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FEATURES OF REGIONS' ECONOMIC SECURITY IN TOURISM FIELD

Summary. *The article examines the main trends that have a significant impact on ensuring regional economic security of Ukraine; problems of ensuring regional economic security in the field of tourism and problems of the current regional development model. The main purpose of ensuring regional economic security, a generalized model of regions economic security is outlined; principles of ensuring the sustainability of regional development, which serve as a guide, methodological framework for building a model of regional economic security of Ukraine. The economic security system objects in the region are characterized; criteria for the achieved level of regional economic security and the economic effects of managing the competitiveness of regions in the tourism sector. Positive multiplication effects from the impact on innovation and investment activity in the region are highlighted, as well as the negative effects related to the possibility of suboptimal distribution of innovation and investment tourism resources while overcoming the threats of regional economic security. The concept of tourism*

safety as a state of functioning of tourism sphere of a certain region (state) in a certain period of time, characterized by the absence of threats and such a combination of tourist resources and infrastructure, which allows to ensure stable development of a particular territorial recreational system in the future; its three main components, as well as the classification of tourism safety in content. Measures to ensure the economic security of the regions are justified. In order to increase the competitiveness of tourism enterprises in the region and ensure regional security, it is necessary to use the system of monitoring regional economic security.

Key words: *economic security of regions, tourism, competitiveness, threats, monitoring.*

Problem formulation. Tourism in the aspect of regional economic security is an important issue, since tourism has both a positive and a negative impact on people, the economy and the environment. Tourism in today's context is an extremely dynamic sector of the economy and an integral part of most regional social systems. At the same time, along with the intensive development and territorial expansion of tourism activity, the problems of tourism safety - socio-economic, political-legal, environmental, socio-cultural, and others - are becoming more urgent. Particularly clear contradictions in the development of modern tourism are revealed at the regional level, especially in large tourist centers and border areas. It becomes evident that the intensive development of the tourist business without taking into account the regional features of socio-economic development can also have destructive consequences for the economy and social sphere of the region.

Currently, regional economic security is seen as a preventative system for early warning of the crisis in the region. At the same time, a new system of views on this concept is being developed. It takes the form of security related, *firstly*, to the progressive trends in the sustainable development of the regional economy

and to the ever-growing needs of the population and, *secondly*, to the widespread use of information systems in risk assessments and competitive advantages [6].

In Ukraine, regional aspects of sustainable development and economic security are concentrated in areas and metropolitan areas that are characterized by innovation and investment potentials, investment needs, production (service) conditions and specialization, ecology and a number of other specific features.

Recent research and publications analysis. The problems of region's economic security are devoted in the works of such domestic and foreign scientists as: S. Ghavryljuk [1], N. Ghalla [2], A. Gholod [3], N. Ghuk [4], R. Kozhukhivska [5; 6], N. Korzh [7], I. Kovari [8], V. Muntian [9], S. Michurin [10], V. Ponomarenko [11], V. Tkachenko [12], V. Shurshin [13] and others.

The problems of economic security of the regions as an independent object of the tourism sector remain underdeveloped and need further research.

Formulating the goals of the article. The purpose is to consider ensuring regional economic security, its generalized model, principles, criteria and economic effects of managing the competitiveness of regions in tourism; to cover the concept of tourism safety, its components, as well as the classification of tourism safety in content; justify the system of monitoring of regional economic security.

Presenting main material. The main tendencies that have a significant impact on ensuring the regional economic security of Ukraine are globalization and regionalization. The first is related to the openness of the national economy to information, financial and other flows in force in the world economic system. The main factors of globalization that affect the economic security of the regions are: uneven economic development; foreign economic debt; cyclical interconnection of national economic systems; interdependence of financial markets. The second is to protect the territory from the negative impact of the world community by exploiting the economic advantages of the regions,

enhancing economic independence, security and sustainable development of the regions [5, p. 125].

External threats to regional economic security in the tourism sector have always existed, but today they have reached a peak due to: the effects of the financial and economic crisis, which have exacerbated the financial aspects of the economic security of the regions (in particular in the tourism industry) [1, p. 44]; the need for modernization and structural restructuring in the real sector; a break in economic ties and a single investment space, changes in the specialization of regions, the imbalance of tourism enterprises; dependence of business and life on the environment [4]; different degree of readiness of regions for functioning in conditions of rigid market economy, their potential for development [12, p. 53].

The problems of the current regional development model include: the disproportion between regions, districts and cities in the level and pace of socio-economic development; lack of instruments of coordinated use of regional resources in the public administration system; inconsistency with the problems of economic security of the developed concepts and forecasts of regional development; insufficient development of interregional cooperation; insufficient manifestation of a comprehensive approach in the implementation of state regulation of regional development; lack of definition of legally defined terms and concepts of the regional economy, which makes it impossible to improve the legal and methodological base of regional development.

The main objective of ensuring regional economic security is a comprehensive solution to the problem of transition to sustainable functioning and development of the regional economy, which ensures stable economic growth on the basis of increasing the competitiveness of the region, effective satisfaction of public needs, high quality of management, ability to realize national interests in the region, ensuring decent conditions of life of the population, elimination of emerging threats and protection of economic interests of business entities and societies Society as a whole [6, p. 103; 9, p. 47].

The generalized model of economic security of the regions, in accordance with the Ukrainian model of socio-economic development, provides for: increasing the competitiveness of the region and increasing innovation and investment potential (strategic security); formation and development of risk management system, prevention of threats, creation of conditions for investment activity (financial security); ensuring the innovative orientation of investments (technical and technological security).

The most important principles for ensuring the sustainability of regional development, which serve as guidelines, methodological framework for building a model of regional economic security of Ukraine are:

- a comprehensive approach;
- taking into account the interests of economic entities;
- delimitation of spheres of influence of regional and local levels of government;
- ensuring efficient use of the region's innovation potential while creating a socially guaranteed level of the standard of tourist services in all settlements and minimizing the costs of regional innovation infrastructure development;
- creation of favorable conditions for ensuring a high standard of living of the population;
- stimulation of innovative orientation of investments;
- regulation of the system of competitive relations for the development of financial instruments and mechanisms;
- preservation and strengthening of the regulatory and stimulating role of the state for activation of the innovative orientation of investment activity, as well as for the formation of sectoral structure of regions and major economic complexes (clusters, "growth points", etc.) [6, p. 104].

Ukrainian scientist Gholod A.P. considers tourism security to be a state of functioning of the tourism sphere of a certain region (state) for a certain period of time, characterized by the absence of threats and such a combination of tourist

resources and infrastructure, which allows to ensure the stable development of a specific territorial recreational system in the future.

Based on the approaches available in domestic and foreign science [3; 7; 8; 10], we propose to distinguish three components of tourism security:

- security of the tourism business (economic security of tourism);
- security of tourist sites (geotories, destinations);
- security in tourism (security of tourists).

The first component is most often considered in economic research at the level of industry or specific tourism enterprises. The second component is focused on ecology and geography, with a predominantly destructive anthropogenic impact on natural tourist resources and sites. The third component is central to research on the methodology of travel arrangements for various types of active tourism, and may also have implications for travel insurance.

It should be noted that a comprehensive classification of tourism safety has not yet been developed for many key features. In particular, S.B. Michurin proposes to differentiate the safety of tourism into economic, social and environmental [10, p.10]. I. Kovari and K. Zimani in the structure of tourism security distinguish political security, social security, security of health and life of tourists, security of personal data, legal security of tourists, consumer security, security of security, environmental security, security of security, etc. [8, p. 60]. N. Ghalla among the areas to be followed in implementing the policy of guaranteeing the security of the tourist enterprise is the separation of office security and access control; technical security; fire safety; information security; personnel security; safety of tourists during travel [2, p.11].

Considering the available approaches, it is advisable to consider a number of types of tourism security in terms of content along with the allocation of the three components of tourism security. The classification of tourism safety in content is divided into: 1) Political security of tourism (geopolitical security, military-political security, political-legal security); 2) Social security of tourism

(cultural security, demographic security, criminal security,); 3) Financial security of tourism (market security, currency security); 4) Ecological security of tourism (security of ecosystems in tourism, security of life in tourism, safety in emergencies); 5) Information security of tourism (security of personal data, security of information environment); 6) Medical security of tourism (health of tourists, safety of medical services,); 7) Security of tourist services (security of transport services, security of food services, security of accommodation services safety of recreational activities); 8) Security of tourist structures and equipment (technological safety, engineering security) [3, p. 193].

Most modern tourism security studies focus their attention on the global level. At the same time, the problems of the security of tourist activity are practically not considered within individual states and regions. It is clear that the urgent task of developing modern global tourism is to develop an appropriate strategy that could have practical implementation through the activities of specialized international organizations. However, the identification of individual tourism security issues at the lower territorial levels is still very differentiated and it is not possible to take them fully into account in the global strategy. Moreover, identifying patterns at the regional level of tourism security concerns can be the basis for appropriate strategic developments in the field of tourism security at the global level. In view of the above, the problem of tourism security in the region is a subject of study that can have sufficient prospects and significant scientific and practical value.

It should be emphasized that in our opinion regional economic studies of tourism safety cannot be limited by a descriptive and analytical approach. Of course, each region, taking into account the specific set of factors and prerequisites for the formation of tourism security in it, is unique and requires a special approach when organizing tourist trips and for the functioning of the tourism business in general. However, given the regional differences in tourism security, even in the individual state, in our opinion, we can identify certain

patterns and features that may be the basis for developing models, scenarios and organizational and economic mechanisms to guarantee tourism security, which with certain refinements are also applicable in other countries and globally [3, p. 193].

Provision of economic security of regions, on the basis of tourist sphere, can be carried out by creation of the complex system providing estimation of efficiency of realization of the agreed economic interests on criteria of the achieved level of regional economic security, to which should include: level of development of economy of region; conditions of the investment environment of the tourist territory; the level of development of innovative and information infrastructure, enterprises of the tourism industry; the level of development of competitive advantages of tourism infrastructure enterprises; creation of favorable international tourist conditions for improving the life of the region.

The objects of economic security in the region are:

- stable economic status of budget-forming enterprises and other business entities located in the region;
- highly developed communication and banking infrastructure;
- level of innovation, human and intellectual capital, investment activity, material and financial resources;
- information constituting official, industrial and commercial secrecy, as well as other confidential information [6, p. 102].

There are economic effects from managing the competitiveness of regions in the tourism sector. We can distinguish positive multiplier effects from the impact on innovation and investment activities in the region, which ensure the achievement of regional economic security:

- optimization of human potential development (reduction of unemployment, increase of population incomes);
- increasing the level of current and potential competitiveness of the region, reducing the number of unprofitable tourism enterprises;

- development of innovative potential of a specific territory, improvement of conditions for innovative tourism activity in the region.

The negative effects are related to the possibility of suboptimal distribution of innovation and investment tourism resources in overcoming the threats of regional economic security.

Regional economic security is largely shaped by a purposeful, active regional tourism policy and its implementation on the basis of a management model that aims to create an appropriate information and communication environment that creates a favorable climate for the emergence, diffusion and use of innovation. In this case, tourism innovations can become a key mechanism for bringing the region to one of the potential sustainable development trajectories [5, p. 126].

One of the effective mechanisms is the process of directing investment innovations to places of tourist space (cities, clusters), in which Ukrainian society is interested in the preservation of tourism centers. Another mechanism may be the process of generating financial flows within similar territories of a favorable innovation climate by maneuvering placement factors and available resources [13].

The development and implementation of regional tourism policy requires an objective diagnosis of the level of competitiveness of the region, which reflects the competitiveness rating (system of innovation and investment rating). Rating based on a comprehensive assessment of the competitiveness of the regions should be used in the development of innovation and investment strategy for a particular region, which allows to take into account the specific requirements and objectives of ensuring regional economic security and assess the attractiveness of the regions. Assessment of competitiveness and sustainability of socio-economic development of the region allows to identify weaknesses of development and to characterize opportunities and options for strategic development of innovation and investment potential of the regions.

For the planning and forecasting, a matrix of trends in transformational change in the competitiveness of regions should be used, which includes variants of change and measures aimed at implementing regional tourism policy. This will allow:

- to achieve a balance between the parameters of regions' sustainable development with the existing needs of increasing competitiveness, the necessary resources to solve this task and ensuring the highest possible improvement of the population living standard;
- to ensure technical and economic independence, structural modernization and innovative orientation of the economy in accordance with the requirements of increasing the competitiveness of the tourist region;
- to improve the management quality of tourism industry competitiveness in the region;
- Ensure a balance between the development of a tourism industries complex on the basis of stable and full use of available tourism resources and creation of conditions to stimulate demand that meets the conditions of stable development of the region [5, p. 127].

In order to increase the competitiveness of the region tourist enterprises and ensure regional security, it is necessary to use the system of monitoring regional economic security, which is currently conducted only for the country as a whole [11, p. 75]. It is a system of continuous observation, scientific analysis and evaluation of the most important indicators of economic security of the regions. It is necessary to monitor the conditions of regions' sustainable development (districts, cities), to provide state bodies, legal entities and citizens with complete, reliable and timely information necessary for management and control in the area of regions enhancing competitiveness and ensuring regional economic security.

For monitoring and diagnostics, a system of interrelated factors is needed, as statistical information and indicators of the state and development of regional economies, respectively. In order to make cross-regional comparisons,

comparisons by types and groups of settlements, it is necessary to develop a method of accounting and incorporate into the practice of statistical accounting a general indicator of regions' competitiveness level, cities and other settlements.

It is advisable to set up agencies for regional tourism competitiveness monitoring in the form of non-profit organizations for monitoring and diagnostics of tourism. Along with generally accepted areas of regional monitoring, these agencies should address the following tasks related to enhancing the competitiveness of the region and ensuring regional economic security:

- generating ideas on ensuring regional economic security and identifying favorable factors that stimulate the development of the region in the tourism sector;
- preparing proposals for improving the investment climate for the tourism industry;
- participation in the analysis and evaluation of tourism business projects, programs of tourist development of the territory, including cities and districts;
- participation in activities that enhance the investment attractiveness of the tourist region;
- monitoring the improvement of the investment attractiveness of the tourist region in the economic environment of Ukraine and abroad;
- evaluation of the effectiveness of the competitiveness strategy and the measures that ensure its implementation.

Conclusions. Tourism safety is a universal category that has both economic and social as well as environmental content, combining the interests of both producers and consumers of tourist services, as well as the objects targeted by tourist activity. The regional dimension must play a significant role in modern concepts of tourism security, as it is precisely at the regional level that tourism security problems take on particularly clear forms and, at the same time, are most

susceptible to measures of state regulation and the influence of socio-economic regulators.

In order to increase the competitiveness of tourism industry enterprises and ensure the economic security of the regions, it is necessary to: form a model of economic security of the regions; to identify, on the basis of the model of regional economic security, the system of the most important regional economic goals, objectives and priorities; to develop long-, medium- and short-term economic programs to realize regional tourism interests and achieve the goal of sustainable development of the region; to identify and evaluate external and internal threats, using the system of indicators of competitiveness of tourism enterprises, which create a danger for sustainable regional development; to develop and implement a set of state measures based on economic, institutional, organizational, legal, administrative and other measures to increase the competitiveness of regions, as well as to neutralize and overcome external threats; carry out further improvement of the existing regulatory framework on economic security of the regions and the mechanism of its implementation; to develop inter-regional comparisons to develop a methodology for accounting and incorporate into the practice of statistical accounting a generic indicator of the level of competitiveness of tourist regions, cities, etc.

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