FORMATION OF A TOURIST AND RECREATIONAL COMPLEX IN THE ODESSA REGION

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The work reveals the scientific and methodological foundations of the socio-geographical study of the recreational economy of the region, including the formation of a conceptual and terminological research apparatus that reveals the definitions of "recreation", "destination", "recreational potential", "recreational and tourist resources", the properties, functions and structure of the recreational economic complex of the region are revealed, the methods and methodology of the study are outlined.

It is clarified and characterized that in the assessment of the recreational potential of the territory there is a tendency to increase complexity and integration such assessments: natural and geographical, historical and cultural, socio-economic and the service sector as a whole.

We consider the recreational and tourist activities of the region as a whole as an inter-sectoral economic complex. This approach allows to study the recreational and tourist industry of the region comprehensively, as a set of vacationers and tourists,

recreational and tourist resources (destinations), recreational and tourist infrastructure, production of tourist products and recreational and tourist goods, service recreationists and tourists, management of recreational and tourist activities in the region.

The inter-sectoral recreational complex of the region fully represents all the subject areas of recreational and tourist activities that were presented earlier. Tourism can be considered as a branch of the economy of the region, highlighting the relevant blocks - tourists, tourist resources (destinations), infrastructure, production of tourist products and goods, tourist services, tourist marketing and management. To present recreation and tourism as a separate type of economic activity, we add to this list organized recreation with its resources, infrastructure, production of recreational services and goods, specialized marketing and management [8, p. 208].

The "services revolution" that took place in the last third of the last century and the rapid development of tourism in the 21st century have caused increased attention to recreational and tourist activities and its in-depth theoretical and methodological development. Recreational and tourist activities permeate and integrate all spheres of life and the vast majority of economic sectors, and numerous sciences participate in its understanding.

Recreational and tourist activities have become an important component of the national economy and many regional economic complexes of Ukraine. However, there are still significant conceptual and conceptual differences and inconsistencies regarding its substantive representation. Recreation and tourism is considered as a powerful social phenomenon associated with the "service revolution", as a branch of the economy that is in the stage of formation, as an inter-branch economic complex with very vague boundaries, as a type of activity - economic and non-economic, as a type of life activity [2, p. 479].

The growth of the intensity of human activity, the emergence of high-tech industries and the widespread use of intellectual labor, as well as the high level of urbanization of the population, necessitate the increasing development of the service sector, in particular, industries involved in the restoration of strength and recreation of people.

Recreation is the restoration or reproduction of physical and spiritual forces expended by a person in the process of life; recreation includes various types of leisure activities aimed at restoring strength and satisfying a wide range of personal and social needs and requests. Recreation can be It can also be understood as a planned inactivity that is carried out at one's own will. In a deeper sense, it is seen in connection with the emotional experience and inspiration that emerges as a consequence of recreational activity [4, p. 15].

Such industries include the recreational economy – "a set of industries and types of economic activity that provide recreational services to the population of a country, region, city and create the necessary prerequisites for the normal functioning of the recreational economy" [6, p. 23]. This, in turn, it causes increasing attention to the study of forms of recreational activity in Ukraine in general and in individual regions, to identifying the conditions for the development and structure of the recreational economy, the features of its territorial organization in the country and its regions.

Thus, we consider the recreational and tourist activities of the Odessa region as a recreational inter-branch economic complex. This approach fully represents all subject areas of recreation and tourist activities. Tourism can be considered as a branch of the regional economy that includes tourists, tourism resources, infrastructure, production of tourism products and goods, tourist services, tourism marketing and management. To present recreation as a separate type of economic activity, we add organized recreation with its resources, infrastructure, production of recreational services and goods, specialized marketing and management [1, p. 489].

Along with organized recreation and tourism, unorganized (amateur) recreation of the population has become widespread in the Odessa region. In its in the use of so-called "secondary housing" - dachas and rented housing for recreation. The flow of unorganized vacationers remains significant, the number of which during the summer months can significantly exceed the share of organized ones. This type of recreation (or tourism) does not yet have an appropriate sphere of management and service. In many cases, it is associated with associated with excessive recreational load on the sea coast and beaches, their intensive pollution and degradation. At the same time, this

branch of the recreational economy, as evidenced by the experience of other countries, can be both necessary and profitable [7, p. 288].

Odesa region is among the leading regions of Ukraine in terms of recreational potential. The main feature of the Odessa region is its coastal location, wide "access" to the sea and location on European and world waterways (a significant factor in international tourism). Odessa region has high recreational and resource potential, in particular, a warm climate, sea beaches, medicinal mud, mineral water springs, brine of estuaries and lakes, unique natural complexes, picturesque landscapes, hunting and fishing grounds, water areas of estuaries, lakes, and seas suitable for water sports and recreation. The combination of all these factors creates conditions that are extremely favorable for organizing recreation and developing recreational and tourist activities [9, p. 168].

The tourist and excursion potential of the region is represented by numerous monuments of different times (Paleolithic and Neolithic eras, ancient peoples, ancient culture, as well as historical and cultural centers, architectural monuments, and museums [3, p. 229].

Therefore, the results obtained in the course of the study can be used to develop a concept for the development of recreation and tourism at the regional level for each administrative district that is territorially part of the Odessa region. region, creating attractive programs for the construction of tourist complexes of various functional purposes, developing new tourist routes and expanding existing ones.

In terms of its recreational and tourist potential, the Odesa region, the dominant structure of the socio-economic complex of which is the city of Odesa, occupies one of the leading places in Ukraine. The peculiarities of the economic and geographical location, the developed transport network, the favorable natural and climatic conditions, the presence of monuments of nature, architecture, history and culture, healing mud and mineral water sources create favorable prerequisites for the formation and development of a highly profitable recreational and tourist industry in the socio-economic complex of the city of Odessa. To the above-mentioned factors of further development of the sanatorium and resort and recreational and tourist specialization of

the city, one should also add the presence of unique climatic conditions and sea water zones here. coast, medicinal mud and brine of the estuaries of the coastal zone.

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