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STATE REGULATION OF THE YOUTH AND CHILDREN TOURISM DEVELOPMENT IN UKRAINE

Problem setting. At present, tourism tops the list of the most important socio-economic sectors in the world economy. According to the forecast of the World Council of Tourism and Travel [6], tourist market of Ukraine is going to flourish during the following 10 years, undergo the investment boom and enter a group of three world largest countries in terms of investment in the tourism industry. Ukraine has all the advantages that will be in the greatest demand among tourists in the next years: extreme beauty and unique originality.

One of the kinds of mass tourism is youth and children tourism which is developing considerably not only as a means of recreation and health improvement but also as the tool of the harmonious development of a personality, his / her cultural level expansion, the wise use of leisure time. Children and youth involved in different activities would gain some social maturity, receive mental, intellectual and physical training, get prepared for the working life activities.

However, the economic and financial crisis, the events connected with the annexation of the Autonomous Republic of Crimea and anti-terrorist operation in the Donetsk and Luhansk regions have led to a decrease not only in the inbound tourist flows but also had negative impact on the structure of tourism and the implementation of the country's tourism potential. Even worse effects are traced in the structure of the youth and children tourism as, for example, the world known “International Children Center “Artek” had to relocate its facilities to other recreational zones of Ukraine and some other unique health and rehabilitation centers of Crimea are temporary inaccessible for Ukrainians. It is obvious that in the conditions of the unannounced war the state has to pay more attention to the questions of the country’s safety and security, although, the issues of the young

people's rehabilitation and socializing, their patriotic education are being actualized at this period to the greatest degree.

Recent research and publications analysis. The theoretical and practical aspects of the youth and children tourism, the principles of tourism classification have been analyzed in the of works of V.S. Preobrazhenskiy, O.V. Kolotuha, I.N. Pilat, O.O. Kolesnik, I.T. Tverdokhleby, N.V. Bagrov, Yo.O. Vedenin, K.Wilson, M. Clus, G. Jimenez, I.V. Zorin, T. Walter, A.A. Beydyk and others. The problems of the Ukrainian tourism development have been studied in the works of the national scientists, such as V.V. Hudo, V.I.Tsybuha, M.P. Malska, V.K. Fedorchenko, V.V. Oboznyi. However, despite the vital necessity of the youth and children tourism promotion, there is no deep and comprehensive research of the role of the state regulation in dealing with the problems and perspectives of its sustainable development.

Paper objective is to analyze the problems of the state regulation of the youth and children tourism development in Ukraine and to prove its importance as the socially significant activity.

Paper main body. Taking into account that children and young people are the future generation of the country, in the current economic and political conditions the moral guidelines in the education and development of the younger generation, including tourism facilities, are actualized. In this regard the tourism industry has the following objectives: to transfer life experience and cultural heritage accumulated by the humanity to a new generation, to form a system of value orientations and moral improvements, to turn the wonderful world of tourism to the youngsters and teach effectively the human life survival skills in a natural and urban environment.

It should be underlined that the state and government support of institutions and activities of tourism sector were reduced to the minimum when Ukraine gained independence and economic reforms took place. In addition, youth and children tourism is hampered by a number of negative factors which include: limited spectrum of tourism products, insufficient development of recreation and

rehabilitation facilities, high prices, economic and political instability in the country, limited information about the various possibilities of tourism for the mass consumer and insufficient representation of the experienced, qualified personnel who can work with children. This situation results in the insufficient support of public sector for the susceptible and accessible tourism on one hand and a tough competition among the private organizations providing youth and children tourism services in the market on the other [2].

Besides, in recent years a steady trend of worsening the health level of children due to the influence of various negative factors of socio-economic, environmental and emotional nature remains. According to the State Statistics Service, with the annual decrease in the number of children under 17 years old the rate of incidence rises. The National Academy of Medical Sciences reports that 80% of high school graduates have chronic diseases [1]. At the same time there is an evident negative trend of reducing in the number of child care and recovery centers and their improper use. In particular, if in 2013, according to the official data [1], there were 18549 children care and rehabilitation centers, in 2014 there were only 13977 left, in 2015 the quantity reduced to 9743 of such establishments, i.e. the quantity has reduced considerably.

According to the analysis of state certification of children's institutions of rehabilitation and recreation the poor state of their material and technical base leads to the fact that most of them do not meet modern requirements and cannot provide high quality services to children concerning health treatment, causing suspension of operation of such institutions.

The construction of new children institutions of rehabilitation and recreation is practically not carried out today, the number of institutions that do not work for a long time and need restoration is constantly increasing. In addition, there are no special centers of rehabilitation and recreation for children aged from 4 to 6 years and for children who need special care and conditions for recovery and who are accompanied by parents or other legal representatives.

The institutions of rehabilitation and recreation which still function today not only need to modernize their material and technical condition, but also to improve the content and structure of educational activity in accordance with the current requirements.

There is no mechanism of state support and economic incentives of children's institutions of rehabilitation and recreation, secured by, for example, exemptions from land use tax, payment of communal services, other taxes and fees, registration of property documents on the land and etc. These factors are the cause of the high cost of the tour packages to children and youth institutions of rehabilitation and recreation. It should be noted that the average cost of trips to children's institutions of rehabilitation and recreation in some regions is higher in several times than the average price for the adult tours in Ukraine.

Low level of organization of health care and recreation of children and youth is caused by:

- imperfection of the organizational and legal mechanism for the provision of health care and recreation, especially for children who need special conditions and service for recovery, and disabled children and youth;

- lack of the children and youth care and rehabilitation centers, especially those that meet modern medical requirements;

- undeveloped logistical infrastructure and low information support;

- insufficient budget funding of rehabilitation and recreation care centers for children;

- lack of modern competitive recreational sports-health and educational-developmental complexes which make it impossible to realize the right of every child and young person for decent health, recreation and education.

In general it is impossible to solve these problems by central and local authorities separately as only within the functions that are defined by their power and within their budget program they might have capacity to achieve the ultimate goal. At the same time it seems impossible to get the results without input and investments of the private sector into this sphere as well.

Nowadays in Ukraine there are commercial and non-profit organizations that function in the field of the youth and children tourism.

Commercial sphere consists of travel agencies, tourist centers and individual companies which work with the students and pupils. The activity of the commercial structures is aimed at making a profit and is carried out in a competitive environment.

The non-profit sphere is represented by:

the state and municipal governments;

the state and municipal educational institutions;

public (amateur) associations (tourist clubs, sports clubs, children and youth public organizations and movements).

The work of these non-profit structures is not linked to a financial gain and is carried out at the expense of the budgetary allocations of raised funds, including the parents payments.

Currently, we can observe the mixed type of children tourism organizations which bring together government subsidies with financial investments of the Ukrainian and international business associations, foundations, unions.

The bodies of education management and (to a lesser extent) Committee of Physical Culture and Sport are the state and municipal governments, which have traditionally been engaged in the development of youth tourism. In recent years, into the implementation of programs for the development of children and youth tourism authorities departments, were also involved, as well as the mixed-type controls, such as the Committee on Family Matters, Youth Policy, Sports and Tourism.

Educational institutions (schools, gymnasiums, lyceums, universities etc.) at the present time, as a rule, also include in their curricula elements of the tourism activity. Institutions of extra-education can be divided into general and specialized. They operate either on the basis of schools and other educational institutions, or on their own base. The first category includes numerous hiking clubs and groups that

are assigned to different core-school institutions (palaces, houses and centers of children's creativity, art of the youth and similar).

The specialized agencies include the Station of young tourists, centers of youth tourism and etc. In most regions of Ukraine in the present time, such centers also include into the scope of its activities the related areas, such as local history, ecology and others.

Another category of specialized agencies are the children and youth tourist centers. Some centers maintain their state or municipal status; the others in the 90 years of the twentieth century have been privatized and became private, but have not stopped working with the students and children of different age.

Organization of the rest and recovery in these institutions takes place usually by selling the tours and the educational authorities as well as social security institutions on youth affairs can act as buyers. Part of the children tourist centers is funded by the Social Insurance Fund.

Among the civil public organizations, that develop children and youth tourism, we can also note the specialized non-governmental organizations (tourist clubs) and the multi-associations (military-patriotic, scout organizations, etc., as well as the various unions of youth). In accordance with the applicable law, associations may act without any registration, or may be registered as independent legal entities.

In practice, the first type of associations is more likely to work on the basis of any state or municipal educational institutions, including the higher educational institutions.

From unions and sections, working in additional education establishments, such associations are distinguished by their own regulations and the elected bodies of management and control, by more diverse forms and activities that go beyond just the educational process. The aim of this association is not just giving the students some piece of knowledge and skills, but education and effective socialization of the young generation [3].

At the same time the material base, which is under the jurisdiction of various ministries and departments, is not used to the full extent, the trust funds of the specialized sources of financing allocated from the state budget for the recreation and health of children and young people, are not always used as intended. Market relations supplanted excursion programs for students. In this regard, it is necessary to coordinate the activities of all ministries and departments of the protectionist (especially financial) policy by the state. It is primarily the introduction of specialized educational tourist programs, depending on the age and educational characteristics of children and youth, the implementation of wellness programs and physical strengthening of the younger generation.

In May, 2015 the changes to the law “On the organization of rehabilitation and recreation of children” [4] were worked out. They were introduced in the Parliament only in 2016, but have not been still ratified. It is of vital importance nowadays as its objectives are to improve the system of rehabilitation and recreation of children, provision of the state guarantees on availability and quality of relevant services, maintenance and development of a network of child care and rehabilitation centers, modernization of the objects of infrastructure in accordance with modern conditions. It will help to solve the problem and realize the main principles of the state policy in the field of rehabilitation and recreation care of children. The problem is expected to be resolved by ensuring the availability and quality of the rest and recovery, including:

- creation of modern mechanism of motivation and stimulation of children's institutions of rehabilitation and recreation care;

- increasing of coverage of children with rehabilitation services, especially those that require special attention and social support;

- creating conditions for good rest of school children in school camps, preventing the neglect of children and teenagers during the summer holidays by specialized organizations, sports camps and labor and recreation camps;

- support for innovative projects and new methods of educational work in the field of health and rest, formation of a healthy lifestyle;

creating conditions for the harmonious development of personality, support of the creative potential of children during the health campaigns;

preservation and development of a network of child care centers and rehabilitation centers, including:

construction and opening of new schools, including the creation of conditions for rehabilitation and recreation care of children accompanied by parents or other legal representatives;

implementation of reconstruction and rehabilitation of schools that have not been working for a long time;

strengthening the material-technical base of children institutions of rehabilitation and recreation care.

The implementation of the law provisions will increase the number of children covered by organized forms of leisure and recreation; strengthen the material and technical base of existing health facilities and increase their number, including specialized and profile health institutions for children; diversify and improve the quality of health services; provide a high level of professional training of recreational facilities for children and youth [4].

Unfortunately, public policy in this area has certain inconsistencies. On the one hand, children are provided with the free travel and, on the other hand, there are incredibly high prices for accommodation.

Conclusions of the research. Despite all the problems discussed above, it is in place here to affirm that the state authorities try to pay more attention to the health improvement and recreation of children and youth as everyone understands that strengthening the physical and psychological health of children and youth, restoring their vitality, preventing the neglect, creating conditions for continuing educational process and the development of creative abilities serve as the basis of the country's future.

The problem solution lies in the complex implementation of the state policy in the field of rehabilitation and recreation of children and youth by taking measures aimed at:

ensuring the availability and quality of health and recreation;
creation of the safe and comfortable conditions for children and youth tourism;
organization of the tourism possibilities for those who have special requirements;
preservation and development of the network of children institutions of rehabilitation, recreation, camps, sport and tourism facilities;
provision of the high level of patriotic education and development including different types of youth and children tourism.

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