3.2 STRATEGIC DEVELOPMENT
OF INNOVATIVE TYPES OF TOURISM IN UKRAINE

This paper shows the priority of tourism industry development in Ukraine in general, as well as innovative types of tourism, such as: geotourism, in particular. The data clarifies basic approaches to the definition of “geotourism”. It indicates the necessity of strengthening the government role in the field of tourism, primarily through forming of development strategy of some types of tourism. Development strategies project of geotourism in Ukraine is proposed, which provides three strategic ways of development: geotourism, geoeducation and geoconservation. Each of them includes a list of priorities through the implementation of specific measures.

Today tourism industry serves an important part of the global economy. According to the International Tourism Organization tourism share of global GDP is around 9%, about 30% of world exports and 6% of world trade. In the field of tourism is every 11th employee. In 2013, the services of the tourism industry benefited around 1.089 billion international tourists in 2014 their number exceeded 1.1 billion people. The total turnover of world tourism in 2014 reached US $1.5 trillion (in 2011 – US $1.03 trillion) [186].

According to the World Travel and Tourism Council [186] direct contribution of travel and tourism to GDP in 2014 was US $2.4 trillion (3.1% of GDP). Primarily, this figure reflects the economic activity sectors such as hotels, travel agencies, airlines and other passenger transportation services (excluding commuter passenger traffic). But it also includes, for example, the activities of restaurants and entertainment. The total contribution of travel and tourism to GDP (including those of the wider effects of investment, supply chain and induced income impacts) was US $7.6 trillion in 2014 (9.8% of GDP). Revenues from international tourism in 2014 exceeded revenues from the automotive industry. The number of employees in the industry exceeded 277 million people. Over the past 24 years in the world tourist flow increased by almost 2.6 times from 435 million people in 1990 to 674 million people in 2000 and 1.13 billion people in 2014. In 2014, according to UNWTO [186] world travelled more than a trillion people. All these factors made the tourism sector one of the key areas that affect the overall status and trends of the global economy. That’s why tourism increased attention from international organizations.

Ukraine occupies a leading position in Europe concerning a level of availability of valuable natural, historical and cultural resources, causing a great interest for native and foreign tourists.

However, according to the World Economic Forum 2013 in the field of travel and tourism, Ukraine among 140 countries ranked only 76th (Czech Republic 31, Hungary 39, Poland 42, Slovakia 54, Russia 63, and Romania 68). The above indicates that in international tourism market, Ukrainian national tourism product and natural resources are estimated to be less attractive and competitive than in other countries, where there is a global trend towards strengthening the role of the state in supporting tourism development. Although in 2010, Ukraine held 85th position, which shows a positive tendency in the world ranking of tourist most attractive countries. In the ranking of economic development of the tourism industry from the World Tourism and Travel Council Ukraine in all positions in 2015 is below the global average [188] and according to forecasts in the long term to 2026 will be a slight increase its position in the global tourism market, as evidenced by the low evaluation of the Ukraine in the World Economic Forum [182]. According to the World Tourism Organization UNWTO Ukraine’s share in tourist flows in Europe is about 2.2% and about 0.3% in European revenues from tourism [186].

This significant difference in the structure of natural and cash flows may indicate low efficiency of Ukrainian tourist areas and low use of existing tourism resources.

Central and Eastern Europe (-5%) was the only subregion in Europe and the world to suffer a decline in arrivals in 2014, following three consecutive years of strong growth. This
was mostly the result of weaker Russian outbound demand as well as a sharp drop in arrivals to Ukraine (−48%) due to the ongoing conflict [186].

![Figure 3.2.1: Calculation of the dynamics of tourist flow balance in Ukraine, 2000-2014](source: [190])

Thus, analyzing the data the State Border Service of Ukraine (Figure 3.2.1) for the period 2000-2014 years, see disappointing picture, where after a long gradual increase in net tourism balance, in 2009 witnessing a gradual decline, and in 2014 general collapse rate to a negative value. The main reason is the reduction of inbound tourist flow through military conflict. If we analyze the dynamics and structure of tourist flows, which were served by tourist firms, the picture changes. A significant increase in exit flow while reduction of entry as well as domestic tourists. However, in 2014 the overall negative trend observed for all three trends. The total amount of tourists serviced by tourist firms decreased by 30% compared to 2013 [190].

In order to avoid losing positive tendency, the development of innovative types of tourism in Ukraine, geotourism particularly, should be encouraged.

The concept of "geotourism" is fairly new to the community that is also a reason why tourists use it so rarely; nevertheless in professional circles it is quite common. So what is geotourism?

History of the concept of "geotourism" (full title "geological tourism") is not complex. Many books, research papers, reports have been written on the subject of geology. The main idea of geology is that it examines the features of relief on the earth surface, which were formed as a result of various processes. The word "geology" (geology) comes from the Greek "geo" - land and "logia" - knowledge/teachings. Thus "geology" means "the doctrine of the earth". While the concept of geology was being detailed researched by scientists, other researchers focused on the concept of "tourism", but only few combined these two concepts together.

One of the first scientists to combine geology and tourism became Myurey Grey in 2004. In her book "Geovariety: evaluation and conservation of a biotic nature" Grey proved that the two are clearly intertwined with each other. The author draws a parallel between geology and tourism from the point of view that the development of different areas is an important economic component, but it can cause damage to biodiversity and geovariety. During the development of the theme of the book, author concludes that the location of the relief features must be preserved, and moreover, they must be protected, thus the topic of how tourism can affect the conservation of nature attractions was considered. The book also examines positive combination of geology and tourism [181].

Other researchers such as Ross Dovling and David Newsam perceive geotourism as the one that can provide a better knowledge and understanding of Earth, its unusual places, its unique territories and cultures. Geological characteristics of certain areas always inspired and
amazed people, which is why these areas are under protection as a world heritage site. Whether the Grand Canyon in the United States, or Machu Picchu in Chile, such a unique place has always attracted visitors from all over the world, according to David Ross Dowling Nyuvsam [184]. The term "geotourism" is often equated with the term "ecotourism", "sustainable tourism", "alternative tourism". It is often combined with types of traveling with informative, educational purposes, but the real meaning is much deeper.

Publicly, the term "geotourism" was introduced in 2002 and was approved by the National Geographical Union. The determination was brought by the chief of National Geographic Traveller magazine, which is also the first manager of the National Geographical Union of environmental decision-making by Jonathan Tortelot.

Geotourism is a type of tourism that proves uniqueness of geographical location, such as environment, heritage, aesthetics, culture, relief features of the area, and the uniqueness of the local population. Geotourism is a kind of travel with an aim of nature conservation as well as protection of cultural heritage and traditions, history and geography exploration, promotion of the area uniqueness, investment attracting, developing of patriotism. Thus, this type of tourism lets travellers explore different places of interest on the specific territory, its cultural or historical heritance.

The object of geotourism is the uniqueness of the area: unusual landscapes, rock formations, unique flora and fauna, coastlines, river valleys, waterfalls, caves, etc. Along with the natural features of the location, geotourism is aimed at familiarizing with the cultural characteristics of the territory: the unique folklore, crafts, clothing, customs, cuisine, etc.

The subject of geotourism is the geotourist, whose main purpose of travelling is to visit areas with unique natural and cultural resources. At the same time, the geotourist does not harm the environment, but benefits the local people.

Geotourism is a special kind of tourism which combines the most popular modern types of travel. Each of these types brings something unique, something that creates the uniqueness of geotourism itself. Therefore, various directions exist in geotourism, based on the preferences of tourists and formed due to the specific natural, cultural, human and other resources involved (Figure 3.2.2).

![Diagram of Geotourism Types](image)

**Figure 3.2.2: The main types of tourism that form geotourism**

*Source: created by author*

It is suggested to single out two main tourism type sets that form the basis of geotourism. The first set includes those directions which are based on cultural resources. Undoubtedly, any kind of tourism involves cultural factor to some extent. The concept of
cultural tourism was officially used internationally for the first time in the proceedings of the World Conference on Cultural Policy (Mexico City, 1982).

The second set of tourism types is based on natural resources. Primarily, this group includes ecological tourism, which can be represented by green tourism, rural tourism, agrotourism, and other types. Ecotourism is a form of travel, favourable to the environment. Ecotourism is aimed at protecting the natural and cultural environment of regions that are visited by tourists. It provides that participants of these trips are people with high environmental awareness.

Geotourism is a tourism based on "relationship building" with the place of visit, with local culture, with natural environment, with people that live in that area. It is a kind of tourism that by itself is already unique, it offers tourists a special unique place of the country, and it offers authentic culture, but culture of the people who live in the area. Abroad, one of the most common forms of geotourism are geoparks.

Geopark is a protected area of national importance, on which are located socially important, rare (or unique), aesthetically attractive geological and geomorphological objects, that carry scientific, educational and recreational value [183]. These objects are a part of general preservation, education and sustainable development concept; most of them have exceptional geological, mineralogical, paleontological and geographical value. In addition to the objects that represent geological inheritance, geoparks also cover archaeological, ecological, historical and cultural. Geoparks are managed according to the national legislation of a country where it is located [183], however following the policy of preservation and sustainable development; each geopark has its own management plan.

Geoparks create perspectives for regional geological heritage values protection in conjunction with the landscape and promoting of their meaning. They also provide better opportunities for geotourism and geoharitage development, more then other environmental agencies. Parks can be as centres that play an essential role in promoting knowledge and education in the field of Earth sciences for society in general and centres of activities and projects aimed at the needs of both geopreservation in particular, and of nature in general; they are also required to maintain historical and cultural values and sustainable development of protected areas [185].

The issue of geoparks in Ukraine has been actively discussed in the scientific circles and environmental organizations. Actually there are some emerging scientific publications with the goal to establish national geoparks in the Carpathian region, Podilya, Pobuzh and Crimea [180, pp. 9-11]. At the same time Ukrainian scientists, leaders of environmental organizations and institutions are not well informed about the possibilities and problems of environmental institutions.

As already mentioned, functioning of the tourism industry in the modern business environment is characterized by specific activation, but there are a number of significant restraining factors. The most important among them is inadequate legal framework, the contradictions and inconsistencies of its individual policies, the lack of effective state programs regulating tourism as a promising direction of the development, there is no clear methodology and mechanisms for its implementation [179].

Unfortunately, the tourism sector at the national level does not play a significant role in the full implementation of economic, social and humanitarian functions, in preserving natural environment and cultural heritage, filling budgets on every level, creating new jobs, increasing the share of services in the gross domestic product.

Thus, Ukraine has developed many programs for tourism development. However, in practice, little progress can only be seen among small businesses involved in green tourism. To take full advantage of the rich tourism potential of Ukraine, effective mechanism had to be ensured, comprehensive program to improve tourism attraction of the region at the state level has to be implemented. For this purpose it is necessary to improve the management system of tourism industry at the state level [182].
To improve the competitiveness of the tourism industry and in particular geotourism, the role of the state needs to be strengthened and at the same time effective model of cooperation between the state, business and society has to be formed.

Overcoming the current negative tendencies, creating systematic and comprehensive geotourism preconditions for the development, improvement of functional and technical quality components of the national and regional tourism products, have to become priorities for sustainable tourism development in general.

Because the actual problem of modern tourism industry development in Ukraine is the lack of government regulation and control, there can be offered following:

1. Create at the national level legislated long-term development strategy of geotourism in Ukraine, with its following implementation and control of the regulatory structures;

2. Delegate workers into separate units of the executive committee of the regions of the state, for the monitoring and implementation of the national strategy;

3. Making the sector of tourism services more transparent;

4. Simplification of leading business in the sphere tourism;

5. Decreasing of tax pressure from the side of Ukrainian governments in order to involve more international investments;

6. Creating a single informational base on the state level with an educational portal segment to highlight the latest news, innovations and perspectives in the sphere of tourism in general and geotourism services provided by the country in particular;

7. Define and adopt national standards in the field of tourism services on European level.

The project of geotourism development strategy in Ukraine is proposed. The aim of the geotourism development strategy in Ukraine is to improve social, economical and intellectual life standard by creating competitive national geotourism product based on rational use of geoheritage in the local and world market (Table 3.2.1).

The strategy of geotourism development will be implemented according to the following principles:

- planning (this principle provides annual planning of needed budgeted on different level, which promotes transparency, stability and synchronization in geotourism development policy);

- concentration (due to limited state and local funds during the implementation of tasks set out in this strategy, resources are concentrated in certain areas, a hierarchy of priorities is established according to defined objectives, defined requirements for cost-effectiveness of their use);

- actions synchronization (provides synchronized number of reforms affecting the socio-economic development of territories, coordination of priorities and actions of national and regional authorities, community members and businesses concerning national and regional geotourism development);

- polarized development (expected to form a "reference areas" (geoparks), which concentrate financial, administrative, managerial, human and other resources, with further strengthening of innovative geotouristic activities in other regions);

- balanced development (leads to a differentiation of state support in different areas according to their potential conditions, criteria and deadlines established by legislation);

- partnership (promotes close cooperation between central and local executive bodies, local authorities, NGOs, business entities in implementing strategies, monitoring and evaluation of assigned tasks);

- subsidiary (division of authority, which shows that the place of administrative (management) services as close to its direct consumer considering the completeness of adequate service quality by concentrating material and financial resources at the appropriate territorial level of government).
### Table 3.2.1

**Objective № 1 – Geotourism**

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Key measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define legislative and other regulatory legal frameworks regulating geotourism</td>
<td>Improving effectiveness of public policy in geotourism, development and implementation of effective models of governance to harmonize and protect the interests of all participants in this field; Establishing national and local geotourism development programs according to the EU directives and standards; Creating schemes and a general development plan of the tourist areas; Forming favourable tax conditions for tourism development; Developing regulations to strengthen responsibility for spreading false advertising about geotourism</td>
</tr>
<tr>
<td>Development and implementation of competitive national geotourism product based on rational use of geoheritage on the local and world market</td>
<td>Developing tourism infrastructure, particularly the reconstruction of existing and construction of new places for accommodation, dining and other tourist infrastructure facilities; Creating environmentally oriented businesses (mainly in the sphere of tourists service such as accommodation, food, recreation and leisure); Developing geotouristic tracks, create a network of tourist itineraries; Creating geoparks as objects of geotourism which would be included into European and international network in the future; Creating a unified system of marketing support for national geotourism product on local and external markets; Determining legislation and coordinating mechanism for distance selling of geotourism products (including the Internet); Ensuring the safety of tourists and people who travel.</td>
</tr>
<tr>
<td>Definition of socio-economic framework of geotourism development</td>
<td>Creating new jobs (reducing unemployment), expansion of rural employment in tourism activities; Decreasing the emigration level of the local population; Supporting the development of small and medium enterprises in tourism, efficient use of financial and material resources in geotourism activities, filling all budgets due to sources from the results of this activity and increased revenues of currency; Preventing unfair competition and monopoly in tourism activities; Supporting and renewing local crafts and traditions.</td>
</tr>
<tr>
<td>Definition of organizational and administrative principles of geotourism</td>
<td>Creating favourable conditions for providing tourists and people who travel needed tourism, recreation, sightseeing and cognitive services; Forming informational geotourism platform for rational and efficient use of tourism, natural and recreational resources through establishing and operation of geotourism development zones, Strengthening the role of NGOs in establishing the principles of geotourism, improve existing and introduce new mechanisms of interaction between central and local governments, local governments, NGOs, businesses, academic institutions and schools; Monitoring environmental impact during construction of tourism infrastructure at the site belonging to the natural reserve fund; Promoting transportation, municipal, border and customs infrastructure.</td>
</tr>
</tbody>
</table>

### Objective № 2 – Geoeducation

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Key measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popularization of geoheritage preservation ideas, educational direction</td>
<td>Developing educational programs for the local population about the value of geoheritage; Conducting educational events to explain the significance of various components of the nature and form in the mentality of people the need for geoheritage protection; Holding school trips and excursions in order to help educate children and young people about patriotism, insert love to Ukraine, respect for national traditions, cultural values of Ukrainian nation, for the nature; Promoting sustainable development of protected areas.</td>
</tr>
<tr>
<td>Development of HR potential in the field of geotourism</td>
<td>Holding seminars, conferences; Improving the system of training, retraining and skills development in the tourism sector; Introducing to university students who study Tourism a new subject &quot;Geotourism&quot;.</td>
</tr>
<tr>
<td>Formation of information environment for geotourism</td>
<td>Developing internet web-site about Ukrainian Geoheritage; Establishing Informational centres; publishing popular literature, maps, educational materials and presentations, booklets, posters, calendars, leaflets in several languages; Creating a positive tourist image of the state; Creating museums.</td>
</tr>
<tr>
<td>Foster the development of international cooperation in geotourism</td>
<td>Arranging meetings and field trips with representatives of the European and World geopark networks; Exchanging information, experience and methods of geoobjects and landscapes preservation.</td>
</tr>
</tbody>
</table>

*Source: created by author*
Objective № 3 – Geoconservation

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Key measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geoharitage research</td>
<td>Inventory (certification) of geoobjects; Introduction of the state monitoring system for geoheritage; Holding scientific researches; Holding some activities for the study of public opinion on issues of science.</td>
</tr>
<tr>
<td>Conservation and sustainable use of geoheritage</td>
<td>Include especially valuable objects in the List of UNESCO in order to preserve national cultural heritage; Developing programs for the protection and sustainable use of valuable objects of geoheritage; Developing draft laws and other normative legal acts concerning the legal status of geoobjects; Improving the legal, institutional and socio-economic conditions for the implementation of national policy on the sphere of geoplaces protection; Establishing Ukrainian geoparks network; Improving and expanding methods of geoobjects protection, improvement and promotion.</td>
</tr>
</tbody>
</table>

Source: authorial research

Solving problems related to the conservation and promotion of geoheritage, providing further social, economic and intellectual development of society and gradually bringing existing standards up to European.

Figure 3.2.3: Schematic structure of Geotourism development strategy

Source: created by author
At the first stage of strategy implementation it is needed to provide:

- a legal framework harmonized with the European Union on the development of geotourism;
- Formation of competitive national geotourism product;
- strengthening entrepreneurship activities and business entities in geotourism;
- IT support in the sphere of tourism;
- monitoring geotourism resources;
- improving management effectiveness in field of geotourism;
- development of inbound and internal tourism;
- involving investments for development of material and technical base in tourism;
- improving the quality of excursions and similar services;
- safety of tourists and people who travel.

On the second phase there will be provided:

- development of tourism considering quality of life, traditions and culture of the population;
- development of human resources and staff potential in the field of geotourism;
- preservation of resource potential in mentioned field;
- controlling the use of geotourism resources;
- Creating marketing support of national geotourism product;
- improving international cooperation.

The third phase is expected to provide:

- sustainable use and conservation of geotourism resources;
- coordination of interests of businesses and individuals in the tourism sector;
- balance of all components of geotourism development, as socially responsible, environmentally and economically efficient activities;
- providing high quality services to meet the needs of tourists and people who travel;
- functioning according to constitutional rights of citizens in the tourism sector.

At all stages there should be held continuous monitoring and control of the implementation of these measures.

Implementation of this strategy will promote:

- quality of life of population;
- increasing the influence of tourism in the formation of gross domestic product;
- creation of conditions for development of certain areas, timely and complex problems solving concerning environmental protection;
- recovery of national culture and handicrafts, formation of national identity and education of young people on the basis of patriotism;
- preservation and restoration of unique natural, historical and cultural resources;
- significant improvement of the environment on the territory of tourist infrastructure objects;
- reduce unnecessary budget, rational use of financial and material resources, filling the budgets of all levels, the flow of foreign currency into the country;
- creation of new and preserve existing jobs, development small and medium enterprises in the tourism sector, expansion of temporary employment in rural areas;
- sustainable development of areas in order to improve quality of life, reduce poverty and unemployment, the middle class;
- improve the safety of tourists and people who travel, protection of their rights and interests that respect law, their property preservation;
- creation of equal conditions for participants of tourism activities, conditions for development of effective and transparent tourism market;
• creation of modern tourist infrastructure facilities within areas with a high concentration geoheritage;
• improving the system of information supporting the field tourism, creating favourable conditions for equal access to information;
• significant improvement of public policy in the field of tourism, implementation of functions of coordination, planning, management, promotion, the formation of the national tourist product, standardization and certification, etc., done by the government;
• improvement of existing and the introduction of new effective mechanisms of interaction between central and local executive authorities, local self-government, non-profit community organizations in the field of tourism related enterprises, scientific and educational institutions in promoting geotourism development;
• creating national and local geotourism development programs, economically reasonable plans for their implementation, at the same time considering the framework of socio-economic development programs of the regions;
• development of international cooperation and eurointegrational processes in the sphere of tourism, improvement of the tourist image of the state;
• increasing the amount of investment in tourism.

Ukraine is a promising area for the geotourism development, mainly because of existing geoheritage that is the basis for such statement. First step in the development of this field should be establishment of legislative basis for the formation of this innovative type of tourism, particularly the development strategy of geotourism on the national level. Promoting it in the media and the global Internet network, publication of printed materials and videos, holding advertising actions as well as festivals will only raise a public interest of community in geotourism, which will lead it not only on the national level but also international.

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