

RESORT AND RECREATION SECTOR OF UKRAINE: STATE, LOSSES, WAYS OF SANCTION

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The article analyses tendencies of development of resort and recreation sector in Ukraine in 2011-2015. It is determined that as a result of the Crimea annexation and war in Donbas the country has lost a control over 800 establishments (spa resorts, health camps, pensions, recreational centers etc.), which carried out activities in the field of providing resort and recreation services to the population. At the same time, total losses in a number of year-round beds in resort and recreation establishments amounted to 40%, which amount to 54.7 thousand units in quantitative terms. The decrease in the number of specialized means of accommodation essentially affected the personnel dynamics in these establishments. During 2011-2015, the average number of staff employees in specialized means of accommodation has decreased from 102.6 thousand people to 45.1 thousand people, or by 56%. The level of income from services provided by establishments of resort and recreation establishments has decreased in 2 times. The number of foreign citizens accommodated in specialized means of resort and recreation sector has decreased almost in 10 times.

It is determined that the negative dynamics of development of the resort and recreation sector of Ukraine during recent years is a result of joint action of two processes: firstly, orientation mainly toward market regulators and significant weakening of state regulatory impact; and secondly, considerable losses of the sector over the generally known geopolitical events. A confirmation of the state insufficient attention is the obsolescence of legislative and regulatory frame-

work, liquidation of the central government authority as a separate profile structure, lack of developed and approved strategy, system of forecasting and monitoring of the sector development and, accordingly, insufficient attention to existent problems from the direction of local authorities.

For the purpose of effective management of resort and recreation potential of the country and increase of the level of its efficiency, there are grounded directions of regulation at the legislative level of issues of division of powers among state executive authorities, which have a direct bearing on carrying out resort and recreation activities. Moreover, determination of identification features, status of resort and recreational territories and classification by different categories (international, state, local significance), as well as specification of their list and appropriate competence of state authorities of different levels concerning the enforcement of powers on such territories need a normative consolidation.

It is proposed to evaluate the role of resort and recreation sector in the development of territorial formations by several directions, namely: by the influence on the formation of resumptive indicators of the regional economy development; by the participation in the creation of financial base of territories; by the achieved indicators of the society standard of living in the resort and recreational regions; by the level of participation in the formation of the territory and increase of the level of its attractiveness for businessmen and revelers

Further researches concerning the finan-

cial rehabilitation and effective development of the resort and recreation sector of Ukraine are recommended to be conducted toward the scientific methodological substantia-

tion of concrete measures and tools of the state policy and their applied use taking into account specific features of some resort and recreation territories in the country.