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INNOVATIVE DEVELOPMENT DISCOURSE
MODERN SCIENCE AND EDUCATION

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THE PRINCIPLES OF BUILDING AN ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE FORMATION AND USE OF THE NATURAL AND RECREATIONAL POTENTIAL OF THE TERRITORY

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ABSTRACT. In the research work developed a methodological approach to the economic assessment of the natural recreational potential of the territory, based on a comprehensive consideration of environmental restrictions in the formation and development of recreational activities, as well as the relationship and dynamic balance between natural, social and economic factors in the formation of this potential. The recreational sphere position in the tourist territory of economic systems can help improve the national economy, structurally occupying an important place in the state's territorial socio-economic systems. At the same time, the development priorities of the country and its separate territories are decomposed into three main goals of the subjects of recreational activities: economic, social and environmental, which in their interaction are aimed at creating a quality recreational touristic product.

KEYWORDS: recreational and natural resources, tourism, tourism economy, branches of tourism, quality recreational touristic product, natural and recreational areas, environment, tourist territory.

INTRODUCTION

In the context of the transition to a market economy, the recreational sector of the national economy is undergoing significant transformations. This ensures not only the rationalization of the economic tourism structure of individual regions of the country (having real prerequisites for large-scale and intensive development of recreation and tourism) but less important and significant - in terms of its profitability, this sector of the economy becomes a fully competitive industry, a kind of catalyst for tourist economic development [9, with. 17-24].

According to experts, the recreational sphere, which produces relocation, treatment, and recreation services, will become the engine of the national and world tourism economy in the 21st century; already today, this sphere accounts for a tenth of the gross world product [10].

As we know, Recreational resources are a combination of natural-technical, natural, socio-economic complexes and their elements that contribute to the restoration and development of a person's spiritual and physical strength, his ability to work. With a modern and promising structure of recreational needs and technical and economic opportunities, they are used for direct and indirect consumption and provision of resort and tourist services.

Recreational tourism distinguishes between socio-economic (or natural and cultural-historical) and natural resources of recreational activities. Recreational resources are divided into two main groups: natural and historical, and cultural.

LITERATURE REVIEW

The development and practice of implementation of the regional policy for the development of recreation, the problems of the territorial organization of recreational activities, the peculiarities of the development of territorial and recreational systems, the assessment of the recreational capacity and the natural and recreational potential of territories are devoted to the works of V.I. Azara, A.F. Balatsky, T.P. Galushkin, L. Grinev, M.I. Nizhny, A.V. Zhivitsky, P.V. Zhuk, Ya.V. Kuznets, V.S. Kravtsiva, N.S. Mironenko, E.V. Mishenin, M.S. Nudelman, V.S. Preobrazhensky, M.F. Reimers, A.I. Tarasova, I. T. Tverdokhlebova, S.K. Harichkov, M.A. Khvesik and many others.

THE MAIN FINDINGS AND RESULTS

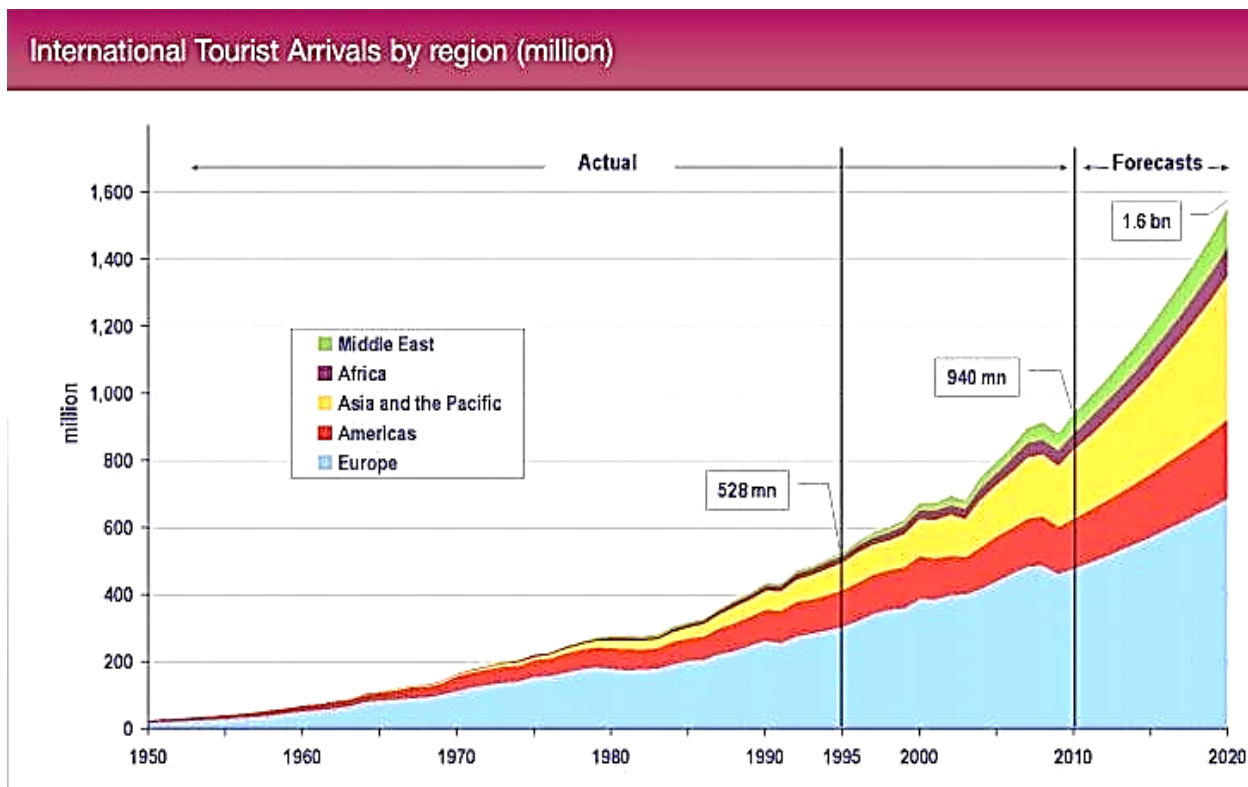
The scientific research's theoretical and methodological basis was formed by the fundamental scientific provisions of the general economic theory and tourism economics of nature management and environmental protection, domestic and foreign scientists' works in the

economics of recreational nature management.

To solve the set tasks, the following unique research methods were used in work: abstract-logical and system-structural - when developing structural schemes of organizational and economic mechanisms for the formation and use of natural recreational potential and reproduction of natural recreational resources of the tourist territory; comparative and groupings - when studying the conditions for balancing supply and demand for a recreational product; factor analysis - when determining factors influencing the assessment of regional recreational rent; economic and mathematical programming, computational and analytical - in determining and calculating the values of the share of the land factor in the price of recreational services, the values of local and total natural and recreational potentials of the tourist territory.

The rapid development of the recreational and tourist services sector in various regions of the world, starting around the beginning of the 1980s, demonstrates an upward trend in international tourist flights (Figure 1.1). At the same time, almost half of the tourists visit European countries.

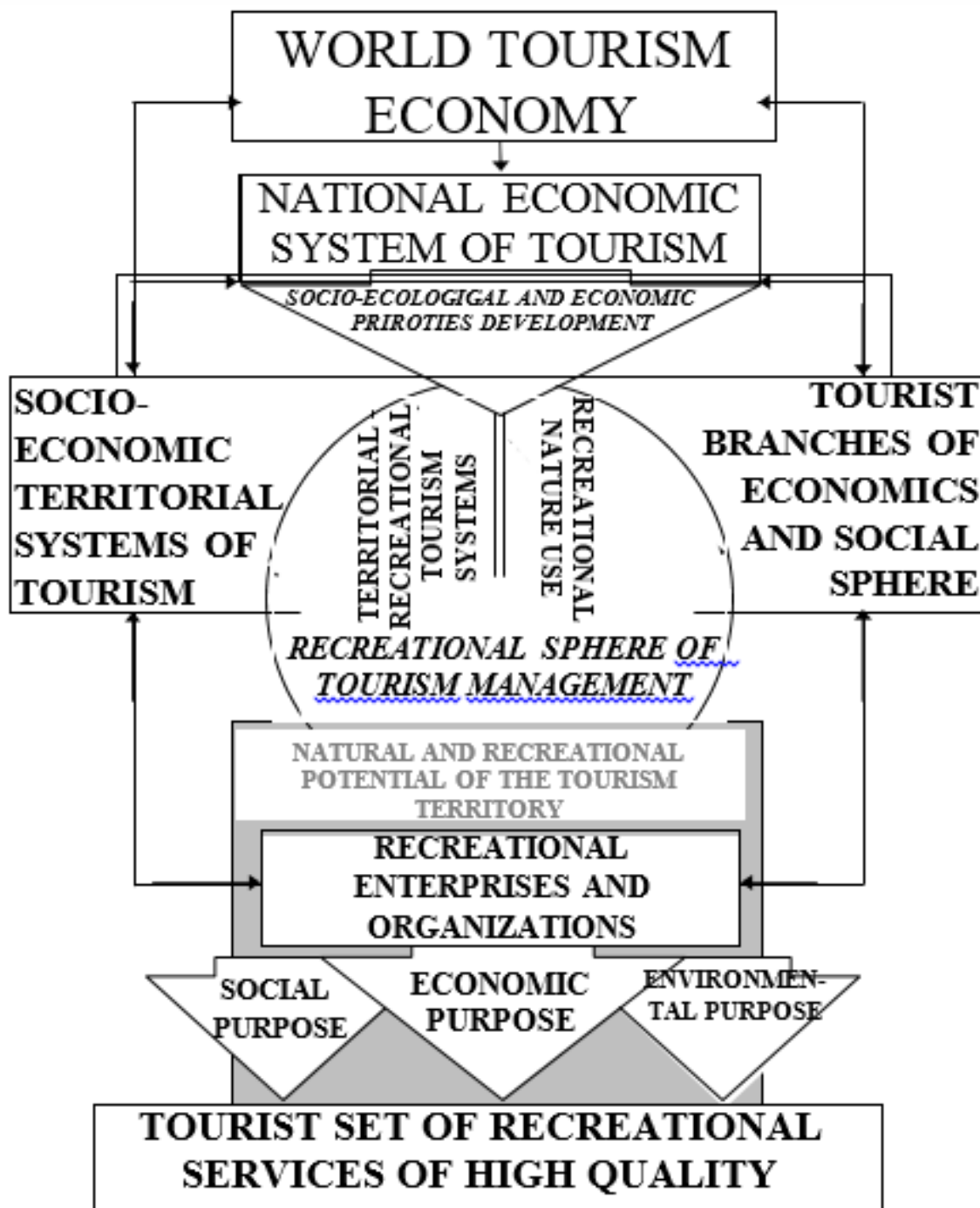
Figure: 1.1. International tourist flights 1950-2020



Source: https://www.researchgate.net/figure/International-Tourist-Arrivals-by-region-million-Source-World-Tourism-Organization_fig1_329872081

The recreational tourist sector plays a significant role in developing the national economy, structurally occupying an important place in its territorial socio-economic systems. At the same time, the development priorities of the country and its separate territories are decomposed into three main goals of the subjects recreational activities: economic, social and environmental, which in their interaction are aimed at creating a quality recreational tourist product (Fig. 1.2).

Fig. 1.2. Purposes and place of the recreational sphere in the tourism territory of economic systems



The choice of these three tourist-target aspects results from a study of the essence of recreational nature management, together with the recreational industry, uses cultural and historical recreational resources, and forms the actual sphere of recreation. Ensuring the achievement of territorial socio-economic and environmental goals is one of the final results of management of the territory's development - its economic potential, in particular, such a component as its natural and recreational tourist potential.

In general, the term "recreation" is a set of etymological meanings that quite fully define the essence of the related phenomenon and process: from lat—recreation - recovery, rest break; from fr. Recreation - entertainment, rest, change of action, excluding labour activity, characterizes the space associated with these actions [3, p. 10-11; 6; 7; 8, p. 580]. So, the concept of "recreation" characterizes not only the process and measures to recreate the strength of a person (physical, spiritual and neuropsychic), but also space (usually specialized territories) in which this happens, and the time (free from work) during which it happens. It is the reproductive function of recreation that is emphasized in this definition.

There is the broad and narrow meaning of recreational activity [4]: In the first case, it is a complex socio-economic phenomenon, the process of restoring the spiritual and physical potential of a person based on the rational use of free time with the help of natural, economic and social factors; in the second case, recreational activity is directly related to the process of rest, that is, it manifests itself in the form of specific recreational activities or their cycles.

It should be noted that in addition to the concept of "recreation" ("recreational activity") characterizes a specific type of human activity (associated with recreation, treatment, raising the cultural and educational level based on the use of natural, economic and cultural values) and another definition - tourism. In [9, p. 20-21], it is emphasized that "... both on the empirical and on the theoretical levels, based on the functional-target criterion, the sanatorium-resort sphere, tourism and the sphere of recreation can be integrated into a single recreational-tourist complex."

In this study, we adhere to the views according to which recreation encompasses the sanatorium-resort sector, tourism and recreation. In particular, tourist activity specificity is associated with temporary migration and recreants' stay outside permanent residence places. At the same time, the traditional understanding of the essence of "reproduction of human forces"

in the tourism sector can in some cases be transformed; for example, when it comes to business trips, it can only conditionally be considered as recreation.

In connection with the multifaceted nature and content of the concept of "recreation", as well as the lack of unity of views on the relationship between the concepts of "recreation" and "tourism", there is a problem of classifying the forms and types of recreational activities, which are considered in such works as [1; 2; 4; 5]. In particular, in work [4], recreational activity is classified according to functional characteristics and goals into such types as treatment and prevention, health improvement, sports, utilitarian and cognitive.

In work, theoretical generalizations are carried out and the author's solution to a scientific problem is presented - improving the organizational and economic mechanism for the formation and use of the natural and recreational potential of the tourist territory.

CONCLUSIONS

1. Based on the study and generalization of theoretical and methodological provisions for the formation and use of the territory's natural and recreational potential, the work analyzes extensively the economic essence of the relationships and mechanisms of tourist attractiveness that mediate.

2. The paper defines the essence of the tourism market mechanism for the formation and use of the natural and recreational potential of the tourist territory, which consists of balancing the interests of enterprises in the recreational tourism industry and the tourism market of recreational buyers at all stages of creating a recreational product - a material result of labour in the recreational sphere of activity, characterized by consumer properties and the value received in a specific territory for a certain period and is directed to the reproduction of human strength in his further labour activity. The stages of tourism production of a recreational product are determined: development of natural resources with the involvement of capital, labour, material and information resources (stage of direct costs); provision of recreational services by recreational enterprises (intermediate cost stage); income generation by recreational enterprises (intermediate results stage); GDP growth due to increased productivity of recreational workers (stage of final results).

3. Review and improvement of the basic principles of building an organizational and economic mechanism for the formation and use of the natural and recreational potential of the territory: the principle of coordination of actions of the formation mechanism, the market

mechanism of tourism and the mechanism of using the natural and recreational potential of the territory for the regional process of reproduction of the physical and intellectual potential of the population involved in the production of the aggregate public product; the principle of unity of the regulatory framework for all methods of managing recreational activities within a given territory; the principle of the adequacy of the management methods used in the territory and constitute a single organizational and economic system for optimizing recreational relations, the goals and objectives of the general economic development of the territory; the principle of the complexity of the action of the system of management methods in the field of recreational nature management on the totality of both vertical and horizontal relationships between the subjects and objects of recreational socio-economic and tourism territories.

4. The feasibility of economic assessment of the natural and recreational potential of the territory based on an integrated approach to taking into account environmental restrictions in the formation and development of recreational activities, as well as the relationships and dynamic balance between the natural, social and economic factors of the formation of this potential has been proved. The application of linear economic and mathematical programming to assess a territory's natural and recreational potential, particularly its size and structure in value terms, has been substantiated. Implementation of optimization iterations of the simplex method corresponds to controlled dynamic processes of formation and use of the territory's natural recreational potential.

5. The study of the economic value of regional recreational rent, which consists in the formation of rental effects in certain areas as a result of optimization of the complex of interrelationships between various recreational factors, types of recreational services, and the level of sufficient demand for these services, has been conducted. The integral form of regional recreational rent has been determined, along with the traditional economic one, it combines social, environmental, and organizational components and, as part of the formation of a strategy for the sustainable development of a territory, is a tool that allows you to identify the most investment-attractive recreational areas. As well as a benchmark for the development of the market, social, ecological, innovative directions of the territory's recreational industry's functioning. It is proposed to determine the value of the regional recreational rent by using double estimates when programming recreational services and recreational resources in the tourism territory.

6. Separate blocks of the mechanism for the use and development of the natural and recreational potential of the territory (determination of the size and structure of this potential; investment of recreational activities, organization of recreation, ensuring the quality of the recreational environment, the formation of mechanisms for the reproduction of recreational resources and support for the development of the market for recreational services, analysis of recreational behaviour, structure and number of recreants; development of recreational services, assessment of the level of use of the natural recreational potential of the territory), which allows a more thorough approach to the regulation and management decisions in the recreational sphere of tourism management.

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