

JEL Classification: F14, R12, R50

PROSPECTS FOR THE DEVELOPMENT OF THE TOURIST BUSINESS OF THE KHERSON REGION DURING THE COVID-19 PANDEMIC

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Abstract.

Identifies the strategic priorities for the development of tourism in the Kherson region and develops proposals for the realization of the tourist potential of the region during the pandemic in the article. It is established that the development of domestic tourism in the Kherson region during the pandemic requires a number of tasks: ensuring the accessibility of tourist facilities. The goal will be achieved with the introduction of a multilingual marking and navigation system in the Kherson region; organizing and creating route maps for landmarks of history and culture of the region; marking and marking the routes of the hospitality and tourism industry; improving conditions and providing tourist routes with infrastructure for tourists to visit.

The advantages of Kherson region as a territory for active development of the hospitality and tourism industry in the era of the pandemic are highlighted. It is determined that for the active and successful development of the tourism business of the region during the pandemic COVID-19 it is necessary to coordinate and coordinate the implementation of measures by the authorities and economic agents: to improve the quality of tourism services; create conditions for the promotion of the tourist product; extend the tourist season; to promote the development of

entrepreneurship, including in rural areas; create conditions for the development of domestic tourism; support for craft production.

Key words: tourism business, economic growth, pandemic, tourism youth entrepreneurship, tourism destination, tourism and recreational potential.

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Introduction.

Modern problems of economic development of each country, caused by the pandemic, have led to crises in the field of tourism. This has led to the need to improve public policy, the introduction of effective organizational, legal, economic, and information mechanisms for the development of tourism and resorts as a highly profitable sector of the national economy.

In 2020-2021, tourism, like many other sectors of the economy, suffered economic losses and shocks due to the COVID-19 pandemic. Analysts estimate the losses from limiting the number of tourists and other anti-epidemic measures. However, at the same time, global crisis challenges have created the preconditions for the development of domestic tourism and its promotion among the country's population. Further implementation of the set strategic objectives in the tourism industry of Ukraine is possible only on the basis of determining priority areas and types of tourism, development of organizational and economic mechanism of effective cooperation between tourism entities and authorities, taking into account regional competitive advantages and available potential. This determines the relevance of the chosen topic of publication.

Analysis of Recent Research and Publications

The activation of business processes in the tourism sector of the Kherson region arouses the interest of not only practitioners, but also the scientific community. The main problematic issues and ways of their solution are reflected in

the works of V. Granovskaya, Yu. Kirilov, L. Aleshchenko, H. Zhosan, T. Stukan, G. Fesenko, V. Krikunova.

The questions of the essence of social and ethical marketing in tourism were studied; marketing analysis of the market of tourist services in Kherson and the Kherson region in order to create a mobile application focused on tourists, as well as the role of communications in the tourism sector [3].

The scientific-theoretical and methodological substantiation of the economic mechanism for the formation of competitive advantages of the subjects of the tourism business as a component of their strategic development has found their place in the scientific improvements. Scientific and theoretical substantiation was provided and recommendations were developed for the introduction of agritourism as an effective direction for diversifying the activities of agrarian formations [1,2].

Scientists were engaged in the definition of strategic priorities for the development of entrepreneurship in the field of tourism in the Kherson region and developed proposals for the implementation of the tourism potential of the region [5].

Studied the current problems and prospects of investment support for the tourism sector and ways to improve the efficiency of the tourism industry in Ukraine on the basis of attracting investment resources [4].

Results

The aim of the article is to determine the strategic priorities of tourism development in the Kherson region and to develop proposals for the realization of the tourist potential of the region during the pandemic. The task is to identify the types of tourism that can increase the attractiveness of the region for tourists and justify the strategic prospects for effective cooperation between the government and business structures in the post-pandemic times.

The Tourism and Resorts Development Strategy for the period up to 2026 states that for effective and rational use of tourist, recreational and natural resources of Ukraine it is necessary to form a tourist-recreational space by creating and

ensuring the functioning of tourism and resort development zones and develop and offer consumers competitive tourism product [6].

In the Development Strategy of Kherson region for the period 2021 - 2027 in the implementation of the strategic goal "Local economic development taking into account digitalization and innovation and investment processes", "Tourism and recreation industry for health, recreation and intellectual and spiritual enrichment of people" is as an operational goal. It provides for the development of recreational opportunities that the Kherson region has, and states that the Azov and Black Sea coasts are undergoing strong development.

Also, due to the impetus for the development of green tourism, there will be an expansion of services in the Lower Dnieper National Park, Azov-Sivash National Nature Park, Dzharihgatsky National Nature Park, etc.

The development of the tourism sector will take into account the maximum allowable level of anthropogenic pressure on the territory and will be based on the use of cultural and recreational potential of the region.

The goal can be achieved by improving the quality of travel services through the introduction of certification based on international standards, extending the tourist season in recreational areas, developing new tourism products, creating conditions for tourism product promotion, digitalization of information support, new, comprehensive, quality marketing approach to customer promotion to domestic tourism in the era of COVID-19.

The development of domestic tourism in the Kherson region during the pandemic requires a number of tasks:

- ensuring the accessibility of tourist facilities. The goal will be achieved with the introduction of a multilingual marking and navigation system in the Kherson region;
- organizing and creating route maps for landmarks of history and culture of the region;
- marking the routes of the hospitality and tourism industry;

- improving the conditions and providing tourist routes with infrastructure for tourists to visit.

Subject to the tasks, the following results can be expected:

- there will be a network of information support for the tourism industry;
- a system of standardization of accommodation establishments will be introduced;
- it is planned to mark tourist routes;
- extension of the tourist season from May to October;
- a training base for the development of the tourism industry should be created [7].

The advantages of Kherson region as a territory for the active development of the hospitality and tourism industry in the era of the pandemic are due to the following factors that are grouped and reflected in Fig.1.

Advantages of the tourist-territorial complex of the Kherson region

Resort and recreational	Natural and climatic	Nature reserve fund	Historical	Organizational and economic
<ul style="list-style-type: none"> - 12 resort settlements; - more than 450 km of sea coastline, of which 200 km are equipped with sandy beaches; - the longest sand spit in the world - Arabat arrow; - more than 70 deposits of healing balneological resources (mineral and thermal waters, therapeutic muds, brines of salt lakes); - Skadovsk city - a resort of national importance, a center for children's health and recreation. 	<ul style="list-style-type: none"> - significant duration of the frost-free period; - unique climatic conditions attractive for tourists from the northern and western regions; - exit to the Dnieper waterway; - the presence of 2 seas at the same time; - the only natural desert in Europe; - the world's largest man-made forest; - unique mountain landscapes in the middle of the steppe area. 	<ul style="list-style-type: none"> - Askania-Nova; - lake Sivash; - Black Sea Biosphere Reserve; - Oleshkiv sands; - Azov-Sivash National Nature Park; - Kherson Grand Canyon Stanislav; - Tendrivska split; - Dzharihgatsky National Nature Park; - Ruins of Kizi-Kermen; - Biryuchy Island; - Arabat Split, Henichesk; - Pink salt lake; - Kamyanska Sich, village Republicanets; - Hot spring, Henicheskaya Gorka. 	<ul style="list-style-type: none"> - Museum of Nature in Kherson; - Oleksiy Shovkunenko Art Museum; - Museum of Local Lore, Kherson; - Kherson fortress; - J. Howard Monument; - Potyomkin Square; - Tachanka, Kakhovka; - winery named after Prince Trubetsky, Vesele village; - Museum of Local Lore, Skadovsk; - Eiffel lighthouse, Dzharihgach island; - Oleshkivska Sich; - Museum of History, Nova Kakhovka. 	<ul style="list-style-type: none"> - development of event tourism in the city and region; - the opportunity to develop gastronomic types of tourism on the basis of unique products that are produced only in the region; - carrying out of the annual tourist forum "Tavriya tourist congress"; - organization by the Department of Tourism and Resorts of the Kherson Regional State Administration together with the Public Union "All-Ukrainian Association of Guides" (UAG) training and advanced training "Tourist Guide of the Kherson region"; - Sufficient number of tourist facilities and resources in the regions.

Fig. 1 Advantages of the tourist-territorial complex of the Kherson region

* created by the authors

As of 2021, about 100 tourist routes have been developed throughout the Kherson region, which are suitable for all ages and have a diverse nature (from recreational to active, extreme); different directions, the most popular of which are:

scientific and educational routes in the biosphere reserve "Askania-Nova" and outstanding historical sites: the Museum of Nature in Kherson, Art Museum named after Alexei Shovkunenko, Museum of Local Lore in Kherson, Kherson Fortress, monument J. Howard, Potemkin Square, Tachanka, Kakhovka, winery, Prince Trubetsky in Vesele village, Museum of Local Lore in Skadovsk, Eiffel Lighthouse, Dzharilgach Island, Oleshkivska Sich, etc. ; hiking trails on one of the largest sandy deserts in Europe – “Oleshkiv Sands”, Kherson Grand Canyon Stanislav; visiting the shrine of the Ukrainian Cossacks, the monument of history of national importance – Kamyanskaya Sich, resort and recreational facilities: Lake Sivash, Black Sea Biosphere Reserve, Tendrivska Spit, Dzharilgatsky National Nature Park, Arabatska Split in Genichesk, Rozerovo Hot spring, Genicheskaya Gorka; attending tourist events – the annual tourist forum “Tavria Tourist Congress”.

Currently in the Kherson region in the hospitality and tourism sector there are 14 tour operators, about 100 travel agents and more than 50 guides who provide visits to museums, reserves, cultural and historical complexes. Analyzing the market of tourist services, we can conclude that this is more than not enough for the active development of tourism, so this area should become a priority for socio-economic development of Kherson region.

Also water tourism, rural green, wine, environmental, historical and cultural, and gastronomic tourisms are actively developed in the region.

The variety of tourist offers of the Kherson region can satisfy the demand for atmospheric tours for every taste and at any time of the year. These include kiting and yachting, kayaking, quad biking, fishing, hunting, open-air theater, visiting the “Tulip Valley”, traveling the Cossack trails and many other tourist attractions.

Thus, domestic tourism during the pandemic can become one of the most important tools of socio-economic development of Kherson region. But, at the same time, a significant part of natural areas, cultural heritage sites and tourist infrastructure does not yet have a level of adaptation that would meet international standards, and tourist services in most cases do not meet the requirements for quality of service [8].

Therefore, for the active and successful development of the tourism business of the region during the pandemic COVID-19 times it is necessary to coordinate the implementation of measures by the authorities and economic agents:

1. To improve the quality of tourist services:
 - to improve the quality of personnel training for the successful development of the hospitality industry;
 - to promote the comprehensive implementation of state and international standards in the field of tourism;
 - to promote the development and implementation of a multilingual system of marking and navigation in the Kherson region;
 - to assist in marking routes of active tourism;
 - to arrange the landmarks of history and culture of the Steppe Black Sea coast, providing them with infrastructure for tourists.
2. To create conditions for the promotion of the tourist product:
 - brand formation and promotion, marketing policy;
 - promotion of Kherson tourist region;
 - creation of a network of regional tourist information centers;
 - development of the tourist brand of the Kherson region.
3. To extend the tourist season:
 - extension of the holiday season;
 - support for rural green tourism;
 - providing organizational, informational and promotional support for existing festivals and events that do not take place in the summer.
4. To promote the development of entrepreneurship, including in rural areas:
 - financial support for small and medium-sized businesses by compensating for the reimbursement of interest rates on loans;
 - popularization of socially responsible business (implementation of measures to increase the level of tax discipline; introduction of effective innovative

tools for communication with business, which will help increase the level of respect for it);

5. To create conditions for the development of domestic tourism:

- infrastructural provision of recreational territories of the region;
- ecological trails of Kherson region;
- formation and promotion of cases of tourist proposals (magnets)

focused on domestic tourists (Clusters “Salt Road”, “Tavria Eco-Rehabilitation”, Projects “Tavria SPA Resort”);

- development of enogastronomic tourism.

6. To support craft industries:

- implementation of projects for the production of craft products (cheese, dried fruits and vegetables, marinades, jams, wine, fruit and vegetable snacks, tobacco, spices, oysters, snails, crickets, etc.);

- health food based on oilseeds;
- creation of an agro-tourism map of the region;
- creating incentives for growing environmentally friendly products and abandoning GMOs;
- introduction of organic farming.

Conclusions

Analyzing the preconditions and trends in the tourism business of Kherson region in the era of the COVID-19 pandemic, it is possible to conclude that the region has significant opportunities to become one of the most developed regions in Europe in terms of tourism: favorable geopolitical location, comfortable microclimatic conditions, diverse landscape, unique flora and fauna, historical and cultural, architectural heritage, developed transport network, sufficient human, material, and natural health resources.

At the same time, the hospitality and tourism sector needs active support from public authorities, attracting domestic and foreign investment in the development of tourist and recreational infrastructure of the region and bringing it in line with

international standards, increasing attention to the development of domestic inbound tourism, especially in pandemic period.

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