

## DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

### Management of recreational resources of Poltava region

**Bakalo N.V.**

PhD, Assistant Professor of Management and Administration Chair  
Poltava National Technical Yuriy Kondratuyk University

Trends in the tourism industry in Ukraine demonstrate the need to optimize the use of undeveloped resources. So, one of the main directions of controlling of this area include recreational resources. In the article we will focus on the management of recreational resources of Poltava region. Recreation industry is defined by resource capabilities that directly affect the receipt of new research results and new technologies, implementation of treatments and proper organization of service, training and retraining of recreation sphere.

In Poltava there was launched. The program of regional development of tourism and resorts, designed for the duration from 2016 to 2020. This program is aimed at solving the major problems of development of tourism and resorts inefficient use of tourism resources area, the discrepancy objects of tourist infrastructure and services requirements of modern technical and functional quality, inadequate system of state manage-

ment of tourism resorts and activities, professional development personnel in support of the tourism industry.

Natural recreational resources should be used carefully and sparingly, should be protected and multiply. It is necessary to carry out their accounting, quantitative and qualitative evaluation to determine the suitability of alternative and their use in some sectors of the economy. Poltava region is favorable for tourism extensive transport network.

One of the strategic directions of the Poltava region is the priority of its recreational potential development. Poltava region has considerable potential for tourism and recreation. To confirm the validity of this choice can cite the following main arguments.

According to perform such tasks it would be advisable to take advantage of modern information systems and computer technologies that will solve various tasks related to the monitoring of areas and making decisions based on the current space-time information.