

Reproduction, Use and Circulation of Natural Recreational Resources in the Context of Globalization

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Abstract: Transformations in the economy have led to significant changes in the recreational sphere of the macroregion. The introduction of market relations in the process of use, conservation, improvement and protection of natural recreational resources in the Carpathian microregion (Ukraine) has significantly exacerbated the solution of environmental, social and economic problems. Reproduction of natural resources in the recreational sphere requires the introduction of new theoretical and methodological principles. First of all, it concerns the qualitative distribution of resources suitable for the organization of recreation between the consumer spheres. This is the conceptual basis for establishing the limits of their use in order to prevent degradation and exhaustion. Exploring the ecological and economic principles of reproduction of natural recreational resources, two areas are identified: intra-industry, which characterizes the reproduction of studied resources within the recreational economy and intersectoral, which relates to the reproduction of attractive natural resources, which at the time of study are subject to economic activities. It is scientifically substantiated that the institutes functioning in the recreational sphere of the macroregion do not provide the proper solution of the set tasks. Institutional changes are needed, taking into account such prerequisites as: transition to a market model of management; intensification of the development of the recreational sphere in the conditions of insufficient experience; ecological situation in the macroregion; environment for the development of recreation in the context of globalization.

Keywords: *Carpathian macroregion, market relations, social and economic tasks, organization of recreation, recreationally attractive natural resources.*

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1. Introduction

Methods and conditions for involving resource components in the economic turnover of the recreational sphere are primarily due to the variety of activities to meet the needs of the population in health and recreation. Today in the world and in Ukraine there are more than 20 of them, the most important and sufficiently involved among which are the following (Fig. 1).

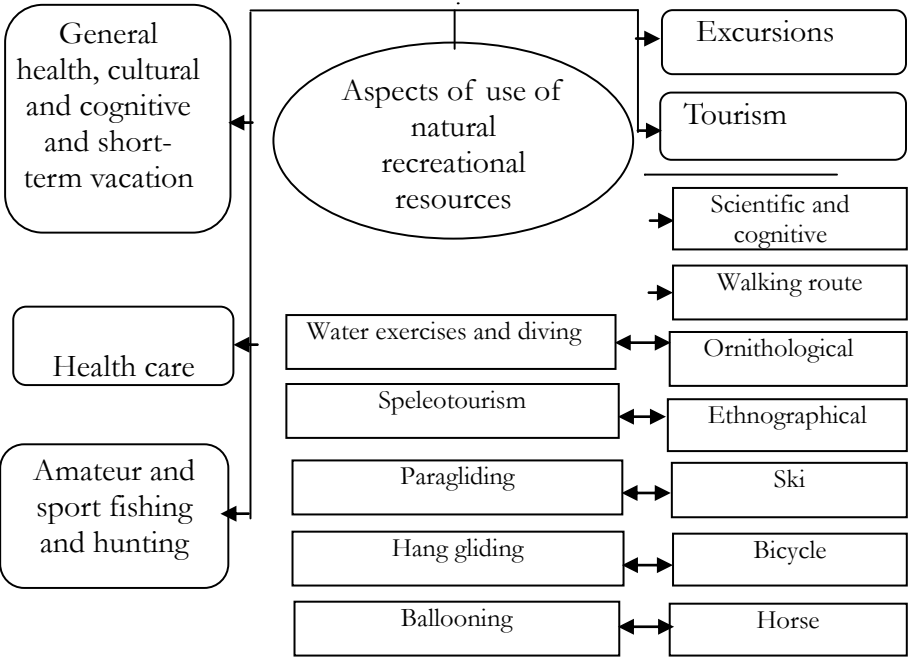


Fig. 1. The main aspects of use of natural recreational resources (developed by the author based on the Regulations on recreational activities within the territories and objects of the nature reserve fund of Ukraine

Source: Ministry of Environmental Protection and Natural Resources of Ukraine (2009)

The main users of natural resources are types of recreation, the organization of which is carried out through a direct connection with nature.

Note that the pace and aspects of development of each of these types of recreation directly affect the socio-economic and environmental development of the territory, region and so on. The urgency and importance of recreational nature management is currently due primarily to the introduction of a market model of management, which traces the dynamics of the recreational sphere.

Market economy, according to the theory of Smith (2018), is a system in which there is a free game of market forces. The driving force of economic development is the desire of the individual to realize their economic interests. Competition equalizes supply and demand, restores proportionality, ie self-regulation of the economy. In a market economy, the state is given a secondary role. It performs only those functions that cannot be performed by an individual or he will do it economically inefficient. It follows from this sentence that the dominant forms of organization of economic development of natural and recreational potential of the territories in market conditions are the satisfaction of economic needs on the basis of self-regulation of economic relations in the recreational sphere.

As noted by Fedorenko (2004), the modern market economy is an extremely complex economic organism, which consists of a huge number of production, commercial, financial, institutional and information structures that interact in the economic space on the basis of an extensive system of business law and combine into one concept - market. To his opinion, the market is an orderly structure through which sellers and buyers of goods interact to determine its price and quantity (Fedorenko, 2004). The market is a key element in the construction of a market economy (Donets, 2006).

The transition to a market model of management is associated with changes in the recreational economy, primarily related to the formation of the market of recreational services.

Taking into account the specifics of market relations, we consider the concept of *the market for recreational services* as a system of relationships between the manufacturer of a recreational product and recreators to balance supply and demand, based on the availability of recreational resources, in particular natural resources.

As you know, “the formation of a system of recreational nature is an objective consequence of the growing needs of society in recreation” (Nudelman, 1987, p. 6). This means that the need for health and recreation is a means of launching a mechanism for the formation and development of the market for recreational services. Given the predominant nature of the recreational product of the Carpathian macroregion, the natural and recreational potential of the territory is the basis for creating a market system of recreation.

As far as the Ukrainian postcolonial society, which has finally taken a truly postmodern character, is concerned, one should analyze these individualistic anthropogenic factors more in a detail (Gerasymova et al., 2019; Nerubasska et al., 2020; Nerubasska & Maksymchuk, 2020; Palamarchuk et al., 2020).

The current state of Ukrainian society as a consumer of recreational, tourist and other naturally determined services is classified as postmodern, given that neither individuals nor social formations in the post-Soviet republics with “the late forms of democracy” demonstrate the markers of post-culture. To a large extent, this determines the attitude towards recreational services. Xie and Sun (2017) consider such a state of the market of tourist and recreational services as the territory determined not so much by the evolution and economic factors, as by the critical accumulation of individualistic and microsocial factors. That requires taking into account humanitarian factors when creating recreational policy.

Patiño et al. (2016) view such a state of society as the manifestations of postmodernism in the context of globalization, which has contributed to the mass character, anti-elitism and segmentation of tourism and management of natural resources, as well as its significant dependence on industry and its reflection in the media and social networks. Once the needs of tourism have been vividly individualized and marginalized, this has opened new possibilities for recreational tourism and modified its philosophy, planning and institutionalization via the trends of down-shifting, ecotourism, new-age tourism and other segments.

If one considers natural resources via the philosophy of postmodernism, one should stop absolutizing factual (physical) arguments and study the changes in the consciousness of those involved in tourism. Also, it is crucial to recognize recreationally attractive marginal objects, as well as objects with unattractive infrastructure but the potential for extreme, spontaneous and subcultural activities. Accordingly, some researchers criticize excessive objectivism in the planning of recreational tourism (Abas et al., 2018). One could mention the popularity of postcolonial regions with rich recreational potential but weak institutional, investment and infrastructural support (which were considered rather unpopular in the modernist era). Postmodernism romanticizes and interprets the objects of travel in its own way. Interestingly, organizational responsibility falls on local marginalized communities, which have neither mechanisms nor access to service resources (Attwell & Cotterill, 2000). In this case, one can speak about our planet’s resource potential, each segment of which is indeed important.

The postmodern conflict between nature conservation and resource use lies in the fact that environmental and economic policy in this area is now determined not by the “human well-being – nature conservation” paradigm but by the multimodal demand for individual or micro-group cultivation of recreational resources previously considered illiquid (Abas et

al., 2018). Today, the priority is an extremely clustered factor of emotions, pleasure, and interpretation by so many subjects that they cannot be predicted, planned, or controlled.

Recently, some attempts have been made to reform the use of recreation, resort business, outdoor recreation and such in the context of globalization, in particular at the intersection of sociology and economics (econometric modelling) (Khurramov et al., 2020). Relevant experts have already put forward specific scientific proposals and forecasts which can be implemented in the nearest future as long as marketing and institutional planning are effective. Such modelling is especially effective at the level of specific micro- and macro-regions, which are characterized by both natural features and a specific cultural connotation. It is because these two factors have a synergistic impact on the postmodern consciousness.

One must admit that postmodernism has changed the philosophy of tourism and the attitude towards natural authentic and cultural objects (Patiño et al., 2016). It now requires neither large funds, nor special cultural and axiological focus, nor close interaction with service providers. To some extent, postmodernism is somewhat spontaneous. On the other hand, it opens up significant opportunities for ecotourism and recreation for virtually any region and natural area.

It is also essential to consider this problem by shifting from objects to subjects. In the era of globalization, one can observe two destructive trends: 1) the general deterioration of the environment and 2) the depletion of natural resources in some regions. When represented by individual users, society becomes a multi-channel consumer of different types of energy and material resources. Postmodern consumers of natural resources are clearly urbanized and disaggregated in their attitude towards nature (Majeed et al., 2021). Besides, there is an apparent imbalance: some countries have adopted the concept of sustainable development; others are only at the stage of its implementation. Furthermore, there is an asymmetry between countries with different socio-economic and political developments. As noted by Majeed et al. (2021), “economic globalization and renewable energy consumption mitigate emission levels in the GCC economies, and that urbanization, economic growth, and non-renewable energy consumption significantly deteriorate environmental quality”.

Regarding Asian countries, the “resource curse” is more and more evident. The findings by Guan et al. (2020) confirm China’s resources curse hypothesis. Despite China’s significant economic development and participation in globalization, the country contrasts sharply with the Western world in terms of resource conservation. In this regard, Guan et al. (2020)

have made some specific proposals for China and the countries of the former socialist camp to balance socio-economic and environmental-recreational development. It is possible only due to effective management, active participation of human capital, and cultural and axiological orientations of consumers. However, the effectiveness of such changes can be observed only in the long run.

Research limitations. Even though the above-mentioned globalization issues are complicated by the individualistic postmodernist consciousness of consumers of recreational services, the authors of the article have managed to study a specific (Carpathian) region and consider, above all, economic and institutional aspects of solving the problem. However, the further prospects outlined in the article require a more detailed analysis.

2. Recreational activities are aimed at restoring the mental, spiritual and physical strength of man

In the transition of the national economy to market relations, the pace and aspects of use of recreational resources in the process of production of recreational services are also undergoing significant changes.

According to the Regulations on recreational activities within the territories and objects of the nature reserve fund of Ukraine of June 22, 2009, a recreational service is a service with consumer properties and cost provided to meet the needs of vacationers, and a recreational product - a pre-designed complex recreational (tourist, resort, etc.) services, which combines at least two or three such services (Ministry of Environmental Protection and Natural Resources of Ukraine, 2009).

Recreational activities are aimed at restoring the mental, spiritual and physical strength of man through health and cultural and cognitive recreation, tourism, spa treatment, recreational and sport fishing, hunting, etc. (Ministry of Environmental Protection and Natural Resources of Ukraine, 2009). In other words, it is nothing more than a process based on the single or complex use of certain groups of resources (balneological, floristic, historical and cultural, etc.) for the production of recreational services. There is a demand for these services in the market and they are designed to meet the needs of recreationalists.

Recreants should be considered a person who, in his free time from work, carries out activities related to his own health improvement, active or passive rest, leisure. The aspects of the recreational development of the natural resource potential of the territories depend on the wishes and

preferences of the recreant as a result of the social, economic, ecological and cultural components of his mentality and capabilities. In this context, the concept of diversification of the recreational product market deserves attention.

Diversification (Latin *diversificatio*) is a change, diversity, or (*diversus* - different and *fasere* - to do) means expanding the range, modification of products, development of new industries (Yakovenko, 1991). This interpretation of this term indicates possible areas of diversification of the recreational product market in the context of the formation of new ways of economic development of natural recreational resources, changing existing ones in accordance with current social, environmental and economic needs.

The Economic Encyclopedia interprets diversification as the distribution of capital invested between different objects of investment in order to reduce the risk of possible loss of capital or income from it (Abalkin, 1999). This definition characterizes diversification as a measure to support economic security, insurance of an enterprise in the market by expanding and diversifying the range of services provided.

Diversification of the recreational services market in Ukraine is a relatively new economic concept, the content of which is changing along with the process of improving the theoretical basis of economic innovations.

Within the framework of the study, the diversification of the recreational product market can be defined as a variety of directions for recreational development of territories, expanding the range of recreational products and services, and market geography. Thanks to the diversification of the recreational sphere, it is possible to produce new environmentally friendly types of health and recreation services.

For further diversification of the recreation market, it is necessary to intensively develop the recreational sector using an innovative product. An important economic mechanism in the recreational use of natural resources on the basis of innovation remains the clusterization of the studied area.

A cluster, as defined by Marshall (1993), is a geographically concentrated group of interconnected companies in the relevant industries, specialized suppliers, as well as organizations involved in their activities (universities, trade associations, standardization agencies), who, competing with each other, at the same time perform joint work.

In economics, the term *cluster* is now most often seen as a branch-territorial voluntary association of enterprises that work closely with research institutions and local authorities to increase the competitiveness of final products and economic growth of the region. That is, cluster economic

models mainly relate to the economics of nature in the region, which corresponds to the topic of our study.

Within the rationalization of recreational nature management, the concept of *recreational cluster* should be interpreted as a system of market and non-market entities whose activities are combined with common interests and aimed at cost-effective and environmentally safe economic development of natural and recreational potential.

To ensure the proper implementation and functioning of both cluster and other economic mechanisms in the study area on the basis of sustainable development, we consider it appropriate to introduce controlling in recreational nature.

The concept of *controlling* comes from the English to control, which in economic terms means management, monitoring, regulation, control (Boronos et al., 2010).

The controlling system is a fundamentally new concept of information and management, which can be defined as an accounting and analytical system that implements the synthesis of elements of accounting, control, planning, provides operational and strategic management of the goals and results of activities in the industry (Davydovych, 2008).

In the process of reproduction of natural and recreational potential of territories controlling is an organizational and economic mechanism that can provide system organization, planning and information support of measures for conservation, improvement, restoration and protection of natural recreational resources of the territory, as well as effective management and control.

The above economic concepts are of particular importance in the study of the directions of recreational nature management in the Carpathian macroregion, which is one of the richest in natural resources. Unique landscapes of mountainous and foothill territories, powerful potential of forest, water and land resources, underground mineral waters, richness and diversity of flora and fauna, mild climate, these and other attractive geographical, social, economic and ecological characteristics of the macroregion have always attracted the attention of scientists from different schools, many of whom see them as special properties, advantages, natural conditions that can be the basis for organizing recreational activities. Due to the importance of the recreational product, the natural recreational resources of the macroregion are currently studied not only by the economics of nature management and environmental protection, but also by geography, sociology, ecology, law, medicine, etc.

Ways and conditions of recreation development in the Carpathian macroregion within geographical problems are analyzed in the works of Maslyak (2008) and others.

Recreation in the context of geographical sciences is studied through the prism of establishing the relationship between the components of recreational activities within territorial systems. We are talking about recreational resources, which primarily cover the features of the relief, the location of natural resources in the context of administrative divisions, manufacturers of recreational products (taking into account the socio-economic, psychological, demographic specifics of the territory) and recreators (geography of recreational flows and marketing research of recreational needs) based on of their spatial signs.

Social principles of recreation development in Ukraine and the studied macroregion, in particular, are the subject of study by Shevchenko (2007), Yakovenko (1991) and others.

Recreation within the social sciences is the field of restoring physical and spiritual strength and ensuring the ability to work, creating jobs and improving the financial and economic condition and welfare of society.

With the use of social principles, the recreational sphere is to some extent also studied within the framework of such sciences as philosophy, religious studies, cultural studies and pedagogy.

Based on the scientific achievements of ecologists, the ecological content of recreation is, in particular, to ensure the environmental function of this area. Recreational activities can to some extent be considered as an environmentally friendly use of natural resources.

In jurisprudence, recreation is studied as a type of activity within recreational lands, recreational areas and open lands, objects of nature reserves and other lands with a special regime of use for the realization of human rights to health and recreation (recreational law).

Nowadays, recreation is increasingly the object of medical sciences, namely activities aimed at providing favorable conditions for the prevention and treatment of human diseases with the use of recreational resources (natural, infrastructural, etc.) areas. The role of recreation in medicine is studied by Kryshchenko (1996) and others. A brief overview of the scientific areas of recreation studies provides a basis for identifying the most important factors influencing the use and reproduction of natural and recreational potential of territories, as well as elements of the relationship based on economic interests. Now, in connection with the national transformations, the participation of innovative products in this significantly

increased the attention of scientists to the study of the recreational sphere of the Carpathian macroregion in the context of solving economic problems.

Some scholars note that today there is an objective need to further intensify the use of recreational resources of Ukraine as those that are underdeveloped and, in the future, may become a factor in socio-economic revival of regions and an additional source of state budget. Accordingly, the recreational economy is becoming a branch of the economy that will replace the outdated industries, which today are the coal, oil refining and future metallurgical industries, one of the prerequisites for Ukraine's transition to post-industrial development (Slavik & Grynev, 2010). In the Carpathian macroregion, recreational activities should be an alternative to the development of the timber, chemical, oil and gas industries, etc.

3. Development of recreational economy as a strategic aspect of achieving economic results

The study of theoretical and methodological principles of formation and development of recreation shows that much attention of scientists is focused on the development of recreational economy as a strategic aspect to achieve economic results. Despite the existing economic crisis, considerable attention is paid to research into the mechanism for improving material wealth and the development of qualitatively new profitable economic structures in the recreational sphere. Now in the Carpathian macroregion, the distribution of productive forces with the involvement of recreational resources in the economic circulation is regarded by scientists as a way to overcome the crisis in the economy, social and political spheres.

This course of events gives every reason to predict the economic growth of the macroregion and the improvement of the material situation of local residents. At the same time, as evidenced by the results of the analysis, the current mechanism of using natural recreational resources is still aimed at achieving maximum economic efficiency. The process of using resources in the prevailing socio-economic conditions on the studied territories in all spheres of nature management (land, forest, water use, etc.) is overly focused on economic, material substance and often has a consumer character. The organization of modern recreational nature on such a basis the use of natural resources is a significant threat. Particularly vulnerable, unique and extremely valuable natural resources should be taken into account. We also emphasize that the issues of protection, conservation and improvement of natural recreational resources in the Carpathian macroregion are not sufficiently researched, theoretically and methodologically regulated today.

In this regard, an urgent need arises to develop a qualitatively new approach to determining the priorities of recreational nature management. We are talking about an in-depth study of the basics of integrating environmental needs into the environment for achieving economic goals to maintain a balance between economic efficiency and environmental safety in the development of the recreational sector, ensuring an appropriate level of reproduction of used natural resources.

Considering the importance of the ecological component in the organization of recreation, the theoretical and methodological substantiation of the conceptual apparatus, definitions, etc. is important in the scientific aspect.

Reproduction of natural resources - is the restoration of natural resources due to the intensive circulation of matter, which occurs without human intervention or with his participation. There are exhaustive - non-reproducible (most minerals), partially reproducible (soils), reproducible (vegetation, fauna, certain types of minerals) and inexhaustible natural resources. Reproduction of natural resources can also be considered part of the process of social reproduction.

The process of reproduction of natural recreational resources, in our opinion, is nothing more than the use, improvement, conservation, protection and restoration of their quantitative and qualitative components in order to protect natural wealth and biodiversity, which is the basis (basis) for the development of the recreational industry. In modern conditions, this process can still be considered as a system of interconnected market-oriented elements and environmental principles on the path of sustainable recreational nature, which will contribute to the development of a strategy for sustainable development of the territory.

The concept of sustainable development is based on the basic ideas and principles declared at the UN Conference on Environment and Development in Rio de Janeiro (1992). Sustainable development is defined as the process of harmonization of productive forces, ensuring the needs of society while preserving and gradually restoring the integrity of the environment, creating opportunities for balance between its potential and the needs of people of all generations. This interpretation indicates, in particular, the socio-economic content of the process of reproduction of natural recreational resources.

It should also be noted that the concept of *reproduction* sometimes has a double interpretation: on the one hand, it characterizes a separate process of preservation and restoration of natural components; on the other - is the

result of the implementation of such components as the use, improvement, protection and conservation of research resources.

The process of reproduction of natural recreational resources involves achieving optimality in the system of preservation of natural properties of atmospheric air, land, water, forest, floristic, faunal and other natural components, which are the basis of recreation or create favorable conditions for this. It is a question of minimization of anthropogenic influence of subjects of economic activity on them, reduction of their degradation and destruction, creation of conditions of safe involvement in economic circulation, etc.

Given the significance of this process, it is now important to apply special approaches to its study. We are talking about the creation of a qualitatively new ecological and economic foundations for the reproduction of natural recreational resources of the Carpathian macroregion, which radically differed from the previous ones due to the transition of the national economy to a market model of management and the formation of adequate social and ecological conditions.

Substantiation of the main tasks of this process and their detailed structure requires flexible approaches to ensuring the balance of economic, environmental and social needs of the macroregion. The main economic objectives of the process of reproduction of natural recreational resources of the study area should be considered the creation of sustainable conditions for natural resource provision of the recreational sphere, as well as the optimization of the system of placement of productive forces.

The need to create conditions to prevent the disappearance of natural resources for recreational purposes, its improvement, prevention of natural disasters, etc. determines the environmental objectives of the studied process.

Social tasks are connected, in particular, with improvement of conditions for human life and satisfaction of its recreational needs.

If the socio-economic issues of the process of reproduction of natural recreational resources in the Carpathian macroregion are relatively sufficiently studied, the integration of these components into the system of these tasks requires further study.

At the same time, such integration is extremely relevant, as one of the main recipients of environmental pollution are recreational resources (Cherevko & Yatskiv, 1995). They should also include resources that, in our opinion, are organically embedded in the processes of recreational activities: the population - labor resources, vacationers; objects of housing and communal services - recreational infrastructure; agricultural lands - food

industry of the recreational industry and perspective lands for the organization of various kinds of rest; forest resources - recreational forest resources; as well as elements of fixed assets of industry and transport, etc.

Studies show that the recreational sphere, on the one hand, is subject to anthropogenic influence of other sectors of the economy, and on the other - with intensive development itself creates certain threats of environmental degradation. It is important that the development of recreational activities, in addition to possible threats, involves the use of natural resources for their optimal purpose, causing a direct connection with the studied natural resource base and the possibility of their control. However, this is possible provided that the health and recreation industry is properly organized in the areas under consideration.

According to the results of the analysis, over the last ten years, the Carpathian macroregion has undergone accelerated development of recreation, in particular in mountainous areas. However, the recreational sphere has not yet become dominant, systemic and one that provides a comprehensive solution to economic, environmental and social problems. Its development continues to be fragmentary, unsystematic, local, optional. To date, the tasks of rational use and reproduction of natural and recreational potential have not been finally solved.

The theoretical and methodological foundations for solving the ecological and economic problems of reproduction of the natural and recreational potential of territories provide for their division into two aspects: intra-industry, which makes it possible to study the reproduction of resources within the recreational sphere of the economy, and inter-industry, with regard to the reproduction of recreationally attractive natural resources, at the time of the study are subordinated to economic activities in other areas.

We used the first aspect to determine the role of the reproduction process and the possibilities of implementing its components in the system of market adaptation of the recreational sphere. At the same time it is necessary to consider not only favorable, but also unfavorable conditions for the purpose of maintenance of consistency and complexity, organicity, unity of performance of the set tasks.

Rational use and protection of natural and recreational potential of the territory in market conditions is accompanied by a number of advantages and threats. They are more related to the methodology of economic development of relevant resources in the context of economic transformations. The main threats are insufficient experience of market regulation of the economy in the Carpathian macroregion. A significant

advantage of the market model in the process of conservation and protection of the studied resources is the ability of market mechanisms to combine into the system all the methods, aspects and mechanisms of development of the recreational industry. The proposed scheme of implementation of the process of reproduction of natural recreational resources provides just such a combination of economic, social and environmental components to ensure sustainable development of the market of recreational services (Fig. 2).

The development of the recreational product market requires compliance with the conditions of comparability, compliance with the framework that argues, from the standpoint of a comprehensive assessment of existing opportunities and prospects, the need to develop recreation as a strategic direction and protection of recreational resources. These are market requirements and opportunities to provide the regional market with recreational services in accordance with the following principles: objectivity - based on the available natural resource base and consumer needs; expediency - given the purpose of the study, we subordinate it to three tasks - economic, social and environmental. Of particular importance is the maintenance of equilibrium between them, which requires separate measures to combine the conditions of a sustainable developed macroregion and the recreational economy in particular. To achieve this balance, the market components of the development of recreation are now considered important. Therefore, the next principle is market orientation, which is now the newest and most complex factor in recreational activities. On the one hand, this principle requires the fulfillment of the requirements of the previous two, on the other - taking into account specifics of the recreational product, there are a number of issues that require individual solution within the study area. This can be imagined as a partially predicted system of demand is regulated, firstly, by the seasonality for this product, and secondly, by the consumer's ability to pay. Note that in other areas of the national economy, consumer spending, as a rule, is predictable and stable within certain limits. But the share of spending on recreational services changes as income is received, in current conditions it is often chaotic, unsystematic.

The given principles of formation of the regional market of recreational services and the scheme (see fig. 2) create the basic preconditions of use and restoration of natural and recreational potential of territories in the course of recreational activity. We divide them into primary and secondary.

Primary - are the prerequisites that form the field for setting the price of the resource and the cost of organizational and economic

components of its use. That is, they are related to the effectiveness of the market mechanism of formation of the resource base of recreation, the formation of conditions and needs for its involvement in the economic circulation of the recreational sphere. First of all, it concerns the consolidation of the boundaries of natural and recreational potential and the formation of a mechanism for the distribution of recreational resources and facilities in market conditions, in particular: redistribution of the old and the formation of a new resource base; search for a potential owner; detailed analysis and marketing of the relevant market at the national and international levels; substantiation of safe directions of recreational development of the region, etc.

Secondary are the prerequisites for the further development of the market and the expected results, i.e. related to its functioning, namely: ensuring a balanced market situation, development of a model for solving environmental, economic and social problems; formation of conditions of sustainability.

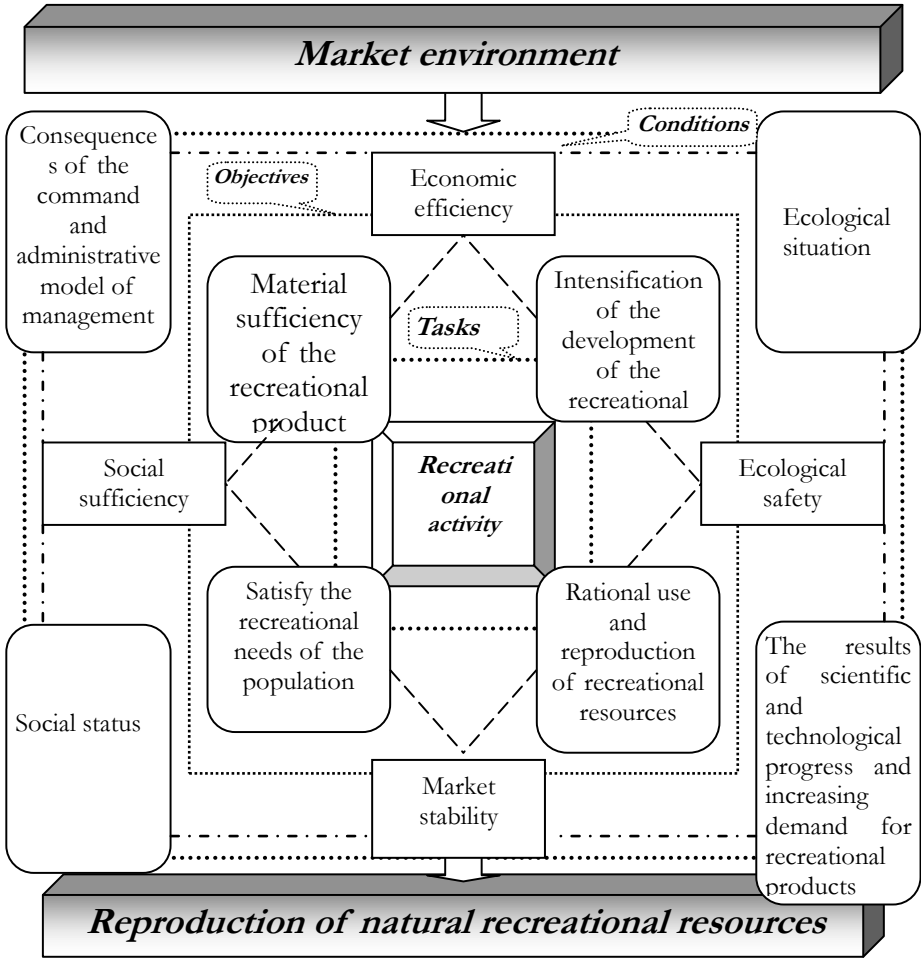


Fig. 2. The scheme of the modern market-oriented environment of realization of process of reproduction of natural recreational resources

Source: developed by the author

Primary and secondary prerequisites can also contribute to the implementation of conservation measures in the Carpathian macro-region due to the development of the recreational economy. It should be noted that the development of the world recreation market is now evidence of a new trend in the distribution of territories suitable for health improvement and recreation. We are talking about "the formation of small-sized recreational complexes, more in line with the needs of modern outdoor activities and better fit into the natural environment". This trend began in the 1980s and is

due to increasing demand for less load on the recreation complexes of the territory. This role is primarily claimed by "young" recreational systems, as well as the studied macroregion.

The significance of the Carpathian macroregion is that it has a rich natural resource potential, which should be most fully used for economic, environmental and social purposes. Climatic conditions in all seasons are especially favorable for recreation. In particular, in the winter the organization of winter forms of rest within the country is provided here, in the summer - green and ecological tourism which need proper adaptation are attractive for improvement. It should be borne in mind that the macroregion is less exposed to anthropogenic pressure compared to other recreational centers of the state. In particular, in summer, the eastern and southern recreational regions are under greater pressure from recreational activities. This testifies to the potential opportunities of the Carpathian lands regarding the expansion of the market for recreational services here throughout the year.

In view of this, one of the ways to preserve and improve the recreational resources of the macroregion is their controlled use for health and recreation. In the absence or low level of development of recreational activities, even in the presence of a strong base of natural recreational resources, they lose the opportunity for proper economic return, and hence their recreational value. In this case, market regulators will direct their involvement in other areas of the economy, which will lead to the loss of recreational properties of nature and their degradation. This is unacceptable for the Carpathian macroregion, as the world experience of development strategy shows that recreation achieves the goals set by the concept of sustainable development of territories.

The second direction concerns the reproduction of recreationally attractive natural resources used in other areas of the economy (except recreation). Under market conditions, they acquire a different character. These are natural resources, which in their composition and quality have favorable properties for the organization of various types of recreation and form the resource base for the production of other areas of the national economy (agriculture and forestry). The process of their reproduction requires in-depth cross-sectoral research, the main goal of which is the formation and expansion of the natural and recreational potential of the territories, as well as the preservation of biodiversity in general, taking into account the fact that "rational use and reproduction of natural resources is becoming one of the most pressing problems of mankind," (Cherevko & Yatskiv, 1995).

4. Conclusions

The offered aspects cover two basic forms of the organization of reproduction of recreationally attractive natural resources in the Carpathian macroregion, and also the main stages of their realization (fig. 3)".

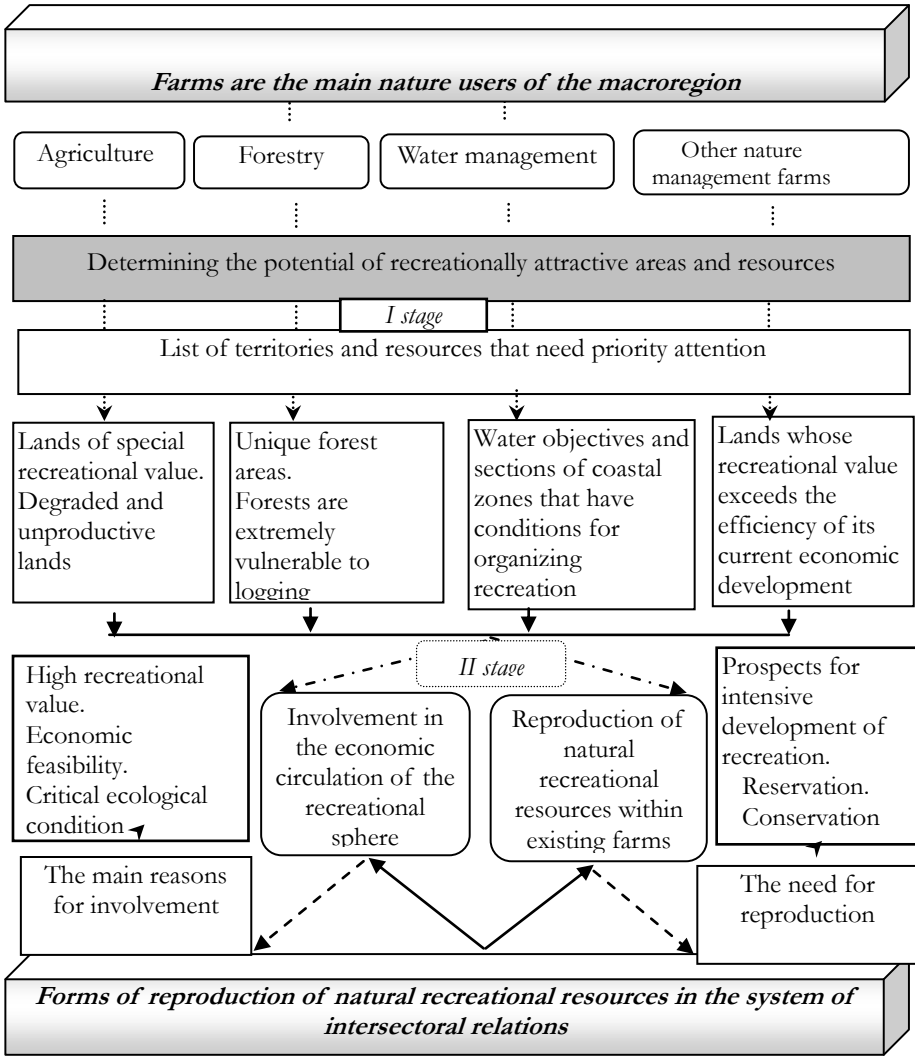


Fig. 3. The main forms and stages of reproduction of natural recreational resources in the system of intersectoral relations of the Carpathian macroregion

Source: developed by the author

The first concerns the need to involve in the economic circulation of the recreational sphere attractive for health and recreation of natural components, as an environmentally safe aspect of its use. This approach is due primarily to the state of ecology in the study macroregion. The second form provides for the implementation of the necessary measures within the existing recreational farms in order to ensure conditions for their stable development (Fig. 3).

Determining the forms and stages of reproduction of natural and recreational potential of the Carpathian macroregion is not dogmatic, but requires the application of an individual approach to each group of recreationally attractive areas, as well as in-depth research and development of mechanisms for institutional and legal support of these areas.

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