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FUNCTIONAL STRUCTURE OF TOURIST-EXCURSION ACTIVITY IN ZAPORozHYE REGION

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ABSTRACT

Today in Ukraine, the issue of organization of recreation becomes a priority issue not only in the physiological-psychological aspect, but also as a socially-organized function of people's lives. It provides an opportunity for an integrated combination of recreation, tourism and excursions, in order to promote the development of tourist excursions. Natural, cultural-historical and socio-economic resources of the region, as well as the presence of territories and objects of the nature reserve fund are important factors contributing to the development of tourist excursions and the diversity of its types. They also affect the formation of a functional-territorial structure. In forming the functional structure of tourist excursions in Zaporozhye region (the ZR), cognitive-tourist establishments and tourist-excursion enterprises take direct part; but indirectly - therapeutic and tourist, medical and tourist establishment. Their total number exceeds 2 thousand. Within the ZR, the functional structure of the tourist-excursion activity is systematized, which is represented by 3 types, 14 species and 7 subspecies. The functional structure of the tourist-excursion activity includes 1675 institutions, of which 24 are health care (1,4%); 389 health tourism (23,2%); 1102 cognitive-tourism (65,8%) and 160 tourist-excursion enterprises (9,6%). Medical tourism-excursion activity is represented by the following types: sanatorium and resort. Recreational tourism-excursion activity is represented by the following species and subspecies: recreational, including beach-recreational and walking; sports and recreational, including hunting-fishing, sport-active and sports-passive. Cognitive tourist-excursion activity, represented by such species and subspecies: spectacular-entertainment; museum; cultural-historical; rural "green"; ecological, including natural sciences and natural reserve; ethnographic; religious; business; scientific; production.

The problems of development of tourist-excursion activities in the Zaporozhye region are the lack of provision and uneven accommodation of medical tourism, health-tourism, cognitive-tourist and tourist-excursion facilities.

Keywords: tourist-excursion activity, functional structure, component (subject) composition, green tourism.

INTRODUCTION

In the process of national and cultural revival of Ukraine, within the framework of the state policy of regulating tourism activity, the issues of organization of recreation are becoming a priority issue not only in the physiological-psychological aspect, but also as a socially-organized function of people's lives. This makes it possible for a complex combination of recreation, tourism and excursions to promote the development of tourist-excursion activities (TEA).

Article 6 of the Law of Ukraine "On Tourism" proclaims that tourism is one of the priority directions of economic and cultural development [3]. Tourism development is an important factor in improving the well-being and quality of life of the ZR residents.

Its economic development will be supported by the growth of the number of enterprises involved in tourist-excursion service. This will provide an opportunity to replenish the revenue side of local budgets and create additional jobs. Natural, cultural-historical and socio-economic resources of the region, as well as the presence of territories and objects of the nature reserve fund, are important factors influencing the development of TEA and the diversity of its types and species. An important issue is the rational use of tourist-excursion resources (TER) in the process of socio-economic development of ZR, investment attractiveness, restoration of historical and cultural heritage and economic development of these resources in the future. Reducing the technogenic load on the environment and creating a variety of information tourist-excursion infrastructure can increase the flow of Ukrainian and foreign tourists and tourists to the region of research, which will significantly affect the development of such sectors of the economy as transport, trade, communications, construction, etc.

METHODS OF RESEARCH

To determine the current state of TEA development in the Zaporizhzhya region it is necessary to consider its functional structure. The term "functional structure" in the scientific literature has a different interpretation. So, for example, I.M. Meyergose distinguishes the sectoral (substantive) structure; M.M. Palamarchuk, O.M. Palamarchuk considering the territorial aspect of the structure of production-territorial systems, dividing the combined structures into three projections: territorial, territorial-sectoral and territorial-functional; M.D. Pistun, V.I. Peresekin distinguish a functional component (branch) structure.

The most accepted point of view on the functional structure of V.S. Preobrazhensky, Y.O. Vedenin, B.M. Likhanov, M.S. Mironenko, I.I. Pirognik, I.T. Tverdokhlyebov, N.M. Sazhneva and others as an objective reality [4]. Each function is implemented by a set of enterprises (components) of those or other branches. Detection of the functional structure is reduced to typifying the territory by executing functions with the allocation of technological links between enterprises of various branches (sub-sectors) that implement these functions. Consequently, the functional structure is determined by the branch, which consists of the corresponding components. Necessary state of the study of the functional structure is the study of the branch structure, because its features determine the specifics of this structure in a particular territory. Component structure can be attributed to the most elementary level and close to the content of the concept of component composition.

DISCUSSION

In the formation of the functional structure of the TEA in the Zaporizhzhya region, cognitive-tourist establishments and tourist-excursion enterprises take direct part, and indirectly - health-tourism, health-tourism establishments. On this basis, we systematize the functional structure of TEA, which is represented by 3 types, 14 species and 7 subspecies (Fig. 1) [1].

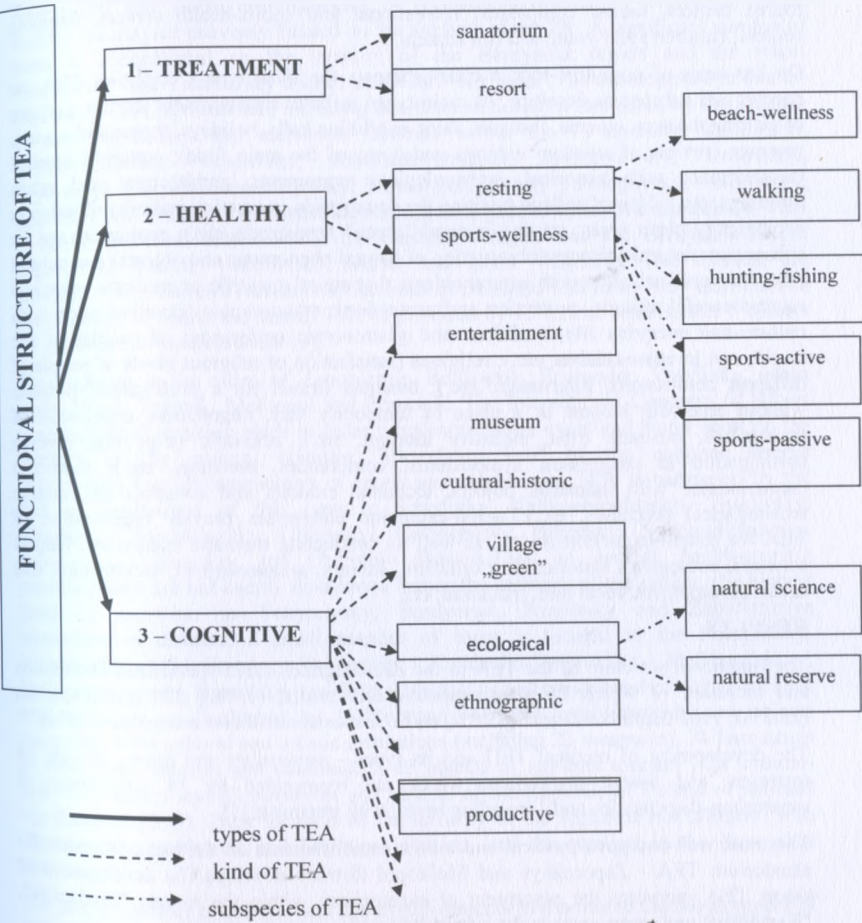


Fig. 1 Systematization of the functional structure of the TEA in the ZR [1]

Therapeutic and tourist establishments provide the development of the first type - a therapeutic TEA based on treatment (climatology, mud therapy, balneotherapy, etc.) in sanatoria, sanatorium-dispansary, boarding house with treatment, which usually requires relatively long stay (2-3 weeks) To this type include sanatorium and resort types TEA.

Health-tourism establishments make it possible to form a second type of health-improving TEA, as well as its species and subspecies. Rest as a type of health-improving TEA, includes such subspecies: beach-health in conjunction with sea or river excursions and walking, which are carried out at recreation centers, in children's wellness centers. To sports and health as a type of health-improving TEA include the following subspecies: hunting and fishing, sports-active (direct participation in sports competitions) and sports-passive (sickness for participants in sports competitions) at tourist centers, tourist complexes, recreational and sports-health centers, camping centers, children's and youth tourism centers.

On the basis of cognitive-tourist establishments the third type - cognitive TEA, its species and subspecies develops. Its main types include: entertainment (for the purpose of visiting theaters, cinema, festivals, fairs, exhibition halls, holidays, theme parks, etc.); museum (review of museum exhibits and items of the main fund); cultural-historical (acquaintance with historical, archaeological monuments, architectural and urban buildings, etc.); "green" village (visiting the countryside, recreation and rehabilitation in ecologically clean areas, staying in rural "green" farmsteads, etc.); ecological and its subspecies: natural sciences (observation of natural phenomena and objects) and natural reserves (familiarization with natural objects that are of scientific or aesthetic value and require careful attitude, protection and protection); ethnographic (familiarization with culture and everyday life, traditions and gastronomic preferences of peoples of the world, rest in ethnosadabas, etc.); religious (satisfaction of religious needs of people of different confessions, pilgrimage, etc.); business (travel for a professional purpose without receiving income at a place of temporary stay, negotiation, conclusion of agreements, business trips, incentive tourism, etc.); scientific (trips that involve participation in congresses, symposiums, conferences, meetings, etc.); industrial (acquaintance with industrial objects, technical exhibits and constructions, unique technological processes, etc.). Tourist-excursion enterprises provide organization of TEA for tourist-excursion routes, as well as conducting thematic excursions: natural sciences, ecological, historical, art criticism, literary, archaeological, architectural and urban development, local lore, industrial, etc.

RESULTS

The functional structure of the TEA in the ZR integrates 1,675 specialized institutions and facilities, of which 24 are therapeutic and tourist (1.4%); 389 health-tourism (23.2%); 1102 cognitive-tourist (65.8%) and 160 tourist-excursion enterprises (9.6%).

The development of medical TED and its types - sanatorium and resort, provide 24 treatment and tourist institutions, which are represented by 14 sanatoriums, 9 sanatorium-dispensaries and 1 boarding house with treatment [5].

The most well-equipped medical and tourist establishments on the basis of which the sanatorium TEA - Zaporozhye and Melitopol districts develops. The development of resort TEA promotes the placement of sanatoriums within the resorts "Berdyansk", "Kyrylivka" and resort areas in the city of Primorsk.

On the basis of their own natural and recreational resources, sanatoria operate in the ZR: "Veliky Lug" (Zaporizhzhya city); "Berdyansk", Closed Joint-Stock Company "Priazovkourort" (Berdyansk); "Kyrylivka" (Yakimivsky district).

Wellness TEA in the ZR is carried out by 389 health and tourism establishments, of which 367 establishments contribute to the development of recreational TEA (including 102 boarding houses and recreation facilities, 265 children's health centers and centers) and 22 tourist establishments provide development of sports and health TEA (including 15 tourist centers, 7 centers of children's and youth tourism) [5].

Concerning the development of the health-improving TEA, it should be noted that recreational and tourist establishments of recreational orientation (recreation bases, holiday resorts) are unevenly located on the territory of the ZR. A significant number of them is concentrated on the territory of the Berdyansk region and the resort "Berdyansk" and Yakimivsky district and resort "Kirilivka". The development of health-improving TEA (recreational, including beach-recreational) is hampered by the absence of boarding houses and recreation facilities within the 14 districts: Vasilivskiy, Velikobilozersky, Veselivsky, Kamianko-Dnieper, Mykhaylivsky, Rosovskiy, Oryhivskiy, Gulyaypilsky, Bilyatsky, Novomykolayevsky, Pologovsky, Tokmatsky, Chernihiv and Melitopol districts. Much attention is paid to children's recreational TEA in health facilities located within the Berdyansk region and the Berdyansk resort, Zaporozhye district, Yakimivsky district and resort "Kirilivka". The smallest are provided with children's recreational facilities in Bolshaya and Rozovskiy districts. The development of sports and health TEA is provided by 15 tourist centers, and 7 centers for children and youth tourism [5].

They operate in the cities of Zaporozhye, Berdyansk, Enerгодар, Vasylivka, urban areas. Vesel, Tokmak, Melitopol and Primorsk. The International Congress of Bikers (Zaporizhzhya) is taking place in order to promote motor cycle and motor sport on the territory of the cultural complex "Zaporizka Sich" of the national reserve "Khortytsia". The implementation of sports and recreational TEA is hampered by the lack of institutions of this type in Vasylivka, Velikoobolozsky, Veselivsky, Vilnyansky, Mikhailovsky, Orihivskiy, Gulyaipilsky, Bilyatsky, Novomykolaivsky, Pologovsky, Rozovskiy, and Chernihiv districts. Thus, in general, health-tourism establishments are not evenly distributed across the territory of the region, the highest level of provision in Yakymivsky, Berdyansk, Primorsky and Zaporizhzhya administrative districts, a small number of them is located in the Pologovsky, Vasylivskiy, Mikhailovsky, Tokmatsky, Kamianko-Dniprovsky, Melitopolsky, Velikobolozersky, Rozovskiy and Bilmac districts. The development of cognitive TEA and its types are facilitated by 1102 cognitive-tourist establishments and objects (including 1004 cultural and artistic institutions (including 23 museums), 34 farmsteads of rural green tourism and ethnosadibi, 23 objects of spiritual tourism; 18 cultural-historical objects and 23 territories and objects of the Republic of Poland of national significance) [2; 5]. Their location on the territory of the region is not uniform, with Zaporizhzhia, Berdyansk and Melitopol districts, and the smallest in the Rozovskiy district.

The largest number of cultural and arts establishments that promote the development of entertainment and entertainment TEA in the region, operates in the Zaporozhye, Melitopol and Berdyansk regions, in particular in the resort of Berdyansk. Their smallest concentration is observed in the Velikiy Bialozersky district.

Consequently, the cognitive TEA dominates in the ZR. Its development and the whole socio-cultural environment is also influenced by the activities of regional organizations

of the National Creative Unions of Ukraine: writers, artists, and photo artists; the regional organization of the Ukrainian Society for the Protection of Historical and Cultural Monuments; territorial associations of the regional branch of the National Union of Masters of Folk Art of Ukraine; the regional branch of the Ukrainian Fund of Culture, the Union of All-Ukrainian Society "Prosvita", district and city departments of the regional "Union of Ukrainians" and others.

The development and popularization of spectacular and entertaining TEA in the ZR are aimed at: All-Ukrainian gastronomic festival "Chereshnevo"; All-Ukrainian Festival "Faith. Hope. Love" (Melitopol city); All-Ukrainian festival "Mega Yurt" of Greek culture (Mariupol city); All-Ukrainian festivals of performing arts ("Chords of Khortytsya", spiritual and pop music "Tavriysky antimony" (Melitopol), children's pop art "Top Top" (Berdyansk), regional tour of the P. Virsky folk choreography festival, international festival "Jazz Forum" and the movie forum "Brigantine" (Berdyansk), the spiritual singing (Zaporizhzhya), the regional festival-competition for the highest theatrical prize of the Dnieper "Sicheslavna" and the regional festival "Poetic May" (Zaporozhye), as well as All-Ukrainian artistic acts: "Ukrainian napkin" Hero of Ukraine, folk masters Royik faith and "National Unity towel" museum festival "Exhibit of the Year" (m. Zaporizhzhya) and others. The constituents of cultural and art establishments are museums whose activities contribute to the development of the museum's TEA. The greatest demand is in the ZR: the National Museum of History of the Zaporizhzhya Cossacks at the Khortytsia National Reserve, the Regional Museum of Local Lore, the Regional Museum of Art (Zaporizhzhya) and others.

Cultural-historical potential includes 8031 historical-cultural monuments: 1677 - history, 6276 - archeology, 78 - monumental art. 18 landmarks of the region have been introduced into the state register of national cultural heritage of Ukraine, which contribute to the development of cultural and historical TEA.

Presence of 34 farmsteads of rural green tourism helps to attract tourists and tourists to TEA. In addition to accommodation, food, traditional cuisine, visitors are offered a rest on the banks of the rivers or the seashore, near the fire, walks by the forest, fishing, hunting, sightseeing programs - acquaintance with rural landscapes. The location of the farmsteads of rural "green" tourism within the boundaries of the ZR is uneven, the largest number of them on the coast of the Azov Sea. Most visited: in the Priazovsky district "Nest of Stork" (Novokostyantynivka Village), "Malva" (Stepanivka First Village), in the Melitopol Raion Alley (Mirne village), "Pine Burshtyn" (Sosnovka village), "Healing sources" (from Semenivka village); "Hospitality at Valentina" (Melitopol) and others. In our opinion, for the development of rural "green" TEA in the region, it would be advisable to create new tourist facilities based on natural TEA in Velykobilozersky and Veselivsky districts.

On the basis of natural TEA - ecological (natural science and nature conservation) TEA is developed on condition of visiting territories and objects of the natural reserve fund (the total number of which is 347 objects, of which 23 have the status of national significance). The development of the ethnographic TEA ensures the presence of: the ethnosadib "Grecheskaya Podvorya" (Novomlynovka village, Raziv district), "Albanian farmstead" (Priazovsky village, Priazovsky district), "Ethnopodvorya Mennonites" (village Rucheyivka, Zaporozhye district), Molochansky Mennonite Center (Molochansk, Tokmatsky District); public organizations of national societies and

regional branches of Cossack organizations. The development of religious TEA is facilitated by 23 objects: the temple of St. Nicholas (1806) (Vasilivsky district); Sviato-Pocrovska Church (1886) (Velikobrilozero district); Church of the Blessed Virgin (Kamyanka-Dniprovsky district); Holy Protection Church (Oryhiv district); Sviato-Preobragenska church (Kuybyshevsky district); Sviato-Preobragenska Church and Synagogue (Pologovskii district); Temple of Archangel Michael (Chernihiv district); the Church of the Holy Trinity and the Holy Nicholas Temple (Primorsky District); Monastery of the Reverend Savva of the Consecrated, Temple of the Tikhon Church (the building of the early twentieth century) (Melitopol district); the Church of the Holy Trinity, the Church of St. Dmytro (end of the nineteenth century), the Sviato-Uspenska Church (late nineteenth century) (Priazovsky district) and others.

Objects of spiritual tourism in the ZR are located in 13 (out of 20) districts, which contributes to the implementation of cognitive TEA and the satisfaction of the religious needs of tourists and tourists.

Business TEA is connected with business trips, as a rule, to the main industrial centers of the ZR - Zaporozhye, Melitopol, Berdyansk, Polog, Orekhov, Tokmak cities, Energodar, where along with Professional activity is visited by various objects for cognitive purposes. In the tourist sphere, holding of both all-Ukrainian and regional tourist business forums (Zaporizhzhya) is carried out.

Scientific TEA mostly develops in the cities of Zaporozhye, Melitopol, Berdyansk, where the largest number of institutions and institutions are concentrated, which provide for the organization and holding of conferences, congresses, meetings both at regional, all-Ukrainian and international levels. For example, the holding in 2019 of the Melitopol State Pedagogical University named after Bogdan Khmelnytsky and the All-Ukrainian Forum-Festival "Festival Tourism as a Resource of Territorial Development".

The ZR is one of the industrial regions of Ukraine. The presence on its territory of powerful industrial facilities, technical and technological facilities contributes to the development of industrial TEA, among the main objects of attention of tourists and tourists deserves DniproGES (Zaporizhia city) and Zaporizhzhya Nuclear Power Plant (Energodar city), Botievskaya wind power plant (Priazovsky district). 160 tourism and tourist companies (5 tour operators, 147 travel agents and 8 subjects carrying out excursions) were registered in the ZR, which ensure the development of TER [6]. The given companies have developed a certain number of tourist-excursion routes that cover the existing TEA of the region.

CONCLUSION

Thus, within the ZR, the functional structure of TER is represented by 3 types, 14 species and 7 subspecies. The conducted research shows that in the territory of the ZR the following types of TEA are most developed, such as cognitive, recreational and therapeutic. But for the most effective use of TER, the diversification of TEA species should stimulate the development of promising TEA types (rural "green", ethnographic, scientific, etc.) and develop new tourist-excursion routes. It is advisable to modernize the existing tourist-excursion facilities, health-tourism and health-tourism establishments, to introduce modern technologies of world tourism, which will ensure

the provision of quality tourist-excursion services. All this will make the ZR attractive for both foreign and domestic tourists and tourists.

It should be noted that the specialized tourist establishments and objects in the region are not evenly located, the greater part of them are concentrated on the coast of the Azov Sea and near the Kakhovka Reservoir and the Dnieper River. In recent decades there is a decrease in the number of sanatoriums, deterioration in their quality of care, and, accordingly, the containment of the massive development of sanatorium and resort TEA. Therefore, we believe that it is necessary not only to carry out reconstruction and modernization of the material and technical base of medical and tourist establishments, but also to expand the range of sanatorium and resort services for the population, to build new facilities with modern medical equipment.

The conducted researches show the uneven distribution of tourist-excursion enterprises within the region, the highest concentration is observed in Zaporozhye, Berdyansk, Melitopol, Yakymivsky, Kamianko-Dniprovsky districts, and the smallest in Vasilivsky, Tokmak, Primorsky districts.

Therefore, taking into account the existing TEA within the limits of the ZR, in our opinion, it would be advisable to conduct excursions to the archaeological, industrial, architectural and urban themes, etc. Today, the process of organization and planning of tourist-excursion routes within the limits of the ZR for the various age and social categories of tourists and tourists is actual.

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HEALTH TOURISM IN ITALY AND CROATIA – COMPARATIVE ANALYSIS OF FINANCIAL EFFECTS AND POTENTIALS

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ABSTRACT

Health tourism as a niche has emerged and has rapidly grown to become a very significant and promising industry. In the European Union, health tourism market is definitely a new and strong trend, with total revenues of 46.9 billion EUR, which is equal to 4.6% of all tourism revenues and 0.33% of the EU-28 GDP in 2014. The purpose of this paper is to describe main attributes and to analyze some of the health tourism challenges in Italy and Croatia. In addition, the financial effects of these health tourism markets are compared and evaluated. Research results indicate that there is a reasonable ground to state that health tourism in Italy and Croatia can be a strong and reliable contributor to the economy of these countries in general, as well as a key factor for the sustainable development and seasonality reduction of tourism. However, there are still many limitations for these health tourism markets. This paper aims to give a qualitative and quantitative overview of the current health tourism markets in Italy and Croatia, and to evaluate their role in tourism in general in order to identify gaps in empirical and statistical research about the development and economic outcomes of health tourism.

Keywords: health tourism, financial effects, Italy, Croatia, SWOT analysis

INTRODUCTION

Health tourism is maybe a new age trend, but it is perceived as one of the oldest forms of tourism, practiced since antiquity. Connell claims that some of the earliest forms of tourism were directly aimed at increased health and wellbeing [1]. Even the Ancient Greeks had a tradition of visiting the temple of the healing god (Asklepios) who unveiled them remedies through their dreams. And today, health tourists are able to enjoy different treatments 'inherited' from the past, such as Ayurvedic practices used as early as 5000 BC.

Nowadays, health tourism and its development takes an important part in the sustainability of tourism in general, by emphasizing value of environmental quality and reducing seasonality. Its economic role is also stable and growing, since it is expected that health tourism will develop at an average 2% growth per year, equal to overall EU-28 tourism [2]. Health-care tourism, once treated as a miscellaneous activity within a destination, is now a prominent activity in many European countries [3].

The primary objective of this paper is to describe the most significant attributes and to analyse the most important opportunities of health tourism markets in Italy and Croatia.