Lesia Sarakhman

National University of Life and Environmental Sciences of Ukraine

The project "Digital transformation of Ukraine"

Summary. In the article was discused the project "Digital transformation of Ukraine" and it's influence on the tourism sector development and in particular in the rural tourism. For Ukraine it's a good opportunity to declare itself on the global tourism market.

Key words: rural tourism, innovation, the google maps, investment potential, information resource

Introduction

Rural tourism in Ukraine is constantly developing, despite the various socio-economic, political and legal obstacles. To Ukraine farmsteads could become competitive on the world stage, we recommend to the state and the population pay attention on this peculiar form of rest, because it can be the basis for solving certain problems in the countryside[1]. Far not the last role in this is to provide appropriate information in time of high quality. Information – is the driving force in progress in any industry and tourism in particular. Of course, with time, the displacement of print publications take place and now there is the replacing of them with the publication of the necessary information on the websites. This is all due to the evolution of innovation activity, scientific and technological progress and the development of advanced technologies. In our opinion, without the introduction of innovations in the Ukrainian village, a powerful natural resources and human potential remain untapped, which subsequently have a negative impact on the economy of both the region and the country as a whole[2]. Therefore, in this work, we wanted to focus on the transformation of information about interesting tourist destinations, rural estates, monuments of culture in a digital format in the form of reflection of these places on the map of Ukraine, with a brief description, video, 3-D and photo tours.

The paper objective is to determine the impact of the project "Digital transformation of Ukraine" to the development of rural tourism.

---

[1] V. Vasilyev: Sil's'kiy zeleniy turizm [Rural green tourism] Dim, sad, gorod 2007, No. 4, p. 4–6.

[2] M. Rutinskiy, U. Zinko: Sil's'kyy turyzm – navchal'nyy posibnyk [Rural tourism – tutorial]. Znannya, Kyiv 2006, p. 271; S. Medlik: Dictionary of Travel, Tourism and Hospitality, Butterworth-Heinemann, London 1993, p. 45.

Methods of investigations used in the article

On the threshold of the digital transformation of Ukraine gave the world famous company among the giants of the IT industry – Google. The project "Digital transformation of Ukraine" – is not only a public-private partnership for the development of Ukraine's regions by the use of digital technology, but also a great opportunity to declare itself on the global tourism arena. The partners of this project are Google Ukraine, regional state administrations, regional councils, local councils, tourist and business associations, universities, local NGOs, activists each place[3].

We can highlight the main objectives of "Digital transformation of Ukraine" project:
– increase of tourist and investment potential of the region;
– increase the level of digital literacy of citizens;
– round tables and press briefings;
– diversification of the scope of use of digital technologies in work and everyday life;
– conducting educational seminars for civil servants, representatives of business and higher education institutions;
– involvement of representatives of government, business and local communities in the development of the region through the use of digital technologies.

Each region has its own feature which this project wanted to tell, using digital solutions. The project was launched in Lviv, Rivne region (on June 2014). Project implementation was the result of: displaying on maps of about 2,000 objects of social, tourist and social values, applying a 360-degree panoramas, and thanks to the latest technology, the possibility of virtual travel to interesting places, which were not previously known.

Then took over the baton the southern regions of Ukraine, namely: Kherson (on October 2014), Mykolaiv (on July 2015) and Odessa (on December 2015), where the focus was on the tourist attraction.

In Kherson map is applied the logistic and tourist infrastructure of protected areas, the settlements of the Black Sea coast, the city of Kherson and New – Kakhovka, implemented effective web design – web site "Travel Kherson", and the apogee of the project was the creation of the 40-minute Russian language (with English subtitles) documentary feature film about the outstanding tourist-attractive places of Kherson, which allows you to view the world community on the YouTube channel.

In the framework of the company in the Mykolaiv region were created two special site of unique natural places of the region "Travel Nikolaev" which contains information about the best places of active recreation on the water, on land and in the air, and the site "Hidden treasures of Mykolayiv" is an interactive map, which presents the sights, as well as little known tourist sites in the area of the photosphere format, photo tours, videos and photos.

---

[3] L. Zaburanna: Konkurentospromozhnist' pidpriemstva sil's'kogo zelenogo turizmu: teoriya, mekhanizm formuvannya i upravlinnya: monografiya [The competitiveness enterprises of the rural green tourism: theory, mechanism of formation and management: monograph], Tsentr naukovoi literaturi, Kyiv 2013, p. 292; V. Glovatskaya: Priroda i tip sil's'kogo zelenogo turizmu [The nature and type of rural green tourism], Agroinkom 2006, No 5–6, p. 132–135.

As a result of this program in Odessa was the application of more than 3,000 objects of social, tourist and public values: hotels, recreation centers, monuments, schools, hospitals, libraries, and so on. Were created three special websites:

1. "Travel around Odessa region" – project dedicated to tourist attractions in the area. This is an interactive map, which presents the monuments, as well as lesser--known tourist sites in the area (mainly in rural areas) in the photosphere format, photo tours, videos and photos. Now anyone can make a virtual tour of the region on such beautiful places as Akkerman fortress Sanzheysky lighthouse, Vilkovo, Shabo. In addition, by clicking on the icon, you go to the map of the area, where you can select local attractions and read the description of the object;

2. "A Day in Odessa" – where anyone can take part in a thrilling quest to the sights of the city, so you will find yourself at an altitude of bird flight and go down to the streets, to touch history the beautiful and legendary city on the Black Sea.

3. "Feel Odessa" – where there is the opportunity to walk unknown to the general public Odessa courtyards.

Also as part of this project, Odessa region received a free information resource on the Google platform to display on a map all the attractive tourist facilities with a specific text and photo description, and at some sites – 3-D tour of the video format.

Map of investment attractiveness of the region whose aim is to attract new investment in the region. For each of the above areas an important component of the program was created. Its peculiarity lies in the fact that it can be edited and put new and interesting objects for investors[4].

The next area in Ukraine, where it is planned to implement the program "Digital transformation of Ukraine" – is Ivano-Frankivsk. Further focus our attention on it. Ivano-Frankivsk region has a very strong tourist potential, which is implemented in part, because of the lack of information on tourism tourist edge features. In our opinion, this project will help to promote and widely highlight information about architectural buildings and historical places of the region, will ensure the investment attractiveness of the whole region with the help of modern Internet tools[5].

To do this is necessary to discuss and gather suggestions on places of interest in the region from the community. The more of this information – the better for the development of the region, and as a result of filling the budgets of all levels, providing jobs, particularly in rural areas, and improving the socio-economic standards, is central to this study[6].

---

[4] J. Bolay, A. Schimid, G. Tejada, E. Hazboun E. (Eds): Technologies and innovations for development, Springer, Paris – Heidelberg – New York – Dordrecht – London 2012, p. 87; A. Beaver: Dictionary of Travel, Tourism and Hospitality, Oxford University Press, Oxford 2012, p. 57.

[5] N. Kudla: Mekhanizm kategorizatsiyi sil's'kikh sadib u rozvitku zelenogo turizmu [The mechanism categorization of the farmsteads for the development of rural tourism], Ekonomika APK 2010, No 8, p. 100–106.

[6] D. Batalov: Rozvitok sistemi ta infrastrukturi sil's'kogo turizmu [Different systems and infrastructure of rural tourism], Ekologiya plyus 2013, No. 5, p. 19–21; C. Hall Mickel: Tourism Planning Policies, Process and Relationships, Person Education, Harlow 2008, p. 80.

If at least one of the inhabitant of thousands population of the area will offer its interesting location, which has yet to gain popularity, we will achieve synergies from the program. In our view, we must focus our attention on rural areas Prikarpattya because there remained many "highlights", which is famous for the region.

In this work, we would like to offer a few "interesting sights" from Prikarpattya:

— Sheshory village Kosovo region where the natural reserves Lebedyn (on whose territory grow 17 plant species listed in the Red Book of Ukraine) and the known population of waterfall Great Hook and Sriblyasti (silver) waterfalls;

— in the village Knyazhdvir Kolomiya district is located the reserve of national importance "Knyazhdvorsky reserve" – one of the largest natural areas in Europe, where growing berry yew. Also grow plants listed in the Red Book of Ukraine: the spring belotsvet, forest lily, crocus Geyfelya;

— narrow-gauge railway "Carpathian tram" (Dolinsky, Rozhnyativ areas) – a unique journey through the Carpathian trails running along the banks of the ecologically pure river Mizunka;

— village Polanica architectural wonder – the house upside down, which is used for daily life;

— Verkhovyna district, Mountain Vukhatyi (Eared) Stone, which on its slopes there are rocks of unusual shape, which is popularly called churches;

— Dzembronya village Verkhovyna district – the most alpine mountain village of Ukraine;

— Dovbush rocks, or as it is called stone heart of Prykarpattya is located in the area near the village of Dolinsky Bubnyshche is a stone labyrinth of 200 meters length of one kilometer in height, and more.

After the application of the proposed sites and the map of Ivano-Frankivsk region, in our opinion, will greatly increase the number of tourists, eagerly want to enjoy the unforgettable scenery. A stay in this tour we recommend rural estates, which are located nearby.

Conclusions

Rural tourism is an area of the economy, which at this stage is to focus maximum attention, because it can become a powerful basis for solving certain problems in the countryside. To an ordinary person was able to see and become interested in the beauty and uniqueness of the region, it is necessary to show this information in a convenient for the vast majority of people way. The easiest, fastest, cheapest way to do this – via the Internet. And the project "Digital transformation of Ukraine" – will be the perfect opportunity for this. In the future, cooperation with Google – Ukraine will continue. Such products like Google's YouTube, Google Maps, Google+, Google Earth, Google Apps and others will be able to raise the level of tourist opportunities of the regions of Ukraine.

References

Batalov D.: Rozvitok sistemi ta infrastrukturi sil's'kogo turizmu [Different systems and infrastructure of rural tourism], Ekologiya plyus 2013, No. 5.

Beaver A.: Dictionary of Travel, Tourism and Hospitality, Oxford University Press, Oxford 2012.

Bolay J., Schimid A., Tejada G., Hazboun E. (Eds): Technologies and innovations for development, Springer, Paris – Heidelberg – New York – Dordrecht – London 2012.

Glovatskaya V.: Priroda i tip sil's'kogo zelenogo turizmu [The nature and type of rural green tourism], Agroinkom 2006. No 5–6.

Hall Mickel C.: Tourism Planning Policies, Process and Relationships, Person Education, Harlow 2008.

Kudla N.: Mekhanizm kategorizatsiyi sil's'kikh sadib u rozvitku zelenogo turizmu [The mechanism categorization of the farmsteads for the development of rural tourism], Ekonomika APK 2010, No 8.

Medlik S.: Dictionary of Travel, Tourism and Hospitality, Butterworth-Heinemann, London 1993.

Rutinskiy M., Zinko U.: Sil's'kyy turyzm – navchal'nyy posibnyk [Rural tourism – tutorial], Znannya, Kyiv 2006.

Vasilyev V.: Sil's'kiy zeleniy turizm [Rural green tourism], Dim, sad, gorod 2007, No. 4.

Zaburanna L. Konkurentospromozhnist' pidpriemstva sil's'kogo zelenogo turizmu: teoriya, mekhanizm formuvannya i upravlinnya: monografiya [The competitiveness enterprises of the rural green tourism: theory, mechanism of formation and management: monograph], Tsentr naukovoi literaturi, Kyiv, 2013.