

GUARANTEE OF SAFE INNOVATIVE DEVELOPMENT OF THE TOURIST INDUSTRY OF UKRAINE

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Citation: Trusova, N., Krasnodied, T., Demko, V., Zakharchenko, O., Morozova, O., & Katsemir, Y. (2022). GUARANTEE OF SAFE INNOVATIVE DEVELOPMENT OF THE TOURIST INDUSTRY OF UKRAINE. *GeoJournal of Tourism and Geosites*, 41(2), 422–432. <https://doi.org/10.30892/gtg.41212-846>

Abstract: Introduction. The article considers the conditions for providing a guarantee of safe innovative development of the tourism industry of Ukraine. The study was aimed at finding ways to ensure safe innovative development of the tourism industry in Ukraine. Method. A comprehensive approach to assessing the safe state of innovative development of the tourism industry in the economic system of the country was substantiated. Results and interpretation. The system of indicators for assessing the level of the social component of safe innovative development of the tourism industry in the territorial tourist destination was presented. The trend of changing the number of tourism entities in the TTD and Ukraine as a whole in terms of the functionality of a secure system of innovative development is analyzed. Optimization methods of risk management of safe innovative development of tourist enterprises in the territorial tourist destination are offered. The general index of a safe condition of innovative development of territorial tourist destinations is offered and defined.

Key words: tourism business, territorial tourist destination, security, territorial tourist destination, regulatory barriers

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INTRODUCTION

In the transition of the world to the acceleration of high-tech systems the formation of integrated innovative development of the economic system is to overcome the large-scale crisis not only in the manufacturing sector, where value added is formed, but also in services, where it multiplies most rapidly. The process of innovative development is long and covers not only the latest activities, but also guarantees the spatial, resource, production and consumer potential of the tourism industry. With favorable and adequate levers of state support, the tourism industry is able to make a significant contribution to capacity building and modernization of the spatial economy and economic complexes. Stages of functioning of economic systems of different levels are characterized by cyclical instability, provoking threats and challenges in the modern tourism industry, which, on the one hand, is one of the most promising and liquid areas of innovation, and on the other – is extremely sensitive to destructive factors of different origin. The nature of the tourism industry as a social phenomenon determines its close relationship with the processes that take place within individual tourist destinations.

However, the spread of international terrorism, illegal migration, increasing incidence of socially dangerous diseases, general deterioration of the environmental situation, despite the intensification of tourist flows, lead to a significant increase in their negative impact on tourism, and has varying degrees at the spatial level. This objectivity necessitates the

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introduction of a state guarantee of security of the tourism industry through the modernization processes of important components of the economic system. Thus, there is a number of works devoted to the consideration of the ontological component of the tourism industry (Adam and Adongo, 2016; Alleyne and Boxill, 2003; Barker et al., 2002; Bergkamp, 2017; Bhola-Paul, 2015; Biagi and Detotto, 2014; Davydova, 2015; Gorina et al., 2019; 2020; Guliyeva et al., 2018; Kristjánssdóttir, 2016; Mansfeld and Pizam, 2006; Mawby, 2000; Pavoni and Tulumello, 2020; Williams and Montanari, 2007). Thanks to their scientific developments, the theoretical and methodological bases of the analysis of a condition and prospects of development of the tourist industry in regions are proved. At the same time, taking into account the peculiarities of the current stage of state formation, the methodological principles of safety assessment and modernization of the tourism industry as a supporting framework for the spatial development of the service sector are not fully disclosed.

A characteristic feature of the functioning of the tourism industry of a country as part of the spatial subregional industry in the context of increasing globalization and European integration processes is a comprehensive modernization of safe innovation development as individual tourist destinations and the state as a whole. At the same time, the safe innovative development of tourist destinations based on qualitatively new components with a focus on the basic standards of highly developed European countries requires the modernization paradigm of safe innovative development of the tourism industry. The complex of accelerated capabilities of the tourism industry in the economic system of the state allows to renew existing recreational resources, ensure the safety of historical, cultural and ethnic heritage, as well as stimulate economic security of hotel and restaurant industry without significant investment in their renewal (Barabanova et al., 2020; Bartoshuk, 2011).

The tourism industry as a sphere of economic activity is relatively new and closely related to the stages of innovative development of humankind. After all, the formation of tourist flows in its current state has become possible precisely due to the invention, introduction and dissemination of new types of tourist products and logistics of transport services (Antonenko and Mykhailichenko, 2011). The modern tourism industry is impossible to imagine without information technology, which has significantly increased the level of availability of qualitative tourism services for a wide range of consumers. Despite the still very important “natural” feature, the modern tourism industry is increasingly dependent not only on general but also on special infrastructure (accommodation, food, entertainment, etc.), which requires constant improvement and in combination with tourist facilities and flows form progressive forms of territorial organization – tourist destinations (Goldner et al., 2000).

At the same time, the importance of the social component of the tourism industry and its susceptibility to external threats activates tourist destinations to level the dangerous state of their functioning with the identification of key criteria for high quality tourist services (Nikolaychuk, 2021). Given this, the modern modernization paradigm of safe innovative development of the tourism industry should be based on innovation, infrastructure and security components (Ivanova, 2015). The priority of this study is to substantiate a comprehensive approach to assessing the safe state of innovative development of the tourism industry in the economic system, which requires convergence of the infrastructure of tourism services to minimize the destructive factors to balance the interests of territorial tourist destinations in the international tourism market. Therefore, the aim of the article was to identify ways to ensure safe innovative development of the tourism industry in Ukraine and to suggest ways of developing comprehensive models of economic support of territorial tourist destinations.

MATERIALS AND METHODS

Methodological principles of the innovation component of the modernization paradigm of safe innovation development of the tourism industry should be considered primarily within the factors of modernization of the territorial tourist destination (TTD) and optimization of its spatial structure, in particular in the process of tourism clustering.



Figure 1. Main stages of this research (Source: compiled by the authors)

Thus, this research was conducted in the stages described in Figure 1. The intensification of TTD's innovation activities can be achieved through sources of public-private partnerships and foreign investors, i.e. through solidarity funding (Dolishnij et al., 2001; Guryanova and Prokopovich, 2013). The infrastructural component of the modernization paradigm of safe innovative development of the tourism industry is connected with the strengthening of the role of territories in the

processes of decentralization of power. Since infrastructural modernization aims at improving the arrangement of safe places for tourists to stay in a tourist destination, it is natural that at the local level it needs to be considered in the context of assessing the modernization of the tourism business, including its spatial aspect (Randolph, 2019). Of particular note is the security component of the modernization paradigm of safe innovation development of the tourism industry, which has special features of influence on the imperatives of tourism (the ratio of passive action to the active element of tourism) (Kovari and Zimanyi, 2011). That is, the cycle of safe innovative development of the tourism industry depends on the guarantee of economic security (solvency) of tourists, the level of protection of their lives, health, property (Korz and Zanosko, 2011). It is clear that the guarantee of security should be based on an integrated approach, as the category of “security of innovative development of the tourism industry” is extremely complex and multifaceted. The classic for the modern integrated approach model of security of innovative development of the tourism industry (Moreira, 2010), can be expressed by formula (1):

$S = f(A, P, T)S_i$ (1) where A – the potential (benefits) of innovative development of the tourism industry; P – the degree of security of innovative development of the tourism industry; T – the level of threats to the innovative development of the tourism industry in a particular situation (S_i).

This model can be supplemented by an additional variable – the ability to adequately respond to environmental challenges in the tourism industry. The ability to withstand threats in the economic system is possible only in the conditions of guaranteed state security regulation based on an integrated approach. In this context, the security of innovative development of the tourism industry can be considered as: no danger; system of institutional or non-institutional guarantees of elimination or minimization of threats; the presence of existential values associated with a sense of stability, confidence, duration of favorable conditions. These components of security of innovative development of the tourism industry can be considered only in the complex and cover two approaches to its understanding: as resistance to dangerous situations (threats); as the ability to preserve its internal properties under the influence of threats of different genesis (Trusova et al., 2020b).

There are three groups of concepts of security of innovative development of the tourism industry: concepts related to the genesis of threats to tourism security; concepts that consider the impact of tourism security threats on the tourism business, tourists and the population of tourist destinations; concepts related to the reactions of all tourism entities to existing and potential threats to tourism security (Trusova et al., 2020c). Thus, the modernization paradigm of safe innovative development of the tourism industry takes into account the destructive risk factors. Therefore, their timely prevention and elimination will strengthen opposition in territorial tourist destinations at all hierarchical levels of business. In fact, such an integrated approach, according to the authors, can be the basis of a general concept that will consider the security of innovative development of the tourism industry as a dualistic prerequisite for safe innovative development of tourism and as an important modernization element of the security of the territorial tourist destination in the real and future periods (Trusova et al., 2020a). At the same time, the safest tourist activity of the subjects is considered as the main consumer property, which is objectively and actually possessed by the tourist service. At the same time, other consumers of this property can implement it only if security is guaranteed in the strategy of innovative development of tourism enterprises. Moreover, it will become one of the important factors of competition (Kovari and Zimanyi, 2011). The essence of this approach to assessing the safety of innovative development of tourism activities of the subject can be expressed through formula (2) (Trusova et al., 2020c), according to which the overall quality of tourism services (Q) is calculated as:

$Q = S(B + C + D)$ (2) where B, C, D – some components of the quality of tourist service; S – security of tourist service.

Thus, regardless of the sum of the indicators of individual components of quality, given the low or zero value of the safety indicator, the overall quality of tourist services goes to zero. Taking into account the positions of an integrated approach to economic security of the state, the authors consider safe innovation of the tourism industry as a state of functioning of TTD in a certain period characterized by the absence of destructive impacts, threats and risks. It should be noted that the state of absolute security of innovation development is ideal in the absence of threats. However, their absence does not guarantee a stable cycle of viability of TTD due to the lack of impact on environmental factors. Therefore, it is possible to assess the state of safe innovative development of TTD at a certain point in time, as an intermediate position between the two extreme positions. The closer the state of innovative development of TTD to danger, the higher the instability of the tourism industry in a given area and vice versa – the maximum proximity of the parameters of a particular area of TTD to a safe state, the optimal and stable is the functional potential of innovative development of tourism industry. It is impossible to go beyond the coordinates of safety and danger in this model, because it will lead to a significant change in the state of innovative development of the industry, which loses the hallmarks of timely modernization of one of the areas of tourism services (Voloshenko, 2014; Yefimova and Grynko, 2015).

Authors propose to highlight the structural components of the modernization paradigm of safe innovation development of the tourism industry (Figure 2): security of innovative development of tourism business (economic support for safe innovation development of tourism services); security of tourist objects (economic security of geotories, territorial tourist destinations); safety of tourist flows (economic support of tourist flows); security of tourist flows (economic provision of solvency and protection of tourists). The modernization paradigm of safe innovative development of the tourism industry describes the functional connections and features of the components. The first structural component is most often considered at the level of industry or specific tourism entities, the second one is at the center of ecology and geography and characterizes the destructive anthropogenic impact on natural tourism resources and facilities, the third one is a central link in travel management of various types of active tourism; the fourth one refers to travel insurance and protection of the solvency of tourists (Manzo, 2019; Volchetskyi, 2012; Voskresenska, 2013).

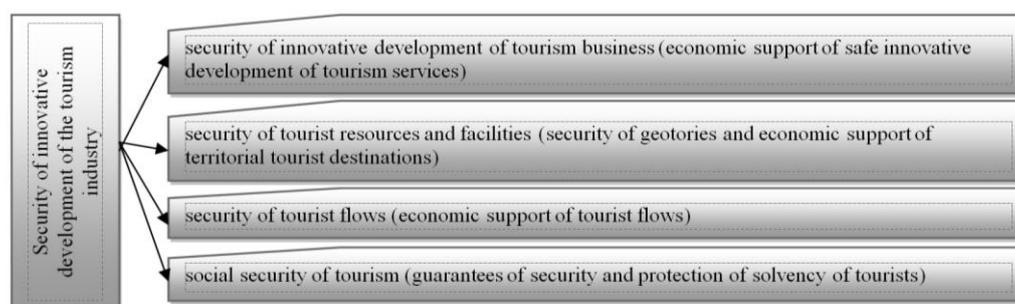


Figure 2. Structural components of the modernization paradigm of safe innovative development of the tourism industry (Source: compiled by the authors)

From the standpoint of the security component of the modernization paradigm, the assessment of the safe state of innovative development of TTD is based on the index method and mathematically formalized by formulas (3)-(4) (Kovari and Zimanyi, 2011):

$$I_j = \frac{\sum_{i=1}^n P_i}{n} \quad (3) \quad I_j = \sqrt[n]{\prod_{i=1}^n P_i} \quad (4) \quad \text{where, } I_j - \text{integrated index of the safe state of}$$

innovative development of the territorial tourist destination; n – the number of indicators being studied; i – the essence of indicators; P_i – indicators for assessing the components of safe innovative development of territorial tourist destinations.

This integrated index of safe innovation development of the territorial tourist destination allows forming optimal indicators for each of the components of safe innovative development of the tourism industry in a certain period, with a sufficient degree of reliability and objectivity of future results, taking into account new conditions (occupation of territories, visa-free regime, quarantine under COVID-19) (Shatska, 2021). The most alaptic for assessing the state of safe innovative development of the tourism industry in the TTD is a system of indicators based on the social component of tourism security in the set of studied elements (Table 1). In the context of intensification of European integration processes, social threats to the innovative development of the tourism industry are becoming cross-border and spread through information technology. While for some territories, a significant problem is the tourist acculturation of the population of destinations, for others – the public rejection of international tourism, which poses a significant threat to the functioning of the tourism business. The social component of the tourism activities of the subjects plays a leading role in the modernization of the TTD. This role is due to the spread of modern lifestyle, increasing social activity of young people, intensifying the process of creating new jobs, increasing the role of age viability of the population in a tourist destination as a factor of its tourist attractiveness (Sukhodub, 2007; Tolstoguzov, 2012).

Thus, the authors believe that at the present stage of the tourism industry in the country it is more appropriate to quantify the state of safe innovation development after the introduction of institutional and spatial mechanisms of TTD to assess the effectiveness of tourism services and develop strategies for their economic support.

Table 1. The system of indicators for assessing the level of the social component of safe innovative development of the tourism industry in the territorial tourist destination (Source: compiled by the authors according to Mason, 2003; Moreira, 2010; Sazonets and Stoian, 2013; Moisyeyeva and Didenko, 2018)

Types of social security of the tourism industry in TTD	Evaluation criterion	Suggested indicators
Cultural security	The intellectual level of the environment for tourism activities and the quality of human resources in the tourism sector	Proportion of people with higher education in the population
	Ethno-national homogeneity of the region and its representativeness from the point of view of the tourist brand of the state	The share of representatives of the titular nation in the population
	Prevalence of deviant manifestations in the socio-economic sphere of the region	Corruption index in the region (for example, according to the results of assessing the investment attractiveness of the regions of Ukraine)
	Favorable socio-cultural environment of the region for foreign tourists, which is expressed through the processes of tourist acculturation	Number of foreigners served in hotels and similar accommodation facilities, per thousand population
Demographic security	Social mobility of the population and the quality of consumer demand for tourist services	The share of the region's population aged 22-34
	The quality of staffing for tourism development in the region	Number of university graduates in tourism and specialties, per thousand population of the region
	The standard of living of the population of tourist destinations as an important component of their image	Disposable income of the population, thousand UAH per person
Public security	The level of employment of the working age population	The share of economically active population aged 15-70 years
	Security of tourist destinations in the region for the tourist	Number of crimes against public safety, order and morality
	Security of tourist destinations in the region for the property of tourists and tourist enterprises	Number of crimes against property
	Safety of transport and traffic, in general, for tourists and tourism enterprises.	Number of crimes against traffic safety and transport operation

RESULTS AND DISCUSSION

The economic efficiency of tourism activities in Ukraine based on available tourism resources is being actively developed and has a sufficient level of tourism infrastructure, which in connection with the relevant pricing policy is quite competitive in the international tourism industry. The main priority of modern state policy in the tourism industry of Ukraine is to minimize external economic threats and change the direction of state regulation of safe innovative development of the tourism industry, which should be transferred to the regional and local levels. Considering the factors of safe innovative development of the tourism industry by genesis, it should be borne in mind that regional factors operating in the external environment relate to the impact of TTD on the overall tourism industry system of the country. Such interregional cooperation of TTD within the state is very important both in the context of innovative development of domestic tourist flows and in relation to competition in the domestic market to meet the demand of foreign tourist flows. It is worth noting that the actual tourism activities of the subjects in the TTD is one of the few examples of interregional competition. At the same time, it should be said about competition in its general sense, when strengthening the competitive advantages of TTD and minimizing their weaknesses is a guarantee of attracting more tourists-clients to be served by TTD travel entities or simply visit its destinations (Kovari and Zimanyi, 2011; Randolph, 2019). National, macro-regional and global factors of safe innovative development of the tourism industry in the TTD work closely together, focusing their influence on the regional level, as the specifics of tourism activities are localized to specific destinations, which are united in a network of tourist routes. At the same time, forming a global environment for safe innovative development of a tourist destination, a number of factors have an overall impact on the functioning of tourist complexes of states and individual TTD (Ćorluka et al., 2021; Korzh and Zanosko, 2011; http://www.ukrstat.gov.ua/operativ/operativ2007/tyr/tyr_u/potoki2006_u.htm). Conditional division of external factors of safe innovation development, in the context of their intensity into significant and insignificant ones, is intended for the general assessment of their impact on the studied tourist facilities. Such an assessment can be both subjective (in the form of a scientific hypothesis) and objective (based on quantitative calculations). At the same time, it should be borne in mind that due to incomplete reflection of the impact of a number of factors of safe innovative development of the tourism industry in the TTD in statistics, quantitative assessment does not always give really objective results, so should combine with others evaluation methods (Balashova, 2008).

The set of priority factors of safe innovative development of the tourism industry, which have the most significant impact on TTD, differs depending on the type of tourism for the purpose of which the organization specializes in territorial tourist destinations. For example, some types of tourism, which do not involve a high level of risk to the life and health of tourists, are affected by socio-economic and political factors, while “nature-oriented” types of active tourism also depend significantly on the impact of geo-economic and social factors (Doroshenko, 2008; Galchynskyj, 2006). For a certain pattern of safe innovation development in those TTD that specialize in “recreational” types of tourism, the main safe area of innovative development is the tourism business. At the same time, in the tourism industry of TTD, which is characterized by intensive innovative development of active and ecological tourism, such priority areas are the modernization of destinations and ensuring the safety of tourists. From the point of view of the effectiveness of measures to modernize the first group of TTD, it is important that in this case regulators will be more effective, including regulatory and organizational and economic ones, because in general the tourism business and infrastructure are more susceptible to this group of factors. At the same time, regulating the social and environmental aspects of safe innovative tourism development is a more complex task and requires, among other things, the active involvement of information technology (Gorodyskyj, 2007).

Thus, the modernization paradigm of safe innovative development of the tourism industry takes place under the influence of a complex combination of external and internal factors, the specifics of which depend on the specialization of TTD, their tourism potential and national and international tourism market. A thorough analysis of the factors of safe innovative development of the tourism industry at the TTD of Ukraine is appropriate, as its current operating conditions are characterized by competitiveness. There are regulators that can be included in the mechanisms of safe innovative development of the tourism industry on certain parameters of the readiness of the TTD for the convergence of infrastructure space with minimizing the manifestation of destructive factors and their interests in the international tourism market (Bakurova et al., 2011). According to the results of the assessment of the parameters of the structural components of the modernization paradigm of safe innovative development of the tourism industry, the number of tourism entities on average per TTD and in Ukraine as a whole, which characterizes the overall functional potential of the tourism industry is determined (Figure 3).

Thus, according to Figure 3, there is a decrease in the number of tourism entities in all TTD of the state, operating in a secure system of innovative development, except for the Kherson TTD. This indicates the systemic nature of the crisis in the tourism industry. It is necessary to pay attention to the presence of depressive factors in terms of tourism business development in the Transcarpathian TTD, as since 2018 there has been a steady decline in the number of tourism entities. Combined with high tourism potential and sufficient infrastructure development, this trend necessitates the development and implementation of targeted programs to modernize the structural components of the tourism industry in these areas.

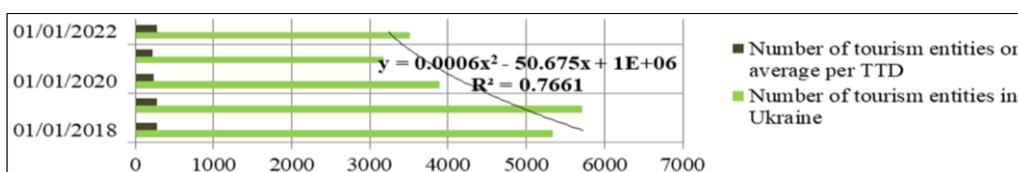


Figure 3. The trend of changing the number of tourism entities in the TTD and Ukraine as a whole in terms of the functionality of a secure system of innovative development for 2018-2021, units (Source: compiled by the authors on the basis of <https://ukrstat.org/en>)

At the beginning of 2022, the largest number of tourism entities (over 100) was typical of the city of Kyiv, Dnipropetrovsk, Lviv, Odessa, Kharkiv, Zaporizhzhia, Kyiv and Ivano-Frankivsk TTD, which play a key role as an environmental factor and resource prerequisites in concentration safe innovative development of tourism enterprises (<http://www.ukrstat.gov.ua/>). The decrease in the number of tour operators and travel agents in the TTD of Ukraine is not proportional to the decrease in income from the tourism business (Figure 4). Given inflationary fluctuations and devaluation trends of the national currency, the level of income from tourism in most TTD of Ukraine in 2020 is comparable to the corresponding indicator in 2018. The highest growth rates of profitability of tourism business were in Vinnytsia, Kyiv, Kherson, Chernihiv tourist destinations. From the standpoint of safe innovative development of the tourism industry, there is a significant increase in income from tourism in Lviv, Odessa and Ivano-Frankivsk tourist destinations. An important trend in the transformation of the structure of income from tourism in 2020-2021 is the increase in the share of profits from domestic tourism, due to increasing currency risks.

In 2021, the largest revenues from the provision of tourist services (over 100 million EUR) were received by tourism entities of Ivano-Frankivsk, Lviv, Odessa and Kherson tourist destinations. Zhytomyr, Kirovograd, Mykolaiv, Poltava, Sumy, Ternopil and Chernihiv tourist destinations were characterized by the lowest indicators (less 10 million EUR). The calculation of the share of revenues from the provision of tourist services in the gross regional product (GRP) in 2021 confirmed the insignificant influence of the tourism industry in the formation of revenues of the regional economy of Ukraine. The territory of Ivano-Frankivsk and Kherson tourist destinations is characterized by a high share of income from the provision of tourist services in GRP, where the safe innovative development of the tourist industry is a priority (2.25%). However, this indicator is lower than the minimum share in the GDP of EU countries (2.7% in Slovakia).

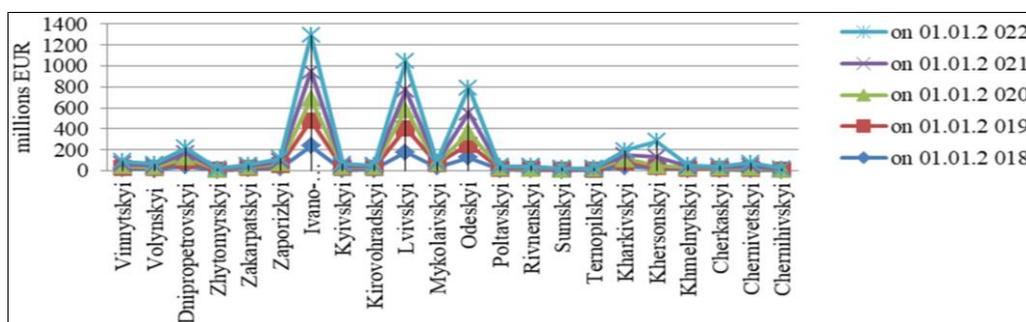


Figure 4. Income from the provision of tourist services in TTD of Ukraine for 2018-2022, millions EUR
(Source: compiled by the authors on the basis of Country Analysis, 2020)

Guarantee of safe innovative development of the tourism industry in the TTD, namely in interregional cross-border cooperation provides the direction of interstate integration of Ukraine with EU countries. In this context, it is necessary to identify several major threats to the tourism business (Bartoshuk, 2011; Davydova, 2015; Gnatenko, 2008):

- increasing competition in the market of tourist services and economic support for the safe innovative development of the tourism industry in all regions participating in cross-border cooperation. On the one hand, there is a threat (or even a challenge) for territorial tourist destinations of Ukraine to increase requirements for the quality and range of tourist services to foreign tourists, on the other – tourist enterprises of neighboring countries face risks of price competition as most of the accommodation establishments in the territories of Ukraine adjacent to the EU countries provide tourist services at much lower prices compared to the EU countries (although of slightly lower quality);

- low infrastructure development is a weak parameter of the functioning of territorial tourist destinations in Ukraine. Accordingly, this situation poses a significant threat to the economic security of the innovative development of tourist areas of the state in the framework of intensifying cross-border cooperation. Without a guarantee of comfortable living and catering conditions for foreign clients in most tourist destinations of Ukraine in the development of competitive tourist routes, there are no quality roads, transport, and information technology and communication services;

- intensification of cross-border tourist exchange inevitably leads to problems of providing tourist enterprises of TTD with qualified personnel with specialized education, fluent in a number of foreign languages and with the skills to work with foreign tourists. However, this problem is gradually being addressed, but remains acute for certain categories of workers. In particular, this applies to specialists-guides who have sufficient knowledge of foreign languages. The lack of such employees in the tourist centers of Ukraine leads to the mass use of foreign tourist support specialists, who are not fully acquainted with the specifics of Ukraine's tourist resources and often give foreign tourists a false impression of the potential of the country's tourism industry;

- intensification of destructive social processes in the intensification of cross-border cooperation in equal areas of the TTD is accompanied by intercultural interaction that arises in the process of tourism. On the one hand, such interaction takes place at the level of tourists and the local population of territorial destinations, on the other hand – tourism enterprises in their activities face a certain degree of perception (rejection) of socio-cultural values in their destinations.

At the same time, the development of cross-border cooperation in the field of tourism also has a number of significant advantages, including (Doroshenko, 2008; Galchynskyj, 2006):

- increasing the intensity of cross-border tourist flows, which helps increase the competitiveness of territorial destinations;

- strengthening labor migration of tourism service workers, which allows to intensify the exchange of experiences and improve the quality of services provided to tourists;
- opportunities to form cross-border innovation structures (clusters) that activate the safe innovative development of the tourism industry in the TTD and increase their international competitiveness;
- improving the development of infrastructure, including transport, and its unification, simplifies the movement of tourists and creates priority conditions for the development of international tourism;
- opportunities to intensify the development of certain types of tourism (business, ethnic, shop tourism) and the formation of a network of alternative accommodation facilities in the border area on the basis of rural tourism estates.

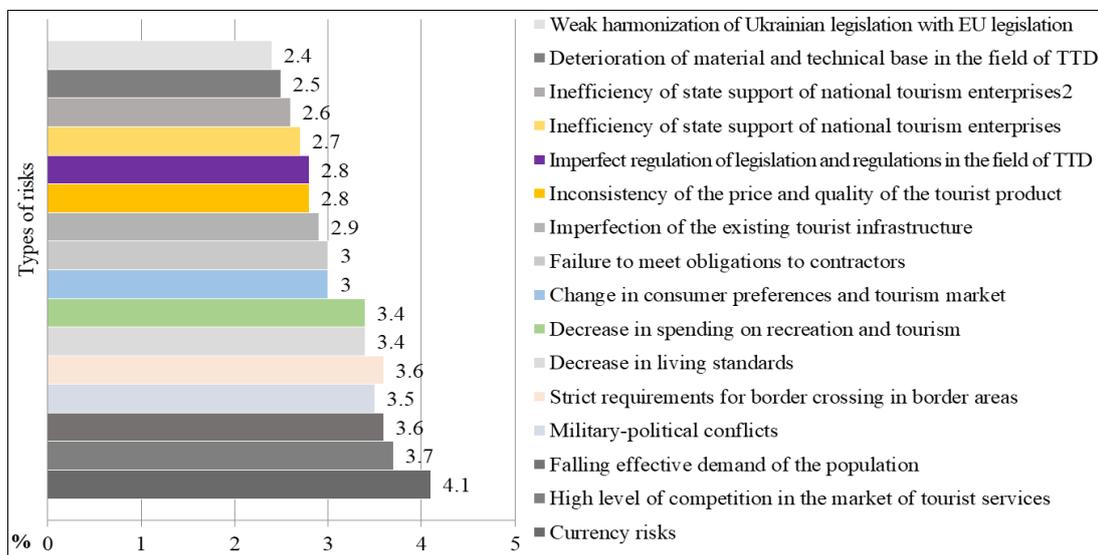


Figure 5. Expert risk assessment of tourism business in territorial tourist destinations of Ukraine, %

In the context of cross-border cooperation, it is important not only to intensify economic ties with international partners, but also to guarantee the competitiveness of TTD in international competition, which can be ensured through the formation of a stable safe situation in recreation and tourism. The main types of risks of safe innovative development of tourist activity in TTD are identified by the method of expert survey of representatives of tour operators and travel agencies. Generalized results are shown in Figure 5. It is determined that the highest level is characterized by currency risks in the context of international tourism activities in TTD (4.1%).

The growth of the US dollar and the euro had a negative impact on the effective demand of middle-class tourists (risk is 3.6%). Tourists of this group choose cheaper foreign tours or trips to Ukraine. Tourists with a sufficient level of solvency did not reduce the cost of recreation and tourism. No less influential internal risk for the country, which hinders the safe innovative development of the tourism industry in the TTD is inflation (3.7%). There is an increase in tariffs for tourist transportation, rising prices for hospitality services (2.8%). Military-political conflicts in the country have a negative impact on tourism enterprises that specialize in foreign (inbound) tourism (3.5%). Significant impact on the activities of tourism enterprises are the risks of lower living standards, reducing the cost of recreation and tourism (3.4%). Quite a high level of risk is associated with strict requirements for border crossing in border areas (3.6%).

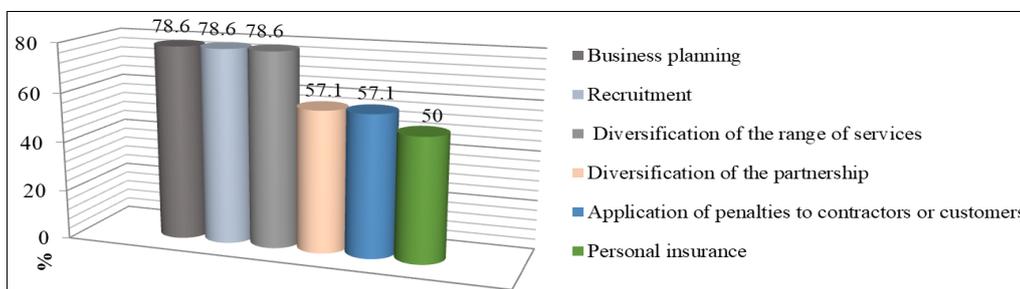


Figure 6. Optimization methods of risk management of safe innovative development of tourist enterprises in the territorial tourist destination

The analysis of the results of the expert survey shows the low readiness of the tourist business environment of the TTD to implement a risk management system (Kalachevska, 2018). At the same time, an adequate perception of the need to implement a modernization paradigm for assessing the safe state of innovative development of tourism enterprises is noted. In particular, most respondents acknowledge that the main components of the safety of tourism entities in the TTD is the ability to adequately respond to external threats and have high potential for innovation through the introduction of business planning methods (78.6%), recruitment (78.6%), diversification of the range of services (78.6%), diversification of the partnership (57.1%), application of penalties to contractors or customers (57.1%), personal insurance (50%), (Figure 6).

The most significant components of safe innovative development of tourist enterprises in territorial tourist destinations of Ukraine are presented in Figure 7. The formation of a positive image of the territorial tourist destination in the safe innovative development of the country's tourism industry as the dominant of its attractiveness should include: harmonization of state regional policy and local government to stimulate tourism and synergies, coordination in the use of information technology in direction of realization of own and spatial competitive advantages (Diegtiar et al., 2021).

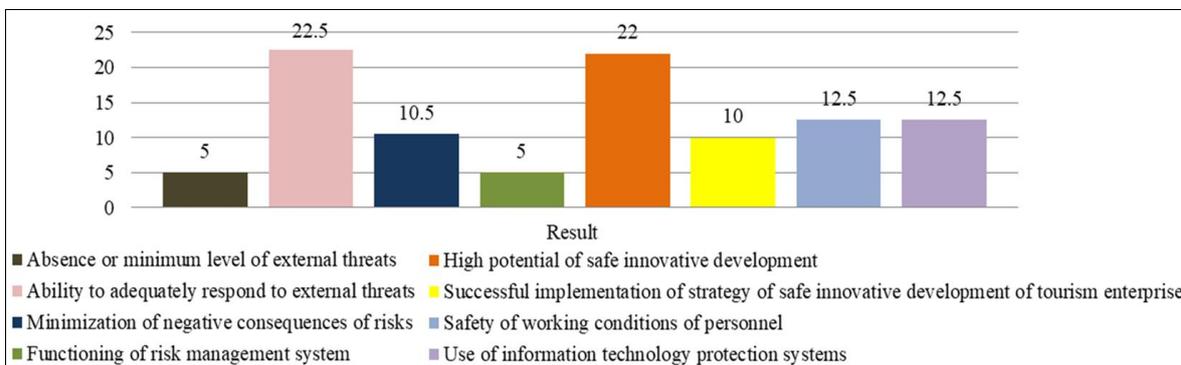


Figure 7. Optimization of structural components of safe innovative development of tourist enterprises in territorial tourist destinations of Ukraine, %

Given the prospects of the structural components of the tourism industry, forming the infrastructural, security and social components of territorial tourist destinations from the standpoint of risk-logical approach, it is necessary to state the urgency of the modernization space of TTD systems of comfortable and safe living. Thus, when choosing between natural tourist sites and anthropogenic sites, for the development of adaptive tourism routes, according to the authors, preference should be given to historical and cultural sites, but it is advisable to consider them within certain landscape units. An important requirement for the formation of flows of adaptive tourism should be a favorable environmental situation and the availability of vital infrastructure, especially transport and medical. That is why hard-to-reach and underdeveloped mountain and forest areas, which have a low level of environmental pollution and high attractive and health-improving value, cannot always be used to enhance adaptive tourism. Therefore, the guarantee of safe innovative development in the tourism industry is possible only in the conditions of the availability of transport routes and medical care at any point along the route, and not only on the selected tourist facilities.

It is proposed to consider the ethno-tourist potential of territorial destinations as a set of spatial resources and objects that make them attractive for the development of the potential of certain social groups, national minorities or special taxonomic formations that distinguish them in the national space. An important factor influencing the level of suitability of a territorial tourist destination for the development of ethno tourism is its ethnographic heritage, which is used in two ways. The first direction is to visit the existing settlements that have preserved the features of traditional culture and life of certain peoples. These settlements can be demonstrative, and can be both permanent and temporary. The second direction is acquaintance with the museums of folk life, the expositions of which contain collections of folk costumes, objects of peasant life and folk art, inherent in the population of certain regions. They acquaint tourists with the historical past of the region, its unique culture, traditional activities, traditions (Bakurova et al., 2011).

Among the main groups of indicators that characterize the tourist suitability of the territorial destination for innovative development as ethnic tourism, the following can be highlighted (Barabanova et al., 2020):

natural resource potential of the territorial destination (n), which is considered as a set of tools and stocks used to create an ethno-tourist product, and can be expressed in both quantitative and qualitative form.

quantity and quality level of historical and cultural ethno-tourist objects (e) that can be used in the process of developing a specialized tourist product.

intensity of tourist flows (t). This indicator is very important because it shows the level of interest of tourists in a particular area, as well as the level of its involvement in tour operators.

availability and quality of infrastructural provision of the territory (i), which includes institutions that provide accommodation, food, transport, communications, entertainment, etc.

Thus, the ethno-touristic potential of a territorial destination ($P_{ethnotouristic}^{td}$) as a function of all four groups of indicators is defined as follows (Barabanova et al., 2020):

$$P_{ethnotouristic}^{td} = f(n, e, t, i) \quad (5) \text{ where, } P_{ethnotouristic}^{td} - \text{ethno-tourist potential of the territorial destination; } n - \text{natural resource potential of the territorial destination; } e - \text{quantity and quality level of historical and cultural ethno-tourist objects; } t - \text{intensity of tourist flows; } i - \text{the availability and quality of infrastructure of the territory.}$$

Assessing groups of indicators that characterize the level of suitability of a particular territorial tourist destination for ethno-tourism can characterize and predict the prospects of its effective use for ethnic tours, and thus indirectly assess the degree of influence of ethno-tourism potential on the safe innovative development of a particular TTD. One of the ways of safe innovative development of the tourist sphere of the territorial destination is the intensification of ecological tourism, which can ensure a balanced interaction of tourism activities of the subjects with the environment. The current growth rate of the popularity of ecological tourism is directly proportional to the rate of decrease in the number and area of little-changed

natural and traditional cultural landscapes. It is proposed to distinguish two areas of ecotourism – nature reserves and rural tourism (agritourism). From the standpoint of the dualistic nature of environmental safety of the tourism industry in the TTD, measures to ensure it should be taken by both tourism enterprises (tourists) and authorities and enterprises of other industries that have a destructive impact on the state and quality of the environment. In view of this, a set of priority measures has been formed to reduce the negative consequences of destructive processes in the system “tourism-environment” (Table 2).

Table 2. Minimization of threats and destructive processes in the system “tourism-environment” for the intensification of eco-tourism in the modernization space of safe innovative development of TTD (Goldner et al., 2000; Barker et al., 2002; Balashova, 2008; Ivanova, 2015)

Natural components	Destructive processes	Negative consequences	Ways to minimize
Rocks	Physical and chemical weathering, karst	Destruction of geomorphological objects (rocks, caves), landslides, mudflows	- reduction of pollutant emissions into the atmosphere and surface waters; - control over deforestation and intensive reforestation; - control over the tourist use of geomorphological objects;
Surface and groundwater	Pollution by untreated wastewater	Deterioration of drinking water quality, reduction of recreational value of water bodies	- complete wastewater treatment; - updating the technological base of enterprises polluting surface waters;
Atmospheric air	Pollution by harmful substances, dust	Deterioration of air quality, reduction of its transparency	- introduction of new technologies for cleaning emissions at air polluting enterprises; - renewal of the car fleet, transition to environmentally friendly fuels; - strengthening control and responsibility for burning garbage and leaves (grass); - control over deforestation and intensive reforestation; - landscaping of cities and surrounding areas
Soils	Erosion, reduced fertility, pollution from harmful substances and garbage	Destruction of soil cover, deterioration of greenery and agricultural products, deterioration of aesthetic appeal of landscapes	- deforestation control and intensive reforestation; - introduction of new technologies for cleaning emissions at polluting enterprises; - renewal of the car fleet, transition to environmentally friendly fuels; - control over littering of natural areas, streamlining of garbage removal;
Vegetation	Felling, uprooting, trampling, burning	Decrease in forest cover, extinction and threat of extinction of plant species, deterioration of air quality, landslides, mudflows, floods, deterioration of the aesthetic appeal of landscapes	- control over deforestation and intensive reforestation; - expansion of the areas of the nature reserve fund; - equipment of ecotourism routes, zones of organized recreation;
Fauna	Extermination, reduction of areas suitable for life	Extinction and threat of extinction of animal species	- control over deforestation and intensive reforestation; - expansion of the areas of the nature reserve fund; - creating conditions for breeding rare and endangered species; - control over hunting and fishing, fight against poaching.

The calculated values of the total indices of the potential of innovative development of the tourism industry in the TTD, the index of threats to the innovative development of the TTD, allowed determining the general index of safe state of innovative development of the tourism industry in the TTD of Ukraine (Figure 8).

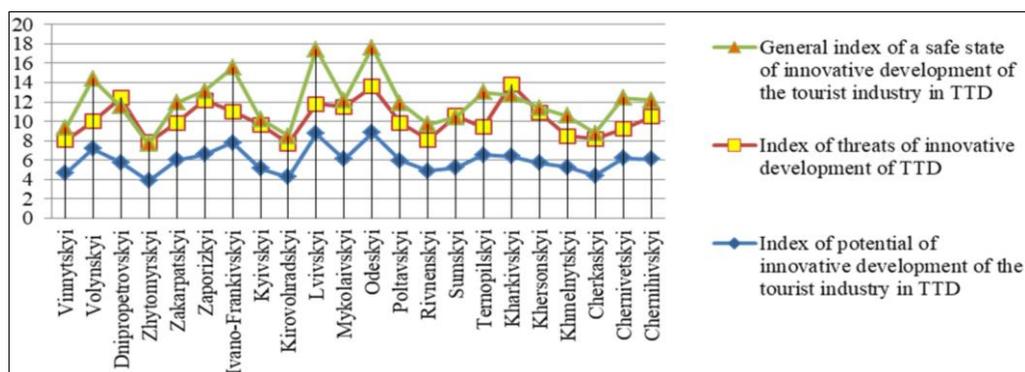


Figure 8. General index of safe state of innovative development of TTD of Ukraine (EUR)
(Source: compiled by the authors on the basis of http://www.ukrstat.gov.ua/druk/publicat/Arhiv_u/Arch_reg.htm)

Thus, the safe level of innovative development is formed by Lviv TTD (5.64), Ivano-Frankivsk TTD (4.57), Volyn TTD (4.37), Odessa TTD (4.03), Ternopil TTD (3.62) and Chernivtsi TTD (3.21). The lowest indicators of the index are typical for Dnipropetrovsk TTD (-0.88), Kharkiv TTD (-1.13). The division of TTD into types of macro-regions allowed to notice their clear spatial localization in Ukraine (Figure 9). This allowed the allocation of relatively homogeneous and related groups of TTD in the modernization space of safe innovation development of the country. Thus, the Type I Macro-region (Western) is characterized by the lowest level of threats to safe innovation development and the first in Ukraine according to the general index of security of development of the tourism industry. The Central Macro-region (Type II) contains the largest number of TTD and is ahead of only Type IV Macro-region (Eastern) in terms of the safety index of the

tourism industry. The Macro-region of type III (Southern), despite its coastal position, is characterized by the average values of all calculated indices. The Eastern Macro-region has the lowest security potential for innovative development of the tourism industry and a high level of threats and, as a result, the lowest overall index in Ukraine.

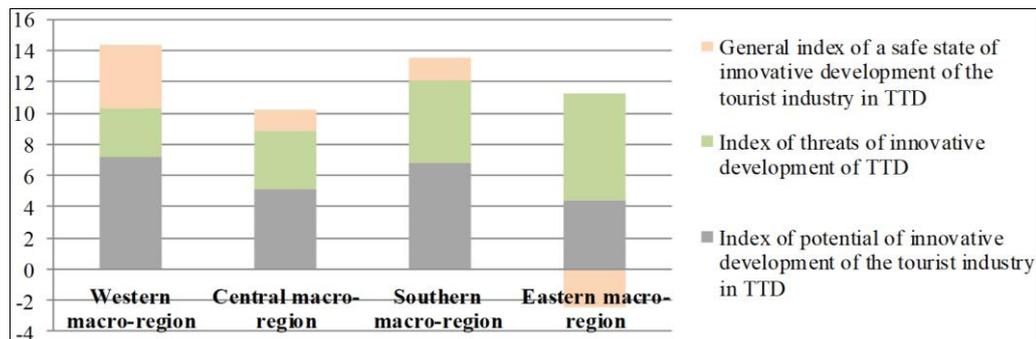


Figure 9. General index of safe state of innovative development by macro-regions of Ukraine

CONCLUSIONS

The formation of a positive image of TTD in macro-regions will harmonize the state policy in the field of tourism industry in order to stimulate safe innovative development of tourism activities of entities and the introduction of regional tourism branding in Ukraine. The brand should embody the most characteristic features of TTD; highlight their advantages and features for positioning among other areas similar in tourism potential in such components as potential originality and information presentation, visualization and verification of branding in domestic and foreign markets.

Thus, to ensure the safe innovative development of the tourism industry in Ukraine, it is necessary to introduce institutional mechanisms in the macro system of territorial tourist destinations. The development of complex models of their economic support will allow eliminating key regulatory barriers for the tourism business, to introduce preventive measures to prevent excessive pressure on the priority rights of tourism flows. Combining national and state interests with world countries will liberalize the licensing conditions of tourism business and introduce global standards of innovative development of the tourism industry in the functional economy, as well as guarantee qualitative tourism services, intensify interregional and cross-border cooperation, develop targeted programs to diversify destinations to realize their competitive advantages.

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