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ECONOMIC EVALUATION OF TOURIST RESOURCES AS THE PRECONDITION OF TOURIST DEVELOPMENT

Tourist attraction of natural resources and their economic evaluation for increase of competitiveness of tourist industry are considered in the Article. The role and importance of tourism attractiveness for tourism development are substantiated.

Keywords: *natural resources, tourism, tourist attraction, evaluation of natural resources.*

Relevance of the Research Topic. Ukraine has considerable tourist and recreational potential: an advantageous geographical position in the center of Europe, favorable climatic conditions, both plain and mountainous landscapes, richness of flora and fauna, a sufficiently developed network of land and waterways, a lot of historical monuments of culture and architecture, a developed accommodation infrastructure that creates the preconditions to become a tourist destination, at least in the European region [1, p. 132].

Formulation of the Problem. The industry of tourism is gaining more development and generating more revenues in the modern globalized world. The economy of many countries essentially depends on the tourism. Thus, the tourism makes 15% GDP of Malta, 15% GDP of Croatia, 9,3% GDP of Thailand and even 8,2% GDP of Island [2].

The evaluation of natural resources from the economic and geographical point of view should consist in their spatial-temporal comparison, detection of the main

territorial and industrial gaps and inconsistencies, identification of damage caused by the depletion of natural resources and pollution of the environment.

The Analysis of the latest researches and published works. The problems of natural resources evaluation were investigated at different times by different national and foreign scientists, such as Y. Dmytriyevskiy, V. Kovaleskiy, P. Maslyak, A. Mints, M. Palamarchuk, A. Probst, S. Strumylin, A. Nosonov, H. Fomenko, V. Rudenko, N. Ihnatenko, M. Shabliy, L. Wicke, E. Schulz, etc.

Presenting the main material. Each country is unique and has its special attractiveness in the eyes of the potential tourists. The experts have analyzed Tripadvisor data by 197 countries and classified such four types of the tourist attractions as natural, historical, religious and purely tourist ones. Among the world tourist destinations the natural attractions dominate, whereas in Europe – the historical ones. Tourist Ukraine is so far associated mainly with natural attractions, while historical, cultural, spiritual, and gastronomic and other potentials so far remain «undercapitalized» [2].

The tourist attractiveness of each region of Ukraine is stipulated by the components of the natural resource potential. The components of general tourist attractiveness are as follows: economic, recreational and esthetic attractiveness of resources. A range of factors influences the formation of these components of tourist attraction. If to account the Travel and Tourism Competitiveness Index, which is calculated on the base of 15 factors (business environment, safety, health and hygiene, human resources and labour market, prices, infrastructure, natural, cultural resources, etc.), the quantity of travelers around the world increased in the year 2018 by 1,4 billion persons. Ukraine had the fastest growth rate in the subregion, having risen by 10 places and ranked 78th in the world. In particular, by the range of stabilization and reconstruction, Ukraine sharply improved its business environment (from 124th to 103^d place), safety (from 127th to 107th place), international openness (from 78th to 55th place) and the general infrastructure (from 79th to 73^d place) [3].

It should be noted that the mentioned factors are key ones when making decisions concerning the development of tourist destination taking into account its attractiveness for consumers.

The governments of the countries should develop common approaches to balance the economy benefits of improving the competitiveness of the tourism industry, at the same time effectively developing the infrastructure, wealthy natural and cultural values, which it dependson.

The most difficult and little developed scientifically and methodologically problems are the problems of evaluation of not separate types of resources, but of their totality within a certain territory. This circumstance is connected to not only complexity of the task at its core, but to the practice of study and use of natural resources that goes mainly through branch channels.

The natural resources are climate, water resources, mineral resources and healing mud, relief, caves, flora and fauna, national parks and nature reserves, picturesque landscapes, unique nature sites, etc. [4, p. 51].

There are three main directions in the economic evaluation of the totality of natural resources:

- 1) the evaluation of separate elements that create totality, that is accounting of the natural features of the district in the way of consistent analysis of the separate types in terms of the possibility and economic feasibility of using them;
- 2) the evaluation of the totality by comparative efficiency of using it;
- 3) the evaluation of the natural resources potential.

The idea of systematization, in the most expanded form, of evaluative indices of the natural resources as a part of wider system of indices of economic development conditions of the districts was put forward by A. E. Probst, which elaborated in detail the basics of economic and energy characteristics of the districts. He proposed to set economic, raw materials, agricultural, and water resources characteristics, as well as the characteristics of conditions of transport, labor resources, and natural and geographic production conditions. As a result, a system of synthetic economic characteristics (indices) of country districts should be created, which are based on developed using of a single methodology of benchmarks [5, c. 53].

The main advantage of this method is the comparison of estimates, more precisely their systems or ranges, by all territorial sites. Therefore, the greatest effect of this method using is achieved when solving those problems, in which comparison of the natural factors of production development in the wide territorial scales is needed. The ideas of A. E. Probst have been further developed in research of other scientists, which deal with the problem of economic assessment of the natural potential of the territories. Among existing methods, to our mind, the method of V.I. Botvynnykova deserves attention in terms of the development of tourism potential [6, p. 183]. Her algorithm provides for the following stages.

On the first stage, the optimal level of resource potential use of this totality is defined, which is reached using the balance method, i.e. ascertainment of the need in these resources.

On the second stage, the economic significance of resources totality is defined, by means of calculation of value of the natural resources totality included in the composition by prices of initial commodity products (raw oil, round woods, etc.). On the base of specific costs for unit production definition, profitability of the considered totality use is determined.

The third stage provides for the economic assessment of total natural potential of the resources included to the territorial totality on the base of determination of the absolute total value of all types of natural resources, included into the considered totality in terms of value.

Thus, it is about finding a conditional synthetic index that characterizes comparative economic value of the total resources potential, which should take the cost form.

The economic evaluation of the natural resources, that is determination in monetary units of the economic effect of the resources use in the selected use cases, is

connected firstly to selection of the evaluation of object and criteria. The individual resource sources (woodlands, reservoirs, soils) or the totality of the territory resources can appear as the objects. In the first case, the evaluation will be industry-specific, and in the second one it'll be about the regional evaluation, that is about the evaluation of the territorial totality of natural resources (TTNR), which are connected by the actual or perspective complex familiarization and use. Total stocks of TTNR describe the natural resources possibilities of the territory [7, p. 179].

For estimation of the natural resources potential from the position of its tourist attractiveness, not so much its economic efficiency, but social one has an importance. In this case, it is about such social indices like health, human satisfaction with the state of the environment, organization of rest, etc., that determines the live quality level. However, though indicators of social efficiency have undoubted advantage, but it is necessary to note their narrowness, that is displayed in their inside incomparability. We can compare the social effects only economically.

The analysis of the present investigations let us determine that general social and economic value (cost) of the resource source can be represented by an amount of the following indices [8, p. 187]:

- Cost of utilization (direct and indirect);
- Cost of non-utilization, which is based on the cost of existence and is an attempt to economically evaluate the esthetic value of nature, as it is, necessity to save nature for future generations, value of natural inheritance and other indices. These are benefits of an individual or society receivable only from understanding that goods and services exist;
- Possible cost is the index connected to resource conservation for possible use in the future, that is about future utilization. In this case, possible cost is corrected amount of direct or indirect cost of utilization;
- Cost of existence for evaluation of which simplified economic approaches are used, first of all connected to the theory «the desire to pay».

The economic evaluation of the cumulated (integral) natural resource potential supposes the selection of the most effective use directions of the estimated resources, as opposed to component (industry) assessment, where efficiency use of resources in production indices are used [9, p. 70]. However, the integral estimation of the natural resources potential gets complicated by that there is no general measurement unit for different types of resources: in one case, they are tons, in another – cubic meters, in the third one – megawatts. In addition, it is difficult to imagine the estimation in value expression, for example, of relief.

Thus, one of the main conditions of tourism development in Ukraine is increase of its competitiveness level, attraction of potential investors and knowledge of consumers concerning tourist potential of a country.

Conclusion. Ukraine in general possesses appropriate functional infrastructure tourist resources, which form the industrial and economic component of the tourism

potential and let satisfy needs of travelers in qualitative tourist services. It is established that the tourist attractiveness of natural resources is formed by means of economic, recreational and esthetic components that stipulates provision of appropriate social and economic factors for the organization of the travel and tourism industry.

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