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FORMATION AND DEVELOPMENT OF THE SPORTS TOURISM IN UKRAINE

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Abstract

The article discusses the features of the development of sports tourism. It is proved that the beginning of the new millennium was marked by the rise of the world tourist movement. Under the influence of rapid development of infocommunication technologies and international economic relations tourism has become one of the most representative branches of the world economy. The article proves that the development of the recreational and tourist complex of Ukraine should become a priority direction of the national economy and culture, an important factor in increasing the international prestige of the country, a source of socio-economic development of the regions, an important condition for preserving the historical and cultural heritage.

Key words: tourism; sports; sports tourism; recreation and tourist complex.

СТАНОВЛЕННЯ І РОЗВИТОК СПОРТИВНОГО ТУРИЗМУ В УКРАЇНІ

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Анотація. У статті розглянуто особливості розвитку спортивного туризму. Доведено, що початок нового тисячоліття ознаменувався підйомом світового туристичного руху. Під впливом бурхливого розвитку інфокомунікаційних технологій і міжнародних економічних зв'язків туризм перетворився на одну із найбільш представницьких галузей світової економіки. В статті доведено, що розвиток рекреаційно-туристичного комплексу України повинен стати пріоритетним напрямком національної економіки і культури, важливим фактором підвищення міжнародного престижу країни, джерелом соціально-економічного розвитку регіонів, важливою умовою збереження історико-культурної спадщини.

Ключові слова: туризм; спорт; спортивний туризм; рекреаційно-туристичний комплекс.

Sports tourism is an integral part of the national system of physical culture and sports, and is aimed at strengthening health, the development of physical, moral, volitional, intellectual abilities of a person by involving him in sports campaigns of varying complexity and competitions in sports tourism technology. In addition, it is an important means of promoting the social and labor activity of people, satisfying their moral, aesthetic and creative needs, and also performs a variety of sports, health, recreational, cognitive, educational, economic and other functions.

However, today, despite numerous studies and available potentially great opportunities, sports tourism in Ukraine is not sufficiently developed. Difficulties faced in its development sports tourism, in the first place, related to the economic problems of the development of society, as well as the almost complete lack of state and public support for this sport, imperfection, and in some cases the lack of modern regulatory, methodological and information base, which would take into account its realities, as well as internal organizational problems in the tourist and sports

movement itself, accumulated in recent years.

The purpose of the study is to analyze the organizational foundations of the development of sports tourism in Ukraine.

Sports tourism is a sport to overcome a certain segment of the earth's surface, which is called the route. At the same time, "earth's surface" means not only the soil surface of the Earth, but also stone and water, etc. During the route they overcome various specific natural obstacles. For example, mountain peaks and passes (in mountain tourism) or river rapids (in river rafting) [5].

Sports tourism is an active and often extreme form of travel. He means autonomous overcoming of large distances and various local obstacles, which requires physical strength, good health and possession of various skills from the tourist. Unlike conventional routes, sports tourism trails are classified by difficulty levels [4].

They are determined by the presence of all kinds of obstacles on the way – peaks, passes, canyons, rocks, glaciers, river rapids, etc. Overcoming routes of a certain length and complexity gives the tourist the right to receive a sports title – from a youthful category to a master of sports of international class.

Sports tourism is usually a group, as a rule, the team includes 5-10 people.

Sports tourism is an integral part of the national system of physical culture and sports and is aimed at strengthening health, the development of physical, moral, volitional and intellectual abilities of a person by involving him in sports campaigns of varying complexity and sports tourism competitions.

Sports tourism is an important means of promoting the social and labor activity of people, meeting their moral, aesthetic and creative needs, the vital need for mutual communication, the development of friendly relations between peoples and the strengthening of peace.

Sports tourism aims to improve sports in overcoming natural obstacles. This means improving the whole complex of knowledge, skills and abilities, physical fitness necessary for the safe movement of a person in an area saturated with natural obstacles during the campaign.

In sports tourism, the main motive of classes is the development and improvement of the level of knowledge, abilities, skills to overcome natural obstacles of various forms of natural relief. In sports tourism, the main result of classes is sports improvement, including physical and spiritual improvement of a person in natural conditions, recovery; physical and spiritual

development of a person; aesthetic and moral-volitional education of knowledge of history and modernity, cultures and customs of the local population; careful attitude to nature and respect for national traditions [2].

If scientific research is carried out in Olympic sports, control scientific groups (CSG) function, then in sports tourism there are very few targeted and systematic studies. Sometimes in the scientific publications of Ukraine there are articles, some of them pseudoscientific, which harm the entire system of sports tourism and its safety.

Consider some specific features of sports tourism, in our opinion, significant.

The sports ground for tourists has always been the natural environment (mountains, rivers, deserts, tundra, Arctic). Technical obstacles as a complex indicator of route complexity cannot be constant and unchanging. Their characteristics under the influence of meteorological factors and human activity change not only from year to year, but also during one season. Temperature fluctuations annual and seasonal, rainfall and their nature, atmospheric pressure, solar radiation, wind regime, as well as various disasters in the environment – all this can greatly complicate the route. It is not possible to cancel the route, you can get off the route, which is extremely rare and only with a catastrophic state of the environment.

To still pass the route accident-free, observing the rules of maximum safety, you need to do a lot of work in the preparatory period before the campaign, the higher the category of the route, that is, technically more difficult, the longer and carefully group prepares. At one time, the famous Norwegian polar explorer Roald Amundsen said: "Expedition is preparation." If the route 2-3 degrees can be prepared in 2-4 months, the preparation of the campaign of the highest category of complexity requires up to 1 year of work.

In Ukraine, the system of youth tourism and local history has developed and is successfully operating, which is an integral part of out-of-school education. In the process of learning the history of their native land, the origins of national culture, the study of their genealogy, historical and cultural heritage of their ancestors, young tourists develop a sense of caring attitude and respect for the history of the region, sensitivity, kindness, a physically healthy and spiritually developed person is formed.

With the adoption of the State Tourism Development Program for 2002-2012 (CMU Resolution No. 583 of 29.04.2002) and Local History Development Program for the period up to 2012 (CMU Resolution No. 789 of 10.06.2002) children's and youth tourism and local history

have moved to an important stage of their development, because the tourism industry is becoming increasingly important for the development of the economy and social sphere of Ukraine and this enables the centers of tourism and local history of students to qualitatively update their activities. To implement these programs, regional state administrations developed and approved regional programs for the development of tourism and local history, which paid considerable attention to the development of youth tourism and local history, improving the material and technical base of the centers of tourism and local history of students [7].

The most popular types of sports tourism in Ukraine are hiking and orienteering.

So, according to the programs "Sports Tourism" 1790 clubs worked, according to the program "Sports Orientation" – 613 clubs.

In addition, the following clubs operated:

- water tourism;
- mountain tourism;
- cycling tourism;
- caving;
- tourist guides;
- ski tourism;
- junior tourism instructors;
- topographers and surveyors;
- young judges of tourist competitions;
- climbing and others.

Based on the above, traditional are competitions in the technique of hiking and orienteering. But new types are introduced: for example, winter multi-day competitions of students in orienteering, mountain tourism and others. So, during 2014 tourism centers held about 250 competitions in various types of tourism. In total, 78 902 participants took part in mass events on sports tourism, and this is not taking into account the participants of such common school-wide events as "Tourism Week," tourist and sports took off on World Tourism Day, mass ascents to the most famous peaks of the Crimea and the Carpathians, hikes in their native land, etc.

In addition, members of tourist centers compete in international tourist competitions. So, pupils of the Transcarpathian Regional Center for Tourism, Local History and Sports constantly

participate in international orienteering competitions in the Czech Republic and Slovakia. Teams of tourism centers participate in competitions held by the Federation of Sports Tourism of Ukraine (open competitions in sports tourism "Kamianets Rocks," All-Ukrainian orienteering competitions for the prize of O. Onishchuk, Vinnytsia Region Cup in water tourism technology "Vinnytsia Races," etc.).

In order to develop children's and youth sports tourism, the correspondence Championship of Ukraine for the best tourist and local history trip is held annually.

A peculiar result of the work of tourist and sports clubs is participation in All-Ukrainian competitions in sports tourism.

New directions of sports tourism are developing: extreme, adventure, distant sailing and other trips, combined trips by types of tourism (auto, motorcycle, bicycle, sailing, water, mountain, ski, pedestrian, speleological, etc.) using the available natural and recreational, historical, cultural and human resources of the country. All this not only creates conditions for attracting our population to active sports tourism, but also stimulates the development of international and foreign tourism, gives an impulse to the general development of tourism in Ukraine as a potentially highly profitable sector of the economy, contributes to the entry of our country into the world tourism market [2].

Today, Ukraine has formed a highly qualified personnel corps of sports tourism workers, as well as a public asset. Organizational and methodological centers for the development of sports tourism are tourist clubs and sections. There is a specialized control and rescue service.

Conclusion: The main feature of sports tourism is that, unlike most other sports, it does not require relatively large material costs, since, firstly, it develops in the existing natural environment and does not require significant investment for the preparation and holding of tourist and sports events and the construction of special structures for their conduct, secondly, the material, technical and organizational support of these activities is largely carried out by the forces and means of the tourists themselves, and thirdly, a public system for training and improving personnel has already developed and operates, which can continue to function effectively with minimal costs from the state.

Despite the available potentially great opportunities, its social and economic significance, sports tourism in Ukraine is not sufficiently developed. Difficulties in the development of sports tourism, primarily associated with economic problems of development of society, and with an

almost complete lack of state and public support for the sport, imperfection, and in some cases the absence of modern normative and legal, methodical and information base, which would take into account its realities, as well as internal organizational problems in the tourism and sports movement itself, accumulated in recent years.

The development of the recreational and tourist complex of Ukraine should become a priority direction of the national economy and culture, an important factor in increasing the international prestige of the country, a source of socio-economic development of the regions, an important condition for the preservation of the historical and cultural heritage.

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