

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 1 (65)

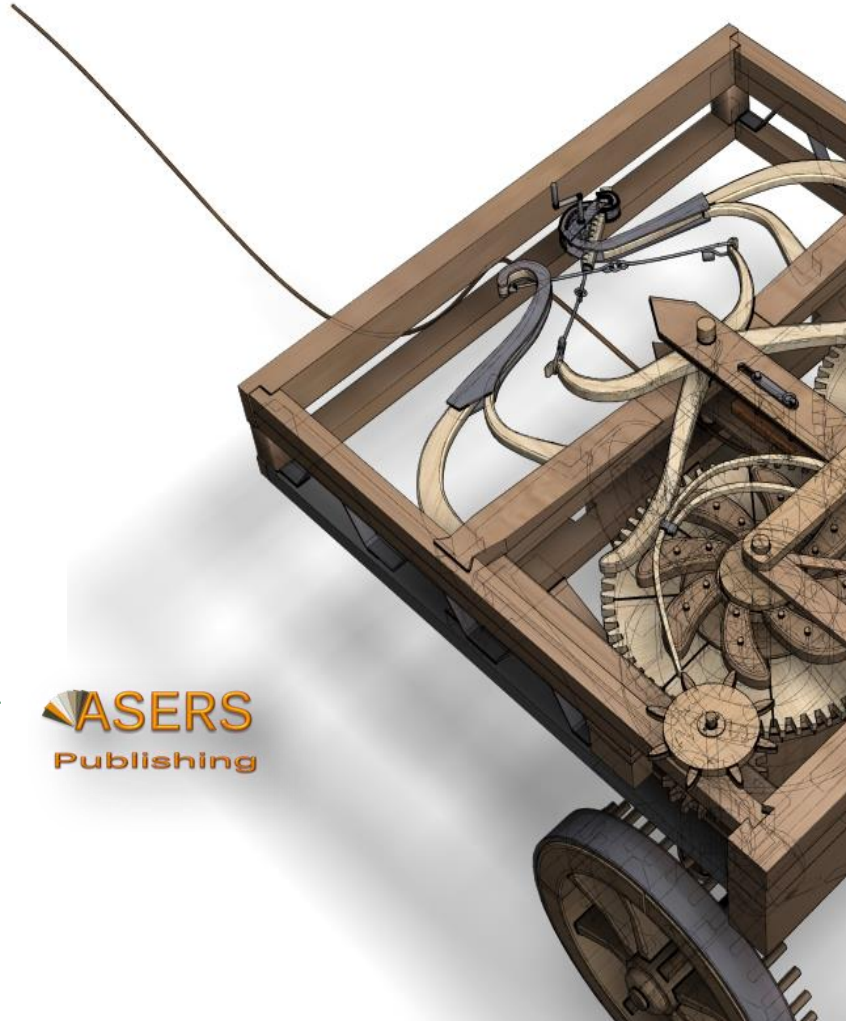
Spring 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS  
Publishing



## Editor in Chief

Ramona PÎRVU

University of Craiova, Romania

## Editorial Board

### Omran Abdelnaser

University Sains Malaysia, Malaysia

### Huong Ha

University of Newcastle, Singapore,  
Australia

### Harjeet Kaur

HELP University College, Malaysia

### Janusz Grabara

Czestochowa University of Technology,  
Poland

### Vicky Katsoni

Technological Educational Institute of  
Athens, Greece

### Sebastian Kot

Czestochowa University of Technology,  
The Institute of Logistics and International  
Management, Poland

### Nodar Lekishvili

Tbilisi State University, Georgia

### Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,  
Romania

### Piotr Misztal

The Jan Kochanowski University in  
Kielce, Poland

### Agnieszka Mrozik

University of Silesia, Poland

### Chuen-Chee Pek

Nottingham University Business School,  
Malaysia

### Roberta De Santis

LUISS University, Italy

### Fabio Gaetano Santeramo

University of Foggia, Italy

### Dan Selişteanu

University of Craiova, Romania

Lesia Kucher, Lviv Polytechnic National  
University, Ukraine

### Laura Ungureanu

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

## Table of Contents:

	<b>Methods of Combating Offenses in the Field of Ecology</b>	
1	Rostyslav SHCHOKIN, Vasyli OLIINYK, Oleksandr AMELIN, Yevhen BONDARENKO, Vitaliy MAZIYCHUK, Dmytro KYSENKO	5
	<b>The Use of Garden Plants - A Form of Balinese Local Wisdom in the Conservation</b>	
2	Anak Agung Ketut DARMADI, Ni Luh WATINIASIH, Anak Agung Gde Raka DALEM, Ni Made GARI	16
	<b>The Extent of Considering Environmental Crimes as a Manifestation of Economic Crimes</b>	
3	Mohamad ALSHIBLE, Hamzeh ABU ISSA, Tareq AL-BILLEH	23
	<b>Study of the Current State, Problems and Potential of the Waste Management System Affecting the Development of the Green Economy of the Region</b>	
4	Sergey BESPALYY, Yelena GRIDNEVA, Gulnar KALIAKPAROVA	32
	<b>Participation in Household Hazardous Waste Management: A Case Study of the Dam Community, Northeast of Thailand</b>	
5	Sariya INTASIN, Nuchanart SRAKAT, Wachirakiat BAOTHONGCHAN, Suttiwan INTHAKANOG, Phajongjid PRATUMCHAD, Sasithorn PECHRSAN, Ananya POPRADIT	44
	<b>“Green Products”: A Review with the Consumer Buying Process Framework</b>	
6	Yanghai CAO	52
	<b>Biofuel Production from Animal Waste in Northeastern of Libya: Experimental and Simulation Investigations</b>	
7	Monaem ELMNIFI, Abdelnaser OMRAN, Magdi ALMOSMARY, Rahel G. RAHEL	67
	<b>Impact of State and Legal Regulation on the Sustainable Development of Agricultural Territories and Improving the Standard of Living of the Population</b>	
8	Pavel A. KALASHNIKOV, Arslan KULANOV, Erkin N. NESIPBEKOV, Assel KAISHATAYEVA, Shyrin M. KANTARBAYEVA	82
	<b>The Extent of Constitutionalizing the Environmental Rights as One of the Anchors to Keep a Healthy, Clean Environment: A Difficult Balance between the International Agreements and the Jordanian Constitution’s Restrictions</b>	
9	Ali AL-HAMMOURI, Tareq AL-BILLEH, Abdullah ALKHSEILAT	89
	<b>Modeling Lasolo Watershed Sedimentation and Mangrove Root Growth at the Lasolo Coast in North Konawe, Indonesia</b>	
10	Nurul KHAKHIM, Farid YASIDI, Djati MARDIATNO, Agung KURNIAWAN	98
	<b>Springs Distribution and Biophysical Mapping as a Strategy to Preserve Water Sources in Semarang City, Indonesia</b>	
11	Nana Kariada Tri MARTUTI, Dewi Liesnoor SETYOWATI, Margareta RAHAYUNINGSIH, Nur Kusuma DEWI, Wahid Akhsin Budi Nur SIDIQ, Dhita Prasisca MUTIATARI	113
	<b>Improving the Environmentally Oriented Activities of Entrepreneurship</b>	
12	Aina AIDAROVA, Tazhikul MASHIROVA, Ainur ABILKASSYM, Aliya ATENOVA, Zhanna SHUGAIPOVA, Yerzhan ZHUSSUPOV	126
	<b>Urban Ecosystem Network. Standardization’s Effects upon Development of Green Open Spaces in the Arosuka River Flow Area</b>	
13	G. GUSMAL, Agus IRIANTO, Susi EVANITA	143
	<b>Role of Microfinance in Mitigating Disasters in Pakistan</b>	
14	Hafiz Waqas KAMRAN, Abdelnaser OMRAN	150

**Editor in Chief**

**Ramona PÎRVU**

University of Craiova, Romania

**Editorial Board**

**Omran Abdelnaser**

University Sains Malaysia, Malaysia

**Huong Ha**

University of Newcastle, Singapore,  
Australia

**Harjeet Kaur**

HELP University College, Malaysia

**Janusz Grabara**

Czestochowa University of Technology,  
Poland

**Vicky Katsoni**

Techonological Educational Institute of  
Athens, Greece

**Sebastian Kot**

Czestochowa University of Technology,  
The Institute of Logistics and International  
Management, Poland

**Nodar Lekishvili**

Tbilisi State University, Georgia

**Andreea Marin-Pantelescu**

Academy of Economic Studies Bucharest,  
Romania

**Piotr Misztal**

The Jan Kochanowski University in  
Kielce, Poland

**Agnieszka Mrozik**

University of Silesia, Poland

**Chuen-Chee Pek**

Nottingham University Business School,  
Malaysia

**Roberta De Santis**

LUISS University, Italy

**Fabio Gaetano Santeramo**

University of Foggia, Italy

**Dan Seligșteanu**

University of Craiova, Romania

**Lesia Kucher**, Lviv Polytechnic National  
University, Ukraine

**Laura Ungureanu**

Spiru Haret University, Romania

15	<b>Green Banking Tools for the Implementation of a State's Environmental Policy: Comparative Study</b>	160
	Bayanslu MARKHAYEVA, Alisher Serikbolovich IBRAYEV, Madina BEISENOVA, Gaukhar SERIKBAYEVA, Milton ARRIETA-LÓPEZ	
16	<b>The Role of the Environment Committees in the Nineteenth Parliament for the Year 2020 in Studying Matters Related to Environmental Affairs in Jordan</b>	168
	Tareq AL-BILLEH, Hamzeh ABU ISSA	
17	<b>Environmental Pollution Crime</b>	176
	Noor ALHENDI, Muamar SALAMEH	
18	<b>Environmental and Socio-Economic Development Strategy of Depressed Regions</b>	181
	Dana AKISHEVA, Kanat ADILBAYEV, Zhibek ABYLKASSIMOVA, Aigul ADILBAYEVA, Zauresh NURGALIEVA	
19	<b>Circular Economy in Ukraine on the Way to European Integration: Directions for Sustainable Management during the War and Post-War Recovery</b>	194
	Viktoriia SHVEDUN, Volodymyr BULBA, Liubov BOZHKO, Lesia KUCHER, Valentyna KHOLODOK, Oleksandr IHNATIEV	
20	<b>Maintaining Environmental Sustainability through Public Financing. Insights from Kazakhstan</b>	207
	Anar KURMANALINA, Galiya TURMAKHANBETOVA, Zagira ISKAKOVA, Abzal MUKUSHEV, Nazgul KHAMITKHAN, Ruslana ICHSHANOVA	
21	<b>Sustainable Development of Rural Areas in the Conditions of Globalization: Ukrainian Realities</b>	217
	Tetiana LISOVA, Svitlana SHARAPOVA, Viktoriia BREDIKHINA, Liudmyla LEIBA	
22	<b>Climate Change Impacts and Environmental and Water use Behaviors, Beliefs and Perceptions</b>	225
	Ismail BANO, Nirmala DORASAMY, Faizal BUX	
23	<b>Overview of Projects Challenges to Achieve Transformations in Food Industry</b>	236
	Laura BAIZHANOVA, John CHRISTIANSEN, Duissekul KUNANBAEVA	
24	<b>The Role of Press Tours in the Development of Park Recreation Complexes</b>	249
	Olesia DOLYNSKA, Ihor SMYRNOV, Inna SHOROBURA, Volodymyr MERCHANSKYI, Ihor TSURKAN	
25	<b>Developing Nature Interpretation and Alternative Management Strategies to Promote Pro-Environmental Behaviors among Visitors to Thailand's National Parks</b>	261
	Pitoon AMORNWITTHAWAT, Noppawan Tanakanjana PHONGKHIEO, Thawan NIEAMSUP	
26	<b>Ecotourism Routes in Ugam-Chatkal State Natural Park and Their Organization</b>	272
	Ulugbek NARMANOV, Otabek NARMANOV, Mirzaeva AZIZAKHAN	
27	<b>The Amount of Tourist Waste in the Altai Mountains. Mongolia and Kazakhstan Cases</b>	283
	Badyelgaj YERBAKHYT, Bauyrzhan KAPSALYAMOV, Gulnur SASPUGAYEVA, Amarjargal MUNKH-ERDENE, Zhazgul TUSSUPOVA	

# Call for Papers Summer 2023 Issues Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

*Journal of Environmental Management and Tourism* is indexed in SCOPUS, RePEc, CEEOL, and ProQuest.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

<b>Deadline for submission:</b>	21 <sup>st</sup> April 2023
<b>Expected publication date:</b>	June 2023
<b>Website:</b>	<a href="https://journals.aserspublishing.eu/jemt">https://journals.aserspublishing.eu/jemt</a>
<b>E-mail:</b>	<a href="mailto:jemt@aserspublishing.eu">jemt@aserspublishing.eu</a>

To prepare your paper for submission, please see full author guidelines in the following file: [JEMT Full Paper Template.docx](#), then send it via email at [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu).



DOI: [https://doi.org/10.14505/jemt.v14.1\(65\).24](https://doi.org/10.14505/jemt.v14.1(65).24)

## The Role of Press Tours in the Development of Park Recreation Complexes

Olesia DOLYNSKA

Khmelnytskyi Humanitarian-Pedagogical Academy, Ukraine

[larkal1835@gmail.com](mailto:larkal1835@gmail.com)

Ihor SMYRNOV

Kyiv National University named after Taras Shevchenko, Ukraine

[smyrnovig@ukr.net](mailto:smyrnovig@ukr.net)

Inna SHOROBURA

Khmelnytskyi Humanitarian-Pedagogical Academy, Ukraine

[shorbura@gmail.com](mailto:shorbura@gmail.com)

Volodymyr MERCHANSKYI

State Biotechnological University, Ukraine

[seom@gmail.com](mailto:seom@gmail.com)

Ihor TSURKAN

Mykolaiv Branch of Kyiv National University of Culture and Arts, Ukraine

[herson@ukr.net](mailto:herson@ukr.net)

### Suggested Citation:

Dolynska, O., *et al.* (2023). The Role of Press Tours in the Development of Park Recreation Complexes. *Journal of Environmental Management and Tourism*, (Volume XIV, Spring), 1(65): 249-260. DOI:[10.14505/jemt.v14.1\(65\).24](https://doi.org/10.14505/jemt.v14.1(65).24)

### Article's History:

Received 3<sup>rd</sup> of September 2022; Received in revised form 18<sup>th</sup> of September 2022; Accepted 20<sup>th</sup> of October 2022; Published 10<sup>th</sup> of March 2023. Copyright © 2023 by ASERS® Publishing. All rights reserved.

### Abstract:

Recreation is one of the key human needs, as the intensity of life on the planet is quite high. The issue of organizing places for rest is important. The aim of this work was to study the impact of press tours on the development of park recreation complexes. The research involved statistical data analysis and the methodology developed by the State Tourism Administration of Ukraine to determine the volume of tourist activity and attendance. Press tours of park recreation complexes were held on the territory of Ukraine, which has a rich natural tourist resource, while being a country with a low tourism development. It was found that they not only introduce the guests of the complexes into the attractions that exist on its territory, but also enable discussing the current problems with the aim of finding additional sources of funding for their solution. They can help to restore the infrastructure of the complexes and make them more attractive for visitors. Such arrangements contribute to the dissemination of information in mass media, social networks, blogs, as well as in well-known Ukrainian and foreign tourist publications. As a result, this contributes to the attraction of a larger number of visitors, their recreation spending growth because of the extended types of tourist activities on the territory of the complex. Park recreation complexes receive more profit in this way, part of which, along with financing the maintenance of the complex, can be spent on their development. So, it was established that press tours promote the development of park recreation complexes. The results of this study are of practical importance, as they can be used in tourism marketing.

**Keywords:** marketing; national parks; protected areas; recreation; leisure.

**JEL Classification:** L14; L 83; L 84; Q57; R11.

### Introduction

Tourism is an important factor in economic development. Therefore, attracting tourists is important, especially for developing countries. The tourism business offers the most exotic places to visit: volcanic craters, coral reefs (Fitch *et al.* 2022), mangrove forests (Spalding and Parrett 2019), various large integrated modern recreational

cities such as Disneyland in the USA, Europa Park in Germany (Alyousef *et al.* 2022) etc. According to Fitch *et al.* (2022), it is proven that two-thirds of the capital spent on tourism falls on natural recreation areas. Sanchez (2018) notes that ecotourism, recreational and cultural tourism are often combined. In small settlements, it is sometimes the only source of income for the local population. Such funds contribute to the development of infrastructure, which makes the area even more attractive for tourists. Visiting recreational parks is closely related to the protection of the natural environment (Latinopoulos 2019). Park recreation complexes contribute to the preservation and improvement of the physical and mental health of their visitors (He *et al.* 2022a; Soe Zin *et al.* 2019), as they provide the possibility of interacting with nature and performing various physical exercises (walking, running, swimming, etc.). Bailey and Thomas (2021) states that walking a mile helps people to extend their life expectancy by 21 minutes, while exercising for 60 minutes - by two hours. Park recreation complexes also have social and economic significance (Watson and Deller 2021; Wood *et al.* 2020) at the local and national levels (Soe Zin *et al.* 2019). Besides, parks located in large cities have a positive effect on maintaining ecological balance (He *et al.* 2022b; Liu 2022). Afsary (2019) emphasize that along with health centres and hospitals, parks and recreations form a healthy environment.

Ukraine is one of the countries with a low share of foreign tourists. In 2020, receipts from international tourism in Ukraine amounted to 1.1% of total exports. In Albania this indicator was 35.9%, in the Bahamas — 61.2% (The World Bank). The underlying reasons include not only the low development of tourist infrastructure, but also the socio-political situation in the country, which caused a drop in this indicator from 7.3% in 2013 to 3.5% in 2014. The global pandemic of 2020 also had a negative impact. In 2019, receipts from international tourism in Ukraine amounted to 4.1% of total exports and decreased by 3% during the year of the pandemic. This adversely affects the country's economy. As Sanchez (2018) maintains, the attraction of foreign tourists contributes to the economic development of the host country. According to Matthew *et al.* (2021), it is caused by the foreign currency inflow. Besides, tourism contributes not only to the movement of people, but also to the creation of jobs (Matthew *et al.* 2021) to ensure the appropriate level of services (Sanchez 2018). Therefore, it is important to find ways to attract visitors to park recreation complexes.

The aim of this work was to study the influence of press tours on the development of park recreation complexes.

The aim involved the following research objectives:

- 1) Study the nature reserve fund of Ukraine;
- 2) Identify park recreation complexes which are the most attractive for foreign and domestic visitors;
- 3) Determine the impact of press tours on the development of the infrastructure of park recreation complexes.

## 1. Literature Review

Researchers pay considerable attention to the role of city parks in the development of the city. Liu (2022) believes that the development of urban forest parks is the key to sustainable development. Therefore, as Pancewicz (2019) emphasize, they should be created, restored and measures should be taken to preserve them for future generations. A number of researchers study the issues of counting the number of visitors to park recreation complexes and the time they spend on their territory. For this purpose, social networks (Wood *et al.* 2020), geolocation data obtained through cell communication (He *et al.* 2022b), and statistical models were developed to estimate attendance. Pelletier *et al.* (2021) estimated the demand for recreational services by analysing the two factors of natural wealth and existing recreational infrastructure. Other researchers used the travel cost method (Bhat and Bhatt 2018; Heagney *et al.* 2019), also referred to as the individual travel cost method (ITCM) (Latinopoulos 2019; Soe Zin *et al.* 2019) in order to evaluate recreational services. The Toolkit for Ecosystem Service Site-based Assessment (TESSA v.1.2) is also used (Soe Zin *et al.* 2019).

Pelletier *et al.* (2021) notes that the economic benefit of recreation in national parks is only partial coming from entrance fee and some types of recreational activities. At the same time, as Belayadi (2020) states, the economic cost of organizing and arranging recreation is related to the creation of recreational infrastructure (entrances to the park, parking spaces, tables, benches, places for picnics, footpaths, playgrounds, etc.) and the provision of services to visitors (accommodation, camping, food, etc.).

Factors that influence the attendance of park and recreation complexes, such as gender, age (He *et al.* 2022b) and race (Ruffner, 2022) of visitors, distance from the place of residence (Xue and Zhang 2020) were also established. It was found that not only the vegetation in the park affects the attendance of the complex, but also the developed infrastructure, the park facilities, and the types of services provided on its territory. Abang Abdurahman *et al.* (2022) supplemented the model of park visitation research by the natural features of the park

in addition to the factors listed above. Lee and Jayakumar (2021) claim that assigning the park a global status by UNESCO increases the number of visitors. The epidemiological situation in the country and the world also affects the choice of a vacation spot. As Watson and Deller (2021) notes, visitors preferred parks that are located closest to their place of residence during the 2020 pandemic, while they postponed long-distance travels. Camping, cycling and hiking became very popular at that time.

Providing the necessary services to tourists requires much effort spent on studying their tourist behaviour (Abang Abdurahman *et al.* 2022), the dependence of visitor behaviour on the distance they have covered to get to the complex (Xue and Zhang 2020). Pelletier *et al.* (2021) also studied the need for various types of recreational services: physical exercise, visual enjoyment of recreation, education, cultural connections, spiritual experience.

Tursunaliyevich *et al.* (2021) state that various methods and gravity models are being developed to help attract visitors. According to Bailey and Thomas (2021), social media posts are an effective marketing tool to attract more new visitors. Şimşek *et al.* (2021) note that the provision of recreation services by staff employed after the graduation from recreation departments is also one of the important factors in the recreational sector.

Jiao and He (2022) identifies the necessary condition for effective press tour: a careful consideration of the route, which will avoid repetitions of recreation facilities on it, and fully introduce a tourist into all the recreational opportunities of the park complex. The problems that need to be solved in order to improve the infrastructure of the complex and discuss possible ways to solve them can also be emphasized during the excursion.

## 2. Methods

The research was conducted in several stages. The first stage involved the study of the nature reserve fund of Ukraine and their attractiveness for external and internal visitors.

The second stage provided for identifying the impact of press tours to park and recreation complexes on the development of their infrastructure.

The third stage involved determining the impact of press tours on the attraction of foreign and domestic visitors to park recreation complexes.

Statistical analysis of data obtained from official sources was used in the research: the State Statistics Service of Ukraine (n.d.), the survey report of 23,480 respondents conducted in 2021 by order of the State Tourism Development Agency (2021) in order to study domestic and outbound tourism. The statistical error with a probability of 0.95 did not exceed 5.5%. Data from the World Bank Open Data (n.d.) were also used. The author's team directly participated in all press tours as observers, did not interfere in the discussion and resolution of the issues raised there. The author's team conducted field observations for two years (2019 - 2021), recorded changes that occurred in recreational complexes, and measured attendance. The general trend of changes in attendance of parks caused by the 2020 pandemic was taken into account.

Besides, the changes in the volume of tourist activity and attendance were studied using the methodology developed by the State Tourism Administration of Ukraine. The attendance classification was also used for this purpose (Abang Abdurahman *et al.* 2022). If the number of internal visitors per month is less than 1,000 people, the attendance is considered low, 1,001 to 3,000 people — medium, over 3001 — high. The corresponding figures for foreign visitors are as follows: below 200 tourists per month — low attendance, 201 to 1,500 — medium, and over 1,501 — high. The average monthly attendance was determined for each of the park recreation complexes and compared to the results obtained for two consecutive years for the same months to eliminate the influence of season-related differences in attendance.

A total of 28 press tours to 28 park recreation complexes of Ukraine were attended during the year with a total number of participants of 724 people. They included 83 representatives of the administration of the territorial division and representatives of the relevant local council, politicians. There were also 119 bloggers who had travel content on their social media pages with more than 100,000 followers, 522 journalists and representatives of regional, national and foreign mass media. Besides, the representatives of both Ukrainian and foreign mass media (India, Great Britain, Switzerland, Turkey, Romania, Poland and other countries) were the invited guests.

The research results were processed and graphically presented with the use of Microsoft Excel through statistical methods of data processing.

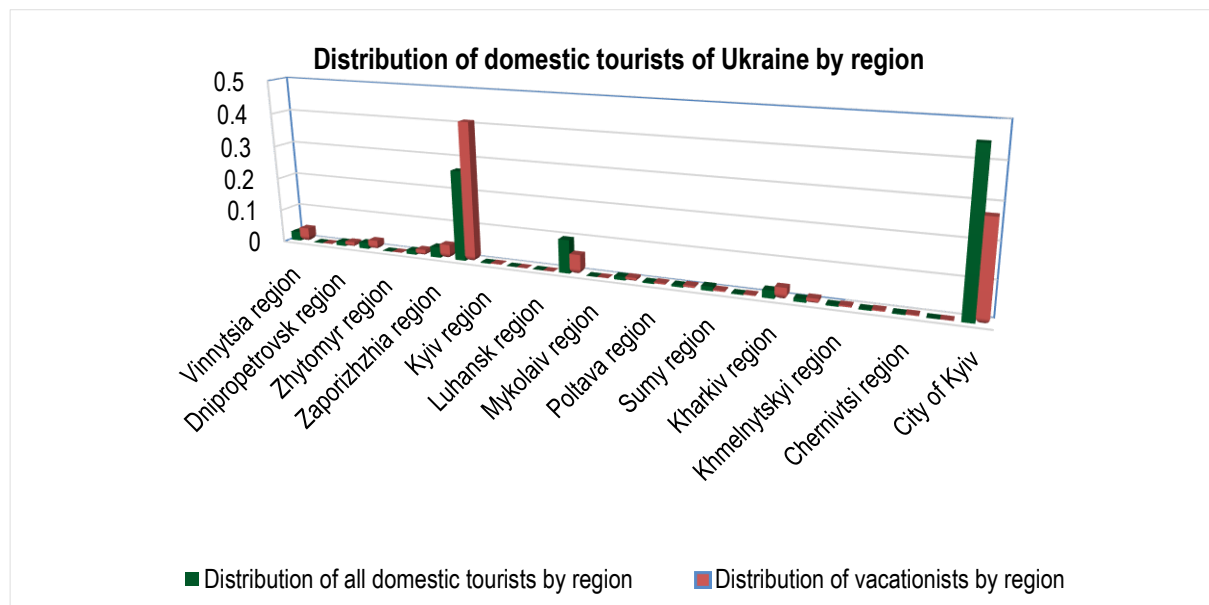
## 3. Results

According to the data of the State Statistics Service of Ukraine (n.d.), foreign visitors most often choose the city of Kyiv (6,714 people), Ivano-Frankivsk region (1,569 people), Lviv (87 people), Zaporizhzhia (36 people), Odesa (25 people), Volyn (6 people), Kharkiv (4 people), Rivne (3 people) regions. In general, more than 70% of foreign tourists go to Ukraine for recreation and leisure. Foreigners visit Ivano-Frankivsk, Zaporizhzhia, Rivne, and

Kharkiv regions only for the recreation purposes, not for any other reasons. In contrast, the share of foreigners who came on vacation to the Volyn, Lviv, Odesa regions and the city of Kyiv, was 32%, 33%, 17%, and 70%, respectively.

In 2021, 187,530 tourist movements were recorder in Ukraine, including 65% of domestic tourists in Ukraine who travel for leisure and recreation. Figure 1 illustrates the distribution of tourists by regions that Ukrainians choose for recreation.

Figure 1. Percentage ratio of domestic tourists moving to some region of Ukraine to their total number



Source: Developed by the author based on the State Statistics Service of Ukraine (n.d.).

Table 1. Distribution of objects and territories of the nature reserve fund of Ukraine by region (2021)

Region	The total number of objects and territories of the nature reserve fund	The number of reserves	The number of nature sanctuaries	The number of reserved tracts	The number of parks - memorials of landscape gardening art
Vinnitsia region	320	45	213	33	29
Volyn region	209	74	107	22	5
Dnipropetrovsk region	105	39	54	3	7
Donetsk region	70	30	30	6	
Zhytomyr region	102	43	26		31
Zakarpattia region	415	38	349	3	21
Zaporizhzhia region	299	181	95	3	20
Ivano-Frankivsk region	366	30	99	212	11
Kyiv region	85	17	35	12	8
Kirovohrad region	39	2	17	10	4
Luhansk region	87	13	48	14	6
Lviv region	400	33	240	61	55
Mykolaiv region	89	26	30	13	19
Odesa region	92	22	44	2	21
Poltava region	169	46	92	10	20
Rivne region	227	108	8	63	11
Sumy region	168	50	55	43	19
Ternopil region	412	89	308		18
Kharkiv region	135/2	81	39	6	1
Kherson region	69	7	32	10	12
Khmelnitskyi region	269	39	198	7	24
Cherkasy region	381	159	155	26	38
Chernivtsi region	243	16	144	39	40
Chernihiv region	528	332	127	45	22



As Figure 1 shows, Ukrainian tourists choose the city of Kyiv, Ivano-Frankivsk, Lviv, Vinnytsia, Zaporizhzhia and Kharkiv regions for leisure and recreation. The choice of Ukrainian vacationers coincides with the choice of foreign ones.

Table 1 presents the distribution of objects and territories of the nature reserve fund of Ukraine by region.

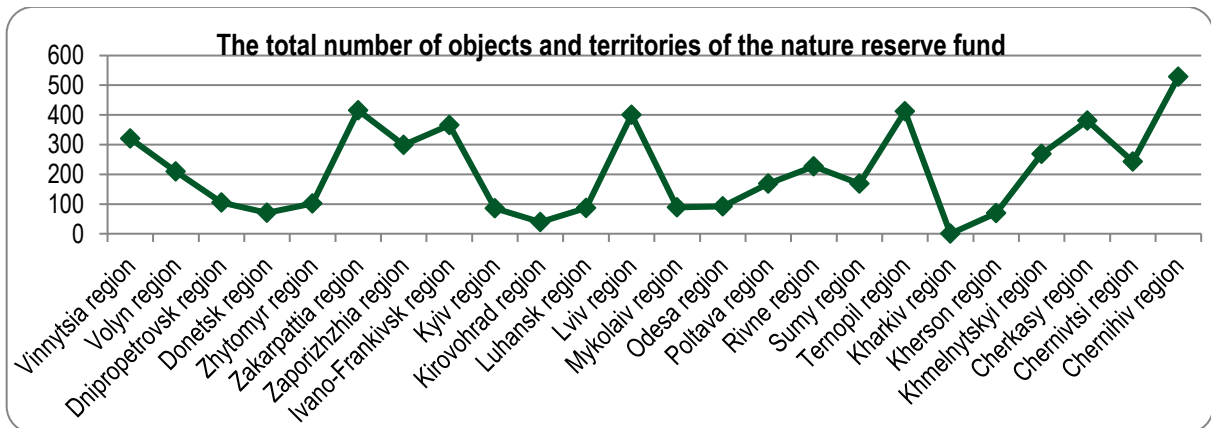
As Figures 2-7 show, the distribution curve of reserved tracts by region (Figure 6) best correlates with the curve of the distribution of Ukrainian tourists whose purpose of travel is recreation or leisure (Figure 2). The correlation is 0.91. It can be concluded on this basis that the reserved tracts on the territory of the region significantly influence a decision when choosing a place for recreation.

Figure 2. Distribution of Ukrainian vacationers by region



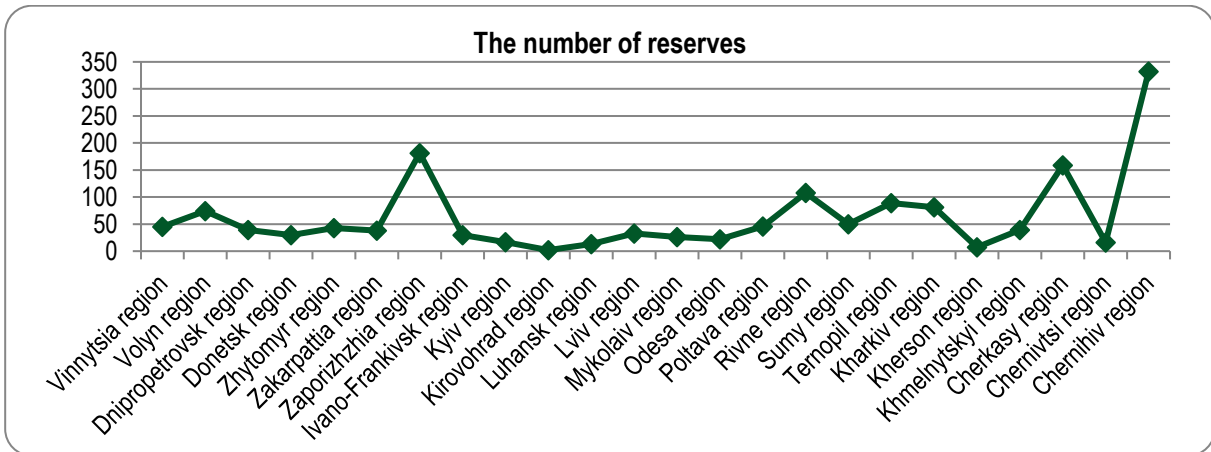
Source: Developed by the author based on the State Statistics Service of Ukraine (n.d).

Figure 3. The total number of objects of the nature reserve fund



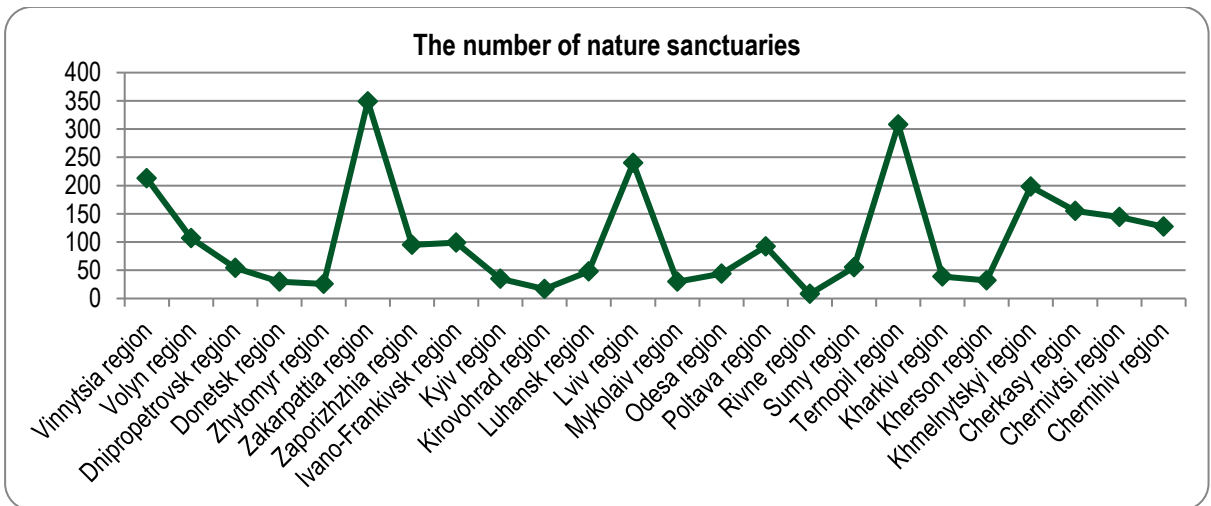
Source: Developed by the author based on All about Tourism - a Tourist Library (n.d.).

Figure 4. Number of reserves



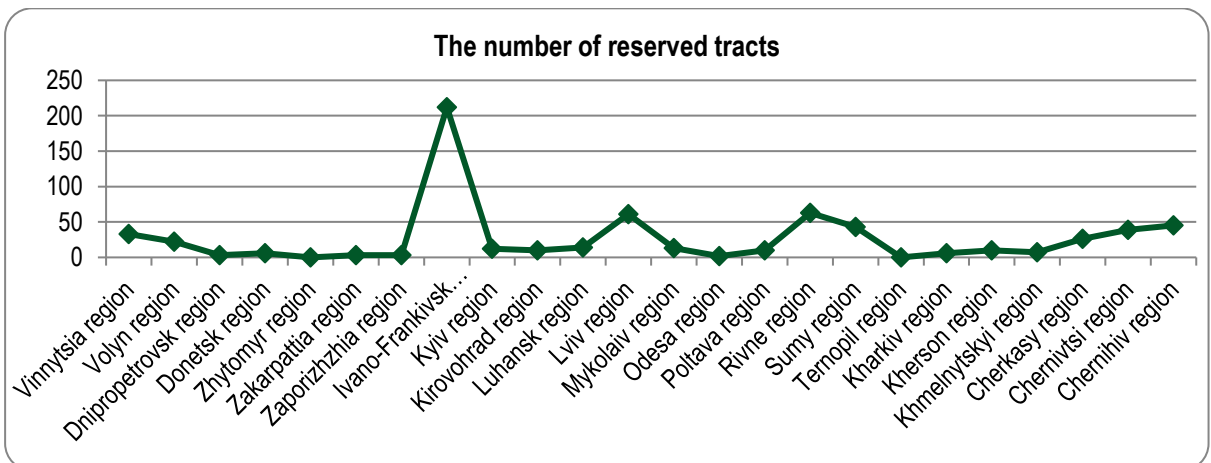
Source: Developed by the author based on All about Tourism - a Tourist Library (n.d.).

Figure 5. The number of nature sanctuaries



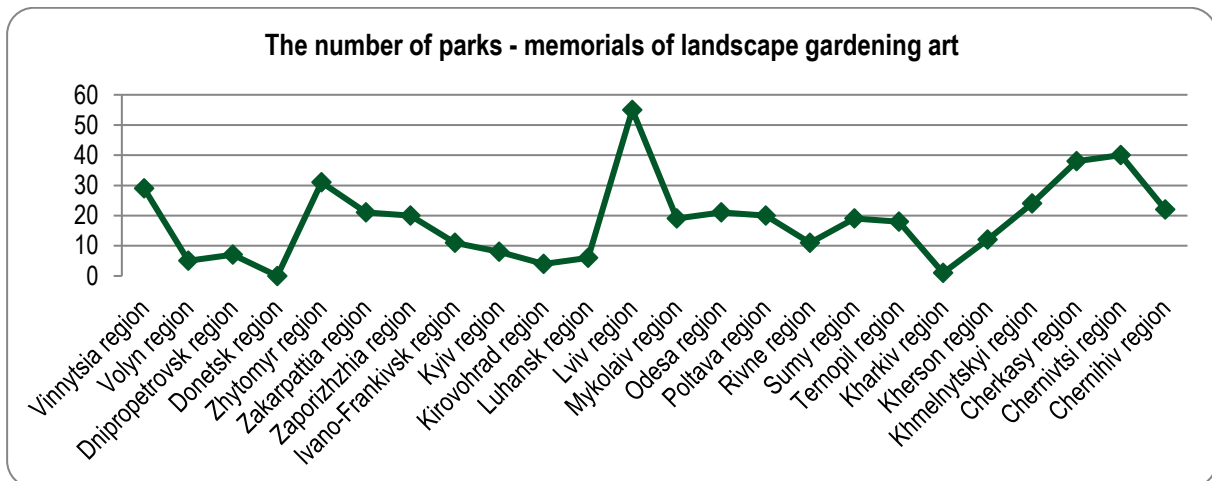
Source: Developed by the author based on All about Tourism - a Tourist Library (n.d.).

Figure 6. The number of reserved tracts



Source: Developed by the author based on All about Tourism - a Tourist Library (n.d.).

Figure 7. The number of parks – memorials of landscape gardening art



Source: Developed by the author based on All about Tourism - a Tourist Library (n.d.).

The work analysed 28 park recreation complexes located in the territories of regions that are mostly not so popular among foreign and domestic visitors. Some problems in their infrastructure were identified, which could have a negative impact on attendance (Table 2).

Table 2. Identified drawbacks of the infrastructure of park recreation complexes of Ukraine included in the sample (2021)

Item No.	Problem	The number of complexes that have a problem, %
1.	Lack or improper condition of driveways	48 %
2.	Lack or improper condition of asphalted pedestrian and bicycle paths in the park	32 %
3.	Lack of catering facilities or their poor condition	64 %
4.	Lack of overnight accommodation (hotels, motels, campsites)	36 %
5.	Hotels, motels need repair and modern re-equipment	76 %
6.	Wear of some infrastructure components of the complex	88 %
7.	Lack of plant diversity	52 %
8.	Lack of qualified personnel for the provision of recreational services (bartenders, waiters, cooks, maids, landscapers, guides and tour guides, etc.)	48 %
9.	Lack of all-season tourist infrastructure	72 %
10.	Lack of transport communications	36 %
11.	Lack of entertainment facilities	32 %
12.	Lack of tourist information direction sign along the roads leading to the park recreation complex	28 %
13.	Lack of places intended for short-term rest along the roads on the way to the park recreation complex	64 %
14.	Lack of toilets or their poor condition	40 %
15.	Lack of modern recreation areas on the territory of the complex	36 %

Significant positive changes in the development of the park recreation complex were achieved after the press tours through the consolidation of all their participants, which comprised invited journalists, bloggers, representatives of executive authorities of the region, representatives of the tourism business of the region. For example, the conducted research showed that some of the shortcomings that were revealed during the press tour were eliminated a year after this event (Table 3). Besides, a number of additional works were performed, which made the park recreation complexes more modern and attractive for both domestic and international visitors. This is evidenced by the positive dynamics of the number of visitors before and during the two years after the press tour.

Table 3. Works performed to improve the infrastructure of park and recreation complexes after the press tour (2021)

Item No.	Type of works	Percentage of completed works	Distribution of costs		
			Internal resources of the complex	Local budget funds	Funds of entrepreneurs and charitable contributions
1.	Works performed to eliminate ensuring fire safety drawbacks	96 %	35 %	65 %	0 %
2.	Additional recreation areas arranged	68 %	8 %	50 %	42 %
3.	New additional toilets installed	72 %	11 %	34 %	55 %
4.	Overhaul of the existing toilets carried out	92 %	27 %	65 %	8 %
5.	Metal structures painted	76 %	30 %	30 %	40 %
6.	Wooden structures painted	80 %	30 %	30 %	40 %
7.	Pedestrian and bicycle paths on the territory of the complex asphalted	72 %	6 %	50 %	44 %
8.	Children's playgrounds arranged	36 %	0 %	50 %	50 %
9.	The premises of catering facilities renovated	76 %	2 %	50 %	48 %
10.	The worn-out heating system repaired	64 %	0 %	30 %	70 %
11.	New types of park vegetation purchased and planted	88 %	0 %	24 %	86 %
12.	Decorative structures (fountains, figures, etc.) installed	80 %	0 %	18 %	82 %
13.	Water bodies renewed	44 %	0 %	43 %	57 %
14.	Paving tiles laid	52 %	1 %	36 %	63 %
15.	An automatic watering system created	36 %	3 %	29 %	68 %
16.	The territory lighting system restored	88 %	34 %	50 %	16 %
17.	Facades of buildings renovated	24 %	18 %	50 %	32 %
18.	The driveways to the complex renovated	36 %	2 %	70 %	28 %
19.	The entrances to the complex renovated	52 %	16 %	34 %	50 %
20.	Musical lighting of the fountains made	16 %	5 %	13 %	82 %
21.	A Wi-Fi-based network of open wireless Internet access points installed	72 %	7 %	38 %	55 %
22.	Decorative benches installed	28 %	4 %	17 %	79 %
23.	A system of QR codes introduced at the objects of tourist routes of park recreation complexes	56 %	9 %	38 %	53 %
24.	A system of 3D excursion routes implemented	12 %	0 %	19 %	81 %
25.	Tourist information direction signs created and installed	36 %	7 %	36 %	57 %
26.	A brochure guide of the park recreation complex created and printed (in several languages)	96 %	5 %	12 %	83 %
Average			11 %	38 %	51 %

Financial assistance and manpower assistance to eliminate deficiencies identified in the infrastructure was provided not only at the expense of internal financial resources of park recreation complexes (11%), but also at the expense of local budgets (38%), patrons, businessmen, volunteers, and as well as migrants originating from these territories and indifferent local residents (51%).

Attracting more visitors (especially in the off-season) is another goal that the organizers of press tours to park recreation complexes pursue. This means conveying information about the possibility, conditions and advantages of recreation in a particular park recreation complex to the masses.

Table 4 presents the most significant results that were achieved in the park recreation complexes of the sample after the press tours.

Table 4. Results of press tours to park recreation complexes of the sample (2021)

Item No.	The result of the press tours	The minimum recorded number
1.	Publication of articles in world-famous tourist publications, including foreign ones	76
2.	Showing stories about park recreation complexes in the news of Ukrainian and foreign TV channels	132
3.	TV programmes on Ukrainian and foreign TV channels about park recreation complexes	12
4.	Publications and video presentations of park recreation complexes in social networks on the pages of famous bloggers	47
5.	Ukrainian migrants involved in the popularization of park recreation complexes of Ukraine, and "nostalgic tourism" introduced as a result	70 people

A benefit that park recreation complexes receive from press tours due to the increasing volumes of tourist activity, attendance (Table 5) and, as a result, an increasing spending of visitor.

Table 5. Dynamics of visits to the park recreation complexes of Ukraine (2021)

The percentage of park recreation complexes attended by domestic visitors in the previous year before the press tour:			The percentage of park recreation complexes attended by foreign visitors in the previous year before the press tour:		
low	Medium	high	low	medium	high
28 %	64 %	8 %	44 %	52 %	4 %
The percentage of park recreation complexes attended by domestic visitors two years after the press tour:			The percentage of park recreation complexes attended by foreign visitors two years after the press tour:		
low	medium	high	low	medium	high
14 %	62 %	24 %	36 %	56 %	8 %

The average spending for one day per visitor of the complex ranged from UAH 673 to UAH 1,308, depending on the complex. The spending then ranged from UAH 924 to UAH 1,857 after the press tour and renovation.

The reliability rate was 91%, which confirms the validity of the obtained results.

#### 4. Discussion

This study showed that vacationers choose protected tracts most often from the entire natural fund of Ukraine. In addition, according to the results of the survey (State Tourism Development Agency, 2021), 48% of vacationers prefer beach vacations. Surveys conducted (Pelletier *et al.* 2021) showed that 99% of respondents emphasize the importance of parks. At the same time, 83% are completely satisfied with the state of park maintenance. And the economic benefit from visiting parks is higher if attendance is high. Under such conditions, there is a tangible impact on the development of the ecosystem and the financial support of households that provide recreational services.

This study showed that vacationers choose protected tracts most often from the entire nature reserve fund of Ukraine. Besides, according to the results of the survey conducted by State Tourism Development Agency (2021), 48% of vacationers prefer beach vacations. Surveys conducted by Pelletier *et al.* (2021) showed that 99% of respondents emphasize the importance of parks. At the same time, 83% are completely satisfied with the state of park maintenance. And the economic benefit from visiting parks is higher if attendance is high. Under such conditions, there is a tangible impact on the development of the ecosystem and the financial support of households that provide recreational services.

Abang Abdurahman *et al.* (2022) states that conducting educational tours, in particular, for schoolchildren or students, is one of the ways to increase the attendance of parks. Other ways are expanding the types of recreational activities (Jiao and He 2022), covering the population of different age groups (Hakman *et al.* 2019).

As this research revealed, holding press tours is an effective measure for attracting visitors, as they result in publications in mass media related to the visited sites. It was established based on the data of the survey conducted by State Tourism Development Agency (2021) that 50% of domestic tourists use information from

social networks when choosing a site for holidays. Internet (33%), YouTube (21%), Television (12%), printed media (3%) rank second in terms of popularity among holidaymakers. The data indicate that not only journalists from periodicals and television should be involved when organizing press tours in order to convey additional information about the park recreation complex, but also famous bloggers who post tourist content on their pages and have a significant number of subscribers and views. The leading international tour operators and representatives of transport companies should also be involved.

He *et al.* (2022a) established that the most frequent visitors to park and recreation zones in cities are their residents, whose homes are located within a radius of 500 m from the park. Although there are studies that refute the dependence of the frequency of visits on the distance to recreation park complexes. They found that when choosing a vacation site, visitors are not guided by its remoteness, but by the availability of the necessary infrastructure there and its size (they give preference to large parks). As this study showed, press tours contributed to the restoration and improvement of the infrastructure of park complexes, having increased attendance as a result.

Conducted surveys (He *et al.* 2022b) showed the dependence of the frequency of visiting parks on the age of visitors. It was established that older people visit the park more often. More than half of recreationists prefer such activities as walks, camping and picnics.

Abang Abdurahman *et al.* (2022) showed that older parks are more popular with visitors. The reason is that more people know about them, as well as their ancient history. When choosing a park, foreign visitors are guided by its age, type and natural geological and geomorphological features: waterfalls, rocks, craters, caves, fossils, sand, etc. Preference is given to large parks, as they offer a greater number of facilities and opportunities for recreation, including active ones. Parks also attract by plant varieties. Paved paths in and around the park is another factor that influences visitors' choice.

Xue and Zhang (2020) studied the visitors' behaviour in recreation park complexes by analysing GPS logs, Internet and bank card transaction data, tracking mobile devices. And it was established that the visitors' behaviour depends on the distance to their place of residence. Visitors who have travelled a considerable distance are ready to spend more time and money to get more recreational services. They also revealed the influence of cultural and climatic distance on visitors' behaviour. It was found that the greater the cultural distance, the more likely visitors are to return. The dependence of the time visitors stay in the recreation area is, however, inversely proportional to the economic distance. It was also revealed that local visitors are more interested in commercial facilities.

The visitors who have covered short distances maintain a balance in visiting cultural and natural sites. Visitors who have travelled long distances to a place of vacation are more interested in visiting cultural objects than natural ones. The GDP rate of the visitor's place of origin and his/her professional activity are more important than gender, distance and duration of stay.

Heagney *et al.* (2019) found that visitors to protected areas in New Wales receive \$90 in consumer surplus from each visit on average, although there is some variance due to differences between parks. The high attendance of recreation park complexes emphasizes their importance for the population. At the same time, as Bhat and Bhatt (2018) notes, consumer surplus per visitor in India averaged \$197. According to Soe Zin *et al.* (2019), TCM is \$20-\$24 is at the Popa Mountain. All visitors to the Popa Mount spent \$16.1-19.6 million during the year, which is \$916-\$1,111 for 1 ha of recreational area. TESSA data showed that annual total spending on recreation by local visitors is \$15.1 million, or \$858 per ha. Foreign visitors spent a total of \$5.04 million, which is \$286 per ha. In Austria, the total annual benefit from local recreation, such as forest walks, hiking, cycling, natural environment viewing, is €500 per person on average (Getzner and Meyerhoff 2020).

## Conclusion

Visiting Park recreation complexes has a triple significance: economic, social and ecological. It was established that Ukraine has a rich recreation park fund and a low level of recreational tourism. Therefore, attracting more visitors is currently important. This can be achieved most effectively in the cooperation of representatives of the tourism sector, authorities and mass media. The best way to unite them and introduce them into the existing problems and unique opportunities of a particular complex is to hold a press tour on its territory.

It was found that the expenses that park recreation complexes can make from their own resources are only one tenth of the financial expenses that can be made from the local budget and charitable contributions. The renovation and improvement of the infrastructure of park recreation complexes, as well as the dissemination of information about them through various information sources entail an increase in attendance and the average spending of visitors. This provides an opportunity for further development of parks, their modernization and

maintenance in proper condition. The obtained results can be useful in the creation of gravity models of natural tourism.

In February 2022, Russian troops carried out a full-scale invasion of the territory of Ukraine. The parts of almost half of the regions of Ukraine were temporarily occupied. On them, the occupying forces destroyed military and civilian objects. Forests and parks were purposefully mined. In many of them, even after the liberation of the territories, explosive objects remain due to the conduct of hostilities. There are bans on visiting forests and parks in the regions where hostilities took place, even six months after their independence. All this, as well as the change in Ukraine's economic and social situation, led to a significant decrease in attendance at park and recreation complexes. And it will take more than one year to restore the destroyed parks' infrastructure and return visitors to them in the number before February 2022.

Prospects for further research based on the findings of this work include determining the role of the held press tours separately with foreign participants and separately with Ukrainian participants, as well as identifying new and more effective ways of attracting visitors to park recreation complexes.

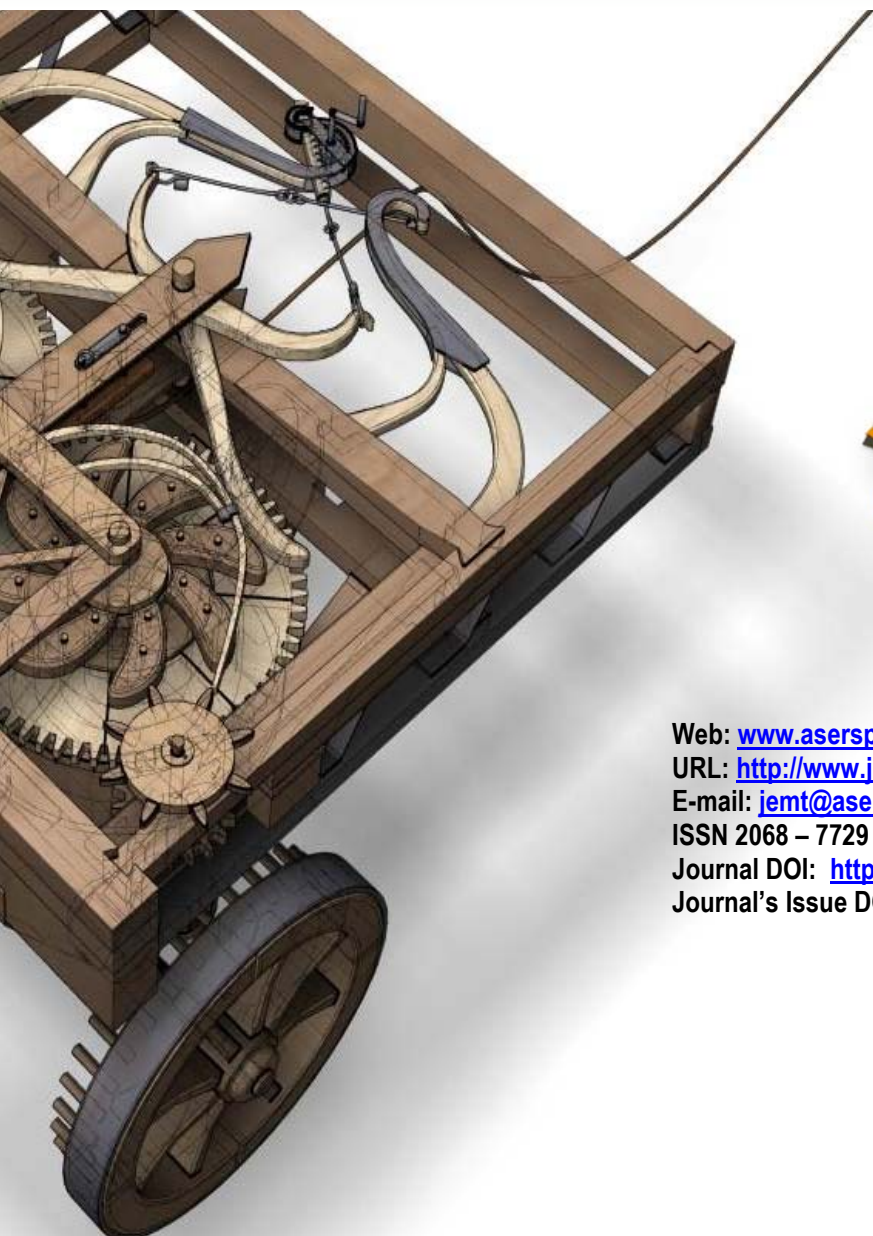
## References

- [1] Abang A., *et al.* 2022. Using Machine Learning to Predict Visitors to Totally Protected Areas in Sarawak, Malaysia. *Sustainability*, 14(5): 2735. DOI: <https://doi.org/10.3390/su14052735>
- [2] Afsary, S. 2019. Toward Sustainable Urban Development by Improving Healthy Environment, Economic Viability and Social Equity; A study on the City of Abilene, KS. *EDRA 50. Environmental Design Research Association. Sustainable Urban Environments: Research, Design and Planning for the Next 50 Years*. NY: Brooklyn. Available at: <https://www.researchgate.net/publication/341275000>
- [3] Alyousef, T., *et al.* 2022. Integrated Recreation Cities and Sustainable Development in Saudi Arabia: Contributions, Constraints, and Policies. *Sustainability*, 14(10): 6182. DOI:<https://doi.org/10.3390/su14106182>
- [4] Bailey, K., and Aaliyah T. 2021. Georgetown County Parks and Recreation: Goal 3. *Goal 3: Good Health and Well-Being 2*. Available at: <https://digitalcommons.coastal.edu/goal-3-good-health/2>
- [5] Belayadi, S. 2020. *Who Benefits from Park and Recreation Improvements in San Francisco? A case study of recreation center renovations in San Francisco*. Master's Theses, College of Arts and Sciences. Available at: <https://repository.usfca.edu/thes/1314>
- [6] Bhat, M. Y., and Bhatt, M.S. 2018. Economic valuation of biodiversity in South Asia: the case of Dachigam National Park in Jammu and Kashmir (India). *Asia & the Pacific Policy Studies* 6(1): 59-72. DOI:<https://doi.org/10.1002/app5.266>
- [7] Fitch, A., *et al.* 2022. Under the influence of nature: The contribution of natural capital to tourism spend. *PLoS One* 17(6): e0269790. DOI: <https://doi.org/10.1371/journal.pone.0269790>
- [8] Getzner, M., and Jürgen Meyerhoff. 2020. The benefits of local forest recreation in Austria and its dependence on naturalness and quietude. *Forests* 11(3): 326. DOI: <https://doi.org/10.3390/f11030326>
- [9] Hakman, A., *et al.* 2019. Technology of planning and management of leisure activities for working elderly people with a low level of physical activity. *Journal of Physical Education and Sport*, 19(1): 2159-2166. DOI:<https://doi.org/10.7752/jpes.2019.s6324>
- [10] He, B., *et al.* 2022a. Exploring Park Visit Variability Using Cell Phone Data in Shenzhen, China. *Remote Sensing*, 14(3): 499. DOI: <https://doi.org/10.3390/rs14030499>
- [11] He, J., Li Li, and Jiaming Li. 2022b. Generating Inclusive Health Benefits from Urban Green Spaces: An Empirical Study of Beijing Olympic Forest Park. *Buildings*, 12(4): 397. DOI:<https://doi.org/10.3390/buildings12040397>
- [12] Heagney, E. C., Rose, J. M. Ardeshiri, A. and Kovac, M. 2019. The economic value of tourism and recreation across a large, protected area network. *Land Use Policy*, 88: 104084, DOI:<https://doi.org/10.1016/j.landusepol.2019.104084>
- [13] Jiao, Yan, and Zuoyu He. 2022. GIS-Based Touring Route Planning for Forest Parks-Baiwangshan Forest Park as an Example. *IOP Conference Series: Earth and Environmental Science* 966, no. 1, 012008. IOP Publishing. DOI: <https://doi.org/10.1088/1755-1315/966/1/012008>

- [14] Latinopoulos, D. 2019. The role of ecotourism in the Prespa National Park in Greece. Evidence from a travel cost method and hoteliers' perceptions. *Journal of Environmental Management and Tourism*, 8(40): 1731-1741. DOI: [https://doi.org/10.14505/jemt.v10.8\(40\).04](https://doi.org/10.14505/jemt.v10.8(40).04)
- [15] Lee, YuJin, and Ramasamy Jayakumar. 2021. Economic impact of UNESCO Global Geoparks on local communities: Comparative analysis of three UNESCO Global Geoparks in Asia. *International Journal of Geoheritage and Parks*, 9(2): 189-198. DOI: <https://doi.org/10.1016/j.ijgeop.2021.02.002>
- [16] Liu, Liwei. 2022. The Research on the Planning and Design of Urban Forest Parks under the Concept of Ecological Civilization. *Forest Chemicals Review*, 648-656. Available at: <http://www.forestchemicalsreview.com/index.php/JFCR/article/view/950>
- [17] Matthew, O. A., et al. 2021. Interaction effect of tourism and foreign exchange earnings on economic growth in Nigeria. *Global Business Review*, 22(1): 7-22. DOI: <https://doi.org/10.1177/0972150918812985>
- [18] Pancewicz, A. 2019. Contemporary Parks in Post-Industrial Cities of Upper Silesian-Zaglebie Metropolis. *IOP Conference Series: Materials Science and Engineering*, 471(9): 092037. DOI: <https://doi.org/10.1088/1757-899X/471/9/092037>
- [19] Pelletier, M.-C., Heagney, E. and Kovač, M. 2021. Valuing recreational services: A review of methods with application to New South Wales National Parks. *Ecosystem Services* 50: 101315, DOI:<https://doi.org/10.1016/j.ecoser.2021.101315>
- [20] Ruffner, J. 2022. WPA-inspired artwork's relationship to minority recreation preference in the American national park system. *Critique: A Worldwide Student Journal of Politics*. Available at: [https://cpb-us-w2.wpmucdn.com/about.illinoisstate.edu/dist/e/34/files/2022/06/Ruffner\\_final.pdf](https://cpb-us-w2.wpmucdn.com/about.illinoisstate.edu/dist/e/34/files/2022/06/Ruffner_final.pdf)
- [21] Sanchez, R. V. 2018. Conservation strategies, protected areas, and ecotourism in Costa Rica. *Journal of Park and Recreation Administration*, 36(3). DOI: <https://doi.org/10.18666/JPRA-2018-V36-I3-8355>
- [22] Şimşek, K. Y., Çevik, H. and Mercanoğlu, A.O. 2021. Main Qualifications Required for Employment of Recreation Experts: The Perspective of Sector Representatives. *International Journal of Recreation and Sports Science*, 5(1): 31-41. DOI: <https://doi.org/10.46463/ijrss.917073>
- [23] Soe Zin, et al. 2019. Economic value of cultural ecosystem services from recreation in popa mountain national park, Myanmar: A comparison of two rapid valuation techniques. *Land*, 8(12): 194. DOI:<https://doi.org/10.3390/land8120194>
- [24] Spalding, M., and Parrett, C. L. 2019. Global patterns in mangrove recreation and tourism. *Marine Policy*, 110, 103540. DOI: <https://doi.org/10.1016/j.marpol.2019.103540>
- [25] Tursunaliyevich, A. Z., et al. 2021. Use of Gravitation Models in the Development of Tourism and Recreation. *Annals of the Romanian Society for Cell Biology*, 25(2): 3124-3143. <https://www.annalsofrscb.ro/index.php/journal/article/view/1291>
- [26] Watson, P., and Deller, S. 2021. Tourism and economic resilience. *Tourism Economics* 28(5). DOI:<https://doi.org/10.1177/1354816621990943>
- [27] Wood, S. A., et al. 2020. Next-generation visitation models using social media to estimate recreation on public lands. *Scientific reports* 10(1): 1-12. DOI: <https://doi.org/10.1038/s41598-020-70829-x>
- [28] Xue, L., and Yi, Z. 2020. The effect of distance on tourist behavior: A study based on social media data. *Annals of Tourism Research*, 82: 102916. DOI: <https://doi.org/10.1016/j.annals.2020.102916>
- [29] \*\*\* All about tourism - a tourist library. Available at: <https://infotour.in.ua/>
- [30] \*\*\* State Statistics Service of Ukraine. <http://www.ukrstat.gov.ua/>
- [31] \*\*\* State Tourism Development Agency. 2021. Statistics. <https://www.tourism.gov.ua/statistic>
- [32] \*\*\* World Bank Open Data. <https://data.worldbank.org/>



# ASERS



The logo for ASERS Publishing, featuring the word "ASERS" in a bold, orange, sans-serif font with a stylized fan-like graphic to the left, and the word "Publishing" in a smaller, orange, sans-serif font below it.

Web: [www.aserspublishing.eu](http://www.aserspublishing.eu)

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu)

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.1\(65\).00](https://doi.org/10.14505/jemt.v14.1(65).00)