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Abstract. *The article analyzes scientific approaches and directions of investments into development of tourism infrastructure of the region. The basic problems of investment into the sphere of tourism and hospitality in the region, the development of modern management methods at the territories associated with formation of favorable investment climate, development of small business, raising financial resources. Instruments are considered as implementation of investment strategies. Suggestion of measures on formation of public-private partnership in the sphere of rural tourism, investment directions of tourism development in the region.*

Keywords: *tourism infrastructure; investment activities; regional investment strategy; tourism and recreation.*

С. Г. Нездоймінов, к. е. н., доцент**ІНВЕСТИЦІЙНИЙ ВЕКТОР РОЗВИТКУ РЕГІОНАЛЬНОЇ
ІНФРАСТРУКТУРИ ТУРИЗМУ**

Анотація. *У статті проаналізовано наукові підходи і напрями щодо інвестиційного розвитку інфраструктури сфери туризму в регіоні. Визначено основні проблеми інвестиційної діяльності в сфері туризму та гостинності регіону, сучасні інструменти управління розвитком територій, пов'язаних із формуванням сприятливого інвестиційного клімату, розвитком малого підприємництва, залученням обсягів фінансових ресурсів. Розглянуто інструменти реалізації інвестиційних стратегій. Запропоновано заходи щодо формування механізму державно-приватного партнерства в сфері сільського туризму, напрями інвестиційного розвитку туризму в регіоні.*

Ключові слова: *інфраструктура туризму; інвестиційна діяльність; регіональна інвестиційна стратегія; туризм і рекреація.*

С. Г. Нездойминов, к. е. н., доцент**ИНВЕСТИЦИОННЫЙ ВЕКТОР РАЗВИТИЯ РЕГИОНАЛЬНОЙ
ИНФРАСТРУКТУРЫ ТУРИЗМА**

Аннотация. *В статье проанализированы научные подходы и направления инвестиционного развития инфраструктуры сферы туризма в регионе. Определены основные проблемы инвестиционной деятельности в сфере туризма и гостеприимства региона, современные инструменты управления развитием территорий, связанных с формированием благоприятного инвестиционного климата, развитием малого предпринимательства, привлечением объемов финансовых ресурсов. Рассмотрены инструменты реализации инвестиционных стратегий. Предложены меры по формированию механизма государственно-частного партнерства в сфере сельского туризма, направления инвестиционного развития туризма в регионе.*

Ключевые слова: *инфраструктура туризма; инвестиционная деятельность; региональная инвестиционная стратегия; туризм и рекреация.*

Urgency of the research. Contemporary condition of regional field of tourism and recreation in Ukraine could be described as decrease of investment activity of the most of the tourism-engaged

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businesses, absence of effective investment maintenance framework for tourism and recreation infrastructure development. Direct contribution of tourism into the GDP of Ukraine is still insignificant: the share of sold tourism and associated hospitality and recreation services within the total scope of sold services makes out only 1, 9 % though the world experience proves it can make out from 3 to 5% [1, p. 3]. Tourists pay attention to a substantial difference between the level of attractiveness of natural recreational resources and endowment with tourism infrastructure facilities in Ukrainian regions. The phenomenon of small business “shadowness” is present, that is an obstacle to its way to its legal expansion and industrial development. There, local budgets do not have financial resources sufficient to invest them into structure modernization of regional tourism and recreation complexes.

Target setting. Necessity and significance of modernization of tourism regional field infrastructure is determined by the program of state reforms. Therefore it is necessary to form modern instruments for development of territories related with formation of favourable investment climate, development of small business, financial resources rising and regions investment maintenance framework development.

Actual scientific researches and issues analysis. The issues of investment activity in the field of tourism and hospitality of a region, modern strategies and instruments for territories development were considered in scientific works of V. F. Semenov, O. V. Basiuk [2]; V. B. Zakharin studied the strategies for formation framework of investment-driven development of regions [3]; S. K. Kharichkov and N. N. Andrieieva made a contribution to the development of green investment implementation and assessment methodologies [5]; O. M. Kalchenko and A. V. Tarasenko determined the peculiarities of investment activity in the field of tourism [6]; I. Ya. Antonenko and A. H. Okhrimenko determined the priority directions of investment rising into tourism [7]. At the same time, tourism and recreation regional field infrastructure investment maintenance modern framework on the basis of advantages of public-private partnership should be developed.

The research objective. To offer scientifically grounded approaches to development of tourism regional field infrastructure development investment maintenance.

The statement of basic materials. Contemporary issues of globalization and challenges related with wholeness and consistency of economy reformation in the society. In connection with that, it is vital to line out two levels of social processes regulation, namely: private – labour at the level of civil society where personal fulfillment (entrepreneurship, investment, free exchange with the results of activity) actually takes place; public (state-legal) with the help of which the wholeness and balance of the society and mutually beneficial economic relations are maintained. It is important not only to assist but also to ensure their cooperation for the benefit of society as whole and for a separate person. Such framework is an institutional ground for movement towards steady development of regional field of tourism.

The program of tourism field development has been included to the Steady Development Strategy “Ukraine – 2020”. The purpose of the Strategy is implementation of European standards of life in Ukraine and Ukraine’s move to leading positions in the world. The measures of steady development should be aimed at provision of high quality of life through balanced social, economical and ecological development, reproduction of natural environment and reasonable use of nature and resource potential of the country. The mid-term purpose of reformations in this field is establishment of favorable environment for business, development of small and average entrepreneurship, raising investments, simplification of international trade and increase of efficiency of the labour market [8].

Researches of the specialists show that on the regional level there is still application of inefficient managerial technologies not aimed at stimulation of entrepreneurship and raising foreign investments. Therefore, high level of administrative and financial centralization in the state resulted in inability of local budgets to accumulate sufficient financial resources for investment into structural modernization of regional tourism and recreation complexes. Orientation of local bodies towards subsidized financing by state bodies decreased motivation to use modern territory management tools related with formation of investment climate, raising significant financial resources from EU structural funds. Situation got more complicated with economical and political instability in state and regions.

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Studying the investment maintenance of regions development revealed that Odessa Region holds the 6th place among the regions of Ukraine by the volume of raised direct investments in 2015. Meanwhile, tourism has not been separated as an economic activity type according to the data of State Statistics Service in the division of capital investments. It is possible to analyze the dynamics of investment into enterprises engaged in accommodation and feeding and also in the field of art, entertainment and rest included into the tourism infrastructure. According to the data, in 2015 investments in the field of hospitality and meal service made out more than one per cent of the total scope of regional investments. Investments into the field of art, entertainment and rest made out 0,2% of the total scope of investments [9]. Data analysis enables to trace the dynamics of sectoral investments into enterprises of the tourism and recreation complex of the region (see Table 1). Therefore, the data indicate that investments are insufficient for development of the tourism infrastructure and necessity to increase the investment attractiveness of the field of tourism in the regional economics. The trend of the regional investment process is decrease of the share of investments in the field of recreation and tourism almost in two times in the total.

Table 1

Dynamics of investments into tourism and hospitality enterprises of Odessa Region for 2010-2015

Direction of investments	Scope of investments, UAH				2015 in % to 2010
	2010	2011	2012	2015	
Odessa Region total	9723802	9347303	14631168	8408683	-13,5
Hotel industry and feeding arrangement	208349	70914	59412	95399	-54,2
Hotel industry	182340	50833	55780	92419	-49,3
Feeding arrangement	26009	20081	3632	2980	-88,5
Field of environment, Entertainment and rest	30562	54528	12927	13038	-57,4

Source: drawn up by the author on the ground of [9]

One can see decrease of investments in hotel industry by 49,3% in 2015, at feeding institutions by 88,5%, in the field of leisure, entertainment and rest by 57,4% in comparison with 2010. Pay attention that among the ten main investing countries constituting 83,0% of the total scope of direct investments into the economy of Ukraine in 2015 only the Netherlands made investments into the field of hospitality [10].

The today condition of development of the tourism branch of Odessa Region is characterized by the following data. In 2015 the passenger traffic at international points of passage across the State Border within Odessa Region made out 7,4 million persons that is 1,5 more than in 2014, of them the foreigners were 4,5 million persons (+900,0 thousand persons). The scope of capital investments received by the temporary accommodation institutions during 2015 made out UAH 92,4 million that is 10,0% more than in 2014. At the cost of temporary stay institutions taken into operation in 2015 the total capacity of tourism infrastructure facilities of the Region increased by 908 places and in summary made out 127 thousand places. The amount of tax collections received from the tourism business entities in 2015 by the budgets of all levels made out UAH 73786,3 thousand that is 50,6% more than in 2014. For 2015 the scope of "travel" services export throughout Odessa Region made out USD 17,9 million, import USD 4,6 million. Therefore, the positive balance of the "Travels" made out USD 13,3 million and indicates sufficiently high investment potential of the tourism field of the region [11].

In our opinion, application of public-private partnership (hereinafter – PPP) framework is one of the instruments of implementation of regional investment strategies. That shall enable to: raise new resources to carry out modernization of tourism field infrastructure at the regions of Ukraine; decrease load over the expenditure side of the state and regional budgets; raise financial resources previously

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being “in shadow” to implement investment projects; redistribute risks and to expand responsibility of the parties of PPP for implementation of investment projects at local, regional levels, etc. In our opinion, contemporary model of regional management reformation must take into account an important role of still non-utilized economic potential of social tourism in mobilization that in its turn could result in increase of incomes of direct agricultural households at the cost of stimulation of rural people to develop private initiative in the field of rural and agricultural tourism. Within the scope of our research, we should line out the indicators of regional development of rural green tourism: quantity of estates, quantity of accommodated tourists and tourist flow volume that numerically reflect the actual stay of tourists on that territory, incomes earned by services provided. Having considered the tourist flow structure of rural green tourism under the regions of Ukraine, one could make a conclusion on investment potential of the territories development concerning development of this type of tourism [12, p. 68]. According to the data of state statistics of 2013 (no later data were published), the total quantity of rural green tourism tourists reached 49 948 persons that was 7,1% of the total tourist flow of internal tourism (702615 persons), of them under this type of tourism in Odessa Region there were 1 566 persons or 3,1% of the total volume (see Table 2).

Table 2

Main indexes of rural green tourism development in Ukraine and Odessa Region in 2013

Region	Quantity of units	Persons accommodated	Capacity of estates, places	Incomes earned by provided services (without VAT, excise tax and similar payments), UAH thousand
Ukraine	285	49 948	12,6	16 966,7
Odessa Region	7	1566	13,1	420,8

Source: drawn up by the author according to the data [13]

Incomes of entrepreneurs earned by the rural tourism services provided within the region made out UAH 420,8 thousand or 2,5% of the total volume. Distribution of accommodation units (estates) among the regions indicates that the leaders are Ivano-Frankivsk (184 estates), Lviv (36 estates), Chernivtsi (16 estates) regions [13, p. 50].

At present, the investment project “Tourism as Accelerator of Economic Development of Rural Territories”, that started in July 2014, is being implemented and it is aimed at development of tourism infrastructure in rural districts. Thus, according to the project plan, two campings will be founded in Biliavka and Rozdilne Districts. The total project delivery time makes out 24 months and the cost makes out about 380 thousand EUR. In our opinion, determination of rural tourism as a priority path of rural territories development, namely strengthening the forming guarantees of the state shall enable to significantly accelerate formation of organization-legal and financial-economic grounds of this type of entrepreneurial activity and to raise private investments. Further formation of implementation framework for public-private partnership in this field shall promote stimulation of rural population to development of private initiative, to provision of self-employment of population and increase of the level and quality of life in rural settlements. That shall significantly accelerate the restructuring of the hospitality field at rural green tourism on the entrepreneurial grounds of their development and shall provide guarantee of the provided services' quality.

Thus, implementation of investment model of regional tourism infrastructure development requires measures concerning formation of public-private partnership framework. In our opinion, such measures are:

1. development of regional projects for raising investments into the field of tourism according to the regional investment strategy;
2. improvement of potential investors' total awareness on opportunities of investments into units of the recreation and tourism complex of the region (development of modern investment passports of cities and districts, creation of detailed electronic maps of cities and districts, marking out land plots, buildings and constructions offered for investment and their description; development of Internet catalogue for resort investment projects;
3. estimation of practicability of special economic management mode implementation with

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appropriate tax and investment discounts (organization of tourism zones with special status, determination of nature reserves buffer zones concerning priority development of recreation and tourism).

Conclusions and recommendations. Provision of tourism regional field economic development can be made by way of taking a set of measures concerning forecasting, planning and regulation of investment processes and formation of regional business environment, managing competitive economy sectors and state maintenance of the field. Formation of region tourism infrastructure investment maintenance framework should be grounded on implementation of instruments for raising private investment resources; development of "new economy" sector (tourism services and hospitality units field); development of modern organization and management approaches to development of public-private partnership in the field of social recreation and rural tourism, deepening interregional cooperation on regional and district levels; strengthening entrepreneurial activity, expanding cluster-type forms of tourism development in regions.

Further researches prospects. Further it is necessary to develop an program for implementation of top-priority investment and innovation projects concerning development of ecological tourism at regional nature parks of state.

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