The restaurant receives a significant share of revenues from both domestic and international tourism, activates foreign exchange earnings, creates conditions for the “export” of services and their entry into the international market. Over the past 15 years, along with traditional full-service restaurants, more and more specialized enterprises are appearing for a reduced set of services and dishes. This is usually a specialization in the manufacture of national dishes. But we note that it is the restaurants of the national Ukrainian cuisine that are given the advantage of about 36.8%, considerable attention in Poltava is paid to European cuisine (French, Italian), then the Japanese cuisine, and over the past five years, the Caucasus has become popularized. Themed restaurants are also very popular among both Ukrainian and tourists. Of course, they offer a limited number of dishes, their main task is to create a mood and a certain atmosphere [2]. Institutions for entertainment in the region - 858 club institutions, 6 centers of culture and leisure, 3 parks of culture and recreation (m. Poltava., G. Kremenchug, city. Lubny). There are professional art institutions in the region: the regional Ukrainian Music and Drama Theater named after M.V. Gogolya, the regional puppet theater and the Municipal Enterprise of Culture and Arts "Poltava Regional Philharmonic Society", the Palace of Leisure "Falling Leaves" and the 1200-seat auditorium hall are equipped with a lot of sound and lighting equipment, which makes a worthy competition to the buildings of not only Ukraine, but also Europe. Poltava region is the land of Ukrainian traditions and original culture, imbued with the Cossack spirit and folk beliefs. Such we know it from the works of Gogol. Loud national fairs are organized annually in Poltava region. Sorochinsky Fair - a real festival of folk art, attracts not only Ukrainian residents, but also foreigners. The most interesting objects to visit are the Poltava region: the museum of pottery, the historical and cultural reserve “The Battle of Poltava Field”, the estate-museum of I. Kotlyarevsky, the reserve-museum of Gogol, the Mgarsky Monastery, the Savior Church, the Poltava Monastery of the Exaltation of the Cross, etc. There are more than 200 churches and three large monasteries on the territory of the Poltava region. Some of them have survived to the present day from the 17th to the 19th centuries. The most significant tourist attractions of the region are the monuments of architecture: the Lubensky (Mgarsky) Transfiguration of the Savior, the Poltava Cross Cross, the Kozelshchinsky Christmas Nativity of the Virgin monasteries of the seventeenth and nineteenth centuries, the Scythian fortress of the VII-III centuries BC. in with BolshoyKotelevsky district, Troitskaya and Nikolayevskaya churches, bell tower and the Triumphal Arch in the village of Dikanka, monuments of architecture and museum (in the region of 23 museums of national importance) - local lore, artistic, literary-memorial Panas Mirny and VG Korolenko, museum-farmstead I.P. Kotlyarevsky in the city of Poltava, museum MV Gogol in the village. Great Sorochintsy and the preserve museum MV Gogol in the village. Gogolevo Shishatsky District, Historical and Cultural Reserve "The Field of Poltava Battle", Museum-Reserve of Ukrainian Pottery in Opishni settlement, G. Skovoroda museum in Chernukhy, museum of aviation and astronautics with exposition of planes in the regional center, etc. Cultural and educational tourism is promising, ethnographic routes (Oposhnia, Mirgorod, Pyriatyn - ceramics, Reshetylivka - embroidery and weaving) are actively used with the involvement of folk crafts and crafts, their preservation and restoration, and the organization of master classes. At the same time, the festival tourist product has not been sufficiently developed and used. Traditionally, each district has its own holidays, during which it is possible to hold presentations, exhibitions and sales of products of folk craftsmen for tourists, to organize groups from among the visitors of the Mirgorod resorts [2]. In the Poltava region there are 337 territories and objects of the natural reserve fund; 151 reserves (18 state values), 117 nature monuments (one state value), Ustyimovskiy dendropark, 18 parks - monuments of landscape art (four state values), three regional landscape parks, 49 nature reserves [1].

3. TRAVEL COMPANIES AND NEW TYPES OF TOURISTIC INFORMATIONAL CENTERS AS A TOOL FOR PROMOTING OF REGIONAL TOURISTIC PRODUCT

Travel companies and information centers. Subject interaction in the market of excursion services are: tourists and sightseers, tour operators, travel agents, travel agencies and excursions. These are legal entities and individuals who are consumers and manufacturers of the excursion product. The development of tourist business in the region is provided by 226 travel companies (of which 10 are tourist operators), the register of the region's guides consists of 201 specialists, who are constantly updated with new personnel [3]. Tourist information centers are important structural elements of the advertising and information infrastructure of the tourism industry. The international experience of creating and operating such a series demonstrates the real direction of tourist flows to the region and the increase in financial revenues to local budgets. Tourist information centers in the Poltava region (table 4).

Table 4: Tourist information centers in the Poltava region (Regional State department of tourism in Poltava Region. <http://poltava-tour.gov.ua/page/turistichni-informaciyni-centri>)

	Title of Tourist information center	Functions and services provided
	TIC under the management of culture of the executive committee of the Poltava city council	Information about the available accommodation facilities, tours and tourist travel, food, distribution of promotional and informational products.
	TIC at the NGO "Regional tourist cluster"	Information services on organization of excursions.
	TIC "Alliance Tour"	Information about available accommodation establishments, excursions and tourist trips, catering establishments, distribution of advertising and informational products. Tourist bus stroll.
	Department of Regional TIC in the Poltava Regional Library for Youth named after Oles Honchar	Providing on-line information about available tourist, excursion and resort and recreation services.
	TIC of Department of Culture and Tourism of Poltava Regional State Administration	Information about available accommodation establishments, excursions and tourist trips, catering establishments, distribution of advertising and informational products.
	TIC "Dikankazelentur"	Information about available accommodation establishments, excursions and tourist trips, catering establishments, distribution of advertising and informational products.
	TIC "Old Farm"	Accommodation, catering, master classes on pottery, folk cuisine, fishing, children's rest.
	TIC at the Resting Complex "Velyka Krucha"	Information about available accommodation establishments, excursions and tourist trips, catering establishments, distribution of advertising and informational products.

Consumers of an excursion product are citizens who have a certain motivation to travel, that is, tourists and sightseers, and the corresponding purchasing power. The manufacturers of the excursion product are tourist and excursion enterprises (tour operators, travel agents, travel agencies and excursions), which work with the aim of obtaining profit and meeting the needs

of the population in organizing excursion activities. Almost all areas of the region are promising for the development of various types of tourism: religious pilgrimage, cultural, educational, cultural and ethnographic, recreational (sanatoriums, dispensaries, camp sites), ecotourism, qualified, with active movement (equestrian, water, bicycle, ski). Enterprises providing related services in Poltava and cities of the region (Kremenchug, Lubny) are shown in Table 5.

Table 5: Enterprises providing related services in the tourism industry for 2016 (Main statistics in tourism industry of Ukraine <http://pl.ukrstat.gov.ua>)

Establishments	Quantity
Beauty salons	137
Sports facilities	56
Shopping centers, shops, exhibition halls	1230
Services (photo printing, shoe and clothes repair, flower delivery, etc.)	298
Banking Institutions	181
Insurance and law firms	123

The format of the development of the tourism sector is clearly reflected in the development program. The state program first of all should solve these and other problems of Ukrainian tourism. It is planned to create conditions for attracting foreign and domestic investment and credit funds for the development of the material and technical base of the tourism industry by developing and implementing mechanisms for attracting and distributing extrabudgetary funds [3].

4. CONSLUSION

It is clear that Poltava region has the necessary resources for the development of tourism, in particular excursion activities: human, natural conditions, historical and cultural, material, etc. Despite some positive trends, the tourism industry of the Poltava region did not receive a sufficient level to realize the tourism potential. Finally, we note that despite the significance of the available resources, the organization and management of excursion activities in the Poltava region require a certain system of measures to improve and streamline. In our opinion, the following activities are worth implementation: improving the training program and raising the qualification requirements for the “guide” position; to provide high-quality excursion services, it is necessary to update the mechanism for studying excursion activities of subjects of the tourist sphere; improve and clarify requirements in the training of specialists; compulsory practical internship after the completion of preparatory courses. Tourism can and should become one of the most effective means of generating income, promoting market relations development of joint sectors of the economy, employment, improvement of work on the protection of historical monuments, raising the cultural level of the population. For the effective development of tourism in the region should follow the development of sightseeing activities. Our subsequent research will be devoted to these aspects.

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