Kyiv National University of Trade and Economics Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

«DEVELOPMENT OF AN INNOVATIVE TOURIST PRODUCT OF SPORTS AND HEALTH TOURISM OF KHMELNITSKY REGION»

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Task for a final qualifying paper

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1. Topic of a final qualifying paper: «Development of an innovative tourist product of sports and health tourism of Khmelnitsky region»

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- 2. Term of submitting by a student his/her terminated paper: 11/01/2018
- 3. Initial data of the final qualifying paper

Purpose of the paper is the development of innovative tourism product of Khmelnitsky region in sports and health tourism segment by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

The object is development of the sports and health tourism in Khmelnitsky region.

The subject is theoretical, methodological and practical methods of development of sports and health tourism in Khmelnitsky region.

4. Illustrative material: The Innovative product as an object of management in tourism, The concept of the tourism product of sports and health tourism, Results of Market research of tourist services of Khmelnitsky region in the segment of sports and health tourism, Characteristics of an innovative product of sports and health tourism in the Khmelnitsky region

5. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and	Date and signature	
	initials)	The task given	The task received
Part 1	Kravtsov S. S.	11/20/2017	11/20/2017
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6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. THEORETICAL PRINCIPLES OF FORMING INNOVATIVE TOURISM PRODUCTS OF SPORTS AND HEALTH TOURISM

- 1.1. The Innovative product as an object of management in tourism
- 1.2. The concept of the tourism product of sports and health tourism
- 1.3. Methodical approaches to the formation of tourist products of sports and health tourism

Conclusions to the part 1

- PART 2. PRECURSES OF FORMING INNOVATIVE TOURISM PRODUCT IN THE SEGMENT OF SPORTS AND HEALTH TOURISM IN KHMELNYTSKY REGION
- 2.1. Characteristics of the resource potential of the tourist destination of Khmelnitsky region
- 2.2. Market research of tourist services of Khmelnitsky region in the segment of sports and health tourism
- 2.3. Estimation of stakeholders of innovative tourism product of sports and health tourism in Khmelnitsky region

Conclusions to the part 2

- PART 3. DEVELOPMENT OF INNOVATIVE TOUR PROCESS IN THE SEGMENT OF SPORT and health TOURISM OF KHMELNYTSKY REGION
- 3.1. Characteristics of an innovative product of sports and health tourism in the Khmelnitsky region
- 3.2. Program of measures on the formation and implementation of an innovative tourism product
- 3.3. Economic efficiency of the implementation of an innovative tourism product Conclusions to the part 3

CONCLUSIONS

REFERENCES

APPENDIX

7. Time schedule of the paper

No. Stages of the final qualifying paper		Terms of the final qualifying Paper	
17	TE WATE MOTES MOTES AN		de facto
1.	Choosing and approval of the final qualifying	09.01.2017-	09.01.2017-
MO	paper topic	10.25.2017	10.25.2017
2.	Preparation and approval of task for the final	10.26.2017-	10.26.2017-
	qualifying paper	11.20.2017	11.20.2017
3.	Writing and pre defense of the 1st part of the final	11.20.2017	11.20.2017
	qualifying paper	-05.11.2018	-05.11.2018
4.	Writing and pre defense of the 2 nd part of the final	05.12.2018-	05.12.2018-
	qualifying paper	08.31.2018	08.31.2018
5.	Writing and preparation of scientific article	till 06.0	01.2018
6.	Writing and pre defense of the 3 rd part of the final	09.01.2018-	09.01.2018-
	qualifying paper	10.14.2018	10.14.2018
7.1	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	10.15.2018- 10.22.2018	10.15.2018- 10.22.2018
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	11.01.2018	11.01.2018
9.	Additional processing, printing, preparation of material to final qualifying paper defense	10.23.2018	-10.31.2018
10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

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9. Scientific adviser of the research	Kravtsov S. S.
10. Head of educational and professional program	Mykhailichenko G.I
11. The task received by the	Anchishkin Y.O.

12. Resume of a scientific adviser of a final qualifying paper

Student Yevhen Anchishkin completed final qualifying paper in due time according to a calendar plan. Contents, structure and design of the work meet all the requirements. The work consists of introduction, three parts, conclusions, list of references and appendices.

In the final qualifying paper, theoretical principles of forming innovative tourism products of sports and health tourism were described. Different approaches to the innovative product definition and peculiarities of sports and health tourism were considered. The qualifying paper also includes the research in the field of the concept of the tourism product of sports and health tourism. The work contains the complex analysis of the tourism resources and current state of sports and health tourism of Vinnytsia region as well as the determination of the main competitive advantages of the tour destination. On the base of the conducted research, the program of measures on the formation and implementation of an innovative tourism product was developed and justified. What is more, the innovative sports and health tourism product was created.

The work is recommended to defence at the Examination Board.

Scientific adviser of a final qualifying paper	Kravtsov S.S.
13. Resume about a final qualifying paper	
A final qualifying paper can be admitted to defense in	the Examination Board.
Head of educational and professional program	Mykhailichenko G.I.

Head of the Department _____ Tkachenko T.I.

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INTRODUCTION

Actuality of research. During the distribution of tourism, more and more of its types and directions are caused by various factors – in the first place, it is the goals, motives for travel. An important role is played by fierce competition between enterprises in the field of tourism business, which are trying every effort to maintain their position in the market. Also, the driving forces behind the need to formulate new proposals in the tourist services market are globalization processes and limited resources and unlimited consumer needs.

The growth of the proportion of the urban population and the processes of urbanization increase the need for active rest, in changing the conditions for the removal of physical overwork and nervous loads. Potential tourists aspire to be acquainted with the nature, culture, history of the country. The purpose of the trip is physical and psychological satisfaction, promoting the spiritual enrichment of tourists. In line with the growing demand for such travel, the number of specialized tour operators of active tourism is increasing, world and domestic brands of tourist equipment and clothing come in, there are rental points and tourist equipment service, expanding specialized base of residence, developing existing ones and developing new types of active tourism.

Purpose of research is a development of innovative tourism product of Khmelnytsky region in sports-and-health tourism segment.

The object of the research is the innovative tourist product of sports-and-health tourism.

The subject of the research is theoretical, methodological and practical basis of development of an innovative tourist product of sports-and-health tourism (on the example of Khmelnytsky region).

Methods of research. Our research offers a first theoretical part where we discuss topics such as tourism, different types of tourism, tourism management and marketing. The main purpose of work was achieved by using the research of theoretical

and methodological basis of this type of tourism and determination of practical aspects of its development.

Scientific innovation. In this scientific work I have developed an innovative tour process in the segment of sports-and-health tourism of Khmelnytsky region.

Practical value. Development of new routes and tour programs in sports-and-health tourism will increase the attractiveness of the region for domestic and foreign tourists.

Publications. As the result of investigation of the final qualifying work was published the article «Formation of a tourism product in the field of sports-and-health tourism» in the articles' collection of master programs students "International Hotel Business and Tourism" (appendix A).

Paper structure. Final qualifying paper consists of the introduction, 3 parts; each part consists of three sections and conclusions. There are 8 figures, 25 tables in the qualifying paper.

PART 1

THEORETICAL PRINCIPLES OF FORMING INNOVATIVE TOURISM PRODUCTS OF SPORTS-AND-HEALTH TOURISM

1.1. The innovative product as an object of management in tourism

In the current conditions of tight competition in the market of tourist services, the company's long-term success is inextricably linked with its ability to continuously innovate. Traditionally, innovations and innovation activities are primarily associated with the enterprises of high-tech industries (computer and telecommunication technologies, chemistry, the pharmaceutical industry, etc.), but the meaning of the concept of "innovation" is wider. Innovative activities include not only the practical use of scientific and technical developments and inventions but also includes changes in products, processes, marketing, organization and management of production. Innovative tourism activity is embodied in the creation of new or improved existing tourist products, improvement of transport, hotel and other services, development of new markets, the introduction of leading information and telecommunication technologies, modern forms of organizational and managerial activity, new approaches to meeting the needs of tourists.

The diversity of activities included in the services sector makes it difficult to define service. Services initially were classified as non-productive activities. Economists characterizes service products as "anything sold in trade that could not be dropped on your foot" (Hauknes, 1998, p.6). Table 1.1 offers some definitions of innovation in services.

Bearing in mind the definition of competitive advantage, productivity is linked with quality and with production efficiency. As a result, tourism firms that invest in quality and product diversification are frequently more competitive. Additionally, alterations in quality can contribute towards a more appropriate price strategy. Consequently, innovation is crucial in order to reduce costs of production, enhance marketing and provide product value (Weiermair, 2006). The way to achieve these results should not be to reduce costs by paying low wages. Tourism industries in many

cases absorb the less-skilled and the unemployed. This characteristic, which is more common in SME's, can restrict innovation in the sector. However, competitiveness within the tourism sector and its adaptation to new market environments depend on investing in the quality of staff and managers (OECD, 2000). In fact, the specificities of the tourism sector influence innovation, while some studies point out the potential for greater innovation activity in this sector (Hjalager 2002, Sundbo et al, 2007).

Table 1.1

Innovation in services

Meaning of the definition	Author / Source	
Services innovations are often small adjustments of procedures and thus incremental and rarely radical. Services innovation processes are normally very practical.	Sundbo and Gallouj (1999)	
Service innovation is by definition multidimensional. Compared to, for example, manufacturing, service innovation is characterized by much more emphasis on the organizational dimension of innovation (new service concepts, new client interface and new delivery systems) relative the technological options.	Van Ark et al, (2003)	
Services innovation is mainly an incremental process, which includes two components: - A non-technological component, dependent on the intangible human resources, organizational structure and factors that can add value to customer service (marketing, distribution channels, etc.); - A technological component, nowadays inseparable from the first component, that depends on technology, especially Information and Communication Technologies (ICT).	Carvalho (2008)	

The tourism sector has recently been influenced by several factors. Three can be identified and included in the study of innovation in tourism:

First, globalization has led to deregulation and increased competition in the tourism sector (Weiermair, 2006). Nowadays, the number of tourists is increasing and they have easy access to more regions/markets. Tourism consumption has grown and the sector has extended to new economies. In view of this, firms and tourism destination have had to adapt to the new reality and develop strategies to improve or maintain their competitive advantage.

Second, the tourist profile has changed. Tourist have become more experienced and informed. ICT has facilitated access to information and increases the demand for

alternative and more sophisticated products. Tourists are now more independent and can self-organize their own holidays.

Third, sustainability is essential in order to gain competitive advantage.

Innovation, as one of the important topics in modern studies of tourism, has been actively studied with increasing the role of tourism in the regional economy, proven by performance of multiplier effect from tourism related industries.

The definition of innovations in tourism proposed by V.S. Novikov states that innovation in tourism is the result of actions aimed at creating a new or modifying an existing tourism product, development of new markets, the use of advanced information and telecommunication technologies, improvement of tourism, transport and accommodation services, the establishment of strategic alliances for the tourism business, introduction of modern forms of management and organizational activities of tourism enterprises (Kropinova, 2011). However, it is important to note that despite the fact that in this definition the essence of innovation is given, but through listing the enumeration of types of tourism and their results, which can be called as the significant limitation from the standpoint of creating new types of innovations. In addition, they are not closed in itself in their conduct, but acts as a tool (method) for further promotion or development. Therefore the innovation could be understood not as 'the result of' but as the 'process or tool / method for transition of entrepreneur in the field of tourism (travel agencies, hotels, etc.) to a qualitatively new stage of development'. At the same time the introduction of innovation in tourism is enhanced or even improving the competitiveness of firm. The most attention is given to this aspect in the foreign literature. Thus, the scientists from Portugal, O.A. M. Meneses, and A. C. Teixeira (2007) from the Faculty of Economics of the University of Porto examined the role of suppliers as a source of innovation in many sectors of tourism. And only some researchers, such as the Evangelist, Soete, Jung and Mars, as well as Kastellaki, examined the role of users / consumers as sources of innovation in tourism (Meneses & Teixeira, 2007). Entrepreneur engaged in innovations, overcomes the resistance of the environment and impediments on the way to the spread of new forms of organization of industry, new production technologies of known goods and services, as well as new products and services, and opening up new markets.

The most important condition for the implementation of business functions is developed financial sector, ensuring the flow of capital from one branch to another (Haggett, 1979). Weidenfeld (2013) in his paper 'Tourism and cross-border regional innovation systems' indicates that knowledge management and intercompany exchange of ideas, that leads to innovation is vital for companies and destinations wanting to achieve and maintain a competitive advantage. The exchange of knowledge within the network takes place at the micro and macro levels at the same time. At the micro level (e.g., the level of individual entrepreneurs) expert knowledge and 'domestic' knowledge is creating, while at the macro level (for example, at the level of inter-organizational network, the transmission of more specific (explicit) knowledges is occurred. (Weidenfeld, 2013).

Analyzing this, it can be concluded that one of the features of tourism is its role in the socio-economic development of the territory. This means that not only entrepreneurs who are interested in developing their own business could act as innovators, but also the heads of government, aiming on development of the territory (national, regional and local), and even extra-governmental organizations (e.g. European Commission) through a programs of support of priority directions.

The Law of Ukraine "On Innovation Activity" defines innovations as newly created (applied) and (or) improved competitive technologies, products or services, as well as organizational and technical decisions of an industrial, administrative, commercial or other nature that significantly improve the structure and quality of production and (or) the social sphere. Accordingly, innovative activity is an activity aimed at the use and commercialization of the results of research and development and promotes the launch of new competitive goods and services on the market [1].

According to international standards, the recommendations of which were adopted in Oslo in 1992 (the so-called Oslo Manual), distinguish two types of innovations: product and process. Product innovation involves the introduction of new or improved products, respectively, distinguishing between basic and improved

product innovations. Process innovation is the development of new forms and methods of production organization in the production of new products. Innovations also differ in scope (scientific, technical, organizational, economic, socio-cultural and state-legal), the scale of distribution (global, national, regional, sectoral and local) and in character (evolutionary and radical) [6].

Based on the provisions of the General Agreement on Trade in Services (GATS), there are three directions of development of innovation in tourism:

- 1. Organizational innovations introduction of innovations related to the development of entrepreneurship and tourism business in the system and management structure, including reorganization, consolidation, absorption of competing subjects on the basis of state-of-the-art equipment and leading technologies, improvement of personnel policy (updating and replacing personnel, advanced training, retraining and employee incentives); rationalization of economic and financial activities (introduction of modern forms of accounting and reporting, ensuring the stability of the situation and development of the enterprise).
- **2.** *Marketing innovations* that can cover the needs of target customers or attract customers not covered by this time period.
- **3.** *Product innovations* periodic innovations, which are aimed at changing the consumer properties of the tourist product, its positioning and give competitive advantages.

Most researchers of the innovative processes in tourism point out that tourism is an active consumer of technical innovations made by other industries: special tourist equipment based on modern materials, climate control systems in hotels, electronic guides, guidebooks, satellite navigators, computer control systems and accounting, ecommerce and commerce. However, the question of whether the enterprises of the tourism industry innovate independently and consider innovation in tourism remains open [5]. In essence, the problem is limited to the availability of service innovations in tourism, which is not quite legitimate, since the tourism industry is a diversified production complex. In addition to typical service enterprises (accommodation companies, catering tourists, transport companies, travel companies, etc.), the tourism

industry also includes manufacturing enterprises (for the production of tourist equipment and inventory, sport clothes, clothes for recreation and tourism, souvenirs, etc.) that have the widest possibilities of introduction of innovations.

Innovations directly in the service sector (service innovation) can be defined as a new concept of service, new channels of communication with customers, new distribution systems and technological solutions, which are often jointly changing the supply of services in the market, update the functions of the company and need structurally new organizational, technological and human capabilities of the firm [7].

Based on the classification of innovations proposed by J. Schumpeter, one can give such classification of innovations in tourism according to the object of application (Table 1.2).

These types of innovations are closely interconnected and flow into each other. For example, the development of new tours is often based on the development of new tourist resources, with the new tourist product can focus on new groups of consumers.

Let us dwell separately on product and resource innovations in tourism. The success of commercial activity in the tourism market is determined, first of all, by the attractiveness of the proposed tourist product. Development of new tours and improvement of existing tourist products is the main direction of innovative activity of tour operators. Tourist product (tour) is a tourist trip (trip) on a definite route in a specific time, provided with a set of tourist services (reservation, accommodation, food, transport, recreation, excursions, etc.).

The basis of any tourist product is the desire to meet any need. After all, in reality, the consumer buys not a product as such, but his ability to satisfy a certain need. Therefore, the "core" of the product is its focus on solving the problem, meeting the specific needs of the consumer. Thus, for a tourist enterprise, the identification of this need is of great importance in relation to which the specific properties of the tourism product (quality, comfort, prestige, profitability) play a minor role. For example, changing people's lifestyle has recently led to the intensive development of such types of tourism as an adventure, extreme and environmental.

Table 1.2 Classification of innovations in tourism by object of application

Types of Innovations by J. Schumpeter	Types of Innovations in Tourism	Examples
1. Introduction of new products and products with new properties	Product innovations - an introduction of a new market for the tourist market and the improvement of existing tourism product (tour, services)	Development of a new tour, a new excursion route, a new direction of travel (for example, tours to Antarctica); the offer of new services (eg, health services in hotels)
2. Use of new raw materials	Resource innovations - use of a new type of tourism resources for the organization of tourism and the development of new tours and services	- Mastering of non-traditional display objects (eg, industrial and digital tours (stalking), military-tourism); - Construction of new infrastructure objects (for example, for extreme sports); - Market offer for a new event (for example, a festival)
3. Use of new technology, technological processes	Technological and technological innovations - an introduction of new or substantially improved technology and technology of customer service, promotion, and service delivery	- Electronic reservation systems in hotels; - Electronic ticket sales systems; - Integrated Hotel Infrastructure Management; - Internet advertising; - E-commerce (on the Internet), for example, the creation of virtual travel agencies
4. Changes in the organization of production and its logistical support	Organizational innovations - the introduction of more effective management structures and the organization of the firm's activities, new job profiles, and professional requirements	 Development of integrated hotel chains; Use of hotel management systems under the contract; Use of computer client databases, CRM-systems.
5. The emergence of new markets	Marketing innovations - allocation of new segments of the market, maintenance of new groups of clients (selected by geographical, socio- demographic, behavioral features)	Access to new geographic markets; development of special tours and services for certain groups of consumers (for example, people with disabilities), etc.

People living in a highly hostile environment in an atmosphere of constant stress attract travel with adventure goals, getting new feelings, the ability to relieve stress, pour out the charge of negative energy, spend time in a natural healthy environment,

and so on. Esoteric tourism is also gaining in popularity, due to the growing interest of the modern man, squeezed in the framework of man-made civilization, to esoteric, astrology, unidentified, magic. Scientists note that escaping from reality into mysticism is usually due to socio-economic problems in society, in particular, the peak of popularity of esotericism and astrology in our country was observed after the collapse of the USSR. The main areas of travel are Egypt, Jerusalem, Tibet, India.

Moreover, in addition to traditional climate systems, natural objects, historical and cultural monuments, ethnic groups of the population with its traditional culture, objects of a display can be completely unexpected objects, which become the basis for the development of new tours. For example, one of the new most popular types of tourism is excursions to places of major catastrophes or unusual places. Many tourists visit the city of Pripyat and the exclusion zone in the Chernobyl oblast. Diggers-tours on Sevastopol underground structures were developed in the Autonomous Republic of Crimea. Diggers (digger - literally from the English "digger") - is a study of underground spaces, which is considered as an extreme and romantic type of recreation. Favorite places for diggers are underground rivers, metro lines, drainage systems, abandoned military objects, basements and old mines. Visit of already closed or working enterprises forms the basis of industrial tourism. The development of industrial tourism took place in Kryvyi Rih, where, in addition to modern enterprises, the quarries and industrial premises were preserved more than a hundred years ago.

The basis for the development of new tourist products may be the construction of new infrastructure objects that attract the attention of certain groups of tourists, such as objects for sports: parachuting, hang glider, yachting, skiing.

The specificity of innovation in tourism is that the development of certain types of innovations requires joint efforts of enterprises in the region and certain support from local authorities and local self-government. In particular, the organization of a new large-scale event, which provides a flow of tourists to its place, requires the coordinated work of all interested parties - both tourist enterprises and government structures.

The introduction of food, resource, technical and technological, organizational and marketing innovations into the practice of domestic enterprises of the tourism industry will not only allow attracting additional tourist flow, improve the economic performance of tourism enterprises and increase their competitiveness both in the domestic and foreign tourist markets, but also provide improving the quality of service guests, more fully meet their needs, taking into account the specific requests of individual groups of consumers.

1.2. The concept of the tourism product of sports-and-health tourism

A tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling en route to the destination. The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

The tourist product can be analysed in terms of its attraction, accessibility and accommodation.

1. Attractions. Of the three basic components of a tourist product, attractions are very important. Unless there is an attraction, the tourist will not be motivated to go to a particular place. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another. The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc. Tourist demands are also very much susceptible to changes in fashion. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourist who visits a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion. Peter has drawn up an inventory of the various attractions which

are of significance in tourism. However, the attractions of tourism are, to a very large extent, geographical in character. Location and accessibility (whether a place has a coastal or inland position and the ease with which a given place can be reached) are important. Physical space may be thought of as a component for those who seek the wilderness and solitude. Scenery or landscape is a compound of landforms; water and the vegetation and has an aesthetic and recreational value. Climate conditions, especially in relation to the amount of sunshine, temperature and precipitation (snow as well as rain), are of special significance. Animal life may be an important attraction, firstly in relation to, bird watching or viewing game in their natural habitat and secondly, for sports purposes, eg. fishing and hunting. Man's impact on the natural landscape in the form of his settlements, historical monuments and archaeological remains is also a major attraction. Finally, a variety of cultural features-ways of life, folklore, artistic expressions, etc. provide valuable attractions to many.

- 2. Accessibility. It is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. A Tourist in order to get to his destination needs some mode of transport. This mode may be a motor car, a coach, an aeroplane, a ship or a train which enables him to reach his predetermined destination. If tourist destinations are located at places where no transport can reach or where there are inadequate transport facilities, they become of little value. The tourist attractions, which are located near the tourist generating markets and are linked by a network of efficient means of transport, receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distances cost much more in the way of expenses on travel as compared to short distances. An example can be that of India. About two and a half million tourist arrivals for a country of the size of India may look rather unimpressive.
- 3. **Accommodation**. The accommodation and other facilities complement the attractions. Accommodation plays a central role and is very basic to tourist destinations. World Tourism Organization in its definition of a tourist has stated that

he must spend at least one night in the destination visited, to qualify as a tourist. This presupposes availability of some kind of accommodation. The demand for accommodation away from one's home is met by a variety of facilities.

Some of the characteristics are:

- 1. **Intangible**. Unlike a tangible product, say, a motor car or refrigerator, no transfer of ownership of goods is involved in tourism. The product here cannot be seen or inspected before its purchase. Instead, certain facilities, installations, items of equipment are made available for a specified time and for a specified use. For example, a seat in an aeroplane is provided only for a specified time.
- 2. **Psychological**. A large component of tourism product is the satisfaction the consumer derives from its use. A tourist acquires experiences while interacting with the new environment and his experiences help to attract and motivate potential customers.
- 3. **Highly Perishable**. A travel agent or tour operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost i.e. if tourists do not visit a particular place, the opportunity at that time is lost. It is due to this reason that heavy discount is offered by hotels and transport generating organisations during off season.
- 4. **Composite Product**. The tourist product cannot be provided by a single enterprise unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to this experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.
- 5. **Unstable**. Demand Tourism demand is influenced by seasonal, economic political and others such factors. There are certain times of the year which see a greater demand than others. At these times there is a greater strain on services like hotel bookings, employment, the transport system, etc.
- 6. **Fixed supply in the short run.** The tourism product unlike a manufactured product cannot be brought to the consumer; the consumer must go to the product. This

requires an in-depth study of users' behaviour, taste preferences, likes and dislikes so that expectations and realities coincide for the maximum satisfaction of the consumer. The supply of a tourism product is fixed in the short run and can only be increased in the long run following increased demand patterns.

- 7. **Absence of ownership**. When you buy a car, the ownership of the car is transferred to you, but when you hire a taxi you buy the right to be transported to a predetermined destination at a predetermined price (fare). You neither own the automobile nor the driver of the vehicle. Similarly, hotel rooms, airline tickets, etc. can be used but not owned. These services can be bought for consumption but ownership remains with the provider of the service. So, a dance can be enjoyed by viewing it, but the dancer cannot be owned.
- **8. Heterogeneous**. Tourism is not a homogeneous product since it tends to vary in standard and quality over time, unlike a T.V set or any other manufactured product. A package tour or even a flight on an aircraft can't be consistent at all times. The reason is that this product is a service and services are people based. Due to this, there is variability in this product. All individuals vary and even the same individual may not perform the same every time.
- 9. **Risky**. The risk involved in the use of a tourism product is heightened since it has to be purchased before its consumption. An element of chance is always present in its consumption. Like, a show might not be as entertaining as it promises to be or a beach holiday might be disappointing due to heavy rain.
- 10. **Marketable**. Tourism product is marketed at two levels. At the first level, national and regional organisations engage in persuading potential tourists to visit the country or a certain region. These official tourist organisations first create knowledge of its country in tourist –generating markets and persuade visitors in these markets to visit the country.

Tourism products can be classified as under for a better understanding of each of their peculiar characteristics, so that they can be marketed and positioned appropriately.

Types of sports tourism

Natural Tourism Products.

These include natural resources such as areas, climate and its setting, landscape and natural environment. Natural resources are frequently the key elements in a destination's attraction.

- Countryside
- Climate temperature, rains, snowfall, days of sunshine
- Natural Beauty landforms, hills, rocks, gorges, terrain
- Water lakes, ponds, rivers, waterfalls, springs
- Flora and Fauna
- Wildlife
- Beaches
- Islands
- Spas
- Scenic Attractions

Man Made Tourism

Products.

Man-made tourism products are created by man for pleasure, leisure or business

1. Culture

- Sites and areas of archaeological interest
- Historical buildings and monuments
- Places of historical significance
- Museums and art galleries
- Political and educational institutions
- Religious institutions

2. Traditions

- Pilgrimages
- Fairs and festivals
- Arts and handicrafts
- Dance
- Music
- Folklore
- Native life and customs

3. Entertainment

- Amusement and recreation parks
- Sporting events
- Zoos and oceanariums
- Cinemas and theatre
- Nightlife
- Cuisine

4. Business

- Conventions
- Conferences

Event Based Tourism

Products

Where an event is an attraction, it as an event based tourist product. Events attract tourists as spectators and also as participants in the events, sometimes for both.

- Festivals
 - Concerts
- Conferences
- Forums
- Sport Competitions
- Parades

<u>Symbiotic</u> <u>Tourism</u> <u>Products</u>

Some tourism products do not fall into the above categories. Wildlife sanctuary, Marine parks, Aero products and Water sports, Flower festivals are the example of tourism products which are a blending of nature and man.

1. Aerial adventure sports

- Parachuting
- Sky Diving
- Hang Gliding
- Para Gliding
- Para Sailing
- Bungee Jumping
- Ballooning

2. Water based adventure sports

- White water rafting
- Canoeing and Kayaking

3. Adventure sports in the waters of the sea

- Windsurfing
- Scuba diving
- Snorkeling
- Yachting
- Water skiing, etc.

4. Land based adventure tourist products

- Rock climbing
- Mountaineering
- Trekking
- Skiing
- Heli skiing
- Motor Rally
- Safaris

Site Based Tourism Products

When an attraction is a place or site then it is called a site based tourist product.

Site attractions are permanent by nature, for example Taj Mahal, The Great Wall of China, The Grand Canyon in Arizona, Eiffel Tower, Statue of Liberty, Temples of Khajuraho, etc. A site destination can extend its season by mounting an off season event or festival. A large number of tourists are attracted every year by the great drawing power of Stratford on Avon in England because of its association with Shakespeare, the city of Agra in India with its famous Taj Mahal, Pisa in Italy for its famous Leaning Tower.

Other Tourism Products

- Health Tourism
- Eco-tourism
- Rural Tourism
- Ethnic Tourism
- Senior Citizen Tourism
- Spiritual Tourism
- Golf Tourism

The tourism product which is a combination of tangible and intangible products can be a thing, an event, or a place which motivates the tourists towards it. There are different ways in which the tourist products can be classified.

The days of traditional type of tourism are almost over and the industry is preparing itself to launch specialisations of different newer and emerging forms of tourism e.g. eco-tourism, rural and farm tourism, finer aspects of cultural tourism and sports-and-health/adventure tourism. The fascination of the word adventure is perhaps that most people think of it as a life being lived at a far greater intensity than normal. Adventure tourism is a rather different concepts and at variance from adventure. It differs from adventure tourism as a normal excursion differs from expeditions. Adventure itself can be classified into Hard and Soft type. Hard adventure involves essentially the prescribed elements and requires zeal, great enthusiasm and will e.g. activities like exploration of north and south pole, scaling higher peaks, searching deep sea caves, manned space missions, exploring virgin high gradient rivers tec. Where as soft adventure involves less physical risk, exploring the areas which have been frequented and using equipment and services of experts, guides etc. These activities are trekking, water skiing, parasailing, surfing, cruising, yatching etc.



Fig. 1.3. The place of sports and health tourism

Sports-and-health tourism is a form of travel in which the perception (and often the reality) of heightened risk creates a special appeal to certain segments of the travel market (Tourism – Principles, Adventure tourism is a special form of tourism. According to John Canning, the fascination for the word adventure is perhaps that most people think of it as a life being lived at a far greater intensity than normal (John Canning). Adventure activities and sports are generally outdoor activities involving risk and excitement and are taken in conjugation with nature. Moreover, the unpredictability of 'nature' adds to the thrill and unexpectancy of the adventure activities.

1.3. Methodological approaches to the formation of tourist product of sportsand-health tourism

The term "active tourism" is increasingly used in the organization of travel in the natural environment. It is found in periodicals, scientific and popular science literature, regulatory acts, but without a clear definition. In addition, in the foreign and domestic literature, there are terms that are strictly interrelated and are often interpreted as synonyms: sports, extreme, adventure tourism.

As most researchers point out (Mishlavytseva, 2007; Vlasova, Kartashova 2008; Babkin, 2008), the concept of "active tourism" has rather blurred boundaries, it is also difficult to date its appearance. In the scientific circle of many countries, he entered the 90's of the twentieth century. Active tourism involves overcoming the route in an active way, that is, without using mechanical vehicles, relying only on their own strength, realizing skills and habits of walking on foot, skiing, sailing on rafts and boats, cycling, and the like.

Active tourism is a form of travel in an almost unchanged natural environment using active methods of travel. Active tourism is divided into adventure, sports, extreme, recreational.

Adventure tourism is individual (within a few groups) trips to little-studied, virgin natural civilization, to the wonderful places of the planet, a type of tourism that combines all the trips associated with active methods of travel and recreation in nature,

with the purpose of obtaining new sensations, impressions, improvement of the tourist physical form.

An important feature of adventure tourism is that the achievement of sporting results is not the main goal here, and therefore it can be more massive, accessible to the general population.

Sport tourism is aimed at fulfilling certain standards. Depending on the complexity of the obstacles overcome, the hike area, autonomy, novelty, length of the route and a number of other indicators characteristic of one or another type of sport tourism, hiking trips are divided into day trips, non-categorical and categorical.

Extreme tourism is similar to sport in attracting tourists to the process. An extreme tourist is also forced to master all the necessary tourist skills. Unlike adventure tourism, the main objective of extreme is to get maximum adrenaline at the expense of risk. Unlike ecotourism, extreme tourism is often associated with the destruction of the environment, as it is carried out with the use of various technical means, for example, ATVs and SUVs that destroy the soil and disperse all animals.

The similarity of extreme and sports tourism is obvious, but the main and significant difference between them is the goals and form of implementation. Extreme tourism - is an orientation to overcoming obstacles, the desire to find out the limits of their physical capabilities.

Sport tourism involves the continuity and regularity of classes and is aimed at achieving sports results, discharges, etc. Adventure tourism is aimed at receiving pleasure, impressions and knowledge, which can not be obtained in traditional ways.

Often adventure tourism is associated with sports and extreme tourism. Meanwhile, the differences are quite substantial. An adventure holiday by its very nature - entertainment, getting new or enriching experience. Such a vacation allows, living in, including in comfortable conditions, to choose classes for the soul of the proposed multi-day "menu" on the day. By and large, in an adventure holiday, it's not important where tourists will receive their own portion of adrenaline, nature here is seen as an obstacle, the element that you must "catch", feel.

Extreme - an integral part of adventure tourism. The degree of risk in adventure tourism depends on the experience of travelers, the qualifications of guides, and equally important - used equipment. So one and the same cycling route can be extreme for a beginner cyclist and just a stroll for the world champion from Velocross, and the alloy on the riverwalk through the passage of the same water obstacles - have a different degree of risk depending on the type of vessel.

The main tasks of active tourism are teaching citizens to useful and rational use of free time, ensuring optimal use and preservation of tourist resources, care for the personal safety of tourists.

The purpose of active tourism is to:

- recovery, restoration of forces, improvement of medical and physiological data by means of changes in forms of activity, dosage movement, rational nutrition, nervous discharge, increase of adaptation to unusual conditions;
- improvement of general and special physical training, elaboration of endurance, agility, strength, balance;
- providing practical skills in overcoming obstacles, mastering the technique of traveling on foot, skiing, cycling, dam;
- mental improvement and emotional enrichment of the inner world of man, education of determination, courage, self-confidence, responsibility;
- expansion of ethnographic outlook, improvement of teaching and methodological training, replenishment of knowledge in geography, biology, history, ethnography and culture;
- assimilation of the theoretical foundations of organizing and conducting campaigns, developing routes, planning the work of tourist circles;
- to acquire sports experience of participation in campaigns and management of campaigns of various complexity, reception of sports digits and titles, increase of skill and instrumental preparation.

It is estimated that the share of this segment accounts for more than 10% of the tourist market in the world, and the growth rate of extreme travel exceeds the average growth rate of tourism in general.

Active tourism in Ukraine develops as an integral part of the tourism industry and is aimed at strengthening the health, development of physical, moral and intellectual abilities of a person by involving it in participation in sports campaigns of various complexity and competitions in the field of sports tourism, amateur tourist travel.

In active tourism, there are many types, varieties and forms. The distribution of types depends on the nature of the route, terrain and the way of travel of tourists.

The main types are mountain, pedestrian, water, ski, bicycle and others. A kind of mountain tourism, for example, is mountaineering, since they are identical to the conditions in which these kinds and ways of movement are organized. The distribution of the forms depends on the category of complexity of overcome obstacles (non-categorical and categorical campaigns), from the organizational principles of tourism (day-trips, organized, amateur and commercial tourism).

All types of active tourism depend on seasonality, so they can be divided into two large groups: summer and winter.

The forms of tourism reflect the organization of campaigns for all types of active tourism. So in commercial tours a tourist must necessarily take advantage of the services of a travel company or an individual entrepreneur. Usually tourists, who use the services of travel agencies, pursue mainly recreational purposes than sports. This type of tourists needs a special approach, as they are not professionals in active tourism. It is necessary to instruct in advance about the peculiarities of the organization of the type of tourism chosen by the tourist, and to inform about the geographical features of the area in which the tourist trip, the alloy, etc., is conducted.

Organized tourism is easier. All the participants of the campaign consist of sports clubs and clubs that have long been familiar with each other. During the training of the instructor, they conduct theoretical and practical classes with them.

The most popular form of active tourism is weekend hikes. Usually organized by travel agencies, and sports sections in the most famous places, located near the big cities in the mountainous area. The package of services in active tours is oriented to a

certain sport. However, there are general requirements for the organization of all sports tours.

The presence of nature-recreational conditions for the organization of active tours is particularly important. So, for skiing tourism requires the presence of mountains with appropriate slopes of varying complexity; for rafting - the presence of mountain rivers with impassable, but interesting areas, with the presence of simple obstacles, the possibility of convenient throwing and lifting from the route.

The material base (hotels, transport, sports equipment) should also be oriented towards sporting recreation and for a particular sport. Taking tourists on sports tours, organizers should provide them with the opportunity to use lifts, specially equipped tracks, as well as provide tourist equipment. Hotels should match the type of sports hotel. At the same time, the following services will be indispensable: they remove stress after sports: baths, saunas, swimming pools, masseur services.

Nutrition - a diverse, so-called entertaining character (video bars, dance cafes, holidays in the restaurant - of course, it means evening meals). As a rule, it is full or half board.

Sports tours require the rental and sale of special equipment and sports equipment for the appropriate sport.

Excursion program - a small amount of major attractions. It is possible to combine excursion-cognitive and sports programs, for example, cycling with stops for sightseeing.

At sports tours, it is necessary to arrange leisure time artifacts for tourists for self-study sports, shopping, for walks and just relaxation. This mass of time, as a rule, with different variations of sports should be about half a day (or half an array of active time).

There are two equivalent options for choosing a route and completing the group when preparing for a tourist trip:

- 1. In the presence of a well-designed and described interesting route, a group is reached to overcome it.
 - 2. An already-completed group selects a travel area and develops a route route.

The route development is carried out in three stages:

- 1. Election of a travel area;
- 2. Laying the route of the route;
- 3. Detailed elaboration of the main thread of the route and alternate variants.

The selection and assessment of the region of travel are based on such factors as favorable natural conditions, the presence of interesting excursion facilities, the availability of transport links.

The area of the upcoming journey is subject to a thorough study. To this end, reference books, maps, tourist guides, literary sources, geographic data, meteorological observations, lions of the year and lakes, reports of tourist groups and expeditions have been used. Important information can be obtained through correspondence with local organizations, tourists, regional researchers, as well as through consultations with instructors.

The tourist group should have an idea of the area of the campaign: the features of the relief of the area, the duration of the light day, the presence and condition of snow cover, temperature difference, rainfall, and forecast weather for the period of travel, the presence of forest in places of nights, the possibility of access to settlements, etc. In addition, it is necessary to find out the possibility of acquiring on-site food and certain items of equipment. A detailed preliminary study of the area of travel does not only cognitive purpose is aimed at achieving safety of travel.

When plotting the route of the route, it is necessary to monitor the gradual increase in kilometrage. This is due to the need for adaptation and acclimatization of the campaign participants, so physical activity should increase slowly and reach the maximum in the second third of the trip. During this period it is desirable to plan to overcome the areas of the most difficult in technical terms.

The division of the route into segments corresponding to the day shift, the planning of dinners and drawing up the schedule of the group movement should be carried out in accordance with the characteristics of the area, taking into account the complexity of the path, the presence of excursion and natural objects, the review of which involves a stop.

Day shift in hiking and skiing is usually 15-23 km, mountain - 15-18 km, water - 20-30 km.

It is also necessary to take into account that during the duration of the campaign in six or eight days it is necessary to plan one day, and more than nine days - two.

In a forest with a predominance of mixed and broad-leaved forests with a thick subterranean route of the route it is better to lay along the rivers, as well as in wetlands, where the most dry areas stretch a narrow strip along drains (ditches, shafts, floodplain terraces). It should also take into account forest roads, trails, penetrations.

When designing skiing routes it is necessary to remember that the length of the day shift depends to a large extent on the snow cover. So, in snowy virgin lands or during the thaw and the speed of advancement can be reduced by half compared with the estimated one. In the thick forest in the first half of winter and after considerable snowfall, the snow is much deeper and deeper than on the edge, in the meadows. In addition, it is necessary to make an amendment to the possibility of such natural phenomena as a blizzard, a sharp decrease in temperature, a strong counter wind. This is required at each passing transitional shelter for tourists, or even a deviation from the route for the exit to the settlement.

In developing the mountain route it is important to take into account that the speed of the group is reduced in direct proportion to the slope steepness and in particularly difficult areas (steep snow-covered and grassy slopes, shafts, etc.) can reach only 0.4 - 0.5 km/h. In the winter, in the mountains, slopes of a steepness of 16°C and more at depths of snow cover of more than 30 cm are considered avalanche. The route should not cross the negative forms of relief - snowshoe funnels, avalanche trays, etc. Avoid transitions under narrow crests, over which snug cornices are visible, as well as very snowy slopes, as the snow cover may be unstable.

When developing the water route, it is necessary to remember the influence on the speed of movement of such factors as the wind turbulence of the river, the speed of the flow, the predominance of certain depths, the possibility of other obstacles and obstacles to the movement of floating means (low bridges, dams, ferry crossings, outcrops, thresholds, trees, thickets of cane, etc.). On lakes and rivers with slow flow routes are developed in terms of their overcoming it on rowing boats. At speeds of more than 4-6 km / h it is expedient to use inflatable boats-pontoons (flesh), catamarans.

If the route involves overcoming technically difficult obstacles, then it should be planned for the first half of the day - it's best in the morning. The day before, arranging for a night out, it is necessary to carry out detailed research with the purpose of definition of the basic ways of overcoming of an obstacle and prediction of places of insurance.

The trails of tourist routes should go beyond the boundaries of nature reserves and other nature protection zones, for which naturalistic excursions are planned to be reviewed, agreed in advance with the preservation directorate.

The whole route route should be applied to a topographic map with division into segments corresponding to this transition. The difficult parts of the route require a more detailed cartographic mapping on a scale (1: 50000, 1: 25000).

Multi-day tourist routes serviced by camps must be reserved and described in detail (with steps, directions, distances, landmarks, etc.).

During the organization of catering for participants of sports campaigns it is necessary to adhere to several conditions at once, namely:

- the food on the route should be sufficient for participants to complete all travel tasks;
- protein-carbohydrate-fat balance must be observed;
- the weight and volume of the layout should be minimal.

It is desirable that the menu is tasty and varied to be appealing to all participants.

Since active tourism involves an increased risk during the trip, the issue of insurance of tourists deserves special attention. As the troubles that occurred during amateur sports, fall under the box "accident", then the list of documents that are required when registering a "sports" policy, does not differ from the requirements for obtaining insurance compensation in case of accident insurance. Sometimes, you need to add a certificate from companies providing recreational services.

When organizing sports tours, the first and main condition is the availability of skilled and experienced instructors from the appropriate sports, masters and candidates for the master of sports for working with tourists. Instructors should know the rules of safety and be able to provide first aid.

Tourists in service are divided into groups of experienced, less experienced and novice athletes, each of the groups is engaged in a separate instructor. When taking on the route families with children organized special children's groups, which is engaged in a separate, specially trained instructor.

Active tourism is an integral part of the domestic tourism industry, promotes the development and distribution of active forms of recreation, and therefore has recreational, cognitive, educational, economic and other functions. Developing on the edge of sport and active leisure in the natural environment, active tourism contributes to the development of domestic tourism through the promotion of relatively cheap and at the same time effective recreation, which, in conditions of low material income, a significant part of the population of the country gives it a social priority.

Conclusions to Part 1

According to the results of the study of theoretical and methodological foundations of strategic management of development, the tourism event should be noted that for today in the conditions of economic instability, subjects of all market links can not be considered competitive without the control strategy available to them.

Strategy is a complex process by which one can analyze the essence of the conditions in which the branch operates on the basis of strategic thinking; to establish interaction with the external environment; to define the mission, goals and objectives, to develop the main directions and measures of development balance in the conditions of dynamic change of the environment with the maximum use of all available resources.

But one should understand that the strategy is a long-term concept that does not give an immediate result and 100% prediction of the future, which would ensure the fulfillment of priority tasks, but has a probabilistic character.

Implementation of the strategy is possible through strategic management, whose main goal is to develop and welfare of the population of the region and, in general, to improve its competitive position. Strategic management is a combination of decision-making methods for organizational goals for the creation and maintenance of competitive advantages that can provide long-term profit and prosperity.

One of the tasks of the local authorities and enterprises operating in the tourism sector is to support and enhance the image of the individual regions in which they operate.

The sport-and-health tourism at the present stage of human development has become a necessary phenomenon that implements almost all the main functions of tourism: economic, cognitive, recreational, educational and entertainment.

It can be stated that sports-and-health tourism is a promising kind of tourism with inexhaustible resource potential. At the moment, its level of development is at a rather moderate level. In the course of this research, a number of problems have been identified that prevent him from realizing the desired level. Inevitably, measures should be taken to optimize its functioning, which necessitates thorough research on the history of development, the geography of the distribution and segmentation of the tourist market of this type of tourism; adoption of a number of state programs for the development of active tourism; the involvement of sponsors and patrons in his organization; implementation of effective advertising and other methods of stimulating the distribution of sports-and-health tourism.

Despite the large number of positive points for the development of the culture and economy of Ukraine, sports-and-health tourism in Ukraine is at an initial level of development and needs attention from the state.

PART 2

PRECURSES OF FORMING INNOVATIVE TOURISM PRODUCTS IN THE SEGMENT OF SPORTS-AND-HEALTH TOURISM IN KHMELNYTSKY REGION

2.1. Characteristic of the resources potential of the tourist destination of Khmelnytsky region

Khmelnytsky region has huge natural resources for the dynamic development of tourism and recreation. As you know, natural resource potential in a particular territory forms a combination of its natural conditions and resources. By the level of provision of land for recreational purposes, the Khmelnytsky region ranks first in the country [5], while natural recreational resources occupy second place in the structure of its natural-recreational potential [4]. However, today the recreational potential of the region is not exploited enough, which is explained by the peculiarities of regional economic activity and the weak promotion of the region for the needs of tourism and recreation.

Khmelnytsky region is situated on the Right-Bank Ukraine, in the middle part of Volyn-Podil sublimity. It is the part of Ukrainian Podillya with its picturesque landscapes, fertile earths and hardworking people. No by chance more than one century age genius Ukrainian poetess Lesya Ukrayinka with love and genuine fascination wrote about that land: «Beautiful Ukraine, Podollya!» In the present boundaries Khmelnytsky region has been existing since September 22, 1937, when Kamyanets-Podilskiy region was established. In 1941 the regional center was moved to Proskuriv, and the region was renamed into Khmelnytsky in 1954.

The territory of Khmelnytsky region is 20.6 thousand square km. It is mainly forest-steppe, although the northern part of Khmelnytsky region is the Polissya area. More than one million and four hundred thousand people live in the region. Khmelnytsky region comprises 13 cities, 24 settlements of urban type and 1416 villages. Khmelnytsky land has rich history, varied vegetable and animal world, and unique landscapes, rocks, caves, lakes and natural-raw potential.

The climate of the Khmelnytsky region is due to its geographical location in the central part of the Right-Bank Ukraine and the influence of the Volyn-Podilskyi Upland. In general, it is moderately continental with mild winters and fairly warm, wet summers [4].

Geological and geomorphological resources have an important importance for the development of tourism and recreation. The features of the relief region contribute to the development of active types of tourist recreational activities. Among the geomorphological massifs of Khmelnytskyi, the most important are the Transnistrian and Tovtovy ridge. Kart caves, beaches, reefs and other geomorphological objects of the region are favorable for the development of cognitive, ecological, extreme tourism.

Among the protected monuments of this category is the most famous cave "Atlantis" - one of the most beautiful karst caves of the Volyn-Podilsky Plateau, located on the territory of the NPP-Podilsky Tovtry ".

The scientific researches confirmed the financial viability for creation of the special economic zone "Resortopolis Tovtry" – the powerful industry of making healthy of people and international tourism. In the region they work on development of ways of effective use of powerful potential Resortopolis "Tovtry"; the recreation areas in the unique protected zone of the National Natural Park "Podil Tovtry" are mastered. It is powerful potential for creation of valuable resort area.

There are geological monuments of nature in the region. Particular attention deserves a cut on the left slope of the Ternav River in the village of Kytayhorod, which is a well-known standard of Silurian and Devonian. Another geological monument of the national significance of the region is "Smotrych Canyon" [4].

Khmelnytsky region occupies the sixth place in Ukraine for hydrological resources. The region has a dense network of rivers, ponds and reservoirs, but there are very few natural lakes and they are located mainly in the forests (Holy, Terebizh, Blue lakes, etc.). According to Khmelnytsky region Department of Water Resources in the region there are 3733 rivers with a total length of 12880 thousand km. The largest river is the Dniester River, which is very windy in places and forms numerous meanders, especially between the villages of Grinchuk and Studenitsa [2]. There are a number of

valuable hydrological monuments of nature on the territory of the region, which have become the status of local reserves. Mostly it is a marsh massif, the area of which is 37,7 thousand hectares [4].

Khmelnytsky region has significant reserves of unique mineral-medicinal waters that are explored in 14 sites with reserves of over 3.7 thousand m³ / day, of which 6 sites are exploited. Mineral waters are used for medical purposes and industrial bottling; however, they use less than 10% of them.

The region has powerful biotic resources. Well-known and aesthetic value is given by the old park ensembles and parks of sanatoriums and rest homes [4].

The tourist resources of Khmelnytsky land are one of the powerful in Ukraine (after the Crimea and Carpathians). In the northern part of the region there is Polissya with its unique pine-woods. Exactly pine-woods and their ozone air did at one time the estate of grandees Sangushki in Slavutych region by the original Mecca for patients with tuberculosis. The elite of the Russian empire, Poland and Austria treated there. And the found supplies of radon waters enable to create creation of powerful resorts on their base.

Khmelnytsky region has powerful recreation and balneology resources due to the presence of great number of sources of high-quality mineral water. The mineral water "Zbruchanska" (like as Truskavets "Naftusya") gave possibility to found resorts "Sataniv" and "Makiv" and the like. In fact the Zbruchansky deposit of mineral water is the biggest one in Europe. The people with the problems of digestion organs are making healthy here due to the use of this water as well as radio-active isotopes are brought out from the human organism.

There are almost 270 territories and objects of reserves in Khmelnytsky land. The National Natural Park "Podil Tovtry", where due to general efforts of many Podil inhabitants 60 species of plants, 80 kinds of insects, birds and animals were put to the Red Book of Ukraine, is the invaluable its treasure. On the territory of this park the "Atlantis", one of the most beautiful spouting horns is placed also. The history of Khmelnytsky land has a lot of glorious pages. One of the most interesting cities of not only Khmelnytsky region but also Ukraine and Europe is ancient Kamyanets-Podilsky

city named by the pearl on stone. Its architecture saved the samples of cultures of many people, whose are living here: Ukrainians, Jewries and Armenians. And also there are many religions here such as orthodox, catholic, Judaic and moslem.

The center of world cultural inheritance UNESCO has registered the statement of Kamyanets-Podilsky city about inclusion of this Old city to the list of inheritance of world culture. Lately by joint efforts of local community and city authorities there was done much for the sake of creation of modern tourist infrastructure. Conducting of annual holidays and festivals assists in popularity of ancient Kamyanets as tourist center, in particular, Cossack Zabavy and International Festival of National Cultures. The tourists from the whole world will be interesting to visit also Trypillya settlement in Lutsa-Brublevska, Medzhubizka fortress, ancient cities Izyaslav and Polonne. The Bakotsky rock monastery and grave of Hasidism founder Baal Shem Tova attract tourists.

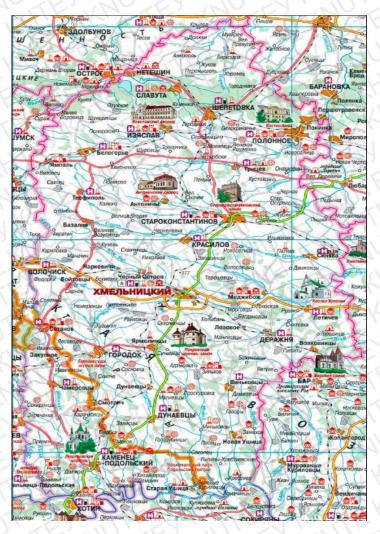


Fig. 2.1. Tourist map of Chmelnitskiy region

The well-developed transport connection by railway and motor transport assists to development of tourism. In the near future it is planned construction of the speed-up highway "Western Europe-Kyiv" passing through Khmelnytsky land. Khmelnytsky land is the land of large prospects.

Overall, Khmelnytsky region has significant natural resources for the dynamic development of tourism and recreation, which can be used for tourist and recreational purposes throughout the year. The favorable factor for the development of tourism and recreation in the region is the relatively low concentration of industry, a relatively favorable ecological situation and a significant potential of recreational resources, which in the present conditions is only partially used.

2.2. Market research of tourist services of Khmelnytsky region in the segment of sports-and-health tourism

The development of the tourism industry is based on the targeted use of available tourist resources as the basis for the formation of a tourist product. In general, tourism resources are all that can be used in a particular region

for organizing tourist activities and attracting tourists. In the Law of Ukraine "On Tourism" tourist resources - a set of natural and climatic, recreational, historical and cultural, cognitive social and domestic resources of the territory, which satisfy the various needs of the tourist.

For the effective use of tourist recreational potential of the region it is first of all to carry out a comprehensive assessment of all its components. In the scientific literature several approaches to the classification of tourist resources have been formed. Classifications of the Polish economist M. Truez and the French economist P. Defer became the most widespread.

Analyzing the tourism potential of the Khmelnitsky region from the point of view of available natural and climatic resources, we will note their importance for tourism.

The region is characterized by mild climate, significant solar radiation, which is especially evident during the period of May-September, which is most favorable for rest. Therefore, the duration of the comfortable period has a significant impact on the development of regional tourism activities. Prospective for the expansion of tourist use are mineral water reserves near the village of Satanov, village of Makov, where well-being complexes have already been built.

Among natural tourism resources, water resources are prominent. There are 38 rivers in the region. Among them, such as the Dniester and Southern Bug, which allows the development of water tourism, increase the construction of tourist complexes, water parks on the Dniester River. Some work in this regard is already being carried out and, as an example, we can call the "Dniester Riviera" near the village. Great Sloboda Khmelnytsky region.

Positive is the fact that through the Khmelnitsky region are important roads of both national and international importance.

As of 01.02.13, in Khmelnytskyi oblast, 108 subjects of tourist activity - licensors, of which 30 - are operators of tourism activity. It should be noted that among licensed tourist enterprises, most of them are operate in the inbound tourism.

In the context of foreign tourists, countries such as Poland, Germany, Israel, Canada, Russia, and others hold stable championship. Each country has its own list of the most visited tourist destinations; It includes, first of all, neighboring countries, and those countries whose history is closely connected with the history of Ukraine. In our region it is primarily Poland. Obviously, tourists from this country is primarily attracted by a 300-year of common history, an architectural heritage of the time that has found its redevelopment in the Cathedral and Dominican churches, a fortress in Kamyanets-Podilsky, landscape parks and squares in Samchiki, Antonina, Malievka, Mikhailovka, etc. According to the classification of the World Tourism Organization, one of the countries - suppliers of tourists is Germany. Thus, we can conclude that consumers of tourist services in the Khmelnytskyi region are German-speaking, frontier (Poland), Russian-speaking and English-speaking countries.

In order to assess the current state of development of sports and health tourism in Khmelnytsky region, statistical data should be used. In tabl. 2.1 it is possible to review the specific weight of Khelnytsky region in Ukrainian tourist flow. In 2000-2010, information is based on data from the Department of Culture and Tourism of the Regional State Administration, starting in 2011 - according to the Main Department of Statistics in Khmelnytsky region.

Table 2.1 Specific weight of Khmelnytsky region in Ukrainian tourist flow, 2011-2017

TE	WULLY FULL	Including					
NUT NUT NUT	The total number of tourists serviced by tour operators and travel agents	foreign tourists	tourists-citizens of Ukraine who traveled abroad	domestic tourists			
2011	1,42%	KH- TE	1,04%	2,54%			
2012	1,08%	0,00%	0,79%	2,20%			
2013	0,71%	0,01%	0,59%	1,34%			
2014	0,78%	101	0,59%	2,06%			
2015	1,26%	HILL KINT	0,92%	2,85%			
2016	0,78%	1015-1 KI	0,69%	1,26%			
2017	0,96%	0,08%	0,63%	2,59%			

Tourist potential of the Khmelnytsky region is not fully disclosed today, as evidenced by the small share of the tourism industry in the structure of the GRP. Therefore, sports-and-health tourism as an innovative tourism sector in the Khmelnytsky region offers great opportunities for search and active function.

The main barriers hindering the development of the tourist sector in the Khmelnytsky region and in general in Ukraine today are mainly the factors of managerial, economic, ecological, social and cultural character.

As you can see from the table, Khmelnytsky region does not have a significant share in the overall volume of the tourist flow. Even more significant is the indicator of the relative importance of foreign tourists. To date, less than one tenth of the percentage of the total flow of foreign tourists falls to the Khmelnytsky region. It can

be explained by the weak promotion of the benefits of the area on the Internet, and the lack of external borders with other countries.

However, there are positive signs of the overall development of tourism sphere. The table below (2.2) shows that the number of subjects of tourist activity has a trend of sustainable growth. Comparing to 2011, in 2017 the number of firms has increased by 18%. It reflects the interest of developing this area.

Table 2.2 Number of subjects of tourist activity in Khmelnytsky region, 2011: 2015-2017

Location	2011	2015	2016	2017
Ukraine	4157	3182	3506	3469
Khmelnytsky	76	78	89	90
Cherkasky	98	75	86	92
Khersonsky	82	53	72	67
Vinnitsky	79	63	68	69
Mikolaevsky	86	60	69	63

Comparing this indicator with the one of regions with similar overall influence on the country's welfare, we can see that the number tends to increase in contrary to other observed regions. For example, same indicator for Mikolaivsky region dropped by 27%.

Table 2.3

Specific weight of sports-and-health tourists in the total number of served tourists in Khmelnytsky region, 2015-2017

Year	Total number of tourists of Khmelnytsky region, people	The number of tourists visiting the Khmelnytsky region for the purpose of sports-and-health tourism, people	The share of tourists traveling for recreation and leisure among the total number of tourists in the Khmelnytsky region,%
2015	25416	ENKHIEK	CHITEKYHITEK
2016	19885	TEKNOHTE	WALE ANDLE
2017	26829	UNTEX-NUTE	Y MUTEY KUT

If we take a closer look at the next table, we may observe quite interesting peculiarity. We have combined sports and specialized tourism in order to gather at least some data. But, unfortunately, the common statistical sources do not provide relevant data to analyze the sports-and-health type of tourism from statistical inference due to its mostly non-profitable nature. This type of activities is often run by the organizations that do not aim at making money but at developing society awareness and healthy lifestyle.

2.3. Estimation of stakeholder of innovative tourism product of sports-andhealth tourism in Khmelnytsky region

The investment priorities of a particular industry are determined by the ability of enterprises to provide high and fast return on investment. From this point of view, Khmelnytsky region, with significant recreational potential, favorable natural and climatic conditions necessary for servicing the recreational industry, is a very promising region. In addition, as the world practice shows, tourism is one of the most effective for investment.

The territorial combination of natural and historical and cultural recreational resources of Khmelnytskyi allows to form regional tourist and recreational systems with highly developed infrastructure, recreational and health-improving and tourist complexes of European significance in the long term, each of which can be based on local recreational resources.

On the basis of the socio-economic analysis in the Strategy for the Development of Khmelnytsky region for the period up to 2020 [35], a SWOT-analysis of the development of the tourism event in Khmelnytsky region was conducted and the strengths and weaknesses identified (Table 2.7).

Khmelnytsky region has rich tourist and recreational resources and other resources that can usefully and efficiently promote the rapid and highly effective development of the tourism industry. Despite some shifts, tourism is hampered by many reasons.

Table 2.4

Strengths and weaknesses of sports and health tourism development in

Khmelnitskiy region

Strengths	Weaknesses
Geographic location in temperate climate, extracted area from north to south.	A significant proportion of the population older than working age.
Location of Khmelnytsky at the crossroads and the best distance from regional centers: Ternopil, Chernivtsi, Rivne, Vinnitsa, creating opportunities to convert Khmelnytsky to Interregional Logistics Center.	Significant inter-district imbalances in the development of economy, education, culture, health.
There are powerful cities in the south, north and west that creates opportunities for accelerated development of the whole territory of the region.	Low level of economic development: low GDP per capita, low export.
Adequate security (surplus) electric power resources due to KhNPP.	Low level of foreign and domestic investment.
Availability of natural resources, useful fossil (clay, sands, peat, limestone) for development of construction industry materials and local construction.	Passage of the main international transport corridors outside the region.
Significant mineral water reserves such as Naftus and Radon.	Lack of area planning scheme.
Low environmental load, the presence of large protected areas.	Lack of skilled workforce for new productions, the structure of vocational training does not meet the needs of the region's economy.
Significant number of entrepreneurs who are fast in adapting to new economic conditions.	The predominant non-participation of local research staff and research base to the economic development of the region, the separation of science from production.
Significant number of objects of architectural, historical and cultural heritage.	Low level of urbanization of the region.
Mono-ethnic composition of the population, low crime rate, which protects the region from social instability.	Weak informatization (some districts do not have access to the Internet, there are few open Internet access centers, poor representation of the area on the Internet).
KILEN KILEK KLIEK	Lack of authenticity, tourist brand of the region.

Also, possible external factors of influence (opportunities and threats) (Table 2.5) were determined for the further development of sports and health tourism development in the Khmelnytsky region.

Table 2.5

Opportunities and threats of sports and health tourism development in

Khmelnitskiy region

Opportunities	Threats			
Growing demand for food on the world market, which will stimulate the development of agro-industrial complex.	Lack of systemic structural reforms in Ukraine.			
Growing demand for environmentally friendly agricultural products.	Traffic of skilled personnel outside the oblast.			
Reducing clean drinking water supplies in Ukraine and Europe will support demand for mineral waters of the region.	Corruption.			
Growing popularity of rural, green, cultural, world-wide tourism among the population of Ukraine and Europe.	The introduction of additional restrictions for the work of entrepreneurs.			
Economic reforms in the country (simplification of the permit system, promotion of investment attraction, cheap loans under state warranty)	Instability of the national currency.			
It is possible to decide on the construction of a transport corridor through the territory of the region (Romania - Poland - Baltic).	Limited financial resources for the development of the region.			
Decentralization of vocational education.	The threat of an ecological catastrophe associated with the hazards of the KhNPP accident.			
Increasing the cost of energy will increase the return on alternative and nuclear energy.	Trend to the growth of the structural imbalance of the region (dependence of economy on the work of KhNPP and agricultural sector).			

Investing is one of the pillars on which the foundation of a market economy is being built, since the Law of Ukraine "On Investment Activity" states that investments are a set of all types of property and intellectual property that are invested in business objects that generate profits (income) or social effect is achieved [39].

Implementation of the Tourism Development Program in the Khmelnytsky region is supported by the funds of the state and local budgets of the region, business entities and other business structures, public organizations, targeted loans of banks, with the support of international technical assistance, investment funds and other sources in accordance with the legislation.

The tourist industry can develop in two ways:

- 1. Implementation of point projects, one-day excursions, cheapest tours, and then expanding the range of services, geography of admission and arrival countries. The received profits need to be invested in the reconstruction of the existing and creation of a new material and technical base of tourism. But reconstruction can extend for several decades.
- 2. The "principle of explosion". It involves the attraction of powerful investments, which would be directed not only to the creation of material and technical base, but also to an effective advertising campaign.

Based on recent research, today the investor is most interested in the agrarian and production sectors of the Khmelnytsky region. At the same time, the regional administration is actively engaged in the development of local tourism, since it is the service sector that occupies a leading position in the regional economy. The key objective is to create a competitive tourism market.

The active growth of tourism business depends on the implementation of the adopted state programs for tourism development, the legislative framework, which stimulates and supports mechanisms of financing and investment in the tourism industry, development of economic activity of enterprises of resort and recreational economy, activation of investment policy in the field of tourism.

The volume of foreign investment is insufficient compared with the needs of the economy. The unfavorable investment climate affects the tasks facing investors: the

overwhelming majority of them is to get the most out of profit, so a significant part of the investment is invested in trade, services, mediation. Foreign investment in Ukraine is mostly short-term.

In the analysis of the structure of the non-residents' capital invested in the region's economy, there is a tendency towards an increase in the share of property contributions, which leads to a decrease in capital investments in cash and shows that foreign investment is often directed not so much in real investment and production adjustment, but in the formation of favorable conditions for import to ukraine A significant part of foreign investment is used for the purchase, mainly by means of import, motor vehicles and office equipment (computers, communication facilities, furniture, etc.) and for import of technological equipment. Such a role of foreign investment, of course, can not satisfy the economy of the country.

The situation is complicated by the low image of Ukraine in the world investment market. In world rankings, she takes the last place for the attractiveness of the investment climate, and the first - for the risks of investing.

Khmelnytsky region is an investment attractive region of Ukraine, as evidenced by the positive dynamics of investments that were aimed at modernizing the economy of Khmelnytsky during 2011-2013. However, statistics for 2014 show that the volume of FDI in the Ukrainian economy has decreased by \$9634.3 million. The main problems, as well as the reasons for this, are:

- non-signing of the Association Agreement with the EU at the end of 2013, which led to a drop in the investment climate attractiveness of Ukraine to 1.81 out of a possible 5 points [40];
- weak effectiveness of the legislation on guaranteeing protection of the rights of investors and shareholders;
 - significant level of tax burden.

According to the annual report of the World Economic Forum on the global competitiveness index, our country in 2015 ranked 85th out of 138 countries [40]. The dynamics are disappointing and the main factors hampering the development of

Ukraine - corruption, political situation. The same is true of anti-stimulators of investment attractiveness of the Khmelnytsky region.

In fig. 2.4 shows the dynamics of changes in volumes of foreign direct investment in the Khmelnytsky region.

At the end of 2017, the volume of direct foreign investments amounted to 174,6 million USD, which is 9.0% more than at the end of 2016. The increasement in investment volume is due to the exchange rate difference due to the our economy getting more stable and dependable. Estimated per person, according to preliminary data, this figure amounted to 943.3 US dollars, which is, compared with 2014, less by 1.8 per cent.

Major volumes of foreign investment will go to the region of 61 countries of the world, and most (more than 92.0% of their total volume) is expected to be obtained from the Netherlands, Cyprus, the United Kingdom, Germany, Poland, the Virgin Islands (Brit), Finland, the USA, Russian Federation and Sweden.



Fig. 2.2. FDI in Khmelnysky region

An excerpt from the Strategy for the Development of the Khmelnytsky region for the period up to 2020 related to culture and tourism is given in Annex B. In order to ensure fulfillment of the priority tasks for activation of the investment activities envisaged by the Strategy for the Development of the Khmelnytsky region for the

period until 2020 [35] and the Plan Measures to implement the 2015-2017 Strategy for the Development of the Khmelnytsky region for the period up to 2020 [36] identified the main objectives for 2018:

- the creation of favorable conditions for improving the investment image and restoration of investment attractiveness of Khmelnytskyi;
- promotion of attracting investors on the basis of public-private partnership to the implementation of new investment projects;
- activation of investment processes for attracting domestic and foreign investment resources for sustainable economic growth and improving the quality of life of the population.

In order to achieve the set goals, the main tasks and activities for 2018 were identified:

- drafting and approval of the Program of attraction of investments and improvement of the investment climate in Khmelnytsky region in the established order of the year 2018-2020;
- updating of the Investment Certificate of the Khmelnytsky region, a catalog of investment projects and proposals, as well as investment passports of cities and regions of the region [42];
 - continued work on the creation of recreational zones [43];
- modernization of the Investment site of the Khmelnytsky region in order to maximally meet the investors' requires the obtaining timely, accurate and up-to-date information on the investment attractiveness of Khmelnytsky, existing opportunities and benefits for potential investors who intend to implement their investment projects in the Khmelnytsky region;
- presentation of investment proposals at international forums, exhibitions, round tables, conferences, seminars, distribution of information and advertising materials that promote the Khmelnytsky region as an investment attractive region [44];
- improvement of the monitoring system for the implementation of investment projects in order to identify and solve problems that impede their implementation.

In order to clearly assess the investment potential of sports-and-health tourism in Khmelnytsky region, a marketing research among potential consumers should be conducted to determine the future demand for attending tours.

Problematic issues to be solved:

- Is it worth developing this direction of tourism?
- Is there a solvent demand and its structure?

In connection with these issues there are tasks that need to be defined:

- Is there a demand for sports-and-health tourism nowadays?
- What category of population will prevail in this direction?
- Which sources of information prevail?
- How much consumer is familiar with this direction?
- What amount can a consumer spend on a tourist trip?

This survey was attended by 112 people of different ages (from 17 years old) and various professions. This selection is representative, because its structure corresponds to the social structure of society. The questionnaire developed for conducting the survey is given in Appendix G. The results of the survey conducted are presented in Table 2.6.

Table 2.6

The results of the survey on the direction of development of sports-and-health tourism in Khmelnytsky region

Indicators	Respondents by age gradation						Ratio
	Total	17-24	25-35	36-49	50-65	> 65	%
LEKIKH!	EKRY		ender	IF KI	MITE	MA	TE
Male	62	25	17	12	6	2	55,36%
Female	50	20	10	13	5	2	44,64%
NUTE	WILL	Occ	cupation	THE	KI	TE	KHI
Student	19	16	3	Notion	-, M	TE	16,96%
Worker	13	6	4	3	(-) I	4-11	11,61%
Specialist	44	10	14	14	6	VIO.	39,29%
Manager	19	3	5	8	3	KI	16,96%
Pensioner	6	HIL	Mou	LE- VI	2	4	5,36%
Unemployed	-11	10	1	TE	KLI	E- 1	9,82%

Continuation of the table 2.6

Indicators	Respondents by age gradation				Ratio		
	Total	17-24	25-35	36-49	50-65	> 65	%
ENKHITEK	KHIT	Income	level (UAF	H)	S K	TE	K
2000-5000	30	22	4	K1	2	2	26,79%
5000-8000	36	10	10	9	5	2	32,149
8000-12000	29	8	10	8	3	KH	25,89%
12000 and more	17	5	3	8	1/5	3-1	15,189
MU FY MU	V	acation free	quency (per	r year)	Khili	THE	H
1 time	61	25	15	12	7	2	54,46%
2 times	38	17	8	10	2	1	33,93%
3 and more	6	1	2	2	1	NOTE	5,36%
none	7	2	2	1	1		6,25%
EKITHIE	KIN	Compa	ny for a trip	by KM	TE	Kly	
Single traveler	21	12	6	2	1	- KY	18,75%
Husband/wife	42	4	11	16	8	3 (37,50%
Parents	6	6	-Kr	TE	KHI	TE!	5,36%
Friends	29	20	6	3	FHI	TE	25,89%
Whole family	14	3	4	4	2	1	12,50%
EKINHIEK	MATT	Primary pu	urpose of tr	avel	EX	No	2) (
Recreation	32	9	7	9	3	4	28,579
Education	11	8	2	- 1 V	1	1-11	9,82%
Private	15	8	3	2	2	- 4	13,39%
New impressions	40	14	12	10	4	(J)	35,719
Extreme/active	14	6	3	4	1	TEN	12,50%
KLINIT KM	Fa	vourite type	e of active t	tourism	7 1/1/	0,57	141
Trekking/backpacking	57	25	10	12	8	2	50,89%
Mountaineering	29	10	9	7	2	M)	25,89%
Biking	21	9	6	4	1	1	18,75%
Other	5	T,	2	2	U	3 701	4,46%
TENKI	Acce	ptable cost	of a tourist	trip (euro)	KHIT	EKI	HIL
<100	26	20	: 3 M	JEN J	5	1	23,219
100-300	42	15	12	10	2	3	37,50%
300-600	24	7	10	5	2	0 = 5	21,439
>600	20	3	5	10	2	1-1-	17,86%
THOUTEL	evel of kno	wledge of c	ulture and l	history of U	Jkraine	NU	EN K
Excellent	35	12	5	8	7	3	31,25%
Good	40	14	10	12	3	1	35,719
Mediocre	22	10	8	3	1	S KI	19,64%
Low	15	9	4	2	11/1	- V	13,39%

With these results of the research, we can draw the following conclusions:

- 1. During the survey, it was revealed that in the Khmelnytsky region tourism is in the stage of development, which is evidenced by the fact that out of 112 people 93% travel during the holidays during the year. Of these, only 6% travel 3 or more times a year, respectively, so that other 94% of consumers are interested, a lot of effort should be made to create a good reason to spread active recreation.
- 2. For the purposes of the visit, one can conclude that the direction of sports-and-health tourism has a fairly large potential among the visitors of the Khmelnytsky region. That is, there is sufficient demand, sports-and-health tourism has all the advantages for those who want to get new impressions and expand their horizons.

If we talk about the types of active tourism that attract potential consumers, then the diagram shows (Figure 2.5) a possible correlation of types.

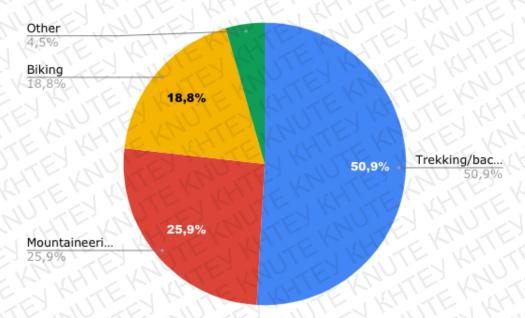


Fig. 2.3. Comparison of types of active tourism according to the interest of the interviewed persons

The potential for the development of sports-and-health tourism is supported by the reluctance of people to spend large amounts of money on the trip. This is confirmed by the fact that among the respondents, about 60% are not ready to spend on travel more than 300 euros.



Fig. 2.4. Survey results about acceptable cost of a tourist trip

Also, the positive factor is the high awareness of respondents in Ukrainian culture and history. This has a direct impact on people's desire to visit historic sites, which are a lot in the Khmelnytsky region.

But, given these data studies, one can conclude that people mostly love to travel on foot, going on a trip with friends or close relatives.

Not a surprise, that about 68% of respondents get the information about possible trip from the Internet. This fact confirms the importance of the World Wide Web in modern society and the necessity of usage the social media if you want to develop literally anything.

Consequently, the strategic objectives of investment policy in the segment of sports-and-health tourism in Khmelnytsky oblast should be:

- creation of a legal framework for guaranteeing foreign investments directed to the tourism business;
- formation of a favorable image of the region in the segment of sports-andhealth tourism;
 - creating a favorable investment climate;

- development of new routes / tours, which should take into account ethnocultural, geopolitical, and environmental factors of tourist areas.

Conclusions to Part 2

Thus, as a result of working out the materials on the state of sports-and-health tourism in the Khmelnytsky region, it is possible to arrive at certain conclusions.

The results of the conducted surveys showed that the demand for the sports and recreation industry has a positive tendency. Khmelnytsky region, having numerous and cultural values, will be able to achieve significant economic development in the tourism business. The generally recognized significance of historical and cultural monuments is an important part of the cultural heritage, which represents the inexhaustible information potential of mankind, is an important link in the memory of the people, a bearer of centuries-old traditions. Historical and cultural resources are one of the tourist and recreational factors that influence the development of the tourism industry. Incidental tourism is based on these objects. Khmelnytsky region has an extensive network of automobile and railways, through its territory there are highways of international importance, railroad connections with all regions of Ukraine and CIS countries, express services to all countries of Eastern Europe.

Having examined the current state and prospects of tourism development in the Khmelnytsky region, it can be argued that the tourist industry of the region has huge prospects for development in the segment of sports-and-health tourism - the entire base is available, an important stage now is attracting support from the state and investors. Khmelnytsky should confirm its already existing image and improve it.

Khmelnytskyi region has significant potential for the development of sports-and-health tourism, and it is necessary to concentrate all efforts on this and thus to build the economic improvement of the country as a whole. Khmelnytsky region at a new stage of development will become an equal and competitive partner, will place its place on the map of international recreation.

PART 3

DEVELOPMENT OF INNOVATIVE TOUR PROCESS IN THE SEGMENT OF SPORTS-AND-HEALTH TOURISM IN KHMELNYTSKY REGION

3.1. Characteristics of an innovative product of sports-and-health tourism in Khmelnytsky region

The strategy is a generalization of the action needed to achieve the goals through coordination and allocation of resources.

The basis of any tourism development plan in the region is its basic strategy. The most common types of basic strategies are:

- Growth strategy applies to a dynamically growing industry. The development of such a strategy is carried out by systematically significantly increasing the short-term and long-term indicators of goals;
- A strategy for stabilization or limited growth is traditionally used in mature industries. It is characterized by the establishment of goals from the achievement, adjusted to reflect changes in the environment. This is the least risky way of acting;
- Survival Strategy defense strategy. At the same time, the level of goals is set below the achieved. The choice of a strategic approach as a base depends on the results obtained at the stages of strategic analysis and goal determination.

Thus, analyzing the segment of sports-and-health tourism in the Khmelnytsky region, it can be attributed to an industry that has the potential for dynamic growth. Therefore, the most inherent at this stage can be considered a strategy of growth.

The strategy of sports-and-health tourism development in Khmelnytsky region should provide a systemic and integrated approach with the purpose of efficient use of the existing natural and recreational potential for further development of tourism in the region.

An excerpt from the Program of Socio-Economic and Cultural Development of the Khmelnytsky region for 2018 concerning tourism is given in Annex B.

Special attention of the Khmelnytsky region Sports and Health Tourism Development Program is aimed at stimulating economic growth and improving the quality of life. An important aspect is the territorial dimension of interventions aimed at strengthening the growth points as the driving forces of regional development and the best means to overcome the unevenness of the economic development of the regions, as well as to increase the level of socio-economic prosperity of the region's population. The purpose of the tourism development event of the Khmelnytsky region fully corresponds and correlates in accordance with the principles of synergy and complementarity with the strategic goals of the Khmelnytsky region Development Strategy until 2020 [33].

The tourism development strategy and development program of the Khmelnytsky region can be viewed from two sides:

- 1) as a complex of decisions, measures, targeted programs aimed at determining the prospects, priorities and directions of the development of the tourism industry, the formation and effective use of the potential, ensuring the dynamic and sustainable development of the tourism industry in the Khmelnytsky region;
- 2) how the development program should combine the interests of the industry and society, combine the efforts of the state and the business sector to address the future challenges of the tourism industry. The main goals of developing a tourism development strategy in the Khmelnytsky region are:
 - satisfaction of the needs of tourists;
 - creation of a modern highly effective and competitive tourist complex;
- creation of favorable conditions for co-operation of tourist, banking structures, transport companies, hotel companies, etc.;
 - Increasing the attractiveness of the Khmelnytsky region.

The first stage of strategic management can be considered strategic planning - a special type of management activity, which is to develop strategic decisions that aim at setting goals and strategies for the development of Khmelnytsky region in the long-term perspective, the implementation of which ensures the efficient functioning of the economy and rapid adaptation to changes in the environment.

The main content of the strategic plan is the formulation: the main goal of tourism development in the Khmelnytsky region; main strategic directions for reaching

the main goal; goals within the strategic directions; concrete measures on the implementation of selected strategies, fixing indicators for the implementation of planned activities, estimates of costs and effects and participants in the implementation of activities.

Strategic planning of sports-and-health tourism development in Khmelnytsky region should include:

- formation of the goals of the organization of sports-and-health tourism in Khmelnytsky region;
- assessment of the potential of the organization of sports-and-health tourism in Khmelnytsky region and the possibility of its improvement in the future;
- an assessment of the external and internal socio-economic environment of the Khmelnytsky region, its possible changes and, as a consequence, requirements for the functioning and development of enterprises in the tourism industry;
- the main directions, methods and tools for achieving the goals set with existing opportunities and in difficult situations;
- ensuring the reliable implementation of the goals and objectives of the necessary resources;
- accounting, monitoring and analysis of the achievement of strategic planning objectives, their assessment and conclusions.

For the fastest implementation of strategic planning in the practice of management development, the tourism event in Khmelnytsky region requires a number of tasks to be addressed concerning:

- scientific provision of strategic planning: development of the theory of planning and management of development in the Khmelnytsky region, based on the theory of systems, as well as the theory of strategic and tactical planning and management;
- Regulatory provision of strategic planning, which provides for the legislative definition of powers and rights that are participants in the planning process: local government, public organizations and representatives of business structures;

- staffing and methodological support: mastery of specialists in public administration and scientists methodology for drawing up a strategic plan and SWOT-analysis;
- financial support: creation of conditions for attracting domestic and foreign investors to finance activities envisaged by the strategic plan, as well as targeting targeted state investments in fixed assets for the development of industrial and social infrastructure, for supporting small businesses, financing of programs of social and cultural development in the Khmelnytsky region;

- socio-political preconditions for the introduction of strategic planning, which involves activating the will of the territorial communities in choosing areas of development of the region.

Activities of tourist enterprises of Khmelnytsky region in the current market conditions of management are characterized by certain features, namely: unstable functioning, disproportionate development of outbound and inbound tourism, unregulated and under-controlled use of tourist resources, low level of real solvent demand of the population, underdeveloped tourism infrastructure, imperfect the legal field of business management and the development of entrepreneurial activity, lack of supply On-line and periodic restructuring of the organizational structures of management of economic entities in tourism, the lack of a coherent program of action of departments in the main segments of the tourism industry, tax pressure and the lack of real financial support from the state to enhance the image and increase the promotion of the national tourist product in the international market, etc.

Sufficiently important in the functioning of tourist enterprises of the Khmelnytsky region in the current economic conditions, there remains the question of ensuring effective management of the volume of activities, financial and investment provision, quality management and harmonization of these parameters with the price characteristics of the tourist product, the formation of effective motivational mechanisms for the implementation of an adequate system of strategic changes, implementation of relevant strategies in financial activities, etc.

Thus, given the high dynamics and level of ambiguity of the external environment of the tourism market, increasing the efficiency of the operation of tourism enterprises in modern economic conditions requires the proper management of strategic changes in tourism, which can be realized through the formation of appropriate strategies.

The stability of the business of tourism enterprises of the Khmelnytsky region is significantly influenced by the choice of effective strategies, which are one of the determining factors, strategic development, due to the appropriate transformation of the external environment. The urgency of such changes is connected with objective modern processes, which determine the prospects of market development.

Strategic changes in today's conditions condition the transition of enterprises of the tourism industry from one strategic state to another. The strategic development of enterprises is to change the quality of its activities as a result of a chain of such successive transitions, reflecting the continuity of transformations. In addition, the effective strategic development of the enterprise is characterized by the fact that in the course of a constant transition from one state to another, there is an improvement in its quality, sustainable development is ensured.

An analysis of the development of tourism business in the Khmelnytsky region shows an intensification of competition and an adequate reaction of enterprises to these phenomena. Competition causes the processes of concentration of capital through the formation of equity or merging with other enterprises, known trademarks, the merger of enterprises of various types of activity, the growth of the number of transnational corporations.

The advantages of organizing the strategic development of sports-and-health tourism in the Khmelnytsky region can be considered to be a clear demonstration of the relationship between the established indicators of the goal of development and the subsequent control over the implementation. We will assume that the strategy (program) for the development of sports-and-health tourism in the Khmelnytsky region can be consistently formed at certain stages (Figure 3.1): the intellectual stage, the diagnostic stage, the analysis of strategic alternatives and the selection of the most

perfect of them, the implementation of strategy, assessment and control over the implementation of the strategy.

At the intellectual stage, which is the first in the formation of a strategy, the definition of the main functional purpose and the role of sports-and-health tourism in the Khmelnytsky region in the long-term period, that is, its mission, is the main goal.

In this case, the development strategy has a common sense in the development of a modern competitive tourism industry and in improving the efficiency of the functioning of sports-and-health tourism in Khmelnytsky region, in particular.

When the main mission is singled out, strategic goals should be formulated, which are key parts of the short-term, and then long-term goals that embody the desired results of the operation and development of the strategy in future periods.

The main purpose of the program for the development of sports-and-health tourism in the Khmelnytsky region from the point of view of its impact on society is expressed in raising the standard of living of the population by forming a national tourist product competitive on the domestic and world markets on the basis of rational use of tourist resources, preservation of the natural environment and revival of the national cultural heritage.

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Next stage - diagnostic stage of strategy formation. At this stage, there is a clarification of the mission, goals and objectives and the choice of strategy. That is, there is a strategic analysis of the development potential, the indicators of the development of the tourism industry, the macro and micro environment of functioning,

the state, the factors of tourism development and the category of events, the search for competitive advantages of the industry, etc. are studied.

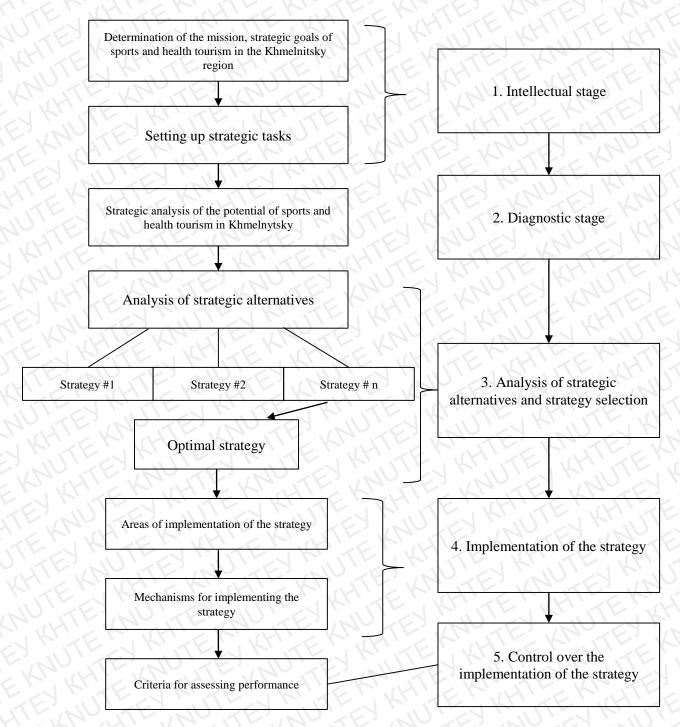


Fig. 3.1. Stages and formations models of sports-and-health tourism development in Khmelnitskiy region

The original goals from the main in this case will be:

- assistance in improving the investment climate in the Khmelnytsky region in the field of sports-and-health tourism;
 - creation of new workplaces, development of small
- and medium-sized businesses in the sphere of sports-and-health tourism, expansion of the rural population of the Khmelnytsky region in tourism and resort activities, as well as development of human resources and raising its qualifications;
 - promotion of infrastructure development.

The next stage of forming a strategy for the development of sports-and-health tourism - an analysis of strategic alternatives and strategy selection. The development and formation of alternative variants of development, modeling and evaluation of the possibilities of realization of the strategy in these directions, selection of the optimal strategy for realization and construction on the basis of this variant of the general trajectory of development of sports-and-health tourism in Khmelnytsky region is developing.

At the implementation stage of the strategy, the implementation and implementation of the strategy is carried out in accordance with the plan of concrete actions contained in the tourism development programs, for example, as well as the budgets and procedures that can be considered as medium and short-term plans for strategy implementation, strategic changes are being made, strategic tasks are organized, approved indicators and indicators.

One can distinguish the main directions of implementation of the strategy of development of sports-and-health tourism in Khmelnytsky region:

- solving a complex of organizational issues regarding the development and adoption of legislative and regulatory acts aimed at to fulfill the main objectives of the strategy;
- development of personnel potential of tourism and resorts in the Khmelnytsky region;
- state support for the conservation of tourist resources, their integrated development, rational and effective use, as well as stimulation to support the implementation of significant events on the territory of Khmelnytsky;

- creation of an effective system of marketing support for sports-and-health tourism in the region.

During the implementation of this Strategy, it must be ensured:

- creation of favorable conditions for the functioning of sports-and-health tourism in Khmelnytsky region;
- creation of an information portal of the Khmelnytsky region with indication of all tourist projects in the segment of sports-and-health tourism offered for implementation;
- creation of a positive image of the Khmelnytsky region regarding the investment climate and tourism potential;
- expansion and strengthening of connections between enterprises of Khmelnytsky region and enterprises of other regions of Ukraine;
- provision of coordination and monitoring of the activities of local executive bodies and local self-government bodies in relation to cooperation with investors;
- provision and dissemination of information on tourist attractiveness of Khmelnytsky region in general and in the context of sports-and-health tourism.

At the last, fifth stage of strategy formation, there is control over the implementation of the strategy. Although the control is usually indicated at the final stages, it is carried out continuously from the beginning of the strategy formation using the criteria for evaluating strategy formation. At this stage, the results of the strategy are compared with the goals, analyzes the effectiveness and effectiveness of the strategy, using the feedback system is monitored by the strategy [45].

The realization of the program of development of sports-and-health tourism in Khmelnytsky region is at the expense of the state and local budget of the region, business entities [57], public organizations, targeted loans of banks, with the support of international technical assistance, investment funds, other sources according to the legislation.

3.2. Program of measures on the formation and implementation of an innovative tourism product

Today the Khmelnytsky region is a region with developed agrarian and energy sectors of the economy, which have a powerful potential for further development.

Tourism development of the Khmelnytsky region should be ensured first and foremost by increasing the competitiveness of the region. This involves the development of effective tourism organizations, creating incentives for expanding tourism activities.

The organization of work on the development of the Program for the development of sports-and-health tourism in Khmelnytsky region should be carried out with the broad involvement of authorities, experts and the public (Fig. 3.2).

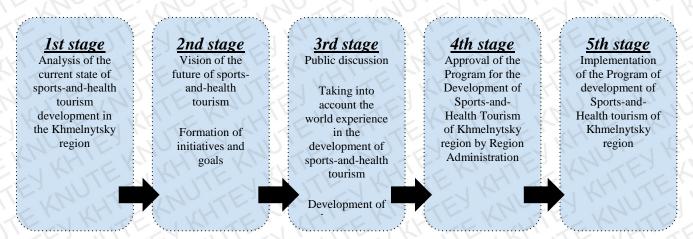


Fig. 3.2. Program for the development of sports-and-health tourism in Khmelnytsky region

For the development of the tourist complex of Khmelnytsky region, it is proposed to take measures for the development of promising objects:

- development of industrial industrial parks in the Khmelnytsky region taking into account existing enterprises put into operation in accordance with the current legislation and complying with environmental safety standards;
- formation of land plots with the definition of optimal territories for the placement of shopping and entertainment establishments, separate trading platforms,

places of sale of socially significant types of food products, markets, seasonal fairs, etc.;

- road service;
- placement of outdoor advertising on the territory of Khmelnytsky region.

Establishing working contacts with international and foreign organizations, informing them about the event offers are necessary conditions for improving the tourism event and the process of attracting investments into the economy of Khmelnytsky region and priority in the activity of the regional state administration and the regional council.

In order to form the appealing investment image of the Khmelnytsky region and to intensify this activity in the field of sports-and-health tourism, the issues of information and advertising, organizational and financial support are foreseen. One of the important components of this process is the creation of a favorable positive image of the Khmelnytsky region in the media. Cooperation with the mass media, information agencies will form an attractive image of the region, its tourist potential and prospects from the point of view of sports-and-health tourism [64].

To implement these plans, the following measures are foreseen:

- provide for the preparation and holding of forums;
- participation of representatives of the Khmelnytsky regional state administration in exhibitions, international forums [56], conferences, seminars and presentations in Ukraine and abroad of tourist offers of the regions of Ukraine and information and advertising materials that promote the Khmelnytskyi region and the activities carried out in it;
- promote the organization and holding of information press tours for foreign journalists specializing in tourism activities;
- to facilitate the organization of excursion tours for workers of foreign tourist companies in the Khmelnytsky region in order to create a positive tourist image.

Implementation of this program requires logistical and informational support of all processes, maximum use of Internet resources. To implement these plans, the following measures are foreseen:

- to create and regularly update the information tourist internet portal of the Khmelnytsky region with the formation of data on tourist objects, organizations, projects, events, festivals and other events in Ukrainian and English languages proposed for implementation.
- updating of the material and technical base for the provision of activities of the Khmelnytsky region tourist activity units;
- to ensure the preparation of advertising and presentation products regarding the tourism potential of the Khmelnytsky region;
- Involvement of foreign investors in the preparation of information materials to highlight the positive practice of doing business in Ukraine;
- to promote the dissemination of information on tourism opportunities in the Khmelnytsky region and activities in its territories in countries with which Khmelnytsky regional state administration has concluded cooperation agreements at Ukrainian embassies abroad.

Distribution channels should promote the strategy of sports-and-health tourism development in the Khmelnytsky region among all strata of the population.

Information about the Strategy will be submitted to:

- mass media;
- Embassies of Ukraine and foreign countries in Ukraine;
- Internet via the official website: www.adm.km.ua

After a successful analysis of the functioning of sports-and-health tourism in Khmelnytsky region in order to increase its efficiency, the following measures will be implemented:

- to facilitate the organization and holding of workshops, seminars, roundtables, conferences, forums on attracting foreign investment in the region with the aim of studying the world experience in forming routes;
- to facilitate conferences, training seminars, trainings and meetings with leaders and relevant specialists of local authorities and local governments in order to improve the work on tourism activities in the segment of sports-and-health tourism in

Khmelnytsky region and to enhance the mechanisms of implementation of public-private partnership;

- to facilitate seminars with managers, enterprises of the Khmelnytsky region on the issues of tourist projects preparation, route development, business plans and their presentations in order to attract investors;
- ensuring prompt consideration of projects of tourist enterprises of Khmelnytsky region in order to select the most promising projects for their presentation at international and national exhibitions, business forums.

So, with regard to the ways that can be proposed to improve the climate for sports-and-health tourism in the Khmelnytskyi region, they can be further elaborated.

In the field of informational and methodological support for the development of sports-and-health tourism in Ukraine and the promotion of sport tourism, it is necessary:

• maintain effective work of the official web page, make it an effective means of forming a positive image of the dispute

health tourism.

- Participation of the Federation and its local branches in exhibitions.
- cooperate with the National Library of Ukraine. Y. Wise on the provision of storage and use of publications on tourist topics, reports on tourist trips, development of a social blog for fans of active recreation.
- effectively use the possibilities of advertising sports tourism on TV and in the media and publish them in them.

In order to increase the representativeness of the tourist image of the Khmelnytsky region, the introduction of promising directions for the development of sports-and-health tourism should take into account those components of the tourism potential that have certain properties for the development, creation and successful use on the regional and national tourist markets of a competitive tourist product.

An important condition for the further successful development of sports-and-health tourism is the purposeful work on the preparation of a highly qualified tourist asset capable of providing a variety of mass events at the level of modern requirements.

To prepare a highly qualified tourist asset you need:

- introduce a system of multi-level training and in-service training for instructors, coaches and judges of public tourist personnel, including using a distance learning system.
- introduce the practice of conducting interregional educational activities with theoretical training on the basis of territorial centers and the participation of participants in the on-campus tourist-sporting campaign.
- to create at the level of the Federation of the Register of senior instructors and instructors of the international class of sports tourism, at the level of territorial centers registers of sports tourism instructors.
- to develop a system of stimulation of tourist-athletes in order to receive and further increase the level of instructor's, coach's and judging qualifications.
- develop draft training programs for the training of support staff, guide guides for sports-and-health tourism [20].

With the goals of the development of the popularity of sports-and-health tourism in the Khmelnytsky region, it was decided to develop a hiking route that gives an opportunity to get acquainted with the natural and cultural heritage of the region.

Here is the list of main stops on the route:

Mikhailovka Village - Mikhailovsky Park - Pansky Yar - River Ternava - t/c "Pyatigorsk Mill" - River Studenitsa - Kityagorodskie Waterfalls - Tovtra "Kitajgorodskaya Wall" - Valley of the River Ternava - Tovtry on the Dniester River - Dniester River (Overnight) - v. Kolodiyivka - Bakotsky Bay - t\c "Bakota" - Bakotsky Cave Monastery - v. Staraya Ushitsa - recreation river Dniester.

The total length of the route in km - 60-65 km

On all hike days, the transitions are the same on average 15-17 km, on the 1st and 3rd days we are going to pass a little more 17-18 km, in 2 and 4 a little less 13-15 km. Tourist groups up to 20 people.

On the fig 3.3 and the table 3.1 we can see route map of developed tour and tour content.



Fig. 3.3. Route map of developed tour

Table 3.1

Tour content

Day	Characteristics					
Day 1st	Mikhailovsky Park and the remnants of the Mikhailovsky Palace, the picturesque valley of Ternava (this is the Fatherland). Overnight on the river, near the Pyatigorsk mill.					
Day 2nd	The valley of the Studenitsa river, a tangent of small falls falls. Kitajogorod, as well as the nobles in this area (the Kitajogorod wall). The beginning of the Dniester canyon. Overnight near the Dniester River.					
Day 3rd	The most picturesque section of the route. The Great Podolsky Tovtry, the Dniester Canyon, the rocky exits. Overnight on the territory of the reserve in a recreational zone on the bank of the Bakotsky Bay.					
Day 4th	Bakotsky Bay, Bakotsky Cave Monastery. The end of the trekking on the beach near the village of Staraya Ushitsa.					

The price includes:

- transfer Khmelnytsky Mikhailovka;
- Staraya Ushitsa Transfer Khmelnytsky;
- railway tickets on the route Kiev Khmelnytsky Kiev
- reservation of tickets;
- visit to the cave monastery;
- visit the "Podilsky Tovtry" Natural Park;
- payment of tourist stands;
- food (hot breakfast and dinner, snack at lunch);
- basic medicine kit;
- escort, work of instructors;
- rent of tourist equipment;
- insurance.

Tourist equipment (sleeping bag, tent, backpack and tourist rug) are not included in the price, and are provided free of charge to all participants of the campaign.

For tourists with a full complement of their tourist equipment (tent, backpack, sleeping bag, rug) a discount of 250 UAH is provided. For tourists who have an incomplete set of tourist equipment, the discount amount is calculated individually.

We meet with tourists from other cities at the railway station in Khmelnytsky on the day of the start of the tour from 8:00 to 9:00.

The cost of a trip for tourists from other cities is 1870 UAH.

3.3. Economic efficiency of the implementation of an innovative tourism product of sports-and-health tourism in the Khmelnytsky region

Sports-and-health tourism is now one of the most dynamically developing types of tourism in the world. This is due to the growing need of the urbanized population in the new vivid impressions, the desire to become closer to nature and to try themselves in unusual conditions. As for Ukraine in general, and separately for the Khmelnytsky region, the expediency of development of this particular sector is enormous. The sphere of sports-and-health tourism is a rather promising direction and a prerequisite for

ensuring regional development of the country, as it involves a certain tie to regional natural features. Conducting an effective regional development policy for sports-and-health tourism in the Khmelnytsky region, aimed at increasing the level of organization and conduct of events, is a condition for the development of the leisure industry and enhancement of the socio-economic development of the regions of the country as a whole. First of all, this is due to the importance of tourist events for disseminating information about Khmelnytsky region, historical features and identity of its development, etc. Complex tours, which will include not only participation in a particular event, but also related services related to an overview of the immediate venue and interesting objects near it, accommodation in a rural area with a special coloring and with additional recreational services, conditions are provided for improvement socio-economic development of the region.

In this direction, it is also worthwhile to point out the mutual influence and interdependence of tourism development and socio-economic development of the region. On the one hand, the high level of socio-economic development of the region, accompanied by a high level of its investment support, is the basis for the implementation of new tourist events. On the other hand, the high level of development of certain types of tourism is the basis for increasing socio-economic development of the region. For the rural areas of the Khmelnytsky region, the development of sportsand-health tourism, aimed at increasing the number of tourists and routes that will take place, will provide the flow of guests to the region and serve as an additional source of budget revenues, stimulate the development of market and social infrastructure, new fields of activity and related industries, a prerequisite for creating additional jobs. For highly developed areas of Khmelnytsky region, sports-and-health tourism will be an additional prerequisite for increasing their investment attractiveness. Therefore, maintaining an effective regional development policy for sports-and-health tourism in the Khmelnytsky region aimed at increasing the level of organization and conduct of such events is a prerequisite for the development of the leisure industry and enhancement of the socio-economic development of the country as a whole.

The economic effect of the development of sports-and-health tourism will be ensured by the improvement of the activities of travel companies and organizations that will carry out activities, and an increase in incomes in this area will improve the situation in the economy of Khmelnytsky region. Thus, the development of this type of tourism can provide positive results: for tourists and local people - services, for the local population - the possibility of additional earnings, budget - income.

It is worth analyzing the effectiveness of the proposed route. Calculation of expenses for carrying out of a pedestrian route in Khmelnytsky region for group of 10 adults and 10 students coming from Kyiv, is presented in the Table below(table 3.2)

Table 3.2

Tourism product calculation

#	Cost item	For 1 person (UAH)	For group (20 people)
1	Transfer Khmelnytsky - Mikhailovka	36,54	730,80
2	Transfer Staraya Ushitsa - Khmelnytsky	101,46	2 029,20
3	Railway tickets on the route Kiev - Khmelnytsky - Kiev (both ways)	380,00	7 600,00
4	Reservation of tickets	17,00	340,00
5	Visit to the cave monastery	10,00	200,00
6	Visit the "Podilsky Tovtry" Natural Park	20,00	400,00
7	Payment of tourist stands (4 times)	40,00	800,00
8	Food (hot breakfast and dinner, snack at lunch)	400,00	8 000,00
9	Basic medicine kit	50,00	1 000,00
10	Escort, work of instructors (2 specialists)	200,00	4 000,00
11	Rent of tourist equipment	300,00	6 000,00
12	Insurance	150,00	3 000,00
1	Total cost	1705,00	34100,00

Having calculated the cost of holding a tour with an estimated number of participants - 20 people for the payback, the sufficient cost per person is 1705,00 UAH. To promote the development of the area and forestry, the proposed cost of the Tour is:

- Adults 2250 UAH;
- Students 1970 UAH
- Children calculated individually
- Prepayment 1100 UAH

So the total amount of expenses is UAH 34100,00. At the cost of the tour 2250 UAH for adults and 1970 UAH, the potential income for the group of 20 people (10 adults and 10 students) will be 42200,00 UAH. Thus, the profit under this scenario will be 8100.00 UAH.

Given that all these items of expenditure are variable and their total amount decreases in proportion to the number of people in the group, it can be argued that the profitability of the tour is relatively stable and is at around 20 percent.

The profit can be utilized for the development of the tourism infrastructure of the region and invested into supporting nature and forestry of the region. Therefore, it is advisable to implement similar events to support Ukrainian culture, traditions, leisure and natural resources.

Conclusions to Part 3

Implementation of sports-and-health tourism development program in the Khmelnytsky region should be ensured through activities based on Ukrainian national traditions and culture, as well as regional natural features. Ukraine has a prominent history and a rich cultural heritage, Khmelnytsky Region is one of the country's most prominent regions. Therefore, with inexhaustible resources, the potential for the development of sports and health tourism is enormous. It is worth using this data to support and improve the brand of the state and the region.

The program of sports-and-health tourism development of the Kyiv region should include a complex of systematic measures aimed at the effective use of the

existing natural potential of the region for further development. The Strategy is formulated in stages and consists of five stages: the intellectual stage, the diagnostic stage, the analysis of strategic alternatives and the selection of the most perfect of them, the implementation of strategy, assessment and control over the implementation of the strategy.

As an example of an innovative tourism product that will allow you to get acquainted with the cultural heritage of the region, its natural features and culture of existence, it was decided to work out a four-day hiking route through the Podilsky Tovtry.

In general, we believe that developing sports and health tourism in the region is rather promising, due to: rapid turnover of capital in this area; fairly high profitability; the possibility of creating new jobs, raising the living standards of the population; positive influence on the image of the territory; popularizing the region as a place of rest; the introduction of a culture of organized rest; synergistic impact on the development of other areas of activity, etc.

CONCLUSIONS

The current state of the tourist market of Ukraine is characterized by instability and insufficient competitiveness, which can not be achieved without an existing innovation management strategy.

The strategy considers the complex process by which on the basis of strategic thinking it is possible to analyze the essence of the conditions in which the industry operates; to establish interaction with the external environment; to define the mission, goals and objectives, to develop the main directions and measures of development balance in the conditions of dynamic change of the environment with the maximum use of all available resources.

The purpose of strategic tourism management is to develop and welfare of the population of the region and to improve its competitive position. But this is a long-term concept that, obviously, has a probabilistic nature and does not give immediate effect to ensuring the fulfillment of priority goals.

One of the least developed but at the same time one of the most promising types of tourism is sports and health tourism - this should be the basis of an innovative tourism development strategy.

The management of the tourist complex must be realized through effective state tourism policy as a targeted activity of state, public and private structures for the development and implementation of methods, mechanisms and instruments of legal, economic, social and other nature in order to ensure the dynamic development of the tourist industry, satisfaction of domestic and external demand for tourist services and goods for the rational use of available tourist potential.

Based on world experience, we can state that the development of the tourism industry in Khmelnitsky is possible through a combination of recreational resources, a rich historical-architectural and cultural heritage with well-developed tourist infrastructure and corresponding socio-economic conditions.

Significant impulse for the development of domestic tourism could be given by full utilization of ethnic and natural features of the region.

Tourism infrastructure development in Khmelnitsky, in our opinion, is carried out without taking into account the assessment of the internal market of the consumer of tourist services. Territorial marketing requires, first of all, the definition of target groups for which the tourism product is calculated. Having information about age, gender, family status of a potential recreator, his tastes, his favorite season, etc., the businessman will be able to determine which type of tourism is most promising.

Thus, we can state that in the tourism and excursion activities of Khmelnytsky should seek and use new mechanisms for regulating this sphere of activity, which would provide a significant impulse for further development. To do this, we need to create the prerequisites for attracting foreign investment, creating incentives norms for investors and assistance in the development of tourism infrastructure.

Sport-and-health tourism is developing rapidly today, but during this research a number of problems have been identified that prevent it from reaching the desired level. Inevitably, measures should be taken to optimize its functioning, which necessitates thorough research on the history of development, the geography of the distribution and segmentation of the tourist market of this type of tourism; adoption of a number of state programs for the development of sports and health tourism; the involvement of sponsors and patrons in his organization; the implementation of effective advertising and other methods of stimulating the spread of active tourism.

In the process of strategic management of distinctions in sports and health tourism at the present stage it is necessary to take into account the high degree of uncertainty of the environment, the differentiation of types of tourism activity and weak starting positions of the entry of domestic enterprises into the world tourism market.

The research of the current state and possible prospects of tourism development in Khmelnytsky region revealed that the tourist industry of the region has huge prospects for development in the segment of sports and health tourism - the whole database is available, but the quality of the service level of visitors is significantly lagging behind the foreign, an important stage now is the attraction of support from the state and investors.

Secondly, ethnic and natural heritage should be used, by developing and implementing the Program for the development of sports and health tourism in the Khmelnytsky region.

Thirdly, take measures aimed at potential tourists from other countries as well as the domestic consumer tourist product.

Fourthly, to develop and implement new routes for tourist trips, which will allow you to get to know and enjoy the beauty of the region at full.

The analysis of the socio-economic effectiveness of the proposed measures in general has revealed that developing sports-and-health tourism in the Khmelnytsky region is quite promising. The main advantages include: high profitability; the possibility of attracting the local population; raising the living standards of the population; positive influence on the image of the Khmelnytsky region, both in the domestic and international markets; popularization of Khmelnytsky region as a place of rest; introduction of a culture of organized rest; synergistic effect on the development of other spheres of activity, etc.

Thus, sports-and-health tourism at the present stage of development of mankind is a necessary phenomenon that implements almost all the basic functions of tourism: economic, cognitive, recreational, educational and entertaining. To support the brand of the Khmelnytsky region, the introduction of new strategies for tourism development, including sports and recreation, is important.

Summing up the foregoing, one can conclude that sporting and recreational tourism travel is an important historical and social phenomenon with the functions, tasks and contingent of consumers that are characteristic of them, forming a significant segment of the modern tourist market.

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Questionnaire

This questionnaire will be used to analyze the potential of investment attractiveness of sports-and-health tourism in the Khmelnytsky region. The results of the survey are absolutely confidential. You can either circle it or underline the answers.

- 1. Your gender:
- male
- female
- 2. Your occupation:
- student
- worker
- specialist
- manager
- pensioner
- unemployed
- 3. Your monthly income (UAH):
- 2000-5000
- 5000-8000
- 8000-12000
- >12000
- 4. How many times you travel per year?
 - none:(
- one
- two
- three
- four
- do you even work?
- 5. Your most frequent travel companion:
- I am a single-traveler
- husband/wife
- parents
- friends
- whole family

- 6. Your primary purpose of a travel:
- recreation
- education
- private
- new impressions
- extreme
- 7. Your favourite type of active (sports-and-health) tourism?
 - trekking/backpacking
 - mountaineering
 - biking
 - other
- 8. How much are you ready to pay for one trip?(euro)
- < 100
- 100 300
- 300 600
- > 600
- 9. How well do you think you know Ukrahistory and culture? (be honest with yours
- Excellent
- Good
- Mediocre
- Low
- 10. How do you get the most recent travel news?
 - Radio
 - Magazines and newspapers
 - Internet
 - Billboards (street ads)

APPENDIX C

Tourist flow in Ukraine, 2000-2017									
EN	HILEK	SHILL	KILTE	KIT	E KRITE	(people)			
	The total number of Ukrainian citizens who traveled abroad	The total number of foreigners who visited Ukraine	The total number of tourists serviced by tour operators and travel agents	Including					
				foreign tourists	tourists- citizens of Ukraine who traveled abroad	domestic tourists			
2000	13422320	6430940	2013998	377871	285353	1350774			
2001	14849033	9174166	2175090	416186	271281	1487623			
2002	14729444	10516665	2265317	417729	302632	1544956			
2003	14794932	12513883	2856983	590641	344 332	1922010			
2004	15487571	15629213	1890370	436311	441798	1012261			
2005	16453704	17630760	1825649	326389	566942	932318			
2006	16875256	18935775	2206498	299125	868228	1039145			
2007	17334653	23122157	2863820	372455	336049	2155316			
2008	15498567	25449078	3041655	372752	1282023	1386880			
2009	15333949	20798342	2290097	282287	913640	1094170			
2010	17180034	21203327	2280757	335835	1295623	649299			
2011	19773143	21415296	2199977	234271	1250068	715638			
2012	21432836	23012823	3000696	270064	1956662	773970			
2013	23761287	24671227	3454316	232311	2519390	702615			
2014	22437671	12711507	2425089	17070	2085273	322746			
2015	23141646	12428286	2019576	15159	1647390	357027			
2016	24668233	13333096	2549606	35071	2060974	453561			
2017	26437413	14229642	2806426	39605	2289854	476967			

APPENDIX D

Tourist flow in Khmelnytsky region, 2000-2017							
EX	THIEN	TE KNITE	KALEN	(people)			
TE	The total number	Including					
	of tourists serviced by tour operators and travel agents	foreign tourists	tourists-citizens of Ukraine who traveled abroad	domestic tourists			
2000	27750	1132	8224	18394			
2001	28983	1032	9394	18557			
2002	39819	999	8592	30228			
2003	44280	1257	8663	34360			
2004	44140	1264	9201	33675			
2005	40301	1091	10325	28885			
2006	40416	839	11853	27724			
2007	56793	752	15386	40655			
2008	69508	2461	13385	53662			
2009	61032	1270	11390	48372			
2010	59806	196	12816	46794			
2011	31212	KILL K	13048	18164			
2012	32437	2	15410	17025			
2013	24402	24	14966	9412			
2014	19027	E KI-HIE	12373	6654			
2015	25416	1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-	15227	10189			
2016	19885	HIEKUHI	14158	5727			
2017	26829	30	14448	12351			

APPENDIX F

Distribution of tourists serviced by tour operators and travel agents in Ukraine, sport tourism

sport tourism (people)							
Entities	LE KY	TE	KMTE	KI			
Year	2011	2015	2016	2017			
Number of served tourists	39252	2019	2982	2593			
including	KNOTE	MA	EX C	MO			
tour operators	37563	1613	2049	1706			
travel agents	1689	406	933	887			
of them	IN K	UTE	EL MIL	KH			
inbound (foreign) tourists	6031	475	3	225			
including served	MOLE	MU	J Kins	1			
tour operators	5758	LE KHI	3	225			
travel agents	273	7 1/2/	- (MO			
outbound tourists	1503	946	721	1235			
including served	KNU	TE, K	MOTES	KU			
tour operators	1253	734	491	598			
travel agents	250	212	230	637			
domestic tourists	31718	1073	2258	1133			
including served	KHITE	KH	TENE	17.75			
tour operators	30552	879	1555	883			
travel agents	1166	194	703	250			
Individuals-entrepreneurs	TEXT	TEK	RHTE	EKM			
Number of tourists served by travel agents	3542	837	774	271			
of them	NUTE	MU	EN KI	57			
inbound (foreign) tourists	KHI	KA	TEK	HIL			
outbound tourists	125	109	311	189			
domestic tourists	3417	728	463	82			