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Research paper

Features of Poltava Region Sustainable Recreational System Development in the Territory Branding Context

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Abstract

The analysis of territory branding factors that is the driving force for the development of the recreational and health-improving system of the Poltava region is carried out. It was concluded that the urban construction concept is the initial impulse of the territorial branding strategy. The approaches used by the regions to create their brand strategy are analyzed. As a result of the analysis of the structure of urban planning, to identify common factors that affect both the design of urban development objects and the design of the brand territory. It is concluded that the urban construction concept is the starting impulse of the territorial branding strategy. The types of potentially attractive resources for economic development and the increase of attractiveness of the region are determined. On the example of the Novosanzhar settlement council, explored the potential for branding of territories in the context of improving economic growth, the competitiveness of the locality and the development of health-improving tourism on the basis of sustainable development principles.

Keywords: *brand of territory, branding of the territory, health-improvement tourism, means of urban planning, natural resources, sustainable development of the city.*

1. Introduction

Socio-economic modernization of Ukrainian regions can not be carried out without the implementation of measures aimed at ensuring sustainable urban development, as more than 60% of the population of Ukraine lives in cities[1].

Therefore, it is important to consider urban development of territories as the basis of sustainable development. The classical definition of "sustainable development" was provided in the UN report "Our Common Future" in 1987: "Sustainable development is a development of society that meets the needs of the present generation, without compromising the capabilities of future generations to meet their own needs." That is, it is such a development that contributes to economic growth simultaneously with the provision of social equality, inclusiveness of the population and environmental safety. Meeting the needs of future generations depends on how far humanity will be able to balance social, economic, and environmental needs through the adoption of appropriate management decisions, and above all, on the basis of changing views on production and consumption. The model of sustainable development is based on the concept of sustainable economic development, which is recognized by the world community as a dominant ideology of the development of human civilization in the twenty-first century[2].

The basis for the development of the Sustainable development strategy of Ukraine for the period up to 2030 was the establishment of 17 global targets for the period until 2030, Strategy for the long term development of Ukraine 2020, and an updated Strategy for the Early Development of the EU. Strategy is also based on SWOT analysis and analysis of gaps in policy, legislation, programs and plans in eight industries: economics, social policy, environmental and environmental management, agriculture, energy, transport, regional and local development, education and science.

The draft Strategy for Sustainable Development of Ukraine for the period up to 2030 is negotiated in 2016 at regional and national consultations. The strategy is aimed at the achievement of a specific goal of development, and the instrument of its implementation is the National Action Plan (Roadmap) of Ukraine's transition to sustainable development [3].

Considering that the urban population is usually characterized by a higher level of civic activity, therefore the conditions and quality of life of the urban population can be considered as one of the powerful factors influencing on the level of social tension and trust in the state and its policies.

However, in the area of sustainable urban development, there are many difficulties associated with the accumulation of chronic social, economic and environmental problems that have a significant impact on the quality and safety of life of people in Ukrainian cities.

Cities of Ukraine suffer from a number of chronic socio-economic and environmental problems, among which it is possible to distinguish:

- a fairly large concentration of population and production in large cities (metropolitan areas) against the backdrop of slow development of most middle and small cities with a poorly developed industrial sector, an uncompetitive market for services. Hence, for

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large cities, threats of an ecological nature are increasing, and the weakness of the economic component of sustainable development is inherent in small and medium-sized cities.

- weak diversification of the city's economy (especially for small towns), lack of vacancies, lack of new jobs, poorly developed services, etc.

All this, as a rule, complicates the situation on the labor market, causes labor migration from adjacent territories to large cities, from small cities to oblast centers and to Kyiv. For the overwhelming number of Ukrainian cities today common chronic demographic and socio-economic problems are common: aging of the population; unregulated labor migration; illegal employment (especially in the field of construction and services); lack of a sufficient number of public service facilities, etc.

Recently, in connection with the requirements of the Law of Ukraine "On Regulation of Urban Development", the process of updating and elaboration of general plans of settlements, where the legislative norm is established, is considerably intensified - ensuring the sustainable development of territories taking into account state, public and private interests.

The basis of city development planning during working on general plans is determining the development strategy of settlements, environmental protection taking into account the resource potential of both urban and adjacent territories.

Analyzing the structure of urban design, it is possible to identify common factors that affect both the design of urban development objects and the design of the branding territory.

The purpose of the article is to determine the existence of certain common preconditions and interrelations between the theory of branding and urban design. To ensure sustainable development of the city, it is important to create a brand on the basis of a strategic approach. Branding the city for increasing its attractiveness for the population and holiday makers is realized through the development of an appropriate strategy. Its implementation can play an important role as the basis of effective methods of managing the territories for their development, taking into account the potential for increasing the attractiveness of the territory.

The presence of a positive brand will allow attracting external resources and enhancing the quality of life, creating an attractive image of the territory and, ultimately, increasing the competitiveness of the city, including in the recreational and tourist industry.

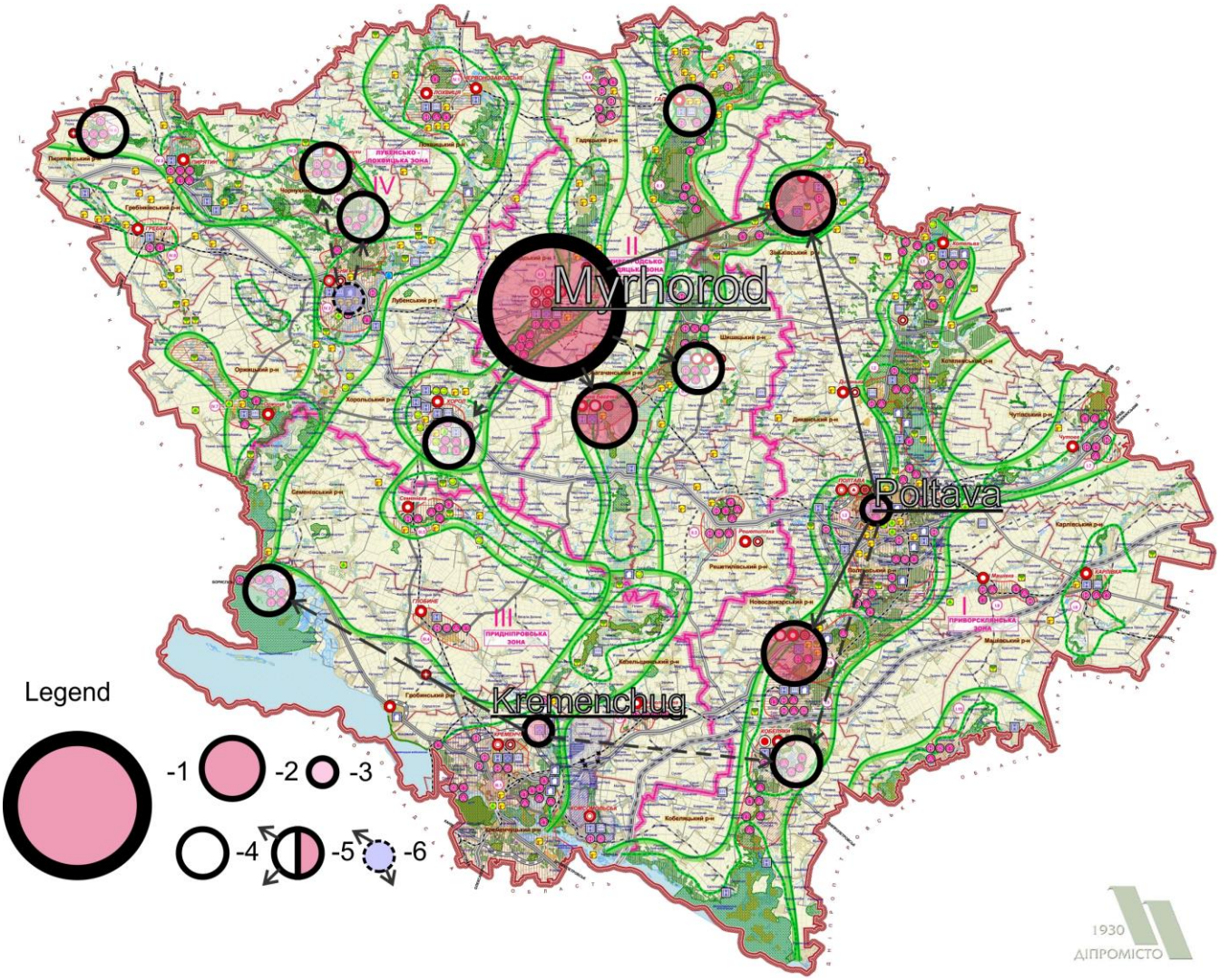


Fig.1: Design scheme of the Poltava region network of health-improvingcenters (developed on the basis of the recreational development scheme of the Poltava region)

(1 - the maincenter of health and wellness tourism, 2- secondary health and wellness tourismcenter, 3- localcenter of medical and health tourism, 4- promisingcenterof medical and health tourism, 5- the main site of health-improving tourism, 6- auxiliarynode of health-improving tourism)

2. The main body

Branding of territories is a strategy for increasing the competitiveness of cities in order to gain foreign markets, attract investors, tourists, new residents and skilled migrants. The interest in branding of the territories suggests the final the realization of benefit from the consistent strategy implementing for managing the resources, reputation and image of the city of any type [4].

Thereby, the necessity and the expediency of finding ways to increase the competitiveness of the city by means of urban development arises.

Territory branding strategy is a process of phased, substantiated decision-making on promoting of its brand. At the same time, the branding strategy is a component of a regional socio-economic strategy, which in turn is associated with the state's strategy as a whole [5].

In the initial stage of urban planning - the stage of development of the concept, one or another idea is determined by a number of factors, among which the resource potential of the territory, including the ecological status, has a decisive role.

Today, these factors have added to the initiatives and wishes of community representatives that are taken into account in the design process, the same factors are the key in developing the brand of the city, so the approach to the solution of these problems may be general.

When developing the concept of the development of a settlement it is important to identify the direction of further economic development of the city in accordance with available resources.

According to the project "Scheme of the Poltava Region territory planning", developed by the institute "Dipromysto" as well as the ecological state, Poltava Region has a great recreational potential. The presence of a large number of natural resources, especially those with a therapeutic effect, indicates promising opportunities for the development of health-improving tourism.

Today, healing and health tourism is one of the leading role in the tourism industry, as a significant increase in the incomes of inhabitants of economically developed countries, the development of transport links, pollution of the environment due to industrial development and the active promotion of a healthy lifestyle makes many seek rehabilitation and rest in others, environmentally friendly favorable regions. Therapeutic and health tourism is based on the use of natural resources: mineral water, medical mud and geographical and climatic conditions, which, combined with each other, have a positive effect on the treatment of various diseases [6,7].

Therapeutic and health tourism is one of the priority directions of development of both foreign and domestic tourism in Ukraine. This is facilitated by the potential and available medical resources and natural conditions in Ukraine that are very similar to the European countries - the leaders of medical and health tourism [8].

For today, the Poltava region has three centers of sanatorium and resort destination of regional and one international values. The main advantages are mineral waters and healing mud. The most famous is the resort city of Mirgorod, which is located on the picturesque banks of the Khorol River. Clean air, fertile climate, unique healing water are the main advantages of this resort. In the hospitals of Mirgorod, they carry out treatment for diseases of the organs of the gastrointestinal tract, gallbladder, peripheral nervous system, diabetes, and others. For the treatment of osteochondrosis and fractures of the limbs, peat muds are used.

Sanatoriums of Velika Bagachka, New Sanzhary and Vlasovka village in Zinkivsky district are in demand only by residents of the region, in some cases, adjacent areas (Sumy, Kharkiv). It is also worth noting that the leading specialists of the Research Institute "Dipromysto" and Poltava National Technical Yuri Kondratyuk University came to the conclusion that the Poltava region has a number of territories with a great potential for the development of health-improving tourism. Especially such places as village Lipove in Globino district, Kobelyaky, Khorol, Shishaki, Chernukhi and Gadyach [9].

As an example of this approach may be the concept of the master plan of the New Sanzhary town in the Poltava region, which is based on the idea of the development of New Sanzhary as a resort town.

Natural resources of the New Sanzhary territory and village Kliusovka (located on the other side of the Vorskla River) includes mineral waters, as well as the possibility of applying therapeutic mud. Climatic and other natural conditions are favorable for the treatment, medical rehabilitation and prevention of a certain group of diseases, and also are suitable for recreation of the population. The natural resources of the territory for today have been mastered, they are also provided with necessary buildings and facilities with infrastructure objects.

Population forecast, its socio-demographic structure - is the key in developing the concept of the general plan of New Sanzhary as a resort town and includes the calculation of the prospective number of permanent (local) and recreational (arriving) population (organized and unorganized flows of recreants).

The number of organized holidaymakers is determined by indicators of the simultaneous number of year-round and seasonal places in recreational facilities, and the number of unorganized vacationers - based on statistical data, taking into account the capacity of individual means of locating the local population.

Taking into account the capacity of the existing resort and health facilities (Medical Center "New Sanzhary", sanatorium "Antey", rest house for mothers with children "Vorskla", children's health camp "Koster" - 673 places), and designed health resort facilities, the quantity of people, who rest at the same time may be 1433 p.

Forecast of the number of unorganized vacationers is determined on the basis of available natural, therapeutic and recreational resources: mineral waters and mud; recreational forests, parks, forest parks, recreational areas along the banks of the Vorskla River, beaches; available and projected accommodation facilities and on the basis of statistical data.

Available natural and therapeutic resources of the territory are:

- mineral waters - mineral waters of the Medical Center "New Sanzhary", their reserves (about 200 m3 / day);
- the discovered and estimated reserves of mineral bromine brines in triass and carbon deposits require research, clinical trials and obtaining licenses and permits. Involvement of mineral bromine waters in the medical process will enrich the resort's potential and in the future it will help to increase its status:
- therapeutic mud (peloids). Usage in the treatment process of the mud from the deposit in the village Malyi Kobelyachok is possible after carrying out of experimental physiological researches on revealing of their harmlessness and biological activity. On the basis of the results that will be obtained, clinical trials will be required and guidelines for medical treatment will be developed.

Thus, under the conditions of conducting relevant research and organizational and licensing measures, natural and therapeutic resources of the New Sanjavari can be significantly increased.

According to the Novosanzhar settlement council, the number of vacationers during the summer season reaches 8-10 thousand people.

Estimated number of vacationers can be:

- in the summer seasonal "peak" - 10 000 people, including organized holidaymakers - 1433 people.
- year-round holidaymakers ("cold season") - 3000 people, including organized holidaymakers - 1433 people.

Taking into account the projected number of permanent (local) population - 10,000 people, the total population in the future may be up to 20,000 people (taking into account the influx of tourists), which will become a new impetus for the development of all subsystems of the New Sanzhary (Fig.2).

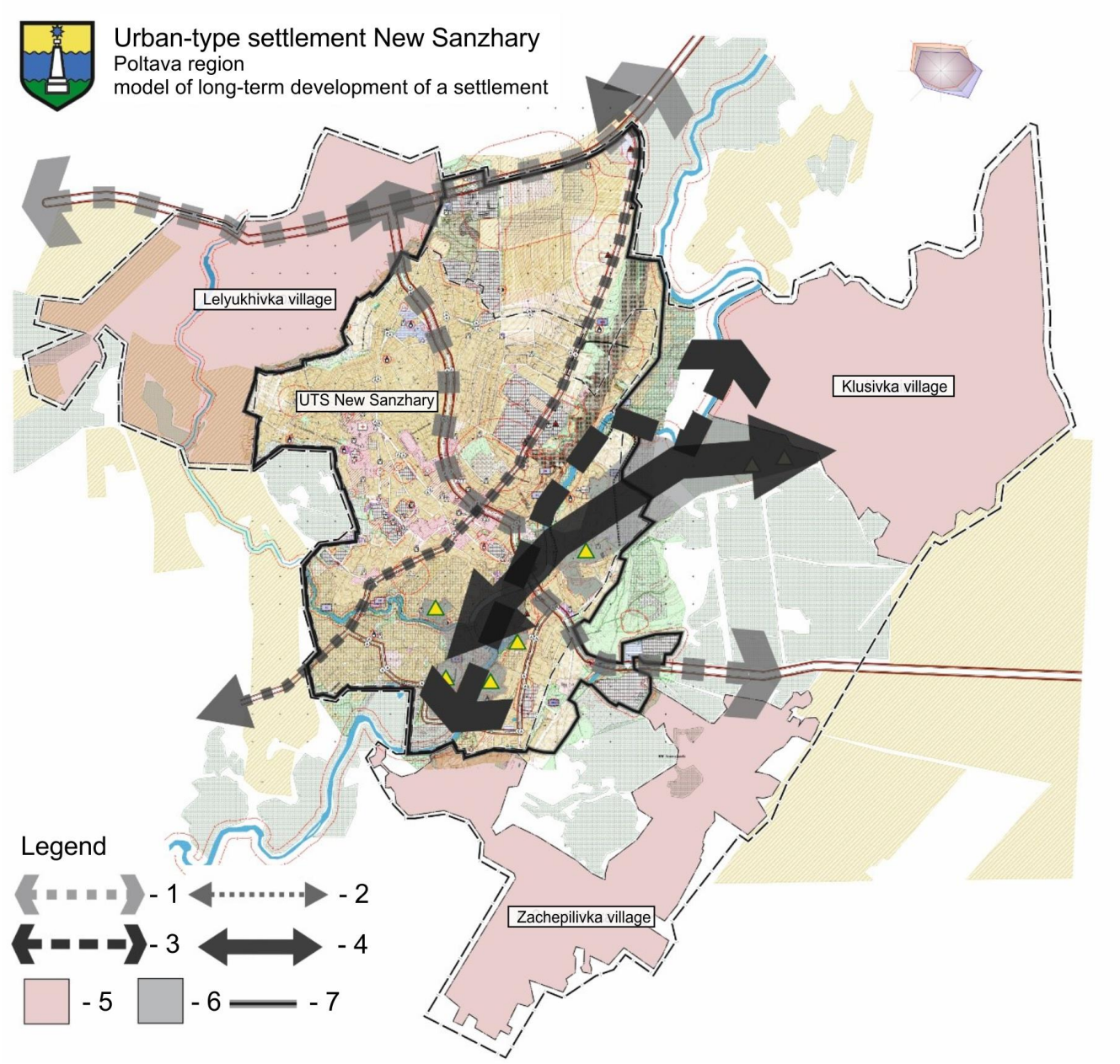


Fig.2: Future development of the resort in NewSanzhary (1 – main plan axle, 2- minor plan axle, 3- natural axis, 4- the axis of the resort's development , 5- territory of the settlement, 6- resort territory, 7- border of the New Sanzhary)

3. Conclusions

Despite the existence of many approaches and strategies for the development of the Poltava region settlement brand, its implementation takes place with the use of a set of interconnected conditions: the brand embodies only positive qualities or ideas about the settlement; the brand selectively represents the city and attracts people's attention to the positive aspects of the urban environment; the brand directly states its aim to change the public perception of the city and connects the brand of the city and its identity.

Calculations made on the example of New Sanzhary shows that this settlement is promising for the development of the recreational industry, which can lead to an increase in the total number of residents in the summer season more than twice. This in turn prompts the creation and promotion of the New Sanzhary brand as a resort town and, accordingly, the development of the necessary organizational, economic, regulatory and infrastructural measures and programs at the local and state level.

Such approaches can serve as the basis for parallel formation of both the brand of settlement and the concept of urban development decisions for it. After some quantitative and qualitative revision, it can be used to solve similar problems for other settlements.

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