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REGARDING THE ASSESSMENT OF THE EFFECTIVENESS OF SECURITY STRATEGIES IN THE REGIONAL TOURISM SECTOR

Due to the insufficient development of the security concept in tourism, especially in the context of regional tourism systems, this concept has not yet found practical application in strategic documents regarding regional development in Ukraine. Although comprehensive strategies for the socio-economic development of cities

contain certain provisions related to ensuring various aspects of security for regional tourism systems, corresponding strategic goals are absent. This is marked by the fragmented coverage of solutions to tourism development issues in Ukraine within the framework of regional development strategies. In some regions, the tourism aspect is highlighted as a strategic goal, while in others, it is only considered an operational task.

Comparing the experience of developing strategies for tourism regions in EU countries, the main problems in this direction of strategic planning can be identified as follows:

- Lack of a unified system for strategic planning of tourism regions and state regulation of tourism development in regions.
- Insufficient integration of scientific approaches, methods, and normative frameworks for the development of tourism development strategic plans.
- Shortage of highly qualified personnel capable of developing strategic documentation for the development of tourism regions.
- The complex coordination of the strategic development of tourism regions is due to the diversity of ownership forms in the tourism sector.
- Lack of innovative tourism projects and research on the implementation of new types of tourism.
- Insufficient levels of information support tourism development, particularly due to incomplete tourism statistics.

In general, existing approaches to the development of regional development strategies require adjustments. In some cases, the separation of strategic goals related to increasing the tourist attractiveness of the region may be unjustified, along with including issues of tourism business development in other components of the strategy. Additionally, the scattering of operational goals related to tourism development among different strategic objectives does not allow for a comprehensive approach to solving such problems and does not correlate with the existing structure of regional management.

At the same time, integrating all aspects of tourism development in the region within a single strategic goal requires a certain methodological basis. It is proposed to

consider the concept of spatial service systems proposed by M. Malska. This concept is characterized by the complex structure and diversity of the service sector, as well as the disparity of the recreational-tourist component with other subsystems of the spatial service system. [1]. However, this approach appears to be insufficiently substantiated.

The development of strategies for tourism regions in modern conditions requires a profound revision of approaches and the improvement of existing concepts. Unfortunately, in Ukraine, the concept of tourism security remains underdeveloped and does not find practical application in regional development strategic documents. Compared to EU countries, where unified target systems of strategic tourism development planning exist, Ukraine demonstrates scattering and fragmentation of strategic goals in this sphere.

One of the key problems is the absence of a unified system for strategic planning for tourism development and the insufficient integration of scientific approaches into this process. Additional challenges include the shortage of highly qualified personnel, complex coordination between different levels of government, and inadequate information support.

To address these issues, it is important to implement an integrated concept of security for regional tourism systems. This means combining issues related to tourism business development and ensuring destination and tourist security within one regional development strategy. Such an approach allows for a comprehensive resolution of issues in the tourism sector.

The target principles for developing a tourism security strategy should include:

1. Stimulating tourist flows, both domestic and international.
2. Enhancing the image of regions as tourist destinations.
3. Minimizing risks for tourists, tourism enterprises, and destinations.
4. Improving the efficiency of strategic planning and management in the tourism sector.
5. Enhancing the quality of tourist services and monitoring their quality.
6. Developing transportation, communal, and infrastructure facilities, including medical services.

7. Ensuring military, political, and public security for tourism.
8. Improving the information support system for tourism development.
9. Increasing financial support for programs and initiatives that ensure tourism security.
10. Activating international cooperation in the field of ensuring tourism security.

The implementation of these principles is possible through the introduction of targeted state policies. These will involve the reform of the state management system for tourism, increased and diversified funding for tourism and its security, coordination of actions by authorities at various levels, and monitoring of threats to tourism safety. It is essential to activate international cooperation to exchange experiences and technologies in this sphere.

In general, ensuring tourism security at the regional level requires an effective combination of monitoring the safety status of specific regional tourism systems and the implementation of constantly modified and updated program objectives (Fig. 1).

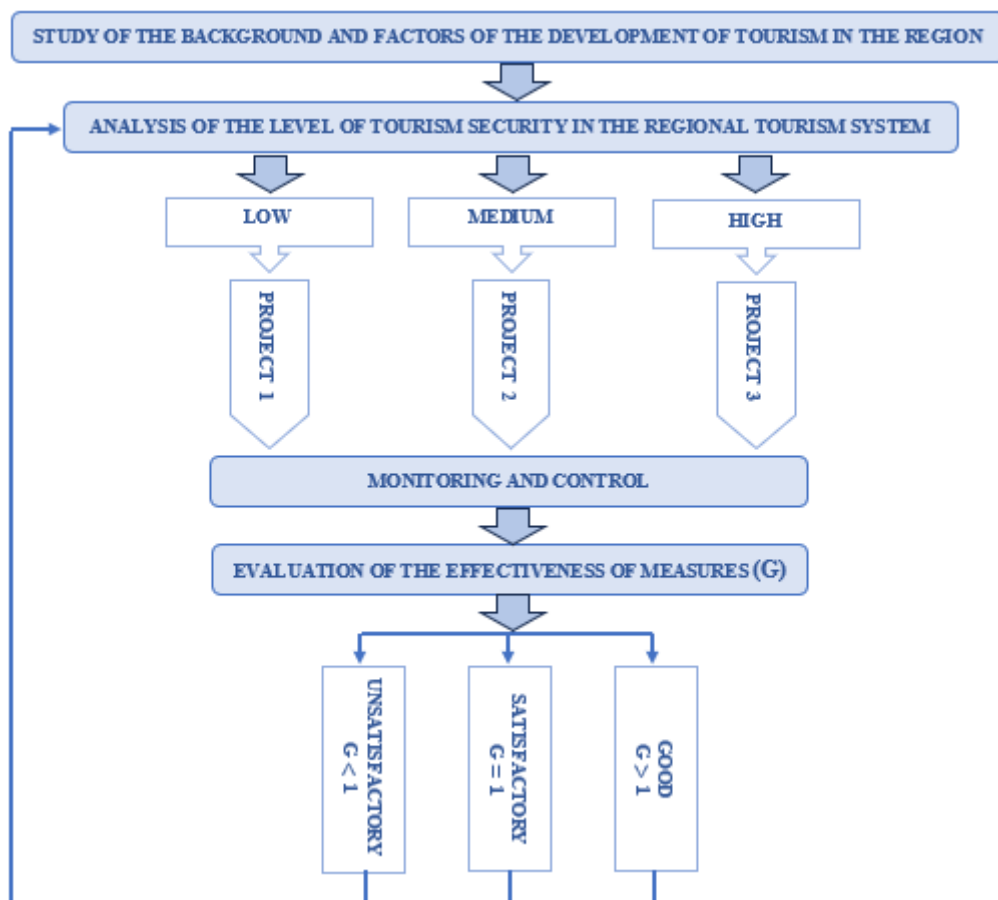


Figure 1. Differentiation of program objectives and evaluation of the effectiveness of security strategies in the regional tourism sector

It is crucial to consider the specificity of each region and adopt individual approaches to achieve maximum efficiency in ensuring tourists' safety and the stability of tourist directions.

Considering the limitations in funding from the state budget that currently exist, the issue of financing strategic planning in the tourism sector requires alternative solutions. It is important to create conditions at both the national and regional levels for the development of tourist attractions, such as tourism clusters or innovative destinations.

References:

1. Malska M.P. Formation and development of spatial service systems (theory and practice of implementation): autoref. dis... Dr. Econ. Sciences: 08.00.05 / Marta Pylypivna Malska.– Lviv, 2011.– P. 10.