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**SELECTED ASPECTS OF SOCIO-ECONOMIC AND ECOLOGICAL
CONSEQUENCES OF THE TOURISM DEVELOPMENT
IN THE UKRAINIAN CARPATHIANS**

**Wybrane aspekty społeczno-ekonomicznych i ekologicznych następstw
rozwoju turystyki w Karpatach Ukrainińskich**

Keywords: tourist destination, ecological consequences, socio-economic consequences, sustainable tourism development, the Carpathian Mts., Ukraine.

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INTRODUCTION

Statistical data from recent years shows the rapid growth of the tourism industry in the region of the Ukrainian Carpathians, despite the numerous challenges of economic development in Ukraine. It is known that such a development is not possible without some loss. For example, development of tourism in the Mediterranean region since 1960-s and until recently illustrates the scope of environmental destruction and reduction of biodiversity that may arise from the tourism development on a large scale (Sli 2000). In addition there may be other losses, such as weakening of local culture, social problems,

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and imbalances of economic development. Reducing of these losses to an acceptable level is a major problem nowadays. Tourism development can become a real threat to the quality of the environment and socio-economic sphere in countries with weak regulation of market economy. This threat becomes even more real when such rapid development of tourism is supported for economic growth and high profits at any cost. Therefore, the studies which aim at identifying the positive effects, threats and dangers of tourism development are relevant in the regions of rapid tourism growth.

The **purpose of study** is to identify the main trends of tourism development in Ivano-Frankivsk region in the Ukrainian Carpathians, its impact on the socio-economic and ecological state of the region.

The **object of the study** is Ivano-Frankivsk region in the Ukrainian Carpathian region as a socio-economic, natural and technogenic system and a tourist destination.

The **subject of study** is the socio-economic and ecological consequences of tourism development in Ivano-Frankivsk region.

Analysis of recent research and publications

The main feature of tourism is its ability to influence the economy of the region, country and the world. According to the theory of P. Rostow Ukraine belongs to a changing society where socio-economic conditions contribute to the prior development of domestic and inbound tourism (Rostow 1956). The majority of scientists highlight the positive effect of tourism on the national economics (Kvartalnov 2003; Sviridova 2009; Shkola et al. 2003; Malska et al. 2014; Kudla 2015). The impact of tourism on the national socio-economic system was also investigated by M.I. Kabushkin (economic functions of tourism) (Kabushkin 2007), I. Karpenko and Yu. Olishevska (impact of tourism on the infrastructure development) (Karpenko, Olishevska 2006), H. Papirian (international tourism as an active generator of international trade flows of products and services) (Papirian 2000). The problems of the environmental consequences of tourism in Ukraine are highlighted in the studies of Y.V. Karavan, I.V. Kuchynska, O.A. Vorobiova, A.P. Holod, N.V. Korzh, Z.P. Zanosko (Karavan 2014; Kuchynska 2014; Vorobiova 2011; Holod, Novosad 2012; Korzh, Zanosko 2011).

**SOCIO-ECONOMIC CONSEQUENCES OF TOURISM DEVELOPMENT
IN IVANO-FRANKIVSK REGION WITHIN THE UKRAINIAN CARPATHIANS**

It is important to understand potential possibilities and negative social and economic effects that may occur during the tourism development and to take them into account in the planning and management of tourism activities. The negative reaction to tourism in the third world countries in recent decades has also become a stimulus for the study of the tourism development effects on the socio-economic state of the regions. Let's consider the most important socio-economic aspects connected with tourism development and give examples of both positive and negative effects that authors have found in the Carpathian tourist region of Ukraine on the example of Ivano-Frankivsk region.

The Carpathian tourist region is a popular tourist region in Ukraine. It includes Ivano-Frankivsk, Zakarpattia, Lviv and Chernivtsi regions. It covers an area of 56,6 thousand sq. km., where about 6,5 million people live. It is a well-known area located in the western part of Ukraine. One of its most popular destinations is Ivano-Frankivsk region, which has a quite high recreational potential. There are 187 historical and cultural sites of national importance, 33 objects of nature reserve fund of national importance in this region. The best recreational potential in Ivano-Frankivsk region have Yaremche municipality, Kosiv, Halych, Rohatyn, Nadvirna and Verkhovyna districts. Moreover, this region has good tourist infrastructure. There are 1021 accommodation facilities, 800 of them are private rural tourist estates, and 742 food establishments in this region (Murava 2015). Accommodation facilities and food establishments are situated very unevenly in the region; most of them are situated in Ivano-Frankivsk, Yaremche municipality, Verkhovyna and Kosiv districts.

Enterprises which serve tourists are interrelated and any changes in the amount of tourist spending will lead to changes in the level of production, income, employment, exchange rate. The dynamics of tourist enterprises over the past 5 years indicates a decrease in their number, in average by 25-30% (fig. 1) (www.ifstat.gov.ua). This happened due to the deterioration of economic and political situation in the country. However, only the most stable and reliable companies providing the best tourist services remained in the market as a result of such processes and associations of enterprises.

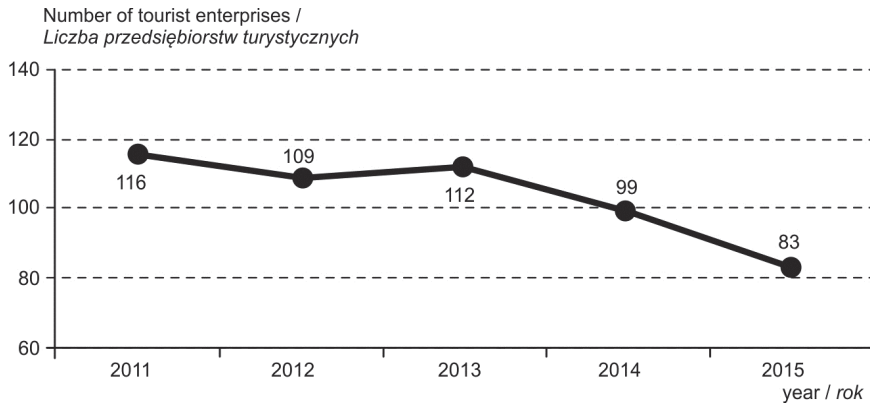


Fig. 1. The changes of tourist enterprises number in Ivano-Frankivsk region
Ryc. 1. Zmiana liczby przedsiębiorstw turystycznych w regionie Iwano-Frankowskim

Source: prepared by the authors based on www.ifstat.gov.ua.
Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.

The dynamics of tourist flows indicates a quite steady growth of tourist flows in Ivano-Frankivsk region, despite the difficult political situation in the country (fig. 2) (www.ifstat.gov.ua). Thus, according to the Main Statistical Office of the region the number of incoming tourists and excursionists in 2015 has grown. In addition, it is clear that the inbound tourism dominates in the region, indicating that the area is a popular tourist destination. Moreover, the number of outgoing tourists is almost 90% less than the number of incoming ones. Despite of the difficult situation in the country and the impression that Ukraine is a hot spot, tourism continues to develop in the region.

The positive impact is seen in the contribution of tourism industry to the local economy and revenues to the budget. According to the data of the Main Statistical Office of the region we can see that the revenues from tourist services have been increasing almost every year and during 5 years have grown by almost 20% (fig. 3). The subjects of tourism industry paid taxes in amount of 32296,1 thousand hryvnias, that is 14,5% more than in 2015 (www.ifstat.gov.ua).

Tourism development also promotes investment to the region. A number of investment programs in tourism industry are funded by various foreign funds and banks: the European Bank of Reconstruction and Development, Fund of Small and Medium Business Support, some charitable funds. As a part of these investment

projects mainly programs of staff training and skills development, specialized conferences, symposia, seminars and others are conducted. Thus, in 1999-2001 TASIC project "Support of local development and tourism in the Carpathian region" (cost of the project was 1,5 million Euros) was done in Ivano-Frankivsk region. Since 2002 the region is implementing TASIC project "Conservation of the environment and rural green and ecotourism development" (cost of the project is 1.4 million Euros) (Rutynskyi 2006). However, targeted funding of capital-intensive projects at the expense of these sources is almost never used. There is almost no private investment in the capital construction of tourism infrastructure. This indicates that foreign investments are often directed not so much on the actual investment and adjustment of production as on the promoting of imports to Ukraine. A large share of foreign investment is used for buying, mainly imported, vehicles and office equipment (computers, communications equipment, furniture, etc.), experts' advice, scientific researches that sometimes cannot be subsequently implemented in the Ukrainian conditions. This role of foreign investment cannot be effective for the economy of the region, as they do not create new material resources and mainly finance other foreign companies.

Tourist complex "Bukovel" can be an example of real investment project. It is a large investment project in the Ukrainian tourism industry. Investors have already invested over 375 million dollars in the development of "Bukovel". Furthermore, they annually invest at least 20-30 million in the infrastructure development of this tourist complex. In 2010-2011 1,2 million tourists were daily recorded at the resort. Foreign tourists make 8%-10% of the total number of tourists. In 2012 "Bukovel" showed the fastest rate of development and investments in the world (*Interfax Ukraine* 2012). Such projects play a major role in the expansion of tourist infrastructure in the adjacent areas and have not only economic but also significant social impact on the local people. But such projects in tourism industry are rare.

The rapid development of tourist infrastructure elements is also observed in Ivano-Frankivsk region, mainly through the implementation of small investment projects at the expense of Ukrainian private investors. The analysis of the number of accommodation facilities in Ivano-Frankivsk region shows that their number was increasing every year. This fact is indicated by the number of hotels, recreational facilities and private rural tourist estates, dynamics of which is given below (www.ifstat.gov.ua) (fig. 4).

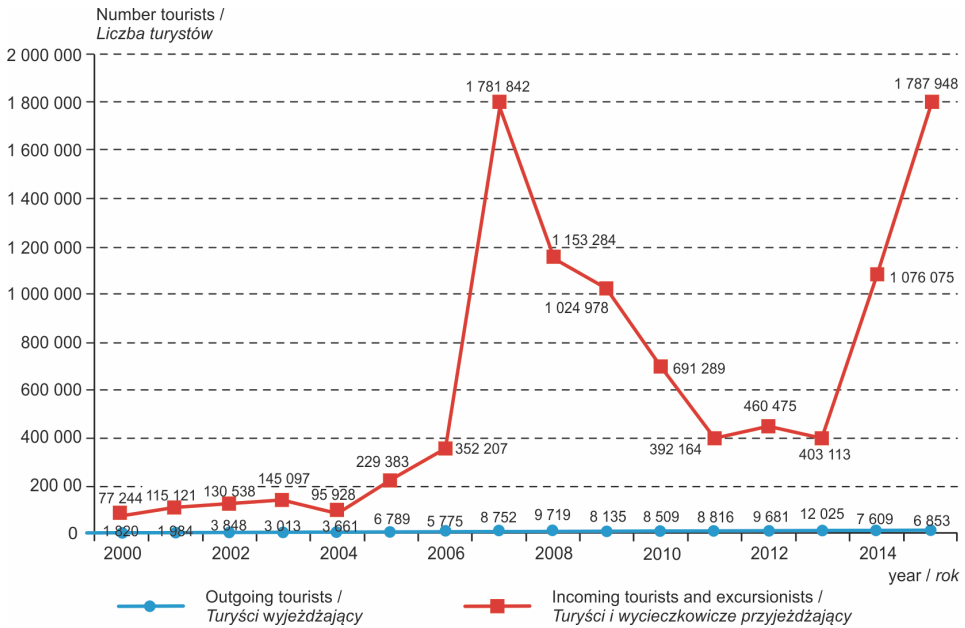


Fig. 2. The changes of tourist flows in Ivano-Frankivsk region

Ryc. 2. Zmiany rozmiarów ruchu turystycznego w regionie Iwano-Frankowskim

Source: prepared by the authors based on www.ifstat.gov.ua.

Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.

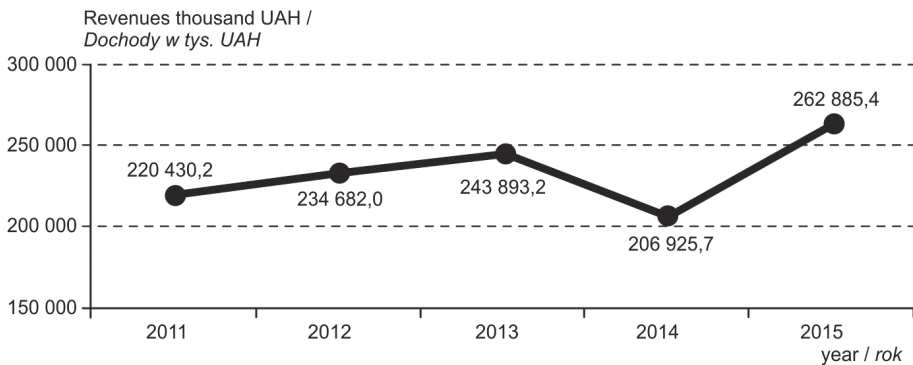


Fig. 3. Revenues from tourist services in Ivano-Frankivsk region [thousand UAH]

Ryc. 3. Dochody z usług turystyki w Iwano-Frankiwskim regionie [UAH tys.]

Source: prepared by the authors based on www.ifstat.gov.ua.

Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.

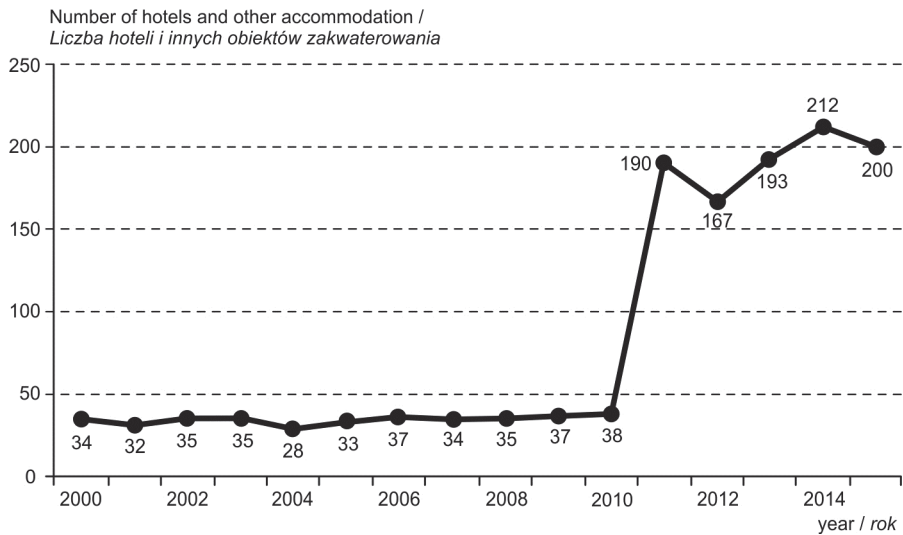


Fig. 4. The changes of the hotels and other accommodation facilities number in Ivano-Frankivsk region

Ryc. 4. Zmiana liczby hoteli i innych obiektów zakwaterowania turystycznego w Iwano-Frankowsku

Source: prepared by the authors based on www.ifstat.gov.ua.
Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.



Fig. 5. The changes of sanatoriums and other recreational facilities number in Ivano-Frankivsk region

Ryc. 5. Zmiana liczby sanatoriów i obiektów rekreacyjnych w Iwano-Frankowsku

Source: prepared by the authors based on www.ifstat.gov.ua.
Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.

Dynamics of the number of hotels and other accommodation facilities shows almost continuous growth in their number. A significant increase in their number in 2011 is also linked to some improvement in the collection of statistical data in the field of tourism in Ukraine. Number of sanatoriums and recreational facilities was slightly decreasing over the past 15 years (fig. 4) (www.ifstat.gov.ua). This is due to the consolidation of such facilities.

In general, rural areas did not receive significant revenue from the economy growth. The Ukrainian Carpathians are characterized by high population density and a large number of settlements scattered along the river valleys. However, the situation has changed due to the development of tourism in the region, as private rural tourist estates form a bulk of region's accommodation facilities. Analysis of the dynamics of their number has shown that their number was increasing year by year, and from 2007 to 2009 it has almost doubled and now stands at more than 800 estates. Development of green rural tourism enables rural population to increase their material well-being, as the problem of employment is very relevant in rural areas. The number of registered unemployed people in rural areas in 2016 increased more than in urban ones (9.2% vs. 8.9%) (www.if.gov.ua). The problem of employment in rural areas may be partially solved by the development of green rural tourism. Thus, more than 5,4 thousand people were employed by the private rural estates in 2011. The activity of rural estates in terms of entrepreneurship has not been much regulated in Ukraine for more than 20 years. This fact also contributes to the need of this activity development in the villages. In neighboring Poland and Slovakia the indicator of rural population employment in rural green tourism in recent years has increased from 1% to 7.8%, and in some areas – up to 10% or higher (Sli 2000). Development of rural tourism can partially stop the outflow of young workers from villages to cities and abroad. Such dynamics of accommodation facilities contributed to the creation of new jobs, as the tourism industry is a labor-intensive one.

Tourism industry requires extensive transport and communication systems. The tourist infrastructure is actively developing in the region during the recent years. Thus, due to the popularity of the tourist complex “Bukovel” roads leading to it are being repaired at the expense of the state budget and the tourist complex. Since June 2015 about 1,75 billion dollars were used for the repair of the road N-09 Mukachevo-Lviv (www.if.gov.ua).

Despite the fact that countries receive considerable benefits from tourism, it is rather dangerous to depend only on one activity. Tourism is an unstable source

of income, as it is very dependent on the economic, social and political situation in the country. In many countries, tourism is a single and the most important way to increase or to support the economy. This fact made them extremely vulnerable, as everything that negatively affects the development of tourism (such as war, terrorism, etc.) has a negative impact on the economy too. According to the Cabinet of ministry of Ukraine the flow of foreign tourists in Ukraine has decreased by almost 50% compared to 2013. The flow of tourists to Ukraine has significantly decreased because of the military aggression of Russia. The country is losing because foreign tourists have an image of Ukraine as a hot spot. However, at the same time the Ukrainian Carpathian region became a major center of domestic tourism. Thus, according to the Regional Department of Tourism Ivano-Frankivsk region attracted more than 2,1 million tourists in 2016.

Tourism is a seasonal phenomenon. Only a small number of tourist destinations in the world have a year-round flow of tourists. Usually most of the year local residents are not employed and do not have income. The seasonal nature of the tourism industry creates problems in areas that are significantly dependent on tourism. This instability of work availability and, consequently, unstable incomes of workers, uneven load of accommodation facilities and other problems are related to the seasonality. Seasonality of tourist flows is observed in the Carpathian region as well.

We have analyzed the seasonality of tourist flows in Ivano-Frankivsk region on the example of the visits indicators in 2015. There is a clear seasonal demand for tourist product: there is an increasing in demand during winter and summer periods. Visits peaks are observed in August-September and January. However, the city of Ivano-Frankivsk is visited the most by tourists in May, apparently due to active festival activities at this time. "Dead" season for the region is March and April (fig. 6). The uneven distribution of the number of tourists in the time dimension creates problems of infrastructure provision and aggravates the ecological problems.

The economic benefits of tourism in some countries, especially in developing ones, are often overestimated as they include significant "outflows" of income from the country. This is due to the use of imported goods for tourists, significant number of outgoing tourists, foreign companies in the tourist market. Therefore, although tourism brings valuable foreign currency to the country, much of it leaves the country again. For instance, statistical data on the number of tourists in the Carpathian region indicates that about 10% of tourist flows are outbound ones.

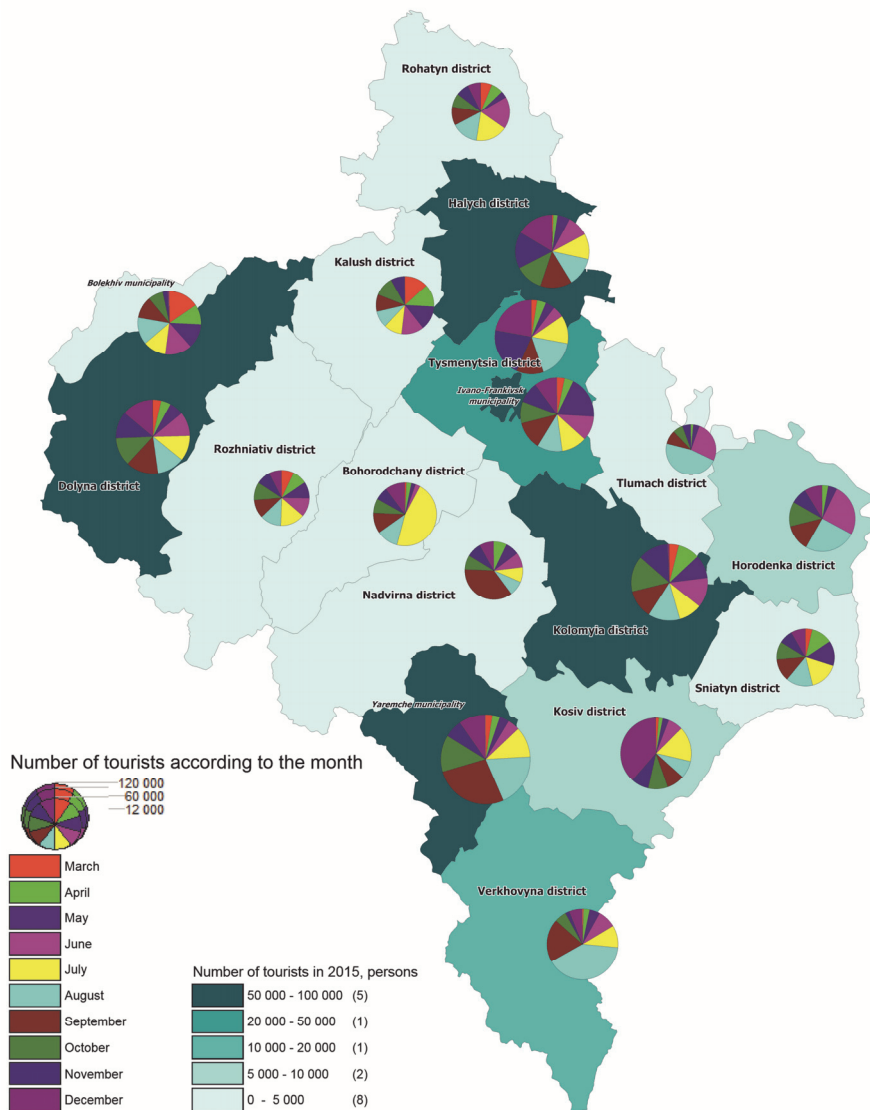


Fig. 6. Geospatial organization of tourist flows in Ivano-Frankivsk region in 2015

Ryc. 6. Geoprzestrzenna organizacja ruchu turystycznego w regionie Iwano-Frankowskim w 2015 roku

Source: prepared by the authors based on www.ifstat.gov.ua.

Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.

Tourism development can cost the local governments and taxpayers significant funds because businessmen which are willing to invest in tourist projects require from local authorities improvement of infrastructure (e.g. construction of communications, roads, airports, etc.). Public resources spent on this development cannot be directed to other important areas, education or health care.

One of the negative effects of tourism development is the need for a large number of low-skilled workers (maids, waiters, gardeners, kitchen workers, etc.). However, often these workers can receive higher wages than the rest of the local population. In 2011 travel and tourism directly generated in Ukraine 351,5 thousand jobs (1,7% of employees) and the total contribution to employment (including indirect effects) was 1,388 million jobs (6.6%) (Chernikova 2013). Furthermore, according to the State Statistics Service of Ukraine 277,3 thousand people were employed in the sphere of accommodation and catering in 2015 (www.ukrstat.gov.ua). However, as a rule, prestigious and highly paid positions are not occupied by the representatives of the local population. In many cases tourism contributes to the budgets of rich layers of the population, thereby increasing social inequalities of society.

Tourism as a socio-cultural phenomenon also affects the local people and their culture. This effect can be both positive and negative. Local people of destinations care more about maintaining their own uniqueness, historical and cultural heritage from the negative impact of tourism. Traditional tourism can cause change or loss of local identity and values which may be related to such factor as the commercialization of local culture. Tourism can turn local culture into consumption object if religious traditions, traditional local customs and activities are modified in order to meet the expectations of tourists. This phenomenon was called “reconstructed ethnicity” and has negative impact on local cultures. In the process of meeting the needs of tourists the risk of tourist objects standardization appears, while tourists on the one hand require standard services and on other hand their design must be in original style with preserved local traditions. Tourists gladly buy souvenirs, art objects and crafts. Many artisans in tourist areas respond to the demand for their products and make changes to the design adapted to the needs and tastes of tourists that do not always correspond to the authentic style. This leads to simplification and unification of art and craft items. This phenomenon was called “erosion of culture”. For example, identity of

“Ukrainian matrioshka dolls” that are offered in the tourists souvenir markets in the Ukrainian Carpathians is questionable.

Tourist industry is based on the use of the tourist infrastructure network that is generally formed around tourist sites, creating territorial tourist clusters. These activities are connected with construction of objects and facilities such as hospitality facilities, transport infrastructure, supporting infrastructure (sports facilities, ski lifts, tracks, etc.). However, they have additional pressure on urban areas and change natural ecosystems.

ECOLOGICAL CONSEQUENCES OF TOURISM DEVELOPMENT IN IVANO-FRANKIVSK REGION WITHIN THE UKRAINIAN CARPATHIANS

Tourism can have a negative environmental impact on local energy, water, and land resources, amount of use of which in tourism is constantly increasing. The flora and fauna and the landscape in general undergo radical changes. As tourism industry is mostly seasonal, the number of tourists in a particular territory during the high season is several times higher compared to the “dead season”. This situation leads to uneven anthropogenic impact on ecosystems and sociosystems.

According to the Department of tourism in Ivano-Frankivsk Regional State Administration 3978 people from the side of Ivano-Frankivsk region and 1306 people from the side of Zakarpattia region have attended mountain Hoverla on August, 25th, 2010; 1005 people attended it in May; 1038 people, in June. This means that during one day in August these protected areas experienced twice as high anthropogenic pressure than during previous two months. According to an audit no more than 200 people a day can visit the top of the mountain; otherwise it will face destruction of ecosystems. However, thousands of tourists continue visiting Hoverla and there is no control of the tourist flow. The consequence of such mass visits are trampled grass, destroyed undergrowth grass, compacted soil, which begins to let moisture and air through worse, reduction of the number of insects habitat. There are deep erosions with the depth from 10 to 50 cm on the trails (*Key aspects* 2012).

The problem of water and land resources pollution by tourist sites is very serious in Ukraine. Tourist infrastructure, especially on the coasts, develops chaot-

ically, breaking laws in the field of natural resources and environment (“Water Code of Ukraine”, “Land Code of Ukraine”). Cases of direct discharges of sewage into water objects, construction of hotel complexes in the areas of water protection zones, development of non-organized tourism on the coasts in the absence of sanitation facilities is not uncommon. Construction of hotel and entertainment complexes often leads to overloading of sewerage systems. Sewage treatment plants in the middle of the season do not always cope with the large amounts of wastewater, so wastewater is sometimes discharged into the sea and lakes without treatment, adversely affecting not only the flora and fauna, but also the quality of recreational environment for tourists. Wastewater harms water objects for the biota, which settling environment is also a tourist attraction.

Hotels and other tourist infrastructure objects use large amounts of electricity, more than average local residents. In many areas of tourism development energy systems are not designed for such significant energy consumption. For example, extensive reconstruction of the local power supply was made for uninterrupted power supply near the resort “Bukovel”.

The growth of the tourism industry leads to a high concentration of tourists and infrastructure. This causes air pollution from road, rail and air travelling. For example, 60% of all air trips in the world are directly related to tourism, so tourism is “responsible” for air pollution. Noise pollution from transport, sometimes from the tourists is another important issue. This can lead to people having stress and hearing loss. On the other hand, air pollution is also a problem of tourism organizers, because tourists expect from tourist destinations, first of all, clean air and no noise (Korobeinykova 2011).

The growth of the tourism industry has a direct impact on the natural landscape as a result of intensive construction of accommodation facilities, roads, airports, land use as building blocks for creating housing infrastructure. This leads to the degradation and depletion of landscape elements and its radical change. Rapid development of large tourist complexes with a significant impact on the environment is common for Ivano-Frankivsk region, e.g. in the village Polyanytsya (“Bukovel”), in recreational areas of Dolyna, Kosiv and Verkhovyna districts. Significant amounts of land work, engineering activities lead to deforestation of large areas. Construction in the mountains often has a very urban character. High-rise hotels and recreation centers violate architec-

tural aesthetics of rural areas. Such tendencies are inherent for many villages and resort centers in the region. Although the pace of construction of tourist infrastructure is not so high, problems of the landscapes degradation and deforestation in the process of tourism infrastructure construction in mountainous regions of Ukraine are very relevant for environmental services and local authorities.

Active construction of small accommodation facilities like private rural estates, cottages, mini-resorts in the Carpathian region also harms the environment because they are usually concentrated near attractive natural sites such as valleys of mountain streams, waterfalls, mountain foot. Excessive load on the tourist trails, green areas near the visited places, and littering lead to degradation and soil erosion, depletion of vegetation. Yaremche, Vorokhta, Tatariv, mountains Hoverla and Petros, waterfalls Probii and Maniava, lake Nesamovyte, Bubnyshche suffer the most from heavy tourist flow. For example, popular tourist complex “Bukovel” is constantly expanding, now occupying about 822 hectares, with the ski trails total length of about 53 km (Bukovel 2017).

Tourist activity has a negative impact on biological diversity through direct competition for habitat. Occupying more and more territory, tourist sites make plants and animals “retreat” and lose their natural habitat. Tourism leads to forced migration of animals. Fishing, especially trout fishing, in the Carpathian rivers for the purposes of tourism gastronomy causes a sharp decrease in population.

Another negative consequence of tourism is the accumulation and management of solid waste. The main sources of waste within the tourist destinations are such tourist facilities as hotels and other accommodation facilities, food establishments, automobile industry and so on. This problem is especially relevant in recent years due to the rapid development of tourism and recreation industry in the region and increase in tourist flows. The main problems are imperfect record of waste; lack of effective waste collection within the tourist destinations; insufficient amount of solid waste landfills according to the amounts of generated waste; and the fact that the number of tourists can greatly exceed the number of local people during the tourist season peaks. Statistical indicators of solid waste management in Ukraine, Carpathian region and Ivano-Frankivsk region in particular led to the conclusion of a threatening environment trend of increase in the amount of municipal solid waste which should be removed and their accumulation in landfills (fig. 7, fig. 8).

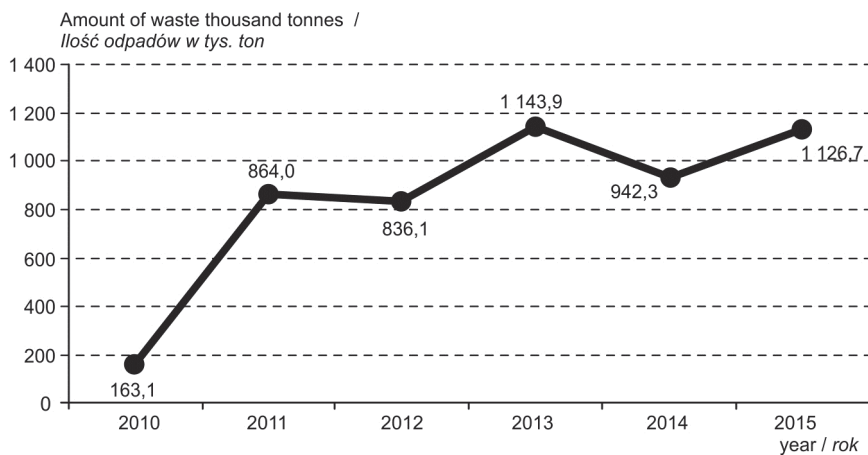


Fig. 7. Amount of waste disposed and stored at landfills in Ivano-Frankivsk region in 2010-2015

Ryc. 7. Ilość odpadów usuwane i składowane na wysypiskach w regionie Iwano-Frankowskim w 2010-2015

Source: prepared by the authors based on www.ifstat.gov.ua.

Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.

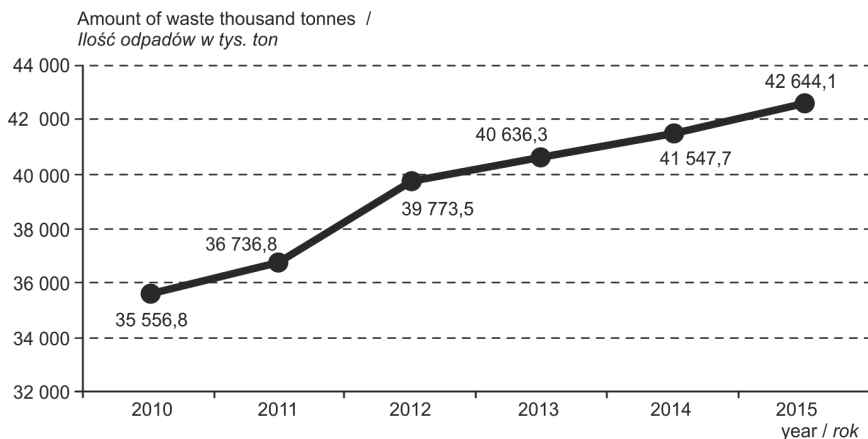


Fig. 8. The changes of the total amount of waste accumulated during operation period at landfills in Ivano-Frankivsk region in 2010-2015

Ryc. 8. Zmiany całkowitej ilości odpadów, zgromadzone w czasie pracy na składowiskach w regionie Iwano-Frankowskim w 2010-2015

Source: prepared by the authors based on www.ifstat.gov.ua.

Źródło: opracowanie własne na podstawie www.ifstat.gov.ua.

According to the data of tourist flows the calculated amount of waste generated from tourist activities in 2015 was 2116,2 tonnes. Although the amount of calculated tourist waste in the structure of all generated waste in the region is quite low (only 1%), they are mainly generated in mountainous tourist areas where the problem of landfills remains relevant. Thus, the problem of waste disposal is very relevant in almost all tourist destinations of the region; it is especially relevant in Yaremche municipality, Verkhovyna, Nadvirna districts, etc. A considerable amount of solid waste is gathered at unauthorized landfills. In addition, knowing the imperfection of the Ukrainian statistical data collecting system on tourist flows and the fact that tourists really generate more than 1 kg of waste per day, we can say that these figures are only indicative and confirm the existence of the problem of waste management within the tourist destinations. The problem is also complicated by the fact that most waste landfills are in late-stage operation. Since landfills for disposal of solid waste can operate for about 30 years, and nowadays most of them are filled up to 90% or completely exhausted (www.ifdei.gov.ua), there is an urgent need in the formation of new approaches to waste management within the region and Ukraine in particular. The method of waste disposal to landfills is dangerous and ineffective for tourist destinations. Furthermore, the placement of landfills within protected and resort areas which are specific to the tourist Carpathian region is prohibited (*Municipal solid waste landfills* 2005). So, the issue of improvement of existing methods and introducing new methods of waste management, such as pressing waste and recycling, is very relevant nowadays.

CONCLUSIONS AND PROSPECTS FOR FURTHER RESEARCH

The development of tourism in Carpathian region causes significant social, economic and ecological consequences, which corresponds to the global practice. The peculiarities of Ukraine in this process are the lack of sustainable legislation in the field of tourism and environmental protection, low executive discipline in the field of compliance with Ukrainian legislation, low purchasing power of citizens, including for travel services, lack of strategic vision of tourism and tourist regions features, weak participation of public institutions in the development of infrastructure for the expansion of the tourism industry. Harsh economic conditions of business in Ukraine are also generally known. The fighting operations in

eastern Ukraine are also an important factor of tourism growth containment. However, rich natural resource potential and availability of workforce give new opportunities for tourism development in the region and the country in general. Tourism can be seen in the Ukrainian Carpathians as an industry, which gives the rise to social and economic development as well as environmentally accepted view of management. Ignoring of the environmental problems can lead to deterioration of tourist destination attraction and hinder the development of tourism in the territory. In addition, the development of sustainable tourism has many positives, especially for tourists. They can enjoy unspoiled nature, ecologically clean air or water, and stay in the healthy community with low level of crime, industry, authentic cultural environment. Therefore, the study of ecological consequences of tourist activity in the region and mechanisms of practical implementation of the sustainable tourism development principles in tourist destinations are especially relevant. Further studies of the authors will focus on the problems of ecological boundaries of tourism growth in the region, waste management in tourist destinations, research of the influence of tourism on the water objects of the region.

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Summary

Tourism as a socio-economic, cultural and ecological phenomenon in countries with unstable market conditions is the subject of many authors' research, and Ukraine is not an exception in this context. The purpose of the study is to identify the main trends of tourism development in Ivano-Frankivsk region in the Ukrainian Carpathians, its impact on the socio-economic and ecological state of the region.

Current tourism trends in the Ukrainian Carpathians on the example of Ivano-Frankivsk region are studied in this article. This region is a known and popular tourist destination with rich natural, historical and cultural resources, where the authentic culture and craft are preserved. The dynamics of tourist flows, the number of tourism enterprises, the revenue from tourist business activities, the number of hotels, recreational centers and private rural tourist estates in the recent years were analyzed. Tourism development causes significant economic and social consequences which correspond to the global practice. Positive and negative socio-economic and ecological impacts of tourism development in the region were identified. The main problems that need urgent solution are improvement of the legislation, regulatory policy mitigation for tourism industry, strengthening of the control over environmental legislation implementation within tourist destinations, ordering of environmental zoning for territories of tourism development.