

# COMPARATIVE ANALYSIS OF TOURIST-RECREATIONAL COMPLEX COMPETITIVENESS OF UKRAINIAN REGIONS

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The world experience shows that tourism industry has a positive influence on regions socio-economic development through effective tourism and recreation policy that supports balanced and sustainable development strategy.

The article deals with competitiveness analysis of Ukrainian regions. The comparative analysis of tourist-recreational complex competitiveness of Ukrainian regions is carried out on the basis of complex indicators such as integral indicator of tourist-recreational capacity and taxonomic level indicator of tourist-recreational capacity development. The integral index of tourist and recreational potential (IITRP) of regions and taxonomic level indicator of tourist-recreational capacity development is calculated on the basis of such components as general economic indicators, indicators of the tourism complex activity, the potential of hotel infrastructure, the potential of recreational infrastructure.

It was suggested of Ukrainian regions division into 3 groups on the basis of IITRP calculation: regions with high, medium and

low level of tourist and recreational potential development: 1) regions with high level of tourist and recreational potential (value of IITRP from 11,78 to 7,4): Lviv, Odesa, Dnipropetrovsk, Kyiv, Kharkiv, Kherson, Mykolaiv; 2) regions with average level of tourist-recreational potential (IITRP value from 6.46 to 5.71): Zaporizhzhia, Ivano-Frankivsk, Poltava, Vinnytsia, Khmelnytskyi, Zakarpattia, Volyn; 3) regions with low level of tourist-recreational potential (value of IITRP from 5.56 to 4.99): Cherkasy, Kirovohrad, Chernihiv, Zhytomyr, Rivne, Chernivtsi, Sumy, Ternopil.

Comparative analysis of tourist-recreational complex competitiveness of Ukrainian regions identifies the same regions-leaders, including Lviv, Odesa and Dnipropetrovsk regions, which are in that order in both rankings. The group of regions with a high level of tourist-recreational capacity development also includes Kyiv, Kharkiv, Mykolaiv and Kherson regions. Outsiders of both ratings is Chernihiv, Zhytomyr, Rivne, Chernivtsi, Sumy and Ternopil regions.