

# DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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## THE IMPACT OF URBANIZATION ON THE DEVELOPMENT OF TOURISM INFRASTRUCTURE IN CITIES

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**Introduction.** Urbanization, as a global process, significantly affects the development of various aspects of urban life, in particular, the tourist infrastructure. The growth of the urban population, the expansion of urban areas and changes in the economic structure of cities create both new opportunities and challenges for the development of tourism. In the context of urbanization, cities become centers of cultural, economic and social life, which attracts more and more tourists. However, this process also requires the modernization and expansion of tourist infrastructure, which must meet the growing demands of both local residents and visitors. The article considers how urbanization affects the development of tourism infrastructure in cities, analyzing both positive and negative aspects of this process.

**Analysis of recent research and publications.** To date, domestic scientists and practitioners are actively exploring urbanization processes, which in turn affect the world economy, as well as the national economy of countries, namely: Voytsitskaya K. [5], Mezentsev K., Oleinik Y. [6], Pistun M., the analysis of world urbanization processes was carried out: Bakulina, H.Yu. [2], Ritchie H. [13], as well as the influence of urbanization on the development of tourism, studied: Burak, S., Dogan, E., Gazioglu, C. [11]

**Objectives of the article.** Particular attention will be given to how cities adapt to the growing influx of tourists, what measures are taken to improve tourism services, and what challenges arise in the process of urbanization. By analyzing these issues, we aim to identify the key trends and strategies that contribute to the sustainable development of tourism infrastructure in the context of urbanization and what problems arise in the process of urbanization. Analyzing these issues, we seek to identify the main trends and strategies that contribute to the sustainable development of tourism infrastructure in the context of urbanization.

**The main material of the study.** Cities and towns are key players in today's dynamic global economy. They simultaneously contribute to and reflect global economic growth. Cities around the world are increasing due to the migration of people from rural areas looking for work, better living conditions and future prospects for their children. For the first time in human history, more than half the world's population lives in cities – more than four billion people. Currently, approximately 55% of the world's population lives in urban areas. About 180,000 people move to cities every day. Experts predict that by 2050, this percentage will rise to 68%, which means that another 2.5 billion people will move to cities, with about 90% of this growth

occurring in Asia and Africa. According to the UN, by 2050, two-thirds of the world's population will live in cities [13; 17].

Accordingly, the processes of urbanization in the world over the past decades is one of the prickly aspects of socio-economic as individual regions and national economies. In the modern world, the number of people who prefer living in cities instead of rural areas is growing. They are convinced that the urban environment provides more opportunities for self-development, career growth and other prospects. This process of migration from the countryside to the city is called «urbanization» [18]. Topichev O.G. defines the essence of urbanization as a gradual change in the habitat of the human population from rural areas to urban areas, combined with the general growth and development of urban settlements, the growth of the proportion of urban population, the spread of urban lifestyle in a certain region, country, world [9]. According to M.A. Kudus, urbanization is an increase in the number, proportion and importance of the urban population, the development of cities of various types and sizes, the formation of systems and district subsystems of urban centers [13; 15]. Urbanization is a multifaceted global process that has engulfed the whole world, associated with the development and concentration of production forces and forms of social communication intensified during the scientific and technical revolution, the increasing role of cities and the spread of urban lifestyle throughout the network of settlements [16]. Burak S., Doğan E., and Gazioğlu C., define the concept of «urbanization» as a set of complex diverse processes associated with the growth and development of cities. It denotes various phenomena that relate directly to the processes of the emergence and formation of cities and processes themselves, accompanying the emergence of cities or indirectly related to them..., this is a set of processes that may not coincide in time and space. They cover all spheres of life and activity of society, and not just one so-called urbanized environment [11]. Urbanization is a historical process of emergence, growth of population and number of cities, concentration of economic potential in them. It is accompanied by an increase in the role of cities in society, the spread of the system of urban settlement [2]. Oleynik Ya.B. and Stepanenko A.V. under urbanization understand the process of increasing the role of cities in the development of society. As a socio-economic process, urbanization is manifested in the growth of urban settlements, the concentration of population in them, especially in large cities, in the spread of urban lifestyles throughout the network of settlements [6]. The peculiarities of modern urbanization are its dynamism, active influence on the formation of social space and the emergence of new forms of organization of urban life, which become centers of not only state, and sometimes international and tourist importance (for example, Paris, Tokyo, Singapore, London, New York, etc.). Urbanization in different countries and regions has its own characteristics, in particular, different levels and rates. In developed countries, the urbanization rate averages 72%, while in developing countries it is 32%. The rate of urbanization largely depends on its level. Today, the urban population in developing countries is growing 4.5 times faster than in developed countries. The high growth rate of urban residents in developing countries is called the «urban explosion». This phenomenon is accompanied by an increase in the number of large cities and megacities, which account for 1/6 of the annual growth of the urban population [7].

In terms of urbanization, all countries of the world can be divided into four large groups: highly urbanized countries – the level of urbanization reaches more than 80%; highly urbanized countries – from 50% to 80%; medium urbanized countries – from 20% to 50%; low urbanized countries – the level of urbanization is less than 20%. The most urbanized are regions with a high level of economic growth. The share of urban population in North America is 86%, Europe – 77%, Latin America – 75%, East Asia – 47%, South Asia – 35%. The world's urban population grew from 751 million to 4.2 billion from 1950 to 2018. The world's population is projected to increase to 9.8 billion people by 2050. It is estimated that twice as many people (6.7 billion) will live in cities as in rural areas (3.1 billion) [14].

In the modern world, tourism usually develops more intensively in urban areas compared to rural ones, this is due to a number of factors, in particular: in highly urbanized regions and cities, hotel chains, restaurants, shopping centers, cultural institutions and other tourist services are usually developed, which creates comfortable conditions for tourists and contributes to the growth of hospitality; large cities with diverse cultural heritage, museums, theaters, concert halls and historical monuments usually attract more tourists, which is especially important for the development of tourism and hospitality, as visitors are looking for a unique cultural experience; tourism often becomes an important industry destination for urbanized regions, as tourism activities create new jobs in the areas of service, trade, transport and other services. Developed tourism industry contributes to the economic growth of the city or region; urbanized areas usually have better access to international markets and can more intensively promote themselves as tourist destinations.

This includes international conferences, cultural festivals, sporting events and other events that attract the attention of the world community; high level of urbanization promotes innovations in the field of technologies that can improve the quality of service and convenience for tourists and vice versa – innovations may be one of the reasons for visiting a certain destination by tourists, as in the case of digital or technological tourism. For example, digital technologies of hotel management and mobile applications for city routing, the use of virtual reality technologies in the field of tourism.

Very high level, over 80%	Medium level, 20% to 50%	Low, less than 20%
<ul style="list-style-type: none"> <li>• Kuwait 100</li> <li>• Monaco 100</li> <li>• Singapore 100</li> <li>• Belgium 98.0</li> <li>• Japan 91.6</li> <li>• Australia 86.0</li> <li>• UK 83.4</li> <li>• USA 82.3</li> <li>• Canada 81.4</li> </ul>	<ul style="list-style-type: none"> <li>• Thailand 49.9</li> <li>• Philippines 46.9</li> <li>• Egypt 42.7</li> <li>• India 34.0</li> <li>• Uganda 23.8</li> <li>• Ethiopia 20.8</li> </ul>	<ul style="list-style-type: none"> <li>• Nepal 19.7</li> <li>• Sri Lanka 18.5</li> <li>• Samoa 18.2</li> <li>• Malawi 16.9</li> <li>• Liechtenstein 14.3</li> <li>• Papua New Guinea 13.2</li> <li>• Burundi 13.0</li> <li>• Caribbean Islands 9.1</li> </ul>

**Figure 1. Classification of countries by the level of urbanization**

Source: [12]

Consequently, the development of urbanization usually has a positive impact on the development of tourism and hospitality through improved infrastructure, cultural attractiveness, economic opportunities and innovation. This creates a favorable environment for attracting tourists and increasing the level of pleasure from a tourist holiday [3]. The relationship between the level of urbanization of the country and the development of tourism can have several aspects, which is presented in Table 1.

Consequently, the development of urbanization has a direct impact on the tourism potential of a country or city, creating conditions for attracting and meeting the needs of international visitors through enhanced infrastructure capabilities, cultural attractiveness, economic growth and general accessibility. And the development of urbanization contributes to the growth of the country's tourism potential, providing ample opportunities for tourism business and attracting international visitors.

As noted above, urbanization, the process of growth of urban areas and population, has a significant impact on the development of tourism infrastructure. The positive impact of urbanization on tourism infrastructure:

1. Improvement of transport infrastructure. The growth of cities is usually accompanied by the development of transport networks, including the construction of new roads, railways, airports, public transport. This facilitates the access of tourists to urban centers and increases the comfort of travel.

2. Increase the number of hotels and other accommodation facilities. The growth of urbanized areas contributes to the construction of new hotels, hostels, apartments and other accommodation facilities, which provides tourists with a wide choice of places to stay.

3. Development of cultural and entertainment venues. Urbanization contributes to the growth of museums, theaters, concert halls, sports arenas and other cultural and entertainment facilities, which makes cities more attractive to tourists.

4. Investment in infrastructure. As a result of urbanization, investments in urban infrastructure are increasing, including not only transport, but also the improvement of the city, the creation of green areas, parks and other public spaces that attract tourists.

5. Improvement of services. The growth of population and income in urban areas contributes to the improvement of the quality of services, such as restaurants, cafes, shops, excursion services, which also increases the tourist attractiveness of the city.

However, it is worth considering the negative impact of urbanization on the tourism infrastructure: firstly, rapid urbanization can lead to overloading of transport and tourism infrastructure, which creates traffic problems, reduced quality of service and inconvenience for tourists; secondly, the growth of the urban area is often accompanied by an increase in air pollution, water and noise pollution, exacerbation of environmental problems, which can adversely affect the attractiveness of the city as a tourist destination; thirdly, the

development of tourism infrastructure due to urbanization can lead to an increase in the cost of living and the displacement of local residents from the central regions of the city, which causes social tension. In the process of urbanization, cities are often modernized (for example, the introduction of smart-city projects, the demolition of old architectural structures for the construction of new ones) (Figure 2), which can lead to the loss of historical and cultural values that are important for tourists. As well as the development of tourist infrastructure can lead to competition for limited urban resources such as water, land and energy, which can create problems for the sustainable development of the city.

Table 1

**Key aspects of the relationship between the level of urbanization in a country and the development of the tourism sector**

<b>Aspect Name</b>	<b>Characteristic</b>	<b>Examples</b>
Infrastructure	Urbanized areas typically have well-developed infrastructure, such as airports, railway hubs, roads, hotels, restaurants, and other services that provide comfort and accessibility for tourists.	Tokyo (Japan) is one of the most urbanized cities in the world. Its well-developed metro system, extensive highway network, and convenient public transportation allow thousands of tourists to easily navigate the city. This contributes to the growing number of visitors who choose Tokyo for leisure and exploration.
Cultural appeal	Large cities are usually cultural hubs, rich in history, with museums, galleries, theaters, and other attractions that draw tourists seeking cultural and historical experiences.	Paris (France), with its historical landmarks, art galleries, and famous cafés, is regarded as the cultural capital of Europe. A large number of tourists from around the world visit Paris to see the Eiffel Tower, the Louvre, the Palace of Versailles, and other iconic symbols of the city.
Economic development	Urbanized regions often have a high level of economic development, which creates opportunities for the growth of the tourism industry through a large number of jobs and a high standard of living.	New York City (USA) is an economic and financial hub with a large number of corporations and business partnerships. This creates a high demand for hotels, conference halls, and restaurants for business tourism, adding to the city's overall tourism potential.
Accessibility	Large cities are usually more accessible to international tourists, as they have well-developed transportation connections and convenience in arriving and getting around within the city.	Singapore in Asia is known for its high accessibility for international tourists. The city-state boasts the modern Changi Airport, which has been regularly recognized as the best in the world, and an efficient public transportation system that facilitates easy movement for tourists.
Tourism offerings	Urbanized areas can offer a wide range of tourism services, from shopping and entertainment to specialized tours (such as sightseeing, cultural, culinary, etc.), making them attractive to various categories of tourists.	Barcelona (Spain) is renowned for its architecture, such as the Basilica de la Sagrada Familia and Gaudí's parks. These unique architectural structures attract the interest of international tourists, which boosts the development of the hotel and restaurant industry.

Source: [4]

Urbanization significantly affects the development of tourist infrastructure in cities, having both positive and negative consequences. It is important that cities plan their development in such a way as to maximize the benefits of urbanization and minimize its negative effects. This includes the integrated planning of transport networks, the protection of cultural heritage, the introduction of environmentally friendly technologies and ensuring a balance between the needs of local residents and tourists. Large cities have a significant population [1; 10; 14].

Urban modernization covers a wide range of initiatives aimed at improving the infrastructure, ecology, economy and quality of life of residents, which are characteristic of the urbanization process. Refer to Figure 2. examples demonstrate a variety of approaches to urban infrastructure modernization, each aimed at creating a more sustainable, comfortable and technologically advanced environment for residents. Urban tourism can be a major instrument of regional development and an attractive opportunity for economic adjustment, especially where traditional resource-based activities have declined. Tourism as a labor and intensive sector will help to renew the economy, attracting investment and new business opportunities in cities, and the socio-cultural significance of tourism, at the same time, will be determined through the characteristics of its attractiveness and para-meters of tourist assessment of impressions from tourism.

### Intelligent transport systems

- Singapore introduces smart transport systems, including automated traffic management systems, self-driving cars and the integration of public transport with mobile applications, which allows residents to plan their trips more efficiently.

### Energy efficient buildings

- In Vancouver (Canada), energy-efficient technologies are actively introduced into the construction of new and modernization of existing buildings. The use of green roofs, solar panels and heat recovery systems significantly reduces energy consumption.

### Development of bicycle infrastructure

- Copenhagen (Denmark) is known for its developed cycling infrastructure. Bicycle lanes, parking lots, and bicycle maintenance stations contribute to the popularization of bicycle transport by reducing air pollution and traffic congestion.

### Innovative residential complexes

- Masdar City (UAE) is being built as an environmentally friendly city using the most modern energy efficiency technologies and renewable energy sources. The city is planned as completely carbon neutral, with minimal car use.

### Intelligent water supply and drainage networks

- Barcelona (Spain) uses real-time sensors and data to manage water supply and drainage. This allows you to optimize water consumption, identify leaks and improve the quality of services.

### Development of green areas

- Melbourne (Australia) is actively developing green spaces in the city, including parks, rooftop gardens and urban gardens. This improves air quality, reduces the temperature effect of the urban heat island and improves the quality of life of residents.

### Implementation of digital services

- Tallinn (Estonia) is one of the leaders in the introduction of digital services for citizens. E-government, online business registration and other digital services greatly simplify the interaction of citizens with government agencies.

### Development of public transport system

- Zurich (Switzerland) is known for its highly efficient public transport system, including trams, buses and trains. Integration of different modes of transport, frequent flights and convenient transfers contribute to a decrease in the use of private cars.

**Figure 2. Examples of modernization occurring in the process of urbanization**

*Source: compiled by the authors*

**Conclusions.** Thus, urban tourism can really become an important tool for the development of regions, as it contributes to economic growth, improvement of infrastructure and cultural exchange, namely: economic development – tourists spend money on accommodation, food, excursions, souvenirs, which stimulates local business and creates jobs. In addition, revenues from the tourist tax can be directed to the development of urban infrastructure; in terms of infrastructure, to attract tourists, cities are forced to invest in transport, hotels, cultural and entertainment facilities, which improves the quality of life for local residents. Modernization of public transport, road repair and development of public spaces are beneficial for both tourists and residents; supporting local culture, then tourism stimulates the preservation of historical monuments, traditions and culture, today cities can receive additional funds to restore architectural masterpieces or to support local cultural events; increasing investment attractiveness, that is, cities that attract tourists often become centers of attention of investors, since the developed tourist infrastructure also attracts business, retail and technology startups; international image is given by successful tourist cities that become recognizable brands in the international arena. This can contribute to the development of international relations, the attraction of new cultural or economic projects and cooperation with other regions; urbanization of cities, where tourism will help revitalize forgotten or abandoned areas of the city, stimulating the restoration of old buildings, parks and the creation of new centers of attraction.

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This article provides deep analysis the essence of the concept of «urbanization» and it's impact on the development of tourism infrastructure. Reveals the main aspects of the relationships between the level of urbanizations of the country and the development of the tourism sector are disclosed, amphasizing that urbanization is an important incentive for the formation of a competitive tourist environment. The classification of countries by the level of urbanization allows us to identify specific models of tourism development in different regions of the world having their own unique characteristics and challenges. Particular attention is paid to a modern trends in urbanizations, in particular the rapid growth of the megacities, the development of infrastructure in the large cities and the integrations of innovative technologies into the urban environment. The article studies the impact of these processes on the tourism industry, including improving transport infrastructure, increasing the number of hotels, restaurant complexes, cultural, entertainment and educational facilities. The positive impact of the urbanization on the development of tourism infrastructure is considered, nothing the growth of opportunities for economic grows, cultural exchange and international cooperation. It is determined that effective management of urbanization processes contributes to the formation of favorable conditions for attracting tourists, expanding urban space for mass events and increasing the overall attractiveness on urban areas for tourist flows.

**Keywords:** urbanization, tourist infrastructure, smart-city, modernization of cities, transport infrastructure.

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У статті здійснено глибокий аналіз сутності поняття «урбанізація» та її впливу на розвиток туристичної інфраструктури. Розкрито основні аспекти взаємозв'язку між рівнем урбанізації країни та розвитком туристичної сфери, підкреслюючи, що урбанізація є важливим стимулом для формування конкурентоспроможного туристичного середовища. Проведена класифікація країн за рівнем урбанізації

дозволяє виявити специфічні моделі розвитку туризму в різних регіонах світу, що мають свої унікальні характеристики та виклики. Особливу увагу приділено сучасним тенденціям урбанізації, зокрема швидкому зростанню мегаполісів, розвитку інфраструктури великих міст та інтеграції інноваційних технологій у міське середовище. У статті досліджено вплив цих процесів на туристичну галузь, включно з покращенням транспортної інфраструктури, збільшенням кількості готелів, ресторанних комплексів, культурно-розважальних та освітніх об'єктів. Автор також висвітлює позитивний вплив урбанізації на розвиток туристичної інфраструктури, зазначаючи зростання можливостей для економічного зростання, культурного обміну та міжнародної співпраці. Визначено, що ефективне управління урбанізаційними процесами сприяє формуванню сприятливих умов для залучення туристів, розширення міського простору для проведення масових заходів та підвищення загальної привабливості міських територій для туристичних потоків. У статті також окреслено рекомендації щодо оптимізації процесів урбанізації для сталого розвитку туристичної інфраструктури, підвищення комфортності перебування туристів у містах та збалансованого використання ресурсів. Розглянуто важливість екологічного підходу до розвитку інфраструктури. У процесі урбанізації часто відбувається модернізація міст, що включає впровадження інноваційних проєктів, таких як концепція «smart-city». Ці проєкти спрямовані на підвищення ефективності міської інфраструктури шляхом використання сучасних технологій, покращення комунікацій, управління транспортними потоками та створення безпечного і комфортного середовища для мешканців і туристів. Завдяки розумним системам місто може оптимізувати свої ресурси, що безпосередньо впливає на якість надання туристичних послуг та підвищує загальну привабливість міста як туристичної дестинації.

**Ключові слова:** урбанізація, туристична інфраструктура, smart-city, модернізація міст, транспортна інфраструктура.