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## **Substantial characteristics of the tourist complex as an object of the state policy**

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### **Abstract**

The relevance of the problem of improving the theoretical and methodological foundations of tourism as a complex of the national economy lies in the fact that this sector of the economy has every reason to become one of the priority and promising branches of the national economy of Ukraine. The grounds for this conclusion are good natural and climatic conditions and the presence of a wide variety of tourist resources, namely natural-recreational, historical-cultural and socio-economic. Ukraine is characterized not only by a large number of destinations, but also by itself, in general, it can be considered as a single large complex tourist destination.

The purpose of the study is to improve the conceptual provisions and substantive characteristics of the tourist complex as an object of the state policy.

During the study, the methods of logical generalization (to determine the conceptual provisions of the tourist sector of the economy), grouping (to identify the environment of the tourist sector), analysis and synthesis (to ensure a systematic approach in the formation of the

state policy for regulating the development of the tourist sector) were used.

The applied value of the research results concerns the identification of the decomposition of the tourist complex of the national economy.

The scientific novelty of the research results lies in the further development of the methodological and applied principles of tourism as (1) an industry, (2) a type of economic activity, (3) a sector, (4) a complex of the national economy.

**Keywords: tourism; tourist sector of the economy; national economy; socio-economic development; state regulation.**

The development of the theoretical and methodological foundations of tourism research, including from the standpoint of the state regulation of this sector of the national economy, are found in the publications by the following scientists: N. Antonyuk, M. Bosovska, V. Bratyuk, I. Boyarko, T. Vasylytsiv, N. Ganych, M. Gerasimchuk, M. Gudyma, O. Deineka, N. Dekhtyar, G. Zayachkovska, M. Malska, D. Mykhailyna, L. Ryneyska, I. Chuchka, P. Shilepnytskyi, O. Shuplat and others. However, today there is still a methodological "gap" in terms of distinguishing the essential characteristics of the concepts "tourist industry", "Tourism as a type of economic activity", "tourism as a branch of the economy", etc.

*The purpose of the study* is to improve the conceptual provisions and substantive characteristics of the tourist complex as an object of the state policy.

As historical experience shows, the development of the national economy is largely determined by the resource potential and competitive advantages (opportunities). Despite the classic natural and climatic conditions, the presence of minerals, a favorable geopolitical location, etc., countries with developed and stably functioning economic systems adhere to the chosen and characteristic sectoral prioritization, carry out rational placement and effectively use available resources, combining the realization of national economic interests, as well as ensuring satisfying and balancing the needs of the population and society.

In a number of wealthy countries, among the sectoral and sectoral development priorities of the time, a bet was placed on the tourism sector, and now this branch of the national economy forms a significant share in GDP, GRP, providing investment, job creation, and stimulating and supporting the development of a significant range of related types economic activity.

It is no secret that tourism has every reason to become one of the priority and

promising (in view of the development of the national economy and the strengthening of its competitive positions in the system of the international division of labor) branches of the national economy and for Ukraine. Good natural and climatic conditions and the presence of a wide variety of tourist resources, namely natural-recreational, historical-cultural and socio-economic, are the grounds for such a conclusion. Ukraine is characterized not only by a large number of destinations, but also by itself in general can be considered as a single large complex tourist destination, which represents a certain geographical area within the European continent with a special set of tourist resources and the diversity and colorfulness of the local ethnic group.

Although the tourist potential of Ukraine has objectively weakened in the conditions of a full-scale war, and the stage of post-war reconstruction will prioritize the restoration of general and critical infrastructure objects to a greater extent, however, the economic and resource potential of this species, which is important for the recovery and further development of the national economy of Ukraine economic activity still exists and it should be implemented as efficiently as possible, which will contribute to positive macroeconomic changes and local economic development, including the progress of private entrepreneurship and business entities of industries, traditionally related to tourism, social transformation, along with the creation of jobs and employment of the population, the return of Ukrainians to their homeland, improvement of the quality of life and the international image of our state.

However, the achievement of these and other targets of state regulation of the development of the economy of Ukraine requires the formation of foundations and the implementation of mechanisms and tools of active and effective state policy in this area. And, in our opinion, a systematic and comprehensive approach to the formation and realization of the potential of the tourism complex of the country and regions should be considered especially important.

However, one should first differentiate the understanding and vision of tourism from different positions, first of all, its appearance as a branch of the economy, a type of economic activity, a sector of the national economy (regional, local economy), a tourist complex. Each of the mentioned concepts is used in the economic literature, having the appropriate right to use and characterizing (revealing) a certain specificity.

As you know, the economic sector is mostly understood as a set of related enterprises and/or business entities, the products (goods, works, services) of which have the same economic purpose, characterized by the same type of raw materials used, material and

technical and technical and technological processes, material and technical base, professional and qualification structure and personnel composition and even working conditions [1, p. 24-28]. In other words, we can say that a separate industry is a set of economic entities that form it (form the total number of industry agents, make a contribution to production volumes, the number of economic entities, generate other statistical data), have practically identical technological and business -processes and, most importantly, carry out the production and sale of products (goods, works, services) that satisfy a clear, uniform need of the end consumer or other enterprises, organizations.

Based on the above, the tourist business or tourism fully meets the specified characteristics and thus can rightfully be considered a branch of the economy.

Moreover, on a global scale, this industry is very attractive for investment, provides significant volumes of GDP, serves as a driver of the activation of growth processes of most types of economic activity (construction, food and beverage production, transport and communication, hotel and restaurant business, services and entertainment, health and recreation, etc.), essentially acting as a kind of system-forming factor of the national economic complex.

However, even despite such convincing indicators and contribution to the economic system, in Ukraine and many other countries of the world, tourism is not included in the rank of a separate industry and is considered as a set of business entities from various industries and from various types of economic activity, which collectively form the analyzed segment of the national economy. As an exception - KVED "79. Activities of travel agencies, travel operators, provision of other booking services and related activities", which is included in *section N* of the KVED "Activities in the field of administrative and auxiliary services". However, this branch of the general sphere of service includes only business entities that specialize in the sale of tourism products to the public and other organizations, acting only as an intermediary between enterprises that directly provide services for recreation and tourist services, on the one hand, and their end consumers, on the other hand, and without creating even a fraction of that added value, which is discussed when considering the full chain of value addition in the tourism business (sector) – from the consumer's decision on vacation, his transfer to the place of receiving the tourist service and ending with accommodation, service and food.

In our opinion, such a situation is also considered unfavorable for statistical monitoring of the functioning and development of the country's tourism sector, which does

not allow for the formation of a full-fledged informational and analytical basis for the organization of state policy in this area, for proper control of the systemic progress of tourism in the regions or various sectors of the tourist complex.

Therefore, consideration of tourism as a type of economic activity is of much higher theoretical-methodical and methodical-applied importance. In fact, such activity is significantly larger (wider) than the functioning of travel agencies or operators, which, in fact, do not create the direct useful value of a tourist service for its consumer, but only organize communication and the course of the technological process of providing, receiving and consuming tourist services.

Therefore, when it comes to tourism as a type or form of economic activity, when substantiating its essential and substantive characteristics, in our opinion, it is necessary to take into account and lay down actions, measures, purposeful organized activity, as a result of which a tourist service designed for satisfaction is formed and consumed needs of tourists. Such direct services, in addition to booking, document processing, insurance, organization of transportation, etc., are accommodation, meals, sanatorium and preventive care, excursions and attractions, medical support, services of guides, tour guides, translators and other support [2]. According to this approach, tourism is considered as a form of activity in which several industries are combined within one or more institutionally related economic entities, which in general form a type of economic activity focused on the creation of direct tourist products (services).

Thus, tourism as a form of economic activity is a natural phenomenon that harmonizes and diversifies the fundamental processes of economic development of space.

At the same time, we also meet other approaches to the vision and meaningful content of tourism as a type of economic activity. For example, in [3; 4; 5] it is noted: "... in the economic sense, tourism should be interpreted as a type of economic activity where services related to the organization of tourist trips related to a temporary stay outside the place of permanent residence are created, provided and consumed their consumers (recipients) ...; activity in the field of tourism combines the creation and provision of a wide range of services (advertising and information, transportation, construction, agriculture and food processing, education, health care, sports, culture, etc.)".

According to M. Malska, tourism should be interpreted as organized, systematized and purposeful actions of the subject of this type of economic activity, related to the provision of tourist and related services (in general - tourist product) to tourists or on the territory of the

country (region) (domestic or inbound tourism) or abroad (outbound tourism) [6, p. 17].

According to G. Zayachkovska, tourism is a special type of economic activity, where material and spiritual goods, goods and services are consumed, the subjects of which are united in a homogeneous branch of the national economy. On the one hand, tourism enterprises create tourist products, and on the other hand, organize relations with tourists as consumers of recreation services, taking into account the criteria of certain clearly defined restrictions and conditions (travel outside the permanent place of residence, duration of the trip, motivation and purpose of the trip, demand at the destination, satisfaction of both immediate (travel-related) and related needs) [7, p. 83].

In a number of publications, tourism is also studied from the point of view of a type of economic activity, more precisely – tourism business, noting that the term "tourism" mostly refers to tourists or recipients of tourist services, people who actually travel. It is a journey process. Whereas from the point of view of the organization and provision of relevant services, it is necessary to talk about the tourist business as a type of economic activity, within which business entities specializing in the provision of rest, recreation, health improvement, entertainment, etc., carry out commercial economic activity at your own peril and risk for profit. The scientist attributes the specificity of the product and the multifaceted nature of the tourist service, the interrelationship of the provision of services and environmental conditions, the skills and competences of the staff (related to tourist services), the close connection with the availability of infrastructure support, the appropriate social environment, to the peculiarities of entrepreneurship in tourism.

Summarizing the above, it is important to point out that when considering tourism from the point of view of its appearance as a branch or type of economic activity, in fact, the micro-level aspect is understood, which refers to the activities of business entities that specialize in the creation and provision of relevant specialized or related services with them. This is a certain type of business (rarely non-profit economic activity), the development and effective functioning of which provides certain positive results in the sense of the socio-economic progress of the territories and the country as a whole. The main thing is the creation of jobs and providing the local population with employment, meeting their needs for recreation and leisure, health, attracting investments, forming GRP and GDP, a positive contribution to the modernization of infrastructure and expanding the capacity of the domestic market.

However, from the standpoint of state management of the development of the national

economy, the study of tourism from the standpoint of its appearance as a sector or complex of the national economy is of much greater methodological and applied importance, when the identification of tourism as a powerful segment of the national economic complex serves as a direct argument in favor of such a conclusion, which realizes an important system-forming role, accumulates significant external and internal investment infusions, creates the basis for strengthening the competitiveness of the country's economy, while at the same time complementing the composition of strategic priority sectors of the real sector and neo-industrial sectors, in particular digital communications and digitalization in general, ICT.

A sector of the national economy is understood as a combination of a number of interrelated elements of it that have common species, industry, institutional and organizational, technological and other features/characteristics; their combination forms a new quality (not inherent to individual elements without considering them as a whole sector of the economy) or in the development of vertical integration of economic relations (from the extraction of raw materials, to their processing, manufacturing and delivery to the final consumer of finished products (goods, works, services)), or in strengthening horizontal cooperation; defining and distinguishing sectors of the economic system has either a conceptual or an applied purpose [8, p. 15-24].

Agreeing with this interpretation, it is necessary to immediately indicate the emergence of a scientific and methodological problem/discourse in terms of what new elements, properties, characteristics are introduced when the concept of "tourism sector" is investigated in comparison with, for example, tourism as a branch or type of economic activity. After all, here we are also talking about subjects of one or different types of economic activity / industries that form an integral multi-component system.

According to our vision, the terms "sphere of tourism", "sector of tourism", "sector of tourism business", etc., have a broader meaning, including due to the coverage of participants in economic relations, in particular, not only directly legal entities and individuals who provide tourism services. Analyzing the state of development of the tourism sector, the tourism business sector should consider the degree of formation and efficiency of the use of infrastructural, information and personnel support for the processes of preparation, creation, promotion and provision of tourist services.

Moreover, the peculiarities of the functioning and development of the tourism sector require the active participation of not only large tourist operators, enterprises of economic activities, where the added value of tourist services is formed, but also individual

entrepreneurs and self-employed persons, households.

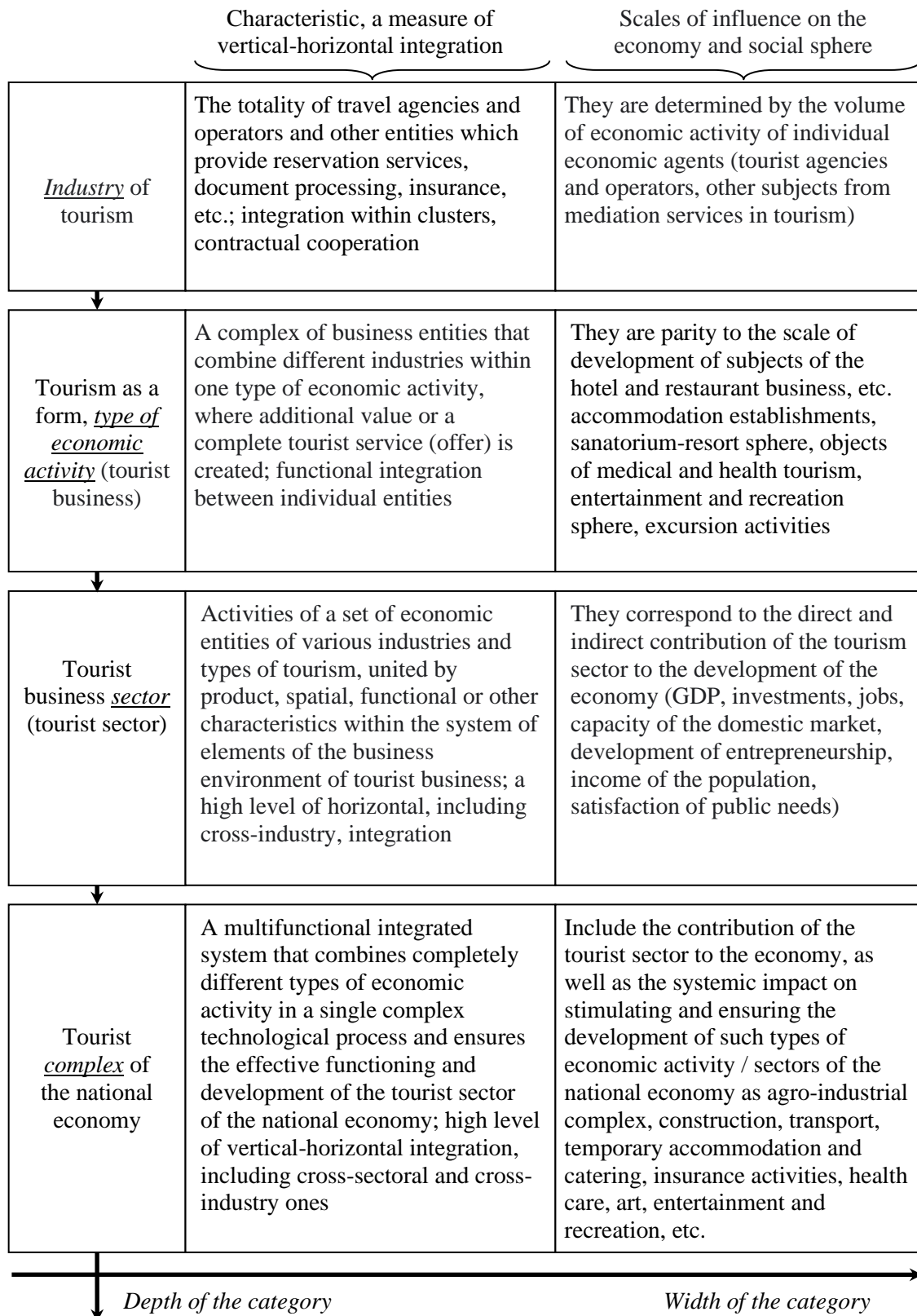


Fig. 1. Decomposition of the tourist complex



Based on the generalization of these and other results of scientific research in the field of formation and improvement of the theoretical and methodological foundations of the concept of "tourist sector" [9], we come to the conclusion that it should be interpreted as the activity of a set of business entities of various industries and types of tourism, united by product, spatial, functional or other feature within the system of elements of the business environment of tourism business, which is also characterized by a high level of horizontal, including cross-industry, integration.

Obviously, the key in this approach is the aspect of combining different types of economic activity. As you know, the purpose of the classification of types of economic activity (KVED) is to combine into a single group of economic entities that produce similar products (goods, works, services) or use similar raw materials, methods, technologies, etc. during the technological process of their own business [10].

In our opinion, it is appropriate to consider the "tourist complex" category of the national economy even wider (from an economic point of view). This conclusion is based, on the one hand, on the purely etymological characteristics of the concepts of "complex", "economic complex", "complex of the national economy", and, on the other hand, on the understanding that, unlike the tourism sector, the tourist complex includes itself even more primary/deep industrial and economic connections and relations between subjects, at first glance, completely unrelated to tourism and economic activities (such as construction, agriculture and processing industry, real estate transactions, financial and insurance services, etc.).

On the basis of the above, there are reasons to cite the author's generalization of the decomposition and essential characteristics of the concept of "tourist complex", as well as the elements that determine it at lower levels of management, as shown in Fig. 1.

Source: author's development.

**Conclusion.** As a result of the analysis of the theoretical and methodological foundations of the study of tourism at different levels of management (as a type of economic activity, industry and sector of the economy, etc.), it was established that the concept of "tourist complex" is the most profound in terms of content and broad in terms of aspects covered in terms of impact on the socio-economic system and national economy of the country. It should be considered as a multifunctional integrated system characterized by a high level of vertical-horizontal, including cross-sectoral and cross-industry integration, and combines various types of economic activity in a single complex technological process,

ensuring the effective functioning and development of the tourist sector of the national economy.

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