

## FUNCTIONING OF OBJECTS OF THE RECREATIONAL SPHERE IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT



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*The paper discusses the peculiarities of functioning of objects of recreational areas in the city from the standpoint of ensuring sustainable development. The author considers internal and external sources of financing recreation facilities in the city, highlighting their advantages and disadvantages. Ways of elimination of lacks and increase the competitiveness of the objects of the recreational sphere in relation to the needs of the modern market of services. Proposed modernization of engineering infrastructure of the city and qualitative change of approach to the management of all types of resources in a recreation area on the principles of sustainable development system.*

**Key words:** sustainable development, city, recreation, recreational area, social-economic system, resources of administrative territories.

*В работе рассмотрены особенности функционирования объектов рекреационной сферы в городе с позиций обеспечения устойчивого развития. Автор рассматривает внутренние и внешние источники финансирования объектов рекреации в городе, выделяя их достоинства и недостатки. Показаны пути устранения недостатков и повышения конкурентоспособности объектов рекреационной сферы относительно потребностей современного рынка услуг. Предлагается модернизация инженерной инфраструктуры города и качественное изменение подхода к управлению всеми видами ресурсов в рекреационной сфере на принципах устойчивого развития системы.*

**Ключевые слова:** устойчивое развитие, город, рекреация, рекреационная сфера, социально-экономическая система, ресурсы административных территорий.

*Документът разглежда характеристиките на функциониране обекти за отдих сектор от гледна точка на оси устойчиво развитие. Авторът смята, че вътрешните и външните източници на финансиране на съоръжения за отдих в града, подчертавайки техните силни и слаби страни. Показване начини да отстрани слабостите и подобряване на конкурентоспособността на обекти за отдих сектор на нуждите на съвременния пазар. Тя се предлага модернизация на инженерната инфраструктура на града и качествена промяна в подхода към управлението на всички видове ресурси в курортно граде на принципите на системата за устойчиво развитие.*

**Ключови думи:** устойчиво развитие, град, отдих, зона за отдих, социално-икономическа система, ресурси, административни територии.

**Statement of the problem.** Sustainable urban development requires the increase of life standards of the population, which contributes to the achievement of positive changes in the economy of the city and the state. Recreational facilities of the city territory, contribute to achieving such a transformation. The author argues that the need of the city in the objects of the recreational sphere is based on their role in enhancing the business activity of the population, creating a positive image of the territory, maintenance of ecological balance, rational use of natural resources and also as a

source of sustainable social - economic transformations. The author introduces the notion of a recreational area. Recreational area is a system of elements of service of the town, which includes certain objects, parts of the territory where the use of anthropogenic resources, engineering and transport communications, natural resources administrative territories for restoration of forces and health of the population on the principles of ecological balance and resource conservation for future generations. The author shows the internal and external sources of

financing recreation facilities in the city, considers the results of the sustainable development of the recreational sphere in the city, highlighting their advantages. The article shows the ways to address the shortcomings and enhance the competitiveness of objects of the recreational sphere in relation to the needs of the modern market of services. Is offered primarily modernization of engineering infrastructure of the city and qualitative change of approach to the management of all types of resources in a recreation area on the principles of sustainable development system.

**Let's consider the conditions of quality of functioning of objects of recreational areas of the city.** When solving a problem, we consider the case of the City of Kharkiv as one of the important centers of development of Ukrainian economy. The climatic and geographical conditions, as well as the environmental situation allow the city to have a developed sphere of recreation and recreational complexes. In the beginning of the study let's stop on the definition of the essence of the recreational complex. The traditional approach discovered the diversity of interpretations of its essence, what the authors stated in our previous publications [1-4]. This led to the need to clarify the concepts from the standpoint of system analysis. The result is formulated and proved a new view on the essence of the concept of «recreational industry». Recreational area, according to the author, is the system of elements of municipal service, which includes certain objects, parts of the territory of the city, where are used anthropogenic resources, engineering and transport communications, natural resources administrative territories for restoration of forces and health of the population on the principles of ecological balance and environmental services. Organization that provides a range of services for satisfying the needs of the population operates in all countries of the world to satisfy the consumer and profits in the framework of current legislation [5-7].

Recreational complexes within the cities of Europe fit harmoniously into their architecture, not disrupt the ecological balance, consider

load on network engineering. In the City of Kharkiv deterioration of engineering systems require prior reconstruction and renewal in the recreation areas and only then it is possible the full development. Modern recreational facilities in the City of Kharkiv on the principles of organization, management and financing of a large share are signs of a centralized economy. Assertion of the development of the recreational sphere, poor management, inadequate funding for recreation facilities in the cities is a major impediment to sustainable development [4].

Recreation complexes, depending on the location, condition of material and technical base, organization of management have an objective chance and use subjective opportunity for profit. Given the size of the urban recreation complexes are most desirable form of property for the major of them is the joint stock ownership and the organizational form of the enterprise, as in developed countries - corporation [7]. Possible external funding sources can be (1) the funds of municipal and state budgets; (2) the assets of the enterprise; (3) the funds of social and medical insurance, trade unions; (4) personal funds of citizens.

Internal sources of financing are depreciation charges and profit from recreational enterprises and the owner that is interested in its development. A significant role in the context of sustainable development play credits and direct investments. These are sources of manifestation of various economic interests. For example, the state finances the objects related to the value and importance of directing the part of profit of the company for the payment of subscriber tickets, vouchers or treatment as promotion of successful work of a certain team. It is about standardized tools for rest and health improvement of civil servants. Insurance funds for treatment is a form of targeted savings of wage of citizens, given some of them due to circumstances. It follows as a match and mismatch of certain sources of funding of certain functions of recreational facilities.

Recreational area, acting in the market environment to ensure its success relies on the

set of modern methods and means of control [6]. The main problem of recreational complexes in Ukraine is low activity on the market of services and the hope that the customer will emerge himself. This has a negative impact on a number of administrative and managerial functions, as in the command economy were absent: need of the active marketing and promotion; need for accounting and analysis of costs and revenues; long-term strategy and current tactics; skilled managers. Now all this is necessary in the 21st century and finds deficit methods, experience and specialists. The government legislatively creates conditions for the formation of recreational areas in cities and the process of its sustainable development depends on the active actions of many managers. Attractiveness, entertainment objects of recreational areas in urban areas depends on the condition of the main material - technical base of the recreational complex and individual characteristics of the adjacent enterprises. Natural recreation centers (lakes, rivers, seas, springs of mineral water, arboreta and other) are often abandoned and require significant investments primarily by private business, to a certain extent it concerns the possibilities for improving the conditions for sports. Many sports objects, prepared for the football championship Euro-2012, places of active recreation, entertainment centers in the City of Kharkiv today are worthy of admiration. Special pride of Kharkiv is Park of culture and recreation named after A.M. Gorky. It is recognized as the best in Eastern Ukraine entertainment complex.

Existence of the objects of the material base in the majority of administrative districts of City of Kharkiv with recreational resources, does not indicate their target use. A significant number of them is not developed because of the lack of interest of their investors or inadequate actions of the bodies of local self-government. The same applies to monuments of architecture. Support base of recreation provides services that enhance the value of recreational product. The analysis of the support base has led to the conclusion that on the territory of the suburbs of Kharkiv there is a lack of telecommunication

facilities, institution, which offers banking and craft services. The number of objects of social infrastructure are also insufficient and their condition requires fundamental modernization. The consequence of this condition is the low competitiveness of objects of the recreational sphere in relation to the needs of the modern market of services.

Next let's consider the results of the sustainable development of the recreational sphere in the city. In our opinion, they can be divided into two groups. First - for the budget of the city, let's add to it provision of additional revenues from economic activities; optimization of the sector of leisure, entertainment and sport in the city; establishment of a transparent system of entrepreneurship support. Second - recreational complexes. This encouraging development through the reduction of the tax burden, re-pricing policy and forced self-financing; creation of a unified marketing policies and the global programme of action for the promotion of local recreational product; improvement of domestic competitiveness of enterprises; formation of the flow of recreational services from outside the region.

The study of priorities of social - economic development of the City of Kharkiv allowed to determine the impact of objects of the recreational sphere on sustainable development. This was especially noticeable during the Euro 2012 championship. In particular, it is established that their effective functioning provide people with new jobs; contributes to the increase of the rating of the city, and forms a positive image of the site, attractive for living; contributes to the stabilization of the economy during the crisis. In the end, development of recreational complexes leads to increase of the level of wealth of a nation, increase of financial revenues, improving the demographic geopolitical situations. The authors [3] confirm that the role of the recreational sphere in the economy of Kharkiv is negligible, despite the presence in the area 135 objects with a high resource potential. Based on results of research it is proved, that recreation complexes in Kharkiv require innovative-investment incentives. This requires modernization of

existing recreational complexes of the state form of ownership, unions of them with private capital; non-financial support from the state, tax reduction, provision of loans to enterprises; improving the quality recreation services, balance quality-price ratio, new assortment policy; promotion of the role of recreation in everyday life.

**Conclusions.** General conclusion can be formulated as follows. The city creates a local recreational product at a much smaller size than this allows to make the natural resource potential of the territories. Legitimate is the conclusion about the inefficiency of the sphere of recreation and unsatisfactory organization of management of recreation complex. Recreation in cities requires investment, and some of its elements - significant changes. Development of recreational resources of the city must be carried out in strict compliance with the requirements of sanitary standards and norms of admissible human load. Public consumption of recreational services depends on the income of the population and the quality of infrastructure. Stimulation of improvement of the condition of infrastructure as the basis of material and auxiliary facilities of recreation

will significantly affect the process of sustainable development of recreation in the city. This will create a modern recreational complexes on the territory of the city in accordance with the priorities of socially - oriented economy.

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