

# DEVELOPMENT OF THE TOURISM INDUSTRY IN THE DONETSK PEOPLE'S REPUBLIC

*Volchek O.*

*Dubrovskaya N.*

*senior teacher of the Department of Tourism*

*SEI HPE "Donetsk Academy of Management and Public Administration*

*under the Head of the Donetsk People's Republic",*

*Donetsk, DPR*

**Formulation of the problem in general.** Currently, there is no comprehensive information about the activities of the tourism industry in the Donetsk People's Republic, which makes it difficult to analyze and plan the industry development. Forecasts are made largely on the basis of expert assessments and statistical information that do not allow us to assess the situation as a whole. These studies may allow the relevant executive authorities to identify the main trends, formulate a strategy for further development of the industry and coordinate the process of tourist cluster formation. A tourist cluster is a set of organizations and firms that interact in the process of development of a tourist product within certain geographical boundaries [1]. The cluster approach provides regional authorities with tools for effective interaction with business, a deeper understanding of its characteristic indicators and tactical tasks; it allows targeted, real and motivated strategic planning of tourist resources of the region together with the development of territories. The formation of a tourism cluster should become a source and multiplier of economic growth in the region due to the development of the related industries.

**The main goal** is to recommend measures for creation of the tourist and recreational complexes on the most promising tourist territories of the Donetsk People's Republic. To achieve this goal it is necessary to consider the current level of tourism development, study the stages of development of tourist clusters and make preliminary recommendations for the tourist market improvement.

**Presentation of the materials of the main study.** One of the components of the tourist cluster is the subjects of tourist activity (tour operators and travel agents), subjects of the sphere of accommodation (hotels, motels, tourist bases, campsites, children's camps, etc.), transport companies, educational institutions that train personnel for this segment, objects of tourist display, cultural, entertainment and leisure spheres.

The tourism and recreation cluster in the DPR is currently a system with a low level of economic development. Tourist companies are an important element of the tourist market. At the moment 64 tourist companies are registered in the Donetsk People's Republic, about 10% of them are tour operators who are able to create and offer their own tourist product [2]. The presence in the Republic of natural monuments, zoos, cultural institutions, recreational institutions, hotels, campsites, sport camp (Monolith) and the health center (Alyje Parusa) suggests that it is possible to develop in the DPR internal tourism, primarily, cultural tourism and – beach holidays. As for international inbound tourism, it is worth mentioning that the territory has a high industrial resource potential, which is why it is possible to develop business tourism. However, at present the residents and visitors of the Republic do not perceive it as a tourist region and this has a direct impact on the demand for the industry and its efficiency. The marketing strategy is aimed at increasing the interest in studying the culture, history, recreational opportunities of the region, motivation to create, sell and consume a tourist product. For this purpose, in 2017, the TV program "Tourist navigator" was created, which tells about the attractions of the Donetsk People's Republic. There are also 2 institutions of higher professional education that train qualified specialists in the field of tourism [2]. Nevertheless, this is not enough, which is why it is worth considering the following measures for the successful formation of tourism clusters:

Development and implementation of programs to support participants-initiators and builders of the cluster (not only from the state, but also from the participants themselves, united by a common goal);

Development and implementation of innovations in the communication process between all participants of the tourism cluster, including the local population and authorities [1];

Development and adaptation of educational programs in the region to the needs of all cluster participants.

Ensuring smooth flow of the processes of image formation of the area, which in turn will boost investment attractiveness and mobility of citizens in the market (inflow of qualified personnel) – activity of state structures;

Creating such an ideology for the development of travel companies (including the mission, goals, tasks), which contributes to the maintenance of the idea of social and ethical marketing, when the first place is the welfare of society, and not the profit of an individual enterprise-the activities of commercial structures;

Maintaining the activity and initiatives of the local population in order to include in business activities and ensure loyalty to representatives of the tourist flow – activities of the local population;

Creating multi-attributive tourism products that can meet the most diverse needs of the target market, and do not forget about social tourism products (for children, youth, people of retirement age, people with disabilities)

Development of the material base of the tourism industry and creation of favorable conditions for the formation of a tourist and recreational cluster.

The strengthening of partnerships. Conducting joint interregional and international projects is an effective lever for increasing the tourist flow to the region.

The Program's activities are aimed at consolidating and further developing the results obtained in the previous period and are measures for state support of domestic and inbound tourism, the implementation of which will lead to a qualitative improvement in the performance and development of this sphere.

Thus, the implementation of the recommendations for the development of the tourist and recreational cluster will increase the attractiveness of the Donetsk People's Republic as a tourist destination.

#### The list of the references

1. Зобова Е. В., Морева С.Н., Косенкова Ю.Ю. Развитие туристско-рекреационных кластеров [Electronic resource]. — Режим доступа: <https://cyberleninka.ru/article/n/razvitie-turistsko-rekreatsionnyh-klasterov-rossiyskiy-i-zarubezhnyy-opyt/viewer>
2. Министерство молодежи, спорта и туризма Донецкой Народной Республики [Electronic resource]. — Режим доступа: <http://xn--h1aheeehel.xn--p1acf/reestr1>