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TO OUR READERS



This Journal, Scientific Letters of Academic Society of Michal Baludansky has been conceived by the founders of Academic Society of Michal Baludansky as a printed platform for exchanging knowledge between university scholars and experts from different countries who take a keen interest and activities of the outstanding scientist, educator and statesman Michal Baludansky. The journal is published six times a year. The fifth A issue of year 2017 is devoted to the **Volodymyr Hnatiuk Ternopil National Pedagogical University** and the members of the **International Pedagogical Club "Professional Portfolio"**.

Volodymyr Hnatiuk Ternopil National Pedagogical University is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers. Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality "Gold Fortuna". The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 full-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs. The University provides opportunities for professional mastering specialities and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

The International Pedagogical Club "Professional Portfolio" is the association of teachers of higher and secondary educational establishments whose aim is to share their professional experience, accumulate and preserve the best teaching methods approved in real life classrooms. The Club was initiated by Olena Dobrotvor, the assistant professor of Pedagogy and Psychology of Professional Education Humanities Institute of National Aviation University and Alexander Skakunov, the author of IT-education project "Zero to Hero" who decided to change the format of traditional training courses completely and create the new informal space for communication and constructive work. To explain more clearly, the feedback from colleagues makes it possible to objectively reflect on teaching practices and prove their own professional achievements, be open to the criticism and recommendations, plan more effective approaches to new classroom situations. Since May 14, 2016 the project has registered 48 participants from different regions of Ukraine as well as Slovakia, Poland, Germany, Bulgaria, Georgia (<https://www.facebook.com/groups/234752410224796/?fref=ts>). Among them are the heads of teaching departments of the universities, the authors of educational projects (including those based on online platforms), scientists and school teachers.

The organizers of the Club launched a series of training workshops and alternative so called anti-conferences named «Self-Teacher». In the given format of pedagogical discussions club members inform colleagues on the ways of improving teaching-learning practices and demonstrate working techniques and ways of evaluating training results. **The following issues have already been discussed:** Critical thinking of the young people, their ideas on training and lectures, Learning a foreign language by "ear-mouth-eyes-hand method", Visualization cognitive activity of students in the classroom, Academic integrity, A workshop on poetry for everybody, Establishing criteria for assessment of student's achievements, Probability theory in the interaction between children and students. In the near future they plan to create a permanent International Open Methodical Center the aim of which will be to organize systematic communication between the teachers of different countries, to issue electronic Portfolio to support current teachers, to expand best practices and support international and democratic education.

Lenka Dubovická, editor

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CONCEPTUAL APPROACHES TO THE STRATEGY FORMATION FOR DEVELOPMENT OF TOURISM IN TERNOPIIL REGION

Stetsko Nadiia

Annotation

The article presents the analysis results of the tourism development potential of administrative-territorial units on the regional level of management in Ternopil region in comparison with the current level of tourism development of these units.

The problems of tourism industry formation in the region have been considered. The basic indicators of tourism activity have been revealed. The basic conceptual approaches to strategy formation of the tourism industry effective development in Ternopil region have been revealed. The nature of the conceptual approaches evolution to the development of tourism in the region has been analyzed. The concept model of the development of Ternopil region as a tourism region has been proposed.

Keywords: tourism resources, Ternopil region, indicators of tourism activity, effective development strategies of the tourist industry.

КОНЦЕПТУАЛЬНІ ПІДХОДИ ДО ФОРМУВАННЯ СТРАТЕГІЇ РОЗВИТКУ ТУРИЗМУ ТЕРНОПІЛЬСЬКОЇ ОБЛАСТІ

Стецько Надія

Анотація

У статті подано результати аналізу потенціалу туристичного розвитку адміністративно-територіальних одиниць обласного рівня управління Тернопільської області порівняно з сучасним рівнем туристичного розвитку зазначених одиниць.

Розглянуто проблеми становлення туристичної галузі області. З'ясовано основні показники туристичної діяльності. Розкрито основні концептуальні підходи до формування стратегії ефективного розвитку туристичної галузі Тернопільської області. Проаналізовано характер еволюції концептуальних підходів до розвитку туризму в області. Запропонована модель концепції розвитку Тернопільської області як туристичного регіону.

Ключові слова: туристичні ресурси, Тернопільська область, показники туристичної діяльності, стратегії ефективного розвитку туристичної галузі.

Formulation of the problem

Analysis of the status and prospects of tourism development provides an opportunity to build a qualitative model of its development, where the main thing is the accounting of important constituent elements. These elements include geographical location, ecological situation, cultural and historical heritage.

Research and publications

The basis of the scientific publication are the following information sources [7-11].

Formation of the purposes of the article

The paper deals with the following main tasks: a) to consider the features of the geographical location and its impact on the formation of tourism product; B) to open the possibility of using the ecological status of the territory and its cultural-historical heritage; c) to analyze of the concepts and programs of tourism development in the region.

Presenting main material

Ternopil region is an attractive tourist destination according to the following criteria: geographical location, ecological situation and cultural-historical heritage. It is located in the western part of Ukraine. The territory of the region is 13.8 thousand km². The length from north to south is 196 km, and from west to east 129.5 km. The population has 1098.6 thousand people according to the information of January 1, 2008. The area is administratively divided into 17 districts and 3 cities of regional subordination.

The main feature of the economic and geographical situation of Ternopil region is its transit location and relatively close placement of the state borders of Ukraine. Thus, the region borders with Rivne, Khmelnytsky, Lviv, Ivano-Frankivsk, Chernivtsi regions. This fact allows exploring the historical heritage of these territories, as well as sharing the achievements in the field of tourism. The close placement of the state borders of Ukraine with Slovakia, Poland, Hungary, Romania and the availability of links makes it possible to maintain business and cultural contacts with these regions.

The region is a link that connects the powerful tourist opportunities potential of the Carpathian and Southern regions, as well as Volyn and Bukovyna.

There are a lot of motorways and railways across Ternopil region. The most important highways cross the territory from north to south (Brest - Ternopil - Chernivtsi) from west to east (Lviv - Ternopil - Khmelnytsky). The railway crosses the territory of the region: Kyiv - Zhmerynka - Ternopil - Lviv, Ternopil - Chernivtsi. The airport of Ternopil city does not function.

The regional center of the city of Ternopil is located approximately at a distance between the cities of Ivano-Frankivsk (134 km), Lutsk (159 km), Lviv (128 km), Rivne (162 km), Khmelnytsky (112 km), Chernivtsi (170 km), and 427 km from Kyiv.

The state authorities, local self-government bodies in accordance with the programs of tourism development, determine the directions of tourism resources development in Ukraine. Taking into account the special importance of unique tourism resources for ecological balance, for the education of present and future generations respect for their history, culture, customs and traditions of Ukrainian people, they may be in a special mode of protection that restricts access to them.

Ternopil region is rich in underground and mineral waters. Well-known hydrogen sulfide waters of the villages of Nastasiv of Ternopil district and Konopkivka of Terebovlia district. Springs like "Naftusi" are in Husyatyn, as well as in VelykyyHlybochok of Ternopil region and others.

Among the original natural monuments of Ternopil region are karst caves. Most of them are situated in Podnistrovya: in Borshchivsky district - Optymistychna (207 km) in the village Korolivka; Ozerna (114 km) - Strilkivtsi; Kryshtaleva (22 km) - NyzhnyeKryvche; in Chortkiv - Mlynky (25 km) in the village of Zalissyia.

The climate of the region is moderately continental, with sufficient rainfall. Climatic conditions are favorable for the development of summer and winter recreation. The territory of the region is known for its natural reserve fund of 537 units, with a total area of 116898.79 hectares.

The number of historical and cultural monuments according to the data of January 1, 2014 reaches 5268. These monuments include 2573 historical, 244 monumental

archeological, 1136 archeological, and more than 1315 urban development and architectural. Among the 176 architectural masterpieces of state importance are the town hall in Buchach, castles in Berezhan, Zbarazh, Terebovlya, churches in Ternopil, Mykulyntsi, and wooden churches of the 16th-18th centuries. During the last years, three state historical and architectural preserves - Zbarazhskyy, Kremenetsko-Pochayivskyy and Berezhansky - have been created according to the decision of the government in the region. Pilgrims come from all over the world to appear under the cover of miraculous images of the Blessed Virgin Mary in Pochayiv and Zarvanytsya.

In table 1 quantitative data on the most popular tourism objects of the region are presented.

The listed tourist resources are a prospect for development in the field of virtually all types of tourism: cognitive, event, ecological, recreational and sports, which can satisfy tourists of a virtually diversified direction.

The analysis of the current state of the main tourism industry segments in Ternopil region (various tourist organizations, accommodation and catering establishments, transport network) - will reveal the positive and negative aspects of the industry development.

In 2013, the number of tourists served by tourism business entities subjects is 13490 people, in 2014 - 9066 people, and in 2015 - 6668 people, which is almost half of 2013 (Table 2). In the last ten years, the maximum number of tourists was served in 2003, which was 50257 people. Since 2003, there is a clear trend towards reducing the number of tourists in the region in 2004 by 24.75%, in 2005 by 2.70%, in 2010 by 7.6%. If compared with the data of Ukraine, then in 2003, there were high rates of tourism activity characteristic of the previous years, but the year of maximum activity in 2007 was 2.8 million people.

Despite the positive preconditions for the development of tourism in Ternopil region, a number of unresolved problems still remains. These are the unsatisfactory conditions of tourism facilities; a limited network of tourist information centers; lack of brand promotion of Ternopil region as a tourist and recreational region; insufficiency of economic incentives for the development of ecotourism in the region. These statements are confirmed by the data on the number of tourists served by the subjects of tourism activity (Table 2).

The parameters above do not have a clear established tendency to decrease or to increase. Consequently, the impact of tourism on the economics of the region is unclearly defined. In the total number during a certain period of goods and services consumed, it is impossible to separate the proportion that is consumed by tourists, is provided only through tourism activity, and depends on the tourist expenses of the tourist.

The main destinations for residents of Ternopil region include Turkey, Egypt, Poland, Czech Republic, Hungary and Bulgaria.

Consequently, the reduction of the flow of foreign citizens is not common in Ukraine. It is only regional in nature.

Revenues of the tourism industry are mainly concentrated in the activities of travel agencies, hotels, sanatoriums, recreation centers, cultural institutions.

In 2014, there were 74 enterprises operating on the territory of Ternopil region. They provided services for trips organization.

As for the types of tourism services as components of a tourism product, then, from our point of view, it does not matter what kind of tourism services should be included in its composition. The determining factor in this case is not the kind, but the number of implemented or proposed for the implementation tourist services. In the case of the implementation of no less than two tourist services, you can talk about the implementation of tourism product.

In Ternopil region in 2014 there were 37 hotels and other places for temporary accommodation. The most widespread in the region are other places for temporary accommodation - 18 (48,66%), hotels - 16 (43,24%), youth bases - 2 (5.4%), motels - 1 (2.7%).

The nature of the Ternopil region is a stimulus for the development of the sanatorium and resort base. In 2014, there were 18 sanatorium and health resorts, including 10 sanatoriums (5 children), 5 sanatoriums - preventive clinics, 3 recreation centers and other establishments.

The degree of transport infrastructure development significantly influences the tourist attractiveness of the region. The level of its development in the region is sufficient.

Thus, tourism includes a set of material information, organizational, and other prerequisites that provide the tourist with conditions that allow you to satisfy the interest and form the goals that have led him to this type of recreation. Tourism is a complex phenomenon, which depends on many socio-economic, legal, natural and climatic factors and it is regulated with their use.

The need for tourism development in Ternopil region is primarily due to low productivity, capacity of the region. Regional authorities are very active in the development of tourism. In November 2001, the Tourism Development Program was approved in Ternopil region for 2001 - 2008. However, due to inflationary and destabilizing factors in the state's economy, it has practically not been implemented. So far, it's too early to make conclusions about the implementation of the Tourism Development Program in the Ternopil region for 2001 - 2008.

Table 1 Location of tourism objects[9]

Type	Quantity
Objects of pilgrimage tourism (monasteries, churches, holy places)	21
Objects of excursion tourism (museums, architectural monuments and historical places)	194
Objects of Ecological Tourism (natural reserves)	3

Table 2 Tourist streams[8]

Year	2000	2005	2010	2011	2012	2013	2014
Number of tourists served the subjects of tourism	24343	236798	19949	14164	12320	13490	9066
including							
Foreign tourists	797	805	521	6	8	3	2
Tourists - citizens of Ukraine who traveled abroad	4347	3618	6039	51039	6035	7927	4691
Domestic tourists	19199	32375	13389	9061	6283	5561	4375
Number of tourists	10238	21367	13719	5789	4705	3268	1371

Ternopil Regional Council adopted «The Strategy for the development of the region for the period up to 2015», in June 2008. It is of great importance for the tourism industry. It includes three components that define Ternopil region as a region: a competitive economy, a clean natural environment, a highly developed culture and recreation, with a high level of development of human resources and productive employment of the population. In 2017, a new program for tourism development in the region was adopted.

Conclusions

The conducted analysis shows the effect of a number of negative phenomena observed during this period. They are:

1. Differences in efforts to develop domestic tourism, lack of interest in the application of economic mechanisms of co-operation and management.
2. Slow and not entirely correct method of organizing joint and mixed enterprises with the participation of foreign investors.
3. Political and economic instability in the country.

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Стецько Надія, кандидат географічних наук, доцент кафедри геоecології та методики викладання екологічних дисциплін. Захистила кандидатську дисертацію на тему "Суспільно-географічні дослідження територіально-рекреаційних систем (на матеріалах Тернопільської області). Є учасником науково-методичних конференцій, семінарів та з'їздів всеукраїнського, міжнародного та регіональних рівнів. Є членом Українського географічного товариства та Наукового товариства ім. Шевченка. Коло наукових інтересів зосереджене на дослідженні питань еколого-географічного спрямувань, соціально - економічної сфери, проблем розвитку рекреаційної діяльності в Україні.

