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TOURIST INFRASTRUCTURE AS A DESTINATION DEVELOPMENT FACTOR

Tourism is one of the most efficient industrial complexes, which should not be neglected, especially when solving problems of economy's exit from the crisis due to its structural restructuring. The impact of tourism on the economic development of the territories is reflected in increased business activity and expansion of production of goods and services as a result of increased solvent demand at the expense of foreign and local tourists.

The works of the following authors are devoted to the study of tourism and its impact on the development of territories and cities: O.O. Baidik, V.F. Kifyaka [1], O.O. Lyubitseva, I.V. Smal, T.I. Tkachenko, I.M. Balabanova, Yu.O. Vedenina, I.V. Zorina, N.I. Kabushkina, V.O. Quarterly, F. Kotler, K. Cooper, D. Fletcher, D. Hilbert, S. Vanhill and others.

The processes occurring in the economy of regions and cities exert a direct or indirect influence on the development of tourism, and vice versa. The functioning of the tourist sphere not only influences the socio-economic processes occurring at the local level, but the level of its development and features of functioning depend on the level of socio-economic development of the territory. In this case, the interests of the tourism industry and the interests of destinations are in constant dynamic interaction. The tourism development dynamic depends on a large extent on the level and dynamics of infrastructure development, and the development of infrastructure, in turn, depends on the level and dynamics of the industries that form the economy of the destination, including the tourism industry.

The main factor for the efficient use of recreational resources is the availability of tourist infrastructure. Tourism infrastructure is a collection of artificially created recreational establishments (sanatoriums, recreation centers, hotels, restaurants, etc.) and associated facilities built for public use through public investment (roads and railways (roads), checkpoints, airports, hospitals, schools, etc.) [2].

Tourism infrastructure resources occupy a special place in the development of the entire tourism industry. Tourism infrastructure resources include a set of natural and man-made objects that have comfortable properties and are suitable for creating a tourist product. Like any system, tourism infrastructure also has a structure that needs constant development and modernization. Elements of basic (production) infrastructure include tourist accommodation, catering and transportation facilities. The related infrastructure includes cultural establishments, entertaining establishments, sports establishments, health care establishments, trade establishments within which additional tourist services are provided.

Last 10-15 years there has been a rapid development of elements of tourism infrastructure in Ukraine, which has slowed down somewhat last 2-3 years. Effective investment is the cornerstone of this development.

According to the "Concept of tourism development in Kharkiv region until 2030", the most important task of tourism development is the development of tourist infrastructure and objects of tourist interest, including accommodation facilities, conference halls, exhibition centers, transport, catering, tourist trade services. This is a task related to the implementation of investment projects for the reconstruction of existing and construction of new objects of tourism infrastructure, reconstruction and restoration of monuments, etc. In the long run, addressing this challenge should yield strategically important results.

The measures, that should be taken in the context for tourism infrastructure development:

- reconstruction (including partial) and construction of hotels in order to increase the share of economy and business class rooms;
- construction of medium and economy class accommodation facilities (hostels, recreation centers, etc.);
- construction of exhibition space;
- purchase of specialized motor vehicles;
- stimulating the development of small businesses for the provision of related tourism services;
- carrying out zoning, preparation of real estate objects for market circulation [3].

The development of tourism infrastructure will have some multiplier effect on the development of destination infrastructure in general, as well as on other sectors of the economy, so tourism infrastructure is a significant factor in the development of the destination economy.

References:

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2. Bramwell B. Approaches to sustainable tourism planning and community participation / B. Bramwell, A. Sharman. – The case of the Hope Valley, w: Tourism and Sustainable Community Development / red. D. Hall, G. Richards, London-New York: Routledge Taylor & Francis Group, 2000. – S. 21.
3. «Концепція розвитку туризму в Харківській області до 2030 року», що затверджено рішенням Харківської Обласної Ради № 648-VI від 5.03.2018 р. URL: http://www.ts.lica.com.ua/b_text.php?type=3&id=8096&base=77