

Post-crisis development of recreation areas

Ihor Alieksieiev, Oksana Kurylo, Vladyslav Alieksieiev
 Alieksieiev I., Kurylo O., Alieksieiev V.
 National University "Lviv Polytechnik"
 Lviv, Ukraine

Ihor.V.Alieksieiev@lpnu.ua, Oksana.B.Kurylo@lpnu.ua, Vladyslav.I.Alieksieiev@lpnu.ua

Abstract: *The main issues considered in this article: the development of recreational areas during the period of overcoming the consequences of the war on the example of Ukraine; the importance and content of pre-project studies regarding the implementation of programs and projects of recreational development of territories; the need to use methods of analysis and comparison when researching the experience of successful countries in the field of recreational development, in particular Southern Europe; attraction of investments, loans, budgetary and extra-budgetary funds for the innovative development of recreational areas; improvement of tax legislation with the aim of providing temporary preferences to recreational areas for the implementation of necessary programs and projects.*

KEYWORDS: RECREATION AREAS, PRE-PROJECT PLANS OF TERRITORY RESEARCH, TAX PREFERENCES, INNOVATIVE DEVELOPMENT

1. Introduction

The development of recreational areas is important for every person and for society as a whole. Such development depends on many factors. The development of recreational areas and relevant facilities is of particular importance in post-crisis periods, when a large number of people need to restore their physical strength and psychological state. That is why, when studying the process of development of recreational areas, it is necessary, first of all, to pay attention to the peculiarities of people's condition and behavior, to their requests for recreation, reactions to the services provided. Secondly, from the position of service providers, it is necessary to respond in a timely manner to the requested types of services and the forms of their provision. It is necessary to develop the infrastructure of recreational areas in accordance with the expansion of the range of services. Expansion may require new construction, renovation of existing facilities, retraining and increased staffing. The entire development complex of recreational areas is a set of sociological studies, the development and implementation of projects for the development of the material and technical base, the formation of financial plans and the conclusion of the necessary agreements for the performance of the necessary works with specialized enterprises and institutions.

Analysis and comparison should be important methods of researching the problems of the development of recreational areas. It is necessary to analyze the activities of those countries where recreational areas have acquired such importance that they have become the main donors of the budgets not only of individual regions, but also of the state as a whole. At the same time, the comparison should find not only certain common features of the economic activity of recreational areas. Differences between countries, their socio-economic level, people's mentality, their willingness to accept people, both internally organized tourists and foreigners, are of great importance.

2. Preconditions and means for resolving the problem

The solution to the problem of the development of recreational areas is determined by certain ascending prerequisites and the composition of the appropriate necessary means.

The ascending prerequisites for the development of recreational areas include: 1) composition and content of people's needs for recreational services; 2) cost of relaxation services; 3) social assessment of recreational opportunities.

The means of solving the problems of the development of recreational areas are: 1/ correct assessment of the state and development prospects; 2/ development of the program, project and pre-project plan; 3/ assessment of opportunities and activation of the potential of all types of development resources.

Regarding the composition and content of the needs of people who apply for recreational services, the following can be noted. Depending on the socio-economic development of the country, its citizens may or may not have the opportunity to rest outside of working hours. The world practice of leading countries has long recognized the need for employee relaxation. Relaxation is a complex process that requires a change of environment in the broadest sense. For a short rest, it is sometimes quite enough to visit a theater, cinema, club, sports ground. As for the cost of such a short vacation, it is quite affordable if you have to move far away from your home.

Instead, a long period of rest requires the availability of recreational infrastructure. Because of this, there is a problem with **the cost of relaxation services**, the sufficiency of funds for moving and staying in the desired place of rest. Of course, in different countries, the assessment of the sufficiency of funds for such a dynamic rest (that is, with a significant number of crossings by different vehicles) differs. For example, Ukrainian citizens do not have the opportunity to rest for a long time due to lack of funds.

The **social assessment of recreational opportunities** is of great importance, which significantly affects people's choice of territory, as well as post-rest feelings: satisfaction, or even disappointment. In addition to the value assessment, traditions and social assessments should also be taken into account. Traditions can be based on purely climatic considerations, and social evaluations are related to the attitude of the environment of a particular person to whether the vacation was spent in prestigious places.

At the same time, the requirements for recreation infrastructure are individual. It can be argued that the infrastructure should correspond to the declared content of the services. People should be able to choose from a sufficient number of sanatorium-treatment and rest facilities in those regions that are traditionally considered recreational, where there is clean air, clean water, perhaps natural mineralized springs, thermal waters, enough sunny days, or ski slopes, etc. Also, the choice depends on the time of year planned for rest. Even in those cases where recreation even looks like a sporty, consists in tourist crossings, appropriate routes, recreation centers, places of safe parking should be equipped. The specified conditions and requirements require systematic development in accordance with changes in public views, in achieving a certain level of well-being of people.

To determine the composition of means of development of recreational areas, the **correct assessment of the state and development prospects is of great importance**. Firstly, their ascending position is important for the development of recreational areas. In some cases, the territories have long been recreational with relevant facilities, services, personnel and service traditions. In other territories, the development of recreation business and the development of recreational infrastructure are beginning. Secondly, both in the first and in the second cases, development should involve innovative changes that meet the requirements of modern

society and modern man. This means that, under any circumstances, a person, being on rest, should not voluntarily lose the usual amenities: communication with the outside world, comfortable conditions in the apartment, the opportunity to receive transport services, medical consultation at any time or help.

In Ukraine, all such conditions were foreseen in previous years, and the development of appropriate institutions in villages and towns took place. Such projects were implemented on the shores of the Black and Azov seas, in Volyn, where there are a number of lakes, in Prykarpattia and Transcarpathia. Unfortunately, many such institutions, especially in the East and South of the country, were destroyed. That is, it is necessary to develop or restore such objects, which requires significant financial resources. At the same time, the question arises of the recovery of the country's economy as a whole. It will be necessary to rebuild the production base, which should provide Ukrainians with jobs. Yes, recreational infrastructure also creates a certain number of jobs. Such a structure of the economy was not characteristic of Ukraine in previous decades. However, the restructuring of the economy in the post-war period may involve a change in the structure of economic activity and a possible increase in the share of enterprises and institutions specifically related to the provision of people's recreational needs.

The need to develop a program, project and pre-project plan should be emphasized separately. This is an important means, since the formation and implementation of programs and projects for the structural restructuring of the economy and giving it a greater recreational orientation is possible only on the basis of accordingly developed plans. Such work plans must contain a number of studies on the assessment of the state of territories and objects of recreational use and are of a pre-project nature. The pre-project nature of the plan means that it precedes the development of the proposed project or program for the development of the recreational territory, is drawn up at the pre-project stage. Based on it, a project or program is already being developed.

Of course, there may be a different composition of territories and parameters for evaluation. If there is a large share of recreational areas in the state, as well as a high or medium level of development of recreational areas, the smallest number of parameters can be selected for evaluation. Instead, with a small number of recreational areas and a low level of their development, a significant number of calculations are required for the creation of appropriate institutions and enterprises. Of particular note are situations where, for various reasons (whether earthquake, tsunami or major floods, or war), the loss of recreational infrastructure facilities has occurred. Under such circumstances, there is a need not so much for renewal as for the reconstruction of recreational areas and destroyed objects.

The pre-project stage is extremely important. After all, it is necessary to clearly identify the resources that are necessary to implement the restructuring of the region's economy in order not only to rebuild destroyed enterprises, but also to determine the profile of their activities. As an example, we can take Ukraine, in which there was a situation of the destruction of many enterprises, the loss of certain industries, the death of a large number of able-bodied people of various professions and specialties. Of course, the question arises regarding the possibility of restoring the production potential, the structure of industrial production that existed before the war. The pre-project study itself should answer such a question. Ukrainian entrepreneurs have already gained experience in the development of recreation sectors. Although this sector of the national economy was not sufficiently developed. Therefore, in the future, the question arises only about the availability of the appropriate potential for the development of recreational areas, filling them with recreational facilities and necessary related enterprises to ensure full-scale and large-scale service for vacationers.

It is impossible to implement any project without appropriate **assessment of opportunities and activation of the potential of all types of development resources**. Ukraine has sufficient natural and human potential for such development. In other words, in the future,

the country's economy should be based not only on the mining, metallurgical, and chemical industries, but also on the recreational sector and the development of tourism. These areas of economic activity should become leading in the national economy. Such development should be based on all-season resorts, recreation centers in mountainous areas, seaside towns, green tourism estates, and other such facilities. Along with the development of recreational facilities, it is necessary to develop related enterprises to provide vacationers with food products and means for effective and interesting recreation.

Pre-project studies should take into account the real situation in different territories. Under normal circumstances, in particular in peacetime, it is quite likely to bring all resources in line with the needs of the economy and society. That is, it is possible to use budget financing if the central and local authorities are interested. Accordingly, funds from the state budget will be used, and funds from the local budget may be sufficient. Special trust funds can also be used. Provided a stable situation that guarantees minimization of risks, we can hope to attract credit resources, and possibly at the expense of investors. Such a development of events is possible, provided not only a peaceful stable state in the country, but also with some accumulated and working capital, assets in working order. Yes, it is possible that these assets (meaning fixed assets such as buildings, structures, equipment) are somewhat worn out. Instead, the task of development is their renewal, replacement with innovative means of production, transition to new materials, and so on. A significant factor can be the presence of qualified personnel. New technologies require some retraining, but we can talk about the presence of people who are already carriers of a certain technological culture. In this case, there is no need to explain to workers, engineers, agronomists, animal technicians the basics of industrial or agricultural production. At the same time, it is the presence of a certain production team that can guarantee the receipt of investments, loans for the successful implementation of an innovative project.

Another situation is when, as a result of the war, enterprises are destroyed, fixed assets are destroyed, looted, workers are killed - carriers of the same technological culture, without which the development of new technologies is not only difficult, but almost impossible. Training and gaining some experience in working with machines, tools, devices require considerable time. Especially in modern computerized systems, when not only engineers, but also workers must have sufficient knowledge not only of materials science, the peculiarities of processing metal and non-metal workpieces, assembly operations and quality control, as well as possess the skills of setting up, adjusting, and repairing machine tools, devices, apparatus, machines and mechanisms. In the same way, specialists should be involved in agricultural production, for whom there are no secrets in crop production or livestock production, in the logistics of agricultural products. These are problematic upward conditions concerning human potential and its material and technical support.

Speaking of human resources, the human potential of each enterprise should also be understood the need to preserve, and under crisis circumstances, the formation of a new production team. This means the need to take into account the peculiarities of the psychological compatibility of the persons who will make up the teams, sites, workshops and enterprise as a whole. Aspects of the compatibility of people who have to cooperate effectively have long been studied, including by Nobel Prize laureates [1]. For this, the management has developed the necessary recommendations. It is well known that the adaptation of each individual employee to the requirements of a particular team sometimes does not go as quickly as you want. As a result, labor productivity, product quality, and the company's profitability suffer. Adaptation in a team that is already functioning is a rather difficult issue. Instead, the formation of a new team is an even more complicated process. Meeting people, establishing cooperative relations between them, appointing formal leaders and identifying informal leaders is a compromise and long-term process. A process that is filled with many small and large conflicts.

Instead, the implementation of all programs, projects, and plans requires a financial base, investments, and loans. Internal financial resources, budgetary and extra-budgetary funds are also important. As for own budget funds, which are formed at the expense of taxes, it is necessary to use the experience of such countries in which the tourism business is one of the key sources of revenue in their budgets. In particular, the experience of Albania, Bulgaria, Greece, Croatia, which is closer to us, can be useful. At least in the post-war period, recreational areas can act as certain "locomotives" of economic progress. It is necessary to study the experience of these and other countries to ensure rapid and innovative development of recreational areas. It is necessary to revise the tax system in such a way that it helps the development of the specified sphere of activity, encourages entrepreneurs to invest in relevant institutions, to attract Ukrainians and foreigners to rest in Ukraine, and accordingly to fill local budgets with funds. The granting of preferences should, of course, be temporary, until the relevant institutions and related enterprises stabilize their activities at a level sufficient for effective profitable operation.

The issue of attracting funds is even more complicated. Investors and lenders are dealing with extremely important and at the same time most vulnerable resources. It is generally accepted that funds are needed to implement any program or project. In the economic sphere, where it is necessary to acquire licenses for the relevant activity, for the production of products or services, to purchase equipment, equipment, raw materials, materials, tools, to pay for labor, funds are the first necessary prerequisite. The lack of necessary financial resources immediately endangers any promising idea. There are not many free funds in the world. This is evidenced by a number of publications. Some emphasize a significant number of countries seeking investment [2]. Others talk about the best countries for investment, in particular by leading the world rankings [3]. At the same time, the owners of financial resources should receive extremely reliable guarantees in their effective use and receiving a certain benefit from it. Lenders must be sure of repayment and payment of loans. Investors usually seek not only dividends on their invested capital, but also a return equal to their investment. Owners of funds do not want to take risks, as is commonly known. Instead, new publications appear in accordance with current conditions in the financial markets [4]. The International Monetary Fund systematically monitors the state of financial markets and identifies problem areas [5]. At the same time, the time dimension of the return of credit and invested funds is also important. This is emphasized by financial funds that provide their resources for various needs in the form of grants and in other forms [6].

Separately, it should be emphasized, what level the program or project is being implemented. The sources of funds depend significantly on whether the program is nationwide or whether the project is implemented at the local government level. Of course, it is desirable to invest in programs that are national in scope. Sometimes investors seek to obtain government guarantees in what is to be created. After all, foreign companies may not know the peculiarities of the functioning of national legislative norms. This requires appropriate consultants - specialists of economic and legal profile with perfect knowledge of Ukrainian economic realities. The same can be said about regional projects. After all, different tax conditions may exist for different regions, including those established by local authorities and management. There may also be local regulations limiting economic activity in various territories, such as national parks, nature reserves, sanctuaries. And it is necessary to recognize the special attractiveness of these natural zones for people and, accordingly, for recreational establishments. There are also features in the field of environmental legislation and its compliance in some territories.

B Taking into account these prerequisites and means of realization of recreational development are serious factors in organizing such types of business that fill the recreational sphere.

3. Solution of the examined problem

We study the problems of development of recreational territories on the example of Ukraine. It is this example that is marginal in terms of the conditions that have developed as a result of the war. Therefore, this example may contain the maximum number of requirements and means for solving the problem under investigation. The limits of one article do not allow a detailed consideration of all aspects. Instead, the specific and most important directions of the development of recreational areas, the use of some means of solving problems in the post-crisis (post-war) period are determined in general.

Consideration of the problem of the development of the country and its territories in the period after the end of the war is extremely relevant for Ukraine today. Discussions are already taking place and the directions of economic activity are being determined in order to solve such complex issues among Ukrainian specialists [7]. The international community is also exploring the possibilities and determining specific measures to help Ukraine restore its economic potential [8]. Power structures also take care of these problems, in particular, the National Council for the Recovery of Ukraine from the Consequences of the War was created [9].

An important aspect of economic recovery in the period after any crisis, and even more so after a war, is the determination of strategic directions of development. One of these strategic directions is considered by state leaders to abandon the raw material economy [10]. The need to ensure this type of development of the Ukrainian economy has been recognized for a long time, even before the war. On the other hand, regarding the implementation of such ideas, during the thirty years of the existence of the Ukrainian state, there was no political will and desire of certain oligarchic circles. The concentration of key, including financial, resources in the hands of oligarchs interested in trade in raw materials did not allow the authority to change the nature of the domestic economy.

The Government of Ukraine is aware of the potential risks that have arisen as a result of the war. However, these risks are exacerbated by external influences, which, in particular, the World Bank warns about. The authors of the report "Global Economic Prospects" from the World Bank emphasize such changes in the world economy that will negatively affect not only low-income countries, but also middle-income countries [11]. Special attention is paid to the impact of the war against Ukraine. After all, after the negative impact of the COVID-19 pandemic, which led to lockdowns and a reduction in the volume of world trade, the said war caused a series of measures that strengthened the negative trend. This primarily refers to the markets of hydrocarbons and food. That is why the authors of the report consider it necessary to influence the situation by market means, not to apply measures to regulate economic processes by the governments of countries. At the same time, the need to strengthen the role of local authorities and management in stimulating the economy of individual regions is emphasized.

Considering the problem of economic development of Ukraine in the post-war period, the following can be noted. It is now clear that the government should differentiate its efforts in relation to different areas. After all, the aggressor completely destroys individual settlements and enterprises. Because of this, it will be necessary to carry out complete reconstruction of social and economic infrastructure in some cities and villages, and to carry out partial restoration of infrastructure facilities in some settlements. Instead, the losses caused in industry, agriculture, on transport highways will require a radical restructuring of the country's economy. After all, the disappearance of certain enterprises causes the destruction of economic ties, the disappearance of suppliers and the possibility of carrying out usual production activities. In particular, in Ukraine, this applies to such industries as metallurgical, chemical, metalworking and, accordingly, mining, mechanical engineering and instrument engineering.

The traditional specialization of territories is changing, as it is already happening. The surviving industrial enterprises from the eastern regions that were attacked are moving to the western

regions, which were recently mostly recreational and had prospects for development in this direction. Of course, the global and regional (especially Eastern European) division of labor will have an impact on the specialization of territories and the country as a whole. Whether it will be necessary to return to the types of economic activity that have been traditional in previous decades, will be decided in view of the prospects of cooperation with the countries of the European Union, the countries of North America, Asia and Africa, which were traditional trading partners of Ukraine. At the same time, it is worth strengthening the recreational opportunities of those Ukrainian territories where appropriate enterprises have already been created, taking into account the available natural resources and climatic conditions.

4. Results and discussion

The results achieved in the development of recreational areas and the creation of appropriate enterprises should certainly not be lost. First, it is important for Ukrainians, especially those who do not have high incomes. Secondly, the development of recreational areas meets the requirements of ecological development of regions and the state. Thirdly, such conditions can be attractive for foreign tourists who appreciate the opportunities for a good and fairly budget-friendly rest.

Provision of the specified direction of socio-economic and ecological oriented development requires financial support of appropriate measures. It is well known that ecological measures (preservation of mountain and forest areas, water bodies - lakes, rivers) require a lot of funds and do not bring large profits. This, in the post-war reconstruction of the country, requires a revision of the state's tax policy.

In previous years, the tax policy of the state was given a lot of attention, both practitioners and scientists [12]. New economic circumstances require greater attention to regional finances and, accordingly, differentiation of taxation conditions by region. In particular, this is important taking into account the above-mentioned considerations regarding recreational areas, parallel innovative development in them both of sanatorium-treatment profiles, and of industrial enterprises relocated from other regions. There is already a scientific work on the budgeting of territorial communities [13]. Instead, it is necessary to develop research in this direction, taking into account the need to overcome the consequences of the war.

5. Conclusion

The development of recreational areas in Ukraine in the process of overcoming the consequences of the war requires significant efforts. One of the directions that should contribute to this process is the improvement of the taxation system. The entire complex of tax instruments should be used to attract investments, loans, and perhaps most importantly, budget funds. At the same time, budget funds should contribute to the innovative development of recreational areas not so much as budget expenditures, but as a part of potential budget revenues, which, as a result of the benefits granted to the territories, would be used for the implementation of relevant target programs.

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