

UDK 332.122:379.84

VEDMID Nadiya, Doctor of Science, Economics, Senior Lecturer,
Dean of the Faculty for the Hotel-Restaurant &
Touristic Business, Kyiv National University of
Trade and Economics

ROMANCHUK Ljudmyla, Assistant at the Faculty for the Hotel-Restaurant
& Touristic Business, Kyiv National University
of Trade and Economics

STRUCTURAL POLISEMANTICITY OF THE RESORT-RECREATIONAL SPHERE

The article is substantiation of the actual importance of systematic scientific studying the resort-recreational sphere as a socio-economic and regional component of the national economy. There has been grounded the needs for a systematic analysis of the currently available approaches to structuring of the recreational, touristic-recreational, resort-recreational and touristic systems. A particular personally developed model of the resort-recreational system has been suggested and justified.

Keywords: a resort, a resort-recreational sphere, a recreational system, a touristic-recreational system, a resort-recreational system.

Ведмидь Н., Романчук Л. Структурная полисемантичность курортно-рекреационной сферы. Обосновано актуальное значение систематической научной деятельности по изучению курортно-рекреационной сферы как социально-экономической и региональной составляющей национальной экономики. Определены потребности в систематическом анализе имеющихся в настоящее время подходов к структурированию рекреационных, туристическо-рекреационных, курортно-рекреационных и туристических систем. Предложена модель курортно-рекреационной системы.

Ключевые слова: курорт, курортно-рекреационная сфера, рекреационная система, туристическо-рекреационная система, курортно-рекреационная система.

Background. Development of the resort-recreational sphere uniting the market aspects of the economically-socially-oriented objectives of the society development should be in correspondence with the up-to-date global processes, take in consideration their fundamental trends and contradictions. Structural components of the resort-recreational sphere (arrangement facilities, the restaurant economy institutions, transportation, etc.) have not developed properly in terms of infrastructure), they are lacking sufficient provision with resources, efficient organisation of developing business processes, production and organization of consumption of the resort-recreational services, so as to fulfill successfully their functional socio-economic objectives. Besides, due to an expert assessment of the Statistical Commission of the United Nations Organisation, in 2016 above 201m tourists

travelled, while prognoses show that by 20130 that characteristic will amount to the annual level of \$ 1.8 milliard, which is 7 % of the global export, one out of eleven working places, and 10 % of the world's GDP [1]. According to the expert assessment of the Universal Touristic Organisation (UNVTO), during 2005–2016 that will contribute to the economic growth of the volume of the national touristic and recreational resources and to the trends to rising the internal touristic streams. The resort-recreational sphere as a sort of an economic activity has potential capabilities to increase the incomes by 2.2 to 7.3 % annually [2]. The multifacetness of the resort-recreational sphere as a socio-economic and regional element of the national economy makes it possible to consider this sphere from the point of a systematic approach, so as to provide a more detailed study and a complex analysis of the problem.

The resort-recreational sphere as a systematic object for its scientific studying has been formed quite recently. Though the scales and the variety of aspects of this global socio-economic phenomenon make it interesting for scientists. This means that we observe a structural polisemanticity of the resort-recreational sphere. The point is that determination of orienting marks in the development of the resort-recreational sphere accounts for perception of its structural polisemanticity, which can be characterised by different levels of a mutual qualitative dependence and by a quantitative intensity of manifestation of the structurally functional parameters of the development of the resort-recreational sphere in the glocal terms.¹

Analysis of recent researches and publications. Studying the structural elements of the resort-recreational sphere, touristic industry, and the recreational, touristic-recreational, resort-recreational and sanatorium-resort complexes and systems, as well as the geography of recreational complexes, theory of recreology, optimisation of the recreational activities aiming at satisfaction of the health-improvement and resting of the population were subject matters in a number of works written by such outstanding Ukrainian and foreign scientists, as A. Mazaraki, T. Tkachenko, S. Melnychenko, O. Kolesnyk, O. Bohadurov M. Oboronin, O. Nikolayeva, D. Dipin et al. [4–10].

It should be noted that the spatial polisemanticity of the resort-recreational sphere is found in many types of territorial systems. No one of the above said work by foreign and national scientists has not formed a unique approach to the nomination and to the elementary and correspondingly contextual details of different types of recreational systems, including here also the resort-recreational one. So it seems reasonable to express our supposition, that, when dealing with the problem of the structural polisemanticity, a scientifically substantial is the idea, that the

¹ To demonstrate the inseparable nature of the process of globalisation and localisation, as well as that of the processes of integration and fragmentation, scientists use the term "glocalisation" [3].

resort-recreational sphere is characterized by certain irregularities and structural specific features, and that it can be described with the help of a lot of parameters defining its structure.

On the base of the above said, the **aim** of the article is formation of a theoretical basis of the structural polisemanticity of the resort-recreational sphere.

Materials and methods. Information on development indicators of resort and recreational sphere and determination of their structural polysemanticism served as materials of research. Common scientific and special methods of economics are used research: generalization, comparative and structural analysis, comparison, systematization, system analysis, etc.

Results. The primary and dominating conditions for formulating the type of a recreational system shall be availability of recreational resources, which define its specialisation. Under Article 1 of the Law of Ukraine "On resorts" [11], *a resort* is an area that: has a legally set up specific status, is digested, is under protection, has natural curative resources, is used for the medicinal and prophylactic purposes, has a certain infrastructure making it easier to use the curative resources. Hence, the term "a resort" implies primarily characteristics of an area.

Bearing this in mind, a recreational system, the principal objective of which is provision of curative and health-improving services, shall be called a resort-recreational system.

It is reasonable within the framework of the formulated above purpose of the article, to discuss the currently available approaches to the structure of the recreational, touristic-recreational, resort-recreational and touristic systems.

The basic model of a recreational system was suggested by V. Preobrazhenskiy [12, p. 53]. It is a complicated socio-geographical system made up of mutually interacting subsystems: recreators, natural and cultural complexes, technical buildings, the servicing personnel, management organs, and which is functionally and territorially integral. But at the same time, all the system components are mutually complementing one another and interacting between themselves both at the horizontal, and vertical (hierarchal too) connections.

Quite a multisided scientific approach to the analysis of a resort-recreational system (RRS) was suggested by M. Oboronin. To the opinion of this scientist, different approaches should be used when disclosing the structure of various systems. For example, for making an analysis of a natural socio-economic system the author singles out three principal subsystems: the community, the environment and the social medium [8, p. 251].

These subsystems also make up the structure of an environmentally-socio-economic resort. It seems very useful to identify the communicative relations between the recreators and the servicing personnel, for under the

modern conditions of the RRS activities there is rising the role of the service component as one of its competitive advantage.

Besides M. Oboronin underlines, that the information about a RRS shall be detailed and considered in terms of their structural content, the system of the currently available mutual interconnections and interaction.

The resort-recreational potential is a system made up of three elements (the resort-recreational resources, the social sphere, and the organisation of processing), which in different ways of the recreational activity can perform the principal, auxiliary and provisional functions. The two first components is a resource base, while the third one is a socio-economical element [8, p. 18].

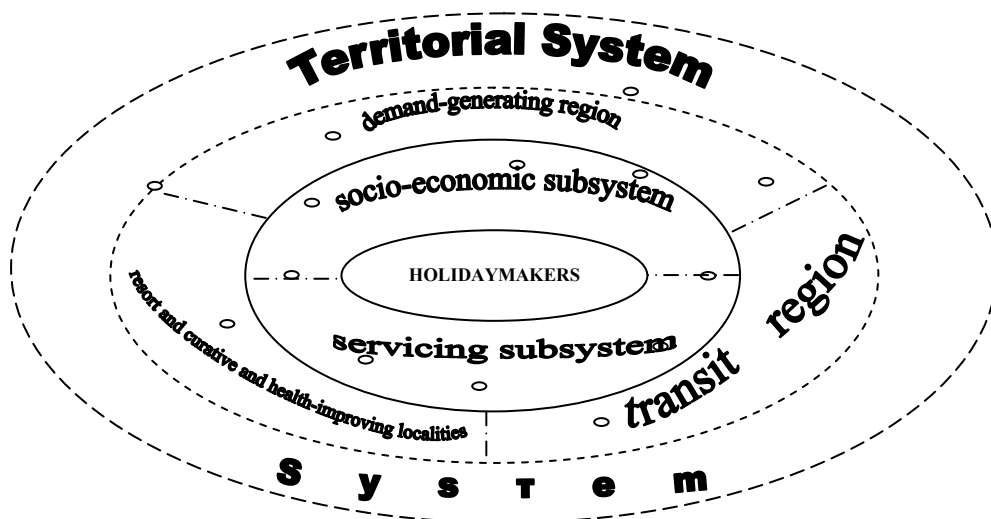
We support the idea of our national scientist T. Tkachenko of the elemental structure of the touristic-recreational, which shall include the following: facilities for resting, medical treatment, entertainment, institutions of the hotel system, beach complexes with all the equipment required, that is all material elements which make it possible to provide services for the people having a rest. T. Tkachenko also underlines, that it is necessary to include into the system the personal elements of the people engaged directly in servicing the people having a rest, or those of the personnel of the enterprises, which directly contacts customers of the touristic-recreational services due to the kind of their activity [13, p. 189].

The structural scheme of the territorial environmentally-recreational system proposed by the scientists O. Nikolayev and D. Dirin, particularly includes a subsystem of the touristic-recreational service, which characterises a complex of the services, having been provided to the people having a rest, while putting in practice their recreational needs [9, p. 66].

G. Simonian analyses the touristic-recreational complex as an economic system, which, due to the author, is a combination of economic relations and institutions defining the nature of the functioning, and the interaction of the economic subjects, which guarantee and make it possible the provision of a touristic-recreational service. At the input of this system there are the touristic and natural recreational resources, while at the output of that – the touristic recreational services and their accompanying goods and commodities [14, p. 65].

In the social aspect functioning of a touristic-recreational complex depends on the needs of people to have a rest, a treatment, a resort rehabilitation, and to restore their physical, emotional and intellectual energy. Therefore, studies of the national scientists are mainly focused on the recreation-related problems, addressing the respective social and medico-biological objectives, which dominate the commercial ones; that fact can be explained by the specific character of the sanatorium-resort sphere. In addition, content-models of touristic systems developed by foreign scientists are structurally based on touristic services belonging mainly to the economically-industrial and managerial sectors.

The outcomes of a systematic analysis of the approaches of scientists to the RRS structuring enabled the development of the author's model (*figure*), which, unlike the known scientific approaches, treat the resort-recreational system as a unity of the territorial, socio-economic and servicing subsystems, integrating in this way the spatial, economic managerial and service aspects of the system formation.



Structural polisemanticity of the resort-recreational sphere

Source: the original development of the author.

The *servicing subsystem* is made up of a set of the subjects, objects and processes to be used for satisfying personalised needs of customers of the resort-recreational services. The servicing system also includes the servicing personnel of the sanatorium-resort and that of the health-improving enterprises and enterprises of the infrastructural industries, as well as the population of both the transit, and the directly receiving regions.

The *socio-economical subsystem* is a combination of subjects, performing economic activities, and organisations, producing material and non-material goods and services, which provide the procedures of the preparation, provision and organisation of consumption of a resort-recreational product, with an obligatory usage and restoration of the curative and health-improving resources on the land areas to be used for health-improvement.

The *territorial subsystem* covers the resort localities and the other territories that have curative and health-improving properties, a transit zone and the regions generating demands for resort-recreational services. The region, generating demands for resort-recreational services, includes customers of the resort-recreational services: the legal entities and individual entrepreneurs that buy resort-recreational services for treatment, health-improvement and resting of the employees of their enterprises, as

well as the physical persons, who improve their health on their own funds; the mediators, that is the Social Insurance Fund, a voluntary medical insurance organisation, governmental organs, touristic operators and touristic agencies. The receiving region is an area, that has curative and health-improving properties (a curative and health-improving locality, a resort, a suburban or a recreational zone) and is characterised by a resort-recreational specialization and a certain level of its mastering. This subsystem is a combination of the following: the customers (people having a rest), that is those ones who gets a resort-recreational service paid for from the budget, from the funds of the employing enterprises and with the own money; the sanatorium-resort and health-improving institutions, which guarantee the preparation and direct provision of sanatorium-resort and health-improving services; the resort infrastructure – organisations and institutions which provide functioning of the RRS, and in particular – the transportation system, communication system, everyday household servicing, informational servicing, education, etc.

The exterior environment factors are a component of the resort-recreational system, and structurally they are subdivided in the ecological, economic, social, institutional and servicing ones.

A systematic approach to the formation of the resort-recreational sphere makes it possible to determine the managerial impact objects in terms of the implementation of the service management. The subject of the resort-recreational sphere was singled out in the subsystem of "a rest-taker", which connects the above said subsystems and provides the system integrity in terms of the system functioning. Different models define the customers of their services in different ways, as a rule, in the recreational ones these are recreators, while in the touristic ones those are tourists.

As for the functionality is concerned, recreators are subdivided in the following groups: residents of urban and rural settlements, holiday-makers and recreating tourists. In the group of the tourists there are singled out resort-recreators, who, for the prophylactic, therapeutic and medical rehabilitation purposes, visit specialised curative and health-improving institutions located in resort areas characterised by favourable natural curative factors [15, p. 1].

Thus, customers of the sanatorium-resort and health-improving services there can be both the local population, holiday-makers, and tourists, including the foreign ones. The touristic terminology has transformed the word "a tourist" into "a visitor", which has become the defining one in the touristic statistics. Hence, due to the recommendations of the UNO World Tourism Organisation (*UNWTO*) and the UNO Statistical Commission (*UNSC*), the visitor is a physical person, who has been travelling anywhere beyond his or her place of residence not longer, than 12 months. The purpose of such a trip shall be not associated with the person's business activity. The term "visit" is used to describe touristic services in the place of destination

(a country or a region) and characterises the time of visiting the said place. An obligatory precondition of a visit is staying for the night, so the incoming travelling visitors, who spend on a touristic area less than 24 hours, are called holiday-makers, while the tourists, who stay on a visiting area longer, than 24 hours, are called the night-spending visitors [13].

As the customers of services of the resort-recreational sphere enterprises include not only the national population, but also foreigners, there rises the importance of the preventively-valeological (prophylaxis of the healthy life style) and the health-improvement functions, and there are implemented market mechanisms, it is unreasonable to use within the frame work of defining the customers of the sanatorium-recreational and health-improvement services of the corresponding enterprises, such terms as "a recreator", "a resort-visitor", "a patient". The term "rest-takers" is suggested to be used for the following reasons:

firstly, the main purpose of visiting the sanatorium-resorting and health-improving enterprises is restoration of health and labour ability through a treatment (a sanatorium-resort one), prophylaxis and health-improvement;

secondly, customers of the sanatorium-resort and health-improvement services can be both the local population, and holiday-makers;

thirdly, for getting a sanatorium-resort and health-improving service one has to stay at the enterprise for a long time.

Besides, as it has already noted above, there is a difference between the customers and the direct receivers of the given service – rest-takers, particularly, like in a region generating customers of both the sanatorium-resort services and the health-improving ones, and on a transit territory – it will be a customer of the given service, as even his or her being on the transit territory does not yet guarantee his or his obligatory being on the territory of the receiving region. The RRS management objects are the sanatorium-resort and health-improvement enterprises, organisations and institutions (with a complex of objects belonging to the touristic and resort infrastructure), as well as territories to be used for the curative and health-improvement purposes.

Conclusion. We may state, that the structural polisemanticity of the resort-recreational sphere depends primarily on the fact, that it is considered as a specific kind of the economic activities and as an important component of the socio-economic system of the state and of the regions in terms of the implementation of the human rights and needs of qualitative life-provision, improvement of financial and economic mechanisms for the restoration of the natural recreational potential, establishment of an accessible and efficient market of recreational services at the level of the best world's standards, so as to satisfy maximally the needs of Ukraine's citizens and those of Ukraine-visiting foreigners.

Taking in consideration the study of the structural polisemanticity of the resort-recreational sphere, further studies should be made to define the key indicators of the subsystem making up the said sphere, which would enable making statistical observations of the development of the resort-recreational system.

REFERENCES

1. *United Nations Statistical Commission (UNSC)*. URL : <https://unstats.un.org/unsd/statcom/48th-session/side-events/20170308-2L-accounting-and-statistics-for-sustainable-tourism>.
2. *European Union Short-Term Tourism Trends (UNVTO)*. URL : <https://www.e-unwto.org/doi/book/10.18111/9789284419098>.
3. *Glocalization*. Investopedia. URL : <http://www.investopedia.com/terms/g/glocalization.asp>.
4. *Mazaraki A. A., Vedmid N. I.* Sanatorno-kurortni ta ozdorovchi pidpnyemsta: strukturni parametry rozvytku. *Ekonomika rozvytku*. 2013. № 3 (67). S. 51–55.
5. *Tkachenko T. I., Melnychenko S. V., Boiko M. G., Mykhailichenko H. I., Vedmid N. I. et al.* Turystski destynatsiyi (teoriya upravlinnia, brend) : monografiya ; za red. A. A. Mazaraki. Kyiv : Kyiv. nats. un-t torhivli ta ekonomiki, 2013. 347 s.
6. *Kolesnyk O. O.* Otsinka stanu sanatorno-kurortnoho kompleksu ta yohoo vplyv na rozvytok turystychnoyi diyalnosti Ukrainy. URL : <http://eztuir.ztu.edu.ua/2911/1/264.pdf>.
7. *Bogadurov R. N.* Sovershenstvovaniye upravleniya predpriyatiyami regionalnogo kompleksa Kavkazskikh Mineralnykh Vod. URL : <http://www.vestnik-mgou.ru/mag/2010/ekon/4/st11.pdf>.
8. *Oboronin M. S., Plotnikov A.V.* Osnovnyye metody izucheniya vneshney i vnutrenney sfery sanatorno-kurortnykh organizatsiy regiona. *Vestnik TGEU*. 2012. № 4. S. 28–35.
9. *Nikolayeva O. P., Dirin D. A.* Teoretiko-metodologicheskiye osnovy issledovaniya territorialnykh system rekreatsionogo prirodoispolzovaniya. URL : <http://izvestia.asu.ru/2011/3-2/geos/TheNewsOfASU-2011-3-2-geos-06.pdf>.
10. *Hudz M. V.* Analiz vykorystannia potentsialu kurortno-rekreatsiynykh terytoriy na osnovi kvalimetriyi. URL : <http://izvestia.asu.ru/2011/3-2/geos/TheNewsOfASU-2011-3-2-geos-06.pdf>.
11. *Pro kurorty* : Zakon Ukrainy (za zminamy, vnesenymy zhidno iz Zakonom vid 19.01.2006. 3370-IV (3370-15). Vidomosti Verhovnoyi Rady Ukrainy. 2006. № 22. S. 184. URL : <http://zakon2.rada.gov.ua/laws/show>.
12. *Vedmid N. I.* Sanatorno-kurortnyi complex: servisne obsluhovuvannia : monografiya. Kyiv : Kyiv. nats. un-t torhivli ta ekonomiki, 2013. 536 s.
13. *Tkachenko T. I.* Stalyi rozvytok turyzmu: teoriya, metodolohiya, realiyi biznesu : monografiya. Kyiv : Kyiv. nats. un-t torhivli ta ekonomiki. 2009. 463 s.

14. *Simonian G. A.* Formirovaniye mehanizma regulirovaniya rissiyskogo rynka turistko-rekreatsionnyh uslug. URL : <http://www.dissers.ru/avtoreferati-dissertatsii-ekonomika/a866.php>.
15. *Semenov V. F.* Prybutkovist rekreatsiyno-turystychnyh pidpryyemstv. *Naukovpyi visnyk.* 2009. № 5 (17). S. 43–50.

The article submitted to editor's office on 27.11.2017.

Ведмідь Н., Романчук Л. Структурна полісемантичність курортно-рекреаційної сфери.

Постановка проблеми. Масштабність та багатоаспектність курортно-рекреаційної сфери як системного об'єкта наукового пізнання і глобального соціально-економічного явища привертає увагу науковців. Окреслення орієнтирів розвитку курортно-рекреаційної сфери обумовлює осмислення її структурної полісемантичності, яка визначається різним ступенем якісної взаємозалежності та кількісної інтенсивності прояву структурно-функціональних параметрів розвитку курортно-рекреаційної сфери у глокальному зрізі.

Аналіз останніх досліджень і публікацій показав необхідність системного аналізу існуючих підходів до структуризації рекреаційної, туристично-рекреаційної, курортно-рекреаційної та туристичної систем.

Метою статті є формування теоретичного базису щодо структурної полісемантичності курортно-рекреаційної сфери.

Матеріали та методи. Матеріалами досліджень слугували інформаційні дані щодо показників розвитку курортно-рекреаційної сфери та визначення їх структурної полісемантичності. Використано загальнонаукові та спеціальні методи економічних досліджень: узагальнення, компаративного та структурного аналізу, порівняння, систематизації, системного аналізу та ін.

Результати дослідження. Обґрунтовано актуальність наукового пізнання курортно-рекреаційної сфери як соціально-економічної та регіональної складової національної економіки з позиції системного підходу. Запропоновано власну модель курортно-рекреаційної системи, яка, на відміну від відомих наукових підходів, розглядає її як територіально соціально-економічну та сервісну підсистему, що інтегрує просторовий, економічний управлінський та сервісний аспекти її формування.

Висновки. Структурну полісемантичність курортно-рекреаційної системи передусім обумовлено тим, що вона розглядається як специфічний вид економічної діяльності та важлива складова соціально-економічної системи держави і регіонів. Враховуючи структурну полісемантичність курортно-рекреаційної системи, подальші дослідження мають бути спрямовані на визначення ключових індикаторів підсистем, що її формують, які дають змогу здійснювати статистичні спостереження за розвитком курортно-рекреаційної сфери.

Ключові слова: курорт, курортно-рекреаційна сфера, рекреаційна система, туристично-рекреаційна система, курортно-рекреаційна система.