

Public-private partnership as a vector for the development of regional tourism

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The article is devoted to actual problems of realization of projects of tourism activity on the principles of public-private partnership. Public-private partnerships can be defined as a legal mechanism for harmonizing interests and ensuring interaction between the state and business. At the same time, it should be considered as a system of effective interaction between public administration bodies of different levels and business in order to implement socially significant projects and programs of socio-economic development of territories aimed at improving the quality of life and attaining the goals of public administration as a combination of medium and long-term forms interaction for solving socially important tasks on mutually beneficial conditions. In the process of interaction PPP in the field of recreation and tourism, as a rule, the state gives the following functions: drafting strategic plans for the development of territories, information provision, creating conditions for sustainable development of tourism, promoting the attraction of foreign investment in the tourism sector. According to the private sector, the following are applied: application in practice of sectoral standards of tourism organization, implementation of business projects with the help of attracted investments, tourism marketing and promotion of preservation of culture, traditions of the area. According to the data of central and local exec-

utive authorities in Ukraine as of 01.01.2017, 186 projects are implemented on the basis of PPP – 36 (153 concession agreements, 32 joint agreements, 1 public-private partnership agreement) were implemented. The most widespread form of cooperation between the public and private sectors is the concession, which constituted 82.3% of the total number of PPP contracts. But in tourism, leisure, recreation, culture and sport realized 1 project (0.5% of the total).

According to the authors, on the principles of public-private partnership it is possible to initiate the unification into one regional multimedia network system of enterprises of the tourism industry, hospitality and cultural establishments at the regional level for better coordination of actions, profit maximization, rational use of tourism resources and provision of electronic excursion services. Thus, the use of public-private partnership as a mechanism for implementing a new regional policy in the field of tourism will allow: to attract new resources for reforms in the regions of Ukraine; to reduce the burden on the expenditure part of state and regional budgets; to attract financial resources to the realization of investment projects that were previously “in the shadow”; redistribute risks and strengthen the responsibility of PPP parties for managing and implementing investment projects.