

UDC 338.48(481)

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STRATEGIC DEVELOPMENT OF THE TOURISM SECTOR OF THE ODESSA REGION IN A TRANSFORMATIONAL ENVIRONMENT

Modern challenges in the field of tourism, caused by global economic transformations, digitalization, military events and changing consumer priorities, actualize the need for strategic rethinking of the directions of development of the tourism industry of the Odessa region. The region has a combination of natural and recreational, historical and cultural and socio-economic resources, which create significant potential for the formation of an innovative model of tourism development, focused on sustainability, security and competitiveness [1, 2].

The strategic development of tourism in the Odessa region is based on an integrated approach, which involves a combination of state regional policy, private investments and institutional interaction between the authorities, business and the public. The key task is to form a long-term strategy for the development of a tourist destination aimed at increasing the attractiveness of the region for both domestic and international tourists. An important tool in this process is the creation of a regional

tourism brand that should reflect the identity, cultural heritage, multiculturalism and hospitality of the Odessa region.

One of the priority areas is the innovative modernization of tourism infrastructure. Also, the introduction of digital technologies for managing tourist flows, the development of an online booking system, mobile applications for navigation, digital maps and analytical platforms for managing tourism resources contribute to increasing the efficiency of the industry [3]. The digital transformation of tourism allows ensuring the adaptability of regional policy to modern market trends, improving communication with target audiences and optimizing marketing strategies.

An important condition for strategic development is the formation of tourism clusters that unite hospitality industry enterprises, transport companies, educational institutions, research centers and local authorities. The cluster approach enhances the consolidation of resources, stimulates innovation and improves the quality of tourism services [4]. In the context of the Odessa region, this can be manifested in the created «Black Sea Tourism Cluster», focused on the development of marine, cultural, gastronomic and medical tourism.

Special attention should be paid to sustainable development and environmental safety of tourism activities. Taking into account the principles of «green tourism», the introduction of environmental service standards, the development of nature-oriented routes and support for local community initiatives in the field of environmental conservation are the basis for appropriate tourism management.

Human resources remain a strategic factor in the effectiveness of regional tourism. It is possible to update educational programs of the tourism profile, introduce dual education, improve the skills of personnel, as well as promote cooperation between universities, business and government to form professional competence and innovative thinking of future specialists [5, 6].

In modern conditions, the security aspects of tourism are gaining special importance. The development of a crisis management system, ensuring safe conditions for travel, and the development of domestic tourism, including social and rehabilitation

tourism, can become the basis for the restoration of tourism activity after the end of hostilities [7, 8].

Thus, the strategic development of the tourism sector of the Odessa region should be aimed at forming a sustainable, competitive and innovative management system that ensures economic efficiency with social responsibility and environmental balance. The implementation of the directions will allow the region not only to strengthen its position in the national tourism market, but also to become an attractive center of international tourism in the Black Sea macroregion.

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