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THE PECULIARITIES OF SPECIAL KINDS OF TOURISM IN UKRAINE

The industry of tourism plays an important role in the country's economy and has a considerable influence on the world economy: it develops national economies and the economies of integration associations, assists in the formation of the region's image, allows to focus the attention on the problems of the development of the society. The world crisis of the recent years has stipulated the necessity of the cardinal revision of the accents in the in the formation of tourist services which, first of all, requires thorough analysis of the category apparatus and methodological concepts. Despite the fact that the history of tourism development began long time ago, the question of theoretical and methodological basis has been raised in the scientific circles several times and caused numerous discussions in the frames of geography, economics, sociology, philosophy, medicine, ecology. The complexity of clear definition of methodical-conceptual apparatus of tourism industry is caused by its poly-functionality and role in the society.

One of the topical problems demanding the solution is the question of classification of tourist services, the definition of the kinds of tourism, because the development of separate kinds of tourism in any region depends on geographical, social, and social factors. The formation and spreading of new kinds of tourism is also provided by the processes of globalization and scientific-technical progress, as the internationalization of the economies and introduction of the latest scientific technologies assists in appearing and developing of absolutely new directions in tourism. Many works by such Ukrainian and foreign authors as A. Babkin, M. Birzhakov, V. Bogoliubov, Yu. Hrabovsky, V. Kiptenko, M. Kliap, N. Lytvynenko, M. Malska, V. Makhovka, O. Skaliy, T. Skaliy, V. Khudo, I. Chernysh are devoted to studying the theoretical aspects of the classification of tourism kinds.

In the process of investigating, the top priority task was defining the kinds of tourism which are legislatively grounded; these are: children's; youth; for elderly people; for disabled persons; cultural-cognitive;

treatment and health improving; sports; religious; ecological (green); rural; underwater; mountain; adventure; hunting; automobile; amateur.

At the same time, M. Malska [12] classifies the kinds of tourism according to the direction of tourist currents: internal tourism; incoming tourism (foreign tourism); outbound tourism (tourism abroad); international tourism; tourism inside the country; national tourism.

The other group of the authors [7, 8, 13] support the classification feature for defining the kinds of tourism according to “covering the territory”: local tourism; far out tourism; transit tourism; boundary tourism; internal continental tourism; intercontinental tourism; round the world tourism; interregional tourism; regional tourism; internal regional tourism (tourism to the separate regions of the country of residence).

N. Lytvynenko [11], O. Skaliy [4], T. Skaliy [4] define the kinds of tourism according to the principle of payment and organization of travelling; they single out the following kinds: VIP-tourism; commercial tourism; social tourism; incentive tourism; promotion tours (info-tours).

Rather interesting is the approach according to which the kinds of tourism are distinguished according to socio-demographic features: school tourism; children’s tourism; youth tourism; tourism for the middle aged; tourism for elderly people; family tourism; mixed tourism; tourism for women; tourism for men; tourism for single people; tourism for physically and mentally disabled people; corporate tourism.

Thus, it is possible to classify the kinds of tourism cultural practices according to various features the most important of which are: the aims of tourism, territorial characteristics, temporal characteristics, cultural components, individual enquiries of the tourist.

Active and passive kinds of tourist practices are distinguished depending on the intensiveness of activities during the rest. The active kinds are: adventure trips, extreme tourism, safari to the nature, mystery tour. The passive kinds are: tours for families with children; tours for medical treatment; tours for elderly people; green tourism.

All the above mentioned facts stipulate not only the necessity of classifying the kinds of national tourism, but also characterizing the latest and exclusive kinds of tourism in Ukraine.

A large number of approaches to defining of “tourism” have been developed in modern Ukrainian and foreign literature. These approaches are based on various features and can be united into different groups.

As far as special kinds of tourism is concerned, A. Babkin

distinguishes tours which are completely or partially characterized by the following features [1]: not mass, rather rare kinds of tourism; labor-intensive kinds of tourism in order to create the final product; capital-consuming kinds of tourism; tours uniting various kinds of tourism; new kinds of tourism which are stipulated by secondary needs of people; the kinds of tourism using non-traditional kinds and sources of financing.

In his opinion, the most widely spread kinds of tourism which correspond to the above mentioned requirements are: religious tourism; business tourism; congress-exhibition tourism; intensive tourism; treatment and health improving tourism; ecological tourism; tourism of events; mountain skiing tourism; extreme tourism; cruise tourism.

Nevertheless, if one correlates the characteristics with the kinds of tourism, suggested by A. Babkin, it is possible to observe certain unconformity [1]. For example, religious tourism and treatment and health improving tourism cannot be described by any of the enumerated characteristics. The classification feature "...satisfying secondary needs..." is also not corresponding, because tourism is actually aimed at satisfying secondary needs. The investigated classification of the special kinds of tourism has also something in common with the classification of the main kinds of tourism.

M. Birzhakov [2] distinguishes the following special kinds of tourism: recreation tourism; professional-business and congress-exhibition tourism; cultural (cognitive) tourism; religious tourism; treatment and health improving tourism; ecological tourism; rural and agro-tourism; sports tourism; extreme tourism; water kinds of tourism; cruise tourism; yachting; timeshare; political tourism; social tourism; new and peculiar kinds of tourist activities.

V. Bogoliubov [3] distinguishes the similar special kinds of tourism: natural and ecological tourism; walking and bicycle tourism; extreme tourism; sea and cruise tourism; medical tourism; sports and improving health tourism; rural tourism; scientific tourism; religious-pilgrimage tourism; social tourism.

In our opinion, the basis for referring tourism to a special kind can be the person, aim, or usage of rarely utilized transport means.

It is possible to classify the kinds of cultural practices of specialized tourism according to various signs the most important of which are: the aims of tourism, territorial characteristics, temporal characteristics, cultural components, individual enquiries of the tourist.

The market of the consumer of specialized tourist product must be structured according to many signs, the first of them the aim of travelling should be considered. The aim is the concrete realization of the motivation to make a tourist trip, in which the need to have a rest is reflected; this need is realized as a request for a concrete tourist product.

Thus, it is suggested to distinguish the following kinds of specialized (exclusive) tourism in Ukraine depending on the aim of the trip: cognitive, pilgrimage (religious), health improving, business, political, extreme, shopping-tourism,, nuclear, dark, gastronomic, sports, speleological, hunting, thermal, rural and green, wedding, photo-tourism, ecological, thematic, exotic, medical, suicidal, educational, nostalgic (family),and others.

Tourism, oriented at cognizing another culture, which includes cognitive tourism (consists in visiting historical and cultural or geographic sights) and pilgrimage (consists in visiting religious places).

As far as health improving tourism is concerned, at present it is developing practically in all the regions of Ukraine and is one of the most popular directions in tourist activities. The kind of tourism mentioned above occupies considerably important place owing to favorable climatic conditions, the presence of mountain complexes and seas. The most favorable places for health improving rest are the Carpathian and the Black sea regions.

The specifics of Ukraine in tourist sphere are the possibilities for developing of rural and green tourism. There are historical and cultural monuments of the world level, unique natural reserves in all the regions of the country. Also about 2/3 of the rural population are unemployed or partially employed. According to the questionnaires' data, more than one million of them are ready to offer their houses to tourists [11].

Taking into account modern approaches to defining the subjects of activities in tourism, nostalgic (family) tourism should be singled out; it envisages the form of organizing trips, connected with family relations, in particular, it is important for the countries, in which the part of the population lives or lived abroad. Every year, family tourism becomes more popular; it assists in uniting the members of the family, helps open, "make the contact", learn about the interests and hobbies of children and parents. Recreation of the families with and without children, and also the groups representing several families, belongs to such kind of tourism. But in Ukraine, most often, travelling with the

child, who is younger than 11, is understood as “family tourism”.

Sports tourism envisages trips with the aim of active or passive (as fans) participation in sports events or persons who wish to take part in prestigious, outstanding event in sports. The peculiarity of sports tourism in Ukraine is the fact that it is an important component of the general state system of physical culture and sports, patriotic and spiritual upbringing of the youth, strengthening health, developing physical, moral, strong-willed, and intellectual abilities of the person by attracting him or her to the participation in competitions, sports tourist trips, and other competitions in the kinds of sports tourism. Sports tourism unites the following kinds in the frames of the whole sports: walking (hiking), water, bicycle, mountain, speleological, sailing, skiing, automobile and motor cycle, and others [15].

Business tourism is one of the most promising directions of modern tourism which is developing in the most quickly way. This kind of tourism is rather profitable, and it is very important for the host country from the economic point of view. Instead of the notion “business tourism” the English abbreviation MICE is often used, which reflects the structure of this kind of tourism: meetings – strategic, cyclic meetings, negotiations, presentations; incentives – encouraging trips, motivation programs, stimulating the loyalty of partners, employees, dealers; conferences/conventions – conferences, forums, congresses; exhibitions/events – exhibitions, event tourism, corporate events [10].

At present, the development of business tourism in our country is very timely, because Ukraine which is situated in the center of Europe, on the crossroads of transport ways and has favorable natural and climatic conditions, a considerable historical and cultural potential for the forward development of its tourist sphere. Creating the infrastructure of business tourism in Ukraine will assist in comprehensive developing of cities in particular and the state on the whole.

Political tourism (diplomatic tourism, connected with political events and arrangements) is the kind of tourism the main aim of which is visiting places and events connected with political activities. Political tourism is subdivided into diplomatic, the participation in congresses, and also the tourism connected with political events and arrangements.

Educational (study) tourism is travelling aimed at receiving or improving knowledge. The most widely spread are the trips for studying foreign languages and internships.

Exotic tourism is aimed at seeing, cognizing, and feeling something unusual, in particular, climatic conditions, unusual flora and fauna, the cuisine of various countries, architecture, national customs, etc.

Extreme tourism – is the kind of tourism, which presupposes a definite degree of risk or extreme physical or psychic load under extremely difficult conditions. Overcoming difficulties, tourists strengthen their character; participating in expeditions to places which are difficult to access, the tourists prove the unlimited possibilities of person.

Adventure tourism is the kind of tourism which is connected with the organization of non-standard tours to exotic and ecologically clean natural reservations using unusual, non-traditional transport means.

Mountain climbing, rock climbing, ice climbing, rafting, speleological tourism, hill walking, walking (hiking) tourism, water, skiing, mountain skiing tourism, canyoning, equestrian tourism, mount-biking, diving, paragliding can be related to adventure and extreme kinds of tourism.

Jailoo-tourism is the variety of tourism which envisages tourist's staying in the primitive tribe or ethnic groups with all the advantages of their way of life. The essence such tourism is that the tourist is sent to wild places, and he or she lives like our wild ancestors – there are no advantages of civilization, only the nature and the tourist. This kind of tourism is spread in the western part of Ukraine where the culture of our ancestors is expressed most of all, and old national customs are followed.

Speleological tourism is the tourism which means travelling in natural underground cavities (caves) and overcoming different obstacles there (siphons, wells) using various special equipment (aqualungs, carbines, ropes, hooks, individual insurance systems).

Nuclear tourism is the variety of tourism which is connected with visiting the places where nuclear energy was used.

At present, the bravest people create tourist routes to the places connected with nuclear explosions, disasters, depositories. Tourists visit the territory of closed towns, territories with great interest, for example, on the their way to the most popular in nuclear tourism Chornobyl zone of estrangement, the tourists watch the film about the catastrophe and its consequences on the territory of Ukraine and abroad; the ghost town of Prypiat which is included into the plan of the tour is like a picture from

the black and white film which keeps the last minutes of life in the town.

Eco-tourism is the tourism which includes travelling to the places with a relatively unchanged nature with the aim of getting the idea of natural, cultural, and ethnographic peculiarities of the given locality, and at the same time this tourism does not disturb the integrity of eco-systems and creates such economic conditions under which the protection of nature and natural resources becomes profitable for the local population. Ecological tourism is expanding nowadays: more often events are held which promote ecological tours. There is such a notion in the international practice as “a blue flag”. This sign is given to ecologically clean districts where tourists prefer to have a rest, and nothing endangers their health in these places.

Hunting tourism is the tourism the aim of which is searching, tracing, chasing, and preying of some kinds of wild animals. In spite of high prices for these services, paid by foreign tourists, hunting tourism is expanding. Hunting tourism is simultaneously business and entertainment, consisting of searching, chasing, and preying (catching or killing) of some kinds of wild animals (mainly, birds and mammals).

Dark tourism (black tourism, tanato-tourism, tourism to prisons) is the variety of tourism which provides visiting depressive zones, that is, places connected with death and suffering. The places of dark tourism are the Nazi death camps in Poland, the places of Holocaust and Famine-Genocide in Ukraine, the prison Alcatraz in the USA, famous castles in Scotland, England, France where executions and murders took place; the places of forced death; visiting former prisons, concentration camps, chambers for prisoners sentenced to death.

Medical tourism is the activity connected with the organization of medical services of patients far out from the places of their residence. The patients can go to medical establishments both in the country (inbound medical tourism) and far abroad (international medical tourism). Besides, prices for medical services in different countries differ greatly which induces people to leave their native country in order to specify the diagnosis of the disease and undergo treatment. Many “medical tourists” have the opportunity to combine medical services with recreation in resorts, health, SPA, and Wellness centers. That is why today the term “health improving tourism” is often used while speaking about medical tourism. As the system of medical services in Ukraine is not developed and requires restructuring, the given kind of

tourism is almost not represented in our country.

Thermal tourism (geothermal tourism) is the variety of tourism which provides visiting geothermal water (hot springs) by the tourists for treatment. The most popular places of geo-tourism are Truskavets, Mukacheve, Yaremche, Uzhhorod,, and the Carpathians in general, that is, the places where famous geothermal health resorts, aqua-centers, and swimming pools are located.

Gastronomic tourism is travelling with the aim of getting acquainted with the peculiarities of the local cuisine, culinary traditions, and tasting unique, interesting dishes or food by visitors.

Tourism of sweets (sweet tourism) is the sub-kind of gastronomic tourism; it is the tourism connected with visiting places of consumption and production of sweets. The confectionery for the tourists is made according to traditional recipes using the secrets of homemade batch, and only the confectionery of high quality made of natural components is allowed to be presented at sweet festivals.

Another sub-kind of gastronomic tourism is wine tourism with the opportunity to taste the original bouquet and taste of wine in the locality where it was made. Real connoisseurs of wines know their main peculiarity: wine does not like travelling. That is why high-grade wine with its unchanged quality can be only in the vaults and woods where it was made and kept.

Thematic tourism (event tourism) is devoted to some event. Unique tours uniting traditional rest and participation in the most spectacular arrangements of the planet gradually become more popular. Event tourism is a wonderful atmosphere of holiday, individual conditions of rest, and unforgettable impressions. The main peculiarity of event tourism is a lot of bright, unique moments.

Photo-tourism is the variety of tourism connected with the tourists' passion for the photography. Tourists, accompanied by the photo-guide, make photos of the most picturesque places untouched by people.

The aim of wedding tourism is visiting places for holding wedding ceremonies. Wedding tours are: having honeymoon, celebrating the anniversary of marriage, "golden" wedding, official marriage registration, religious wedding ceremony. At present, the consumers of wedding tourism have their weddings on the mountain peaks and under the water, in the deserts and on polar ice. There are wedding tours which include the organization of symbolic wedding ceremony according to

local customs and traditions. Such rituals can be characterized by refined romanticism accompanied by putting on national costumes, and celebrating at the table with local delicatessens, and dances.

Shopping tourism is the variety of tourism the aim of which is shopping during the tourist trip. Taking into account the geographical position, it is expedient to make shop-tours from Ukraine to the countries of Europe and the Middle East. The most popular shopping places are in such European countries as Poland, Romania, Greece, France, Spain, and Italy. For example, the inhabitants of western regions often go to Romania to buy cheaper consumer goods and even food products. Greece is famous for the cheapness of fur goods, and France – clothes and footwear of world brands. Shop tours to the UAE have lately been becoming more and more popular. Dubai is a free economic zone with a very low import tax rate. In this connection, practically all imported goods here are considerably cheaper than in Ukraine and other countries of the EU. It is especially profitable to buy electronics goods, jewelry, fabric, fur, watches, and also local souvenirs.

Suicidal tourism is “one-way” travelling. Its capital is Switzerland, the only country on the Earth where euthanasia for foreigners is officially allowed. So, a classical suicidal tour includes: arriving at the canton of Zurich, where the euthanasia group “Dignitas” is located, walking along clean and boring streets, having a farewell look at the lake, control examination by the doctor, signing the documents in which the person officially refuses to live any longer, and having a glass of juice with the mortal dose of nembutal. The positive moment is that the number of such tourists from Ukraine is low. Only several such cases have officially been known for the past 5 years.

Thus, the special kinds of tourism in Ukraine are most often closely interrelated with each other, and it is not always possible to single them out in the pure variety. For example, business tourism is often united with excursions or sports, ethnic – with sports or religious, target – with recreational or social, etc. So, the classification of cultural practices of tourism is very diverse. Tourist industry has achieved rather high rates, and the tourism satisfies the diverse wishes of travelling lovers.

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