

analytics, helping farmers optimize their practices for better yields. Additionally, mobile applications and platforms can deliver these insights directly to farmers in the field, making it easier to implement recommendations on the go. The use of real-time monitoring and decision support not only improves the accuracy of crop yield predictions but also fosters more sustainable agricultural practices, as farmers can make proactive adjustments based on the most current data available. This approach ultimately leads to increased efficiency, reduced waste, and enhanced productivity in the agricultural sector.

Case studies and success stories in the application of big data for crop yield prediction illustrate the significant benefits and advancements achieved in agriculture. Numerous agricultural enterprises and research institutions have successfully implemented big data analytics to enhance yield outcomes and optimize farming practices. For instance, some farms have adopted precision agriculture techniques, utilizing data from satellite imagery and sensors to make informed decisions about planting, fertilization, and irrigation. In these cases, farmers have reported substantial increases in crop yields and reductions in resource usage, demonstrating the effectiveness of data-driven strategies. Additionally, case studies highlight how large-scale agricultural organizations have integrated data analytics into their operations, enabling them to forecast crop yields with greater accuracy and manage risks associated with climate variability. These success stories often showcase collaborative efforts between technology companies and agricultural experts, leading to the development of innovative tools and platforms that facilitate data collection, analysis, and decision-making. Furthermore, the sharing of these experiences through agricultural extension services and industry conferences helps disseminate knowledge and best practices, encouraging more farmers to adopt big data solutions. Overall, these case studies serve as compelling evidence of the potential of big data to transform agriculture, providing insights into effective methodologies that can be replicated across different regions and farming systems, ultimately contributing to improved food security and sustainability.

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#### **STRATEGIC GUIDELINES FOR TOURISM DEVELOPMENT OF TERRITORIAL COMMUNITIES OF MYKOLAIV REGION (СТРАТЕГІЧНІ ОРІЄНТИРИ РОЗВИТКУ ТУРИЗМУ ТЕРИТОРІАЛЬНИХ ГРОМАД МИКОЛАЇВСЬКОЇ ОБЛАСТІ)**

*У статті розглянуто потенціал розвитку туризму в Миколаївській області, яка володіє значними рекреаційними та туристичними ресурсами. Підкреслено важливість цього напрямку для соціально-економічного розвитку регіону та підвищення якості життя місцевого населення. Висвітлено потенціал Миколаївської області для туристичного розвитку та необхідність системних заходів для його активізації.*

**Ключові слова:** туризм, розвиток туризму, територіальні громади, Миколаївська область

*The potential for tourism development in the Mykolaiv region, which boasts significant recreational and tourist resources, has been considered. The importance of this direction for the socio-economic development of the region and the improvement of the quality of life of the local population is emphasized. The potential of the Mykolaiv region for tourism development and the necessity of systemic measures to activate it are highlighted.*

**Keywords:** tourism, tourism development, territorial communities, Mykolaiv region

Territorial communities of the Mykolaiv region are a kind of recreational centers. The Mykolaiv region has unused recreational and tourist resources, therefore it is one of the promising ones for the development of tourism in Ukraine. Its potential and opportunities are formed by the sea coast, clean environment, rich cultural and historical heritage [1].

The Program for the Development of Tourism and Resorts of the Mykolaiv region for 2021-2023 determines that the strategic direction of the development of the tourism industry of the Mykolaiv region is to transform it into a competitive, highly profitable, integrated into the world market industry, which can become a significant factor in accelerating the socio-economic development of the region, improving the quality of life of the population, harmonious development and consolidation of society, as well as popularizing Ukraine in the world [2].

However, in modern conditions, the tourist attractiveness of Ukraine has significantly decreased with the beginning of the Great War. At the same time, this affected tourism in the Mykolaiv region, as from the first days of the invasion the region held back the occupiers from attacking Odessa and has since suffered daily Russian shelling.

In 2022, the tourist season in the Mykolaiv region was canceled due to its proximity to the front line, daily enemy shelling, and the occupation of part of the region. In fact, the tourist flow in the region decreased by 82% in 2022. During 2021, 2.34 million people visited the region, while in 2022, approximately 600 thousand tourists visited the Mykolaiv region. As a result, the regional budget received significant funds: if in 2021 the tourist collection amounted to 7.9 million hryvnias, then in 2022 it was less than 800 thousand hryvnias [3].

The Black Sea resorts of the region, in particular the beach areas, remain “potentially dangerous” for tourists. Visiting them is strictly prohibited by the military command of Ukraine [4]. This is primarily due to the fact that there is still a threat of shelling by the Russian military, but at the same time, tourists have the opportunity to visit other tourist locations in the region that are no less attractive.

At the same time, there are many untouched natural sites in the Mykolaiv region that could attract visitors. A positive impetus for the development of tourism can be given by the project “Tourist Priingullya”, the route of which is “Mykolaiv - Maryivka - Pelageyivka - Sofiyivka - Barativka - Mykolaiv”. In addition to this project, the region also has the estate “Ostrivets” (Voznesenskyi district), the guest house - Ostrich farm “Kremenivskyi ostrich” (Veselinivskyi district), Porozhki (Voznesensk), Mygiya (Pervomaiskyi district) and other sites.

Despite the fact that in some tourist places there is a threat of shelling, there are also safe locations where you can travel. One of these is the Aktovsky Canyon, located in the village of Aktove (Voznesenskyi district). It is famous for its granite rocks, between which the Mertvovod River flows. Currently, the Aktovsky Canyon is a completely safe place to relax. This place can be visited not only as a day trip, but also to stay there for a longer period. Not far from the Aktovsky Canyon is the Trikratsky Forest Reserve. There are hiking trails on its territory, the Arbuzinka River stretches along

the forest, and the historic estate of the landowner Skarzhinsky is located nearby. Another tourist location in the Mykolaiv region is the village of Mygiya (Pervomaisky district), which is called the “small Alps of the Mykolaiv region”. It is located on the banks of the Southern Bug. Tourists come here for the Mygiiivskyi rapids, Radon Lake and the “Buzkyi Gard” park. Mygiiivskyi has a fairly developed infrastructure: campsites, hotels, establishments, as well as equipment rental and instructor services. The next object is the regional landscape park “Tyligulskyi” (Mykolaiv district). It combines the coast and the adjacent water areas of the Tyligulskyi estuary, where you can relax on the beach or visit an oyster farm [3].

Green tourism is also promising for the region. It gives impetus to the revival and development of traditional culture: folk architecture, art, crafts - everything that makes up the local flavor. Rural recreation, by preserving ethnographic originality, represents Ukraine to the world and attracts foreign tourists. As a prerequisite for the successful development of recreation in rural ethnographic areas, it is necessary to consider the formation of an ideology of revival and development of the entire spectrum of traditional culture, from forms of economic activities to the achievements of the spiritual sphere, which will act as favorable factors for individual recreation in ethnographic areas of Ukraine. And thus, due to green tourism, the economy will prosper.

There are many reasons that hinder the development of tourism in the Mykolaiv region. Among them are unfavorable state policy, underdevelopment of tourist infrastructure and a low level of material resources. Therefore, it is necessary to develop the existing tourist resources of the region, attract investments for the development of tourist attractions and conduct an advertising campaign both at the level of Ukraine and on the international market of tourist services. Despite the difficulties faced by the Mykolaiv region due to the war, its development in the field of tourism has the potential for successful revival and becoming an important factor in the socio-economic development of the region.

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