

**Kyiv National University of Trade and Economics
Tourism and Recreation Department**

FINAL QUALIFYING PAPER

on the topic:

**«VOLYN REGION SPORT AND HEALTH TOURISM PRODUCT
DESIGN AND PROMOTION ON INTERNATIONAL MARKET»**

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Business»

Zavirukha S. S.

Scientific adviser
Candidate of Sciences
(Public Administration),
Associate Professor

Kravtsov S. S.

Manager of the educational program,
Doctor of Sciences (Geography),
Professor

Gladkyi O.V.

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Kyiv National University of Trade and Economics

Tourism and Recreation Department
242 «Tourism»
«International Tourism Business»

Approved by

Head of the Department
T.I.Tkachenko
« ____ » _____ 201_

Task for a final qualifying paper

Serhii Zavirukha

1. Topic of a final qualifying paper: “Volyn region sport and health tourism product design and promotion on international market”

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Purpose of the paper is creating and implementing of new tourist product of Volyn region in sport 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 sport and health tourism in Volyn region.

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

4. **Illustrative material:** conceptual framework of sport and health tourism, innovative methods of development, recourse potential of Volyn region as tourism destination , existing innovative products in Volyn region, projecting and promotion of new tourism product in the segment of sport and health tourism.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
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6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. SPORT AND HEALTH TOURISM PRODUCT CONCEPTUAL BASES

- 1.1. Sport and health tourism as an object of scientific research
- 1.2. Global practices of sport and health tourism product development

Conclusions to part 1

PART 2. BACKGROUND TO THE FORMATION OF SPORT AND HEALTH TOURISM PRODUCT OF VOLYN REGION

- 2.1. Potential for the development of sport and health in Volyn region
- 2.2. Marketing research of sport and health tourism services market of Volyn region
- 2.3. Stakeholders of a sport and health tourism development in Volyn region

Conclusions to part 2

PART 3. PROJECT OF SPORT AND HEALTH TOURISM PRODUCT IN VOLYN REGION

- 3.1. Creating conditions for the formation of the Volyn region's tourism product on the international market of sports and health tourism
- 3.2. Development and evaluation of the effectiveness of the Volyn region tourism product on the international market of sports and health tourism

Conclusions to part 3

CONCLUSIONS

REFERENCES

APPENDIXES

7. Time schedule of the paper

No.	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
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2.	Preparation and approval of task for the final qualifying paper	10.30.2018-12.02.2018	10.30.2018-12.02.2018
3.	Writing and pre defense of the 1 st part of the final qualifying paper	12.03.2018-05.12.2019	12.03.2018-05.12.2019
4.	Writing and pre defense of the 2 nd part of the final qualifying paper	05.13.2019-08.31.2019	05.13.2019-08.31.2019
5.	Writing and preparation of scientific article	till 06.01.2019	
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	09.01.2019-10.20.2019	09.01.2019-10.20.2019
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8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	11.16.2019	11.16.2019
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8. Date of receiving the task: 12.02.2018

9. Scientific adviser of the research

Kravtsov S. S.

10. Head of educational and professional program

Gladkyi O.V.

11. The task received by the student

Zavirukha Serhii

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

Student Zavirukha Serhii 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 first part sport and health tourism product conceptual bases is considered including its definition and methodology; case studies of sport and health tourism product in different countries.

In the second part background to the formation of sport and health tourism product of Volyn region is estimated: the potential for the development of sport and health in Volyn region is shown, marketing research of sport and health tourism services market of Volyn region is done, stakeholders of a sport and health tourism development in Volyn region re determined.

In the third part project of sport and health tourism product in Volyn region is developed and also necessary conditions for the formation of the Volyn region's tourism product on the international market of sports and health tourism are proposed

The final qualifying paper can be admitted to defense in the Examination Board and deserves high positive score.

The electronic version of the final qualifying paper is given. The consent to transfer paper text to the University repository is attached.

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 _____ Gladkyi O.V.

Head of the Department _____ Tkachenko T.I.

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INTRODUCTION

Actuality of research. The growing relationship between sports and tourism has led to an increased search for opportunities to combine their potential in stimulating the socio-economic development of individual territories. Sports tourism, not even taking into account the social component of its development, can become a leading component of increasing the efficiency of destinations in new promising markets by modernizing the tourist offer, which provides a high degree of tourist satisfaction, and thus make a significant contribution to the socio-economic development of the territories. This is of particular relevance in the context of increasing attention to the development of inbound and inland tourism in Ukraine.

Due to the complex of natural conditions and resources, Ukraine has all the opportunities for the development of various types of outdoor activities. Particularly great prospects not only national but also world-wide are hiking, water (rivers, lakes, seas), cycling, caving, ski tourism. However, these opportunities are not yet fully utilized in our country. We believe that in order to revive this important type of tourism, it is necessary to use foreign experience of development of sports and health tourism.

Purpose of the paper is creating and implementing of new tourist product of Volyn region in sport 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 objectives of the research are:

- to describe sport and health tourism as an object of scientific research;
- to determine potential for the development of sport and health in Volyn region;
- to make marketing research of sport and health tourism services market of region;
- to study stakeholders of a sport and health tourism development in Volyn region;
- to develop and evaluate of the effectiveness of the Volyn region tourism

product on the international market of sports and health tourism.

The object is development of the sport and health tourism in Volyn region.

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

Methods of research. For the purpose of meeting previously mentioned objectives we have used the number of qualitative and quantitative methods. The process of the scientific research implemented for the writing of qualifying paper comprised the review of the existed literature on this topic, analysis of current state of sport and health tourism in Volyn region and its main indicators, studying of other destinations experiences in sport and health tourism development and others. In the process of qualifying paper writing, the next research methods were used: analysis, systematization, comparative analysis, generalization and classification. What is more, the first theoretical part of the paper required the use of deduction, abstraction and observation. In the second part, analytical methods were actively used. The third part of the paper was created with the usage of case studies and SWOT-analysis.

Scientific innovation. In this scientific work the new sport and health tourism product of Volyn region was developed as well as the complex of improvement measures for tourism industry was proposed.

Practical value. Implementation of proposed measures will lead to the significant improvement of tourism industry of the region, popularization of the sport and health tourism and enhancement of the competitiveness of Volyn region. Moreover, the realization of developed tourism product will help to diversify the tourism offer of the region, support the economy of natural areas.

Publications. As the result of investigation of the final qualifying work was published the article «Health tourism as a part of health and sport tourism» in Articles of master programs students «Hotel Restaurant and Tourism Business: focus on International Trends» (appendix A).

Paper structure. Final qualifying paper consists of the Introduction, 3 parts; first and third part consist of two sections, the second part consists of three sections

and conclusions. The final qualifying paper also consists of the 26 figures, 27 tables, 56 references on 50 pages.

PART 1

SPORT AND HEALTH TOURISM PRODUCT CONCEPTUAL BASES

1.1. Sport and health tourism as an object of scientific research

Debates over core concepts have included discussions of the way in which the field is described (sport tourism, sport–tourism, sports tourism, sports–tourism), the categorisation of sports tourism (usually by the nature of participation on a particular trip) and its nature, and the relationship of sports tourism with tourism and with sport. While these may seem like pedantic debates, they are significant because they have affected the way in which different authors and reviewers have addressed sports tourism. In short, they are the starting points for reviewers’ journeys over the research terrain [1].

Early reviews often tended to discuss ‘sports holidays’ rather than sports tourism. De Knop [2, p. 32], for example, identifies three different types of ‘sports holidays’:

1. The pure sport holiday
2. The sporadic acceptance of organized sport
3. Private sporting activity on holidays

Similarly, almost eight years earlier Glyptis [3] had discussed ‘sports holidays’ and ‘general holidays with sports opportunities’. However, the implication of this terminology is that day trips, now recognised as a significant element of sports tourism, are not considered. In fact, in one of the few attempts to disaggregate statistics and allocate an economic value to sports tourism, Collins and Jackson [4] suggested that sports tourism days trips (£831million) generated 33% of the value of domestic sports tourism (£2471million) in the UK

Within the domestic tourism industry, a separate type of activity - wellness and sports (sports and wellness) tourism - was clearly identified. This unique segment of tourism originated on the amateur basis on the initiative of amateur tourists. As V. Fedorchenko and T. Dvorova rightly point out, health and sports tourism has not only great social importance but also economic efficiency. Experts estimate that a person

who is actively engaged in health and sports tourism, which saves about \$ 400 annually for the state budget. US (Social Security Fund payments for medical treatment, disability, rehabilitation, etc.), while the state spends only \$ 1. US for the year [5, p. 12].

Sports and health tourism by its goals can have sports, cognitive, educational, research, environmental orientation and their combination. By type of measures, the UNWTO fulfills its goals in organizing and conducting: travel, sporting campaigns, competitions, take-offs, expeditions, extreme sports tours, sports-tourist schools for training guides and instructors of sports tourism.

The allocation of sports and recreational tourism to a separate type of tourism in scientific sources is a debatable issue. Yes, Kifyak V.F. separately defines sports tourism as trips to participate in sports events and support of favorite teams, where the services of tourism companies are addressed by the heads of sports teams, organizers of competitions, associations of fans and individuals, and recreational tourism - travel for the purpose of rest, recovery and treatment [6, p. 78]. Russian researcher Birzhakov MB notes that sports and recreational tourism involves overcoming the route in an active way, ie without using vehicles, relying solely on their own strength. The author notes that active movement is a defining feature of sports and health tourism. On this basis it can be called active tourism [7, p. 108]. Ukrainian Researcher Shkola I.M. regards sports and wellness tourism as active tourism. The author notes that depending on the level of mobility and the mode of travel, tourism can be divided into active (pedestrian, mountain, ski, water, bicycle, automobile, motorcycle, speleological) and passive (railway, bus, sea and aviation). At the same time, he notes that the term active tourism is understood in international tourism as visiting this country by residents of other countries, and passive - leaving citizens to other countries [8, p. 63].

A. Konoh views it as a specific type of tourist-sports activity that combines the recreational function of tourism and the elements of sports tourism, provided that the physical exertion does not exceed the potential of man. Sports and wellness tourism has arisen in Ukraine on the amateur activities of tourists-amateurs and combines

sports, recreation and entertaining aspect with you; promotes national-patriotic education of a person; positively affects the physical and mental state, preparation for active and qualitative life, professional activity [9, p. 44].

P. Maslyak believes that sports and recreational tourism is carried out by overcoming a certain distance, territory, route in an active way, relying on his own volitional and physical efforts. The most active form of moving to a clean or conditionally clean area with a beautiful landscape gives a great health effect [10].

According to N. Ivanova, sports and health tourism is an independent and socially oriented sphere, a way of life of a significant layer of society, an effective means of spiritual and physical development of the individual, nurturing a caring attitude towards nature, mutual understanding and mutual respect between peoples and nations; a form of "national diplomacy" based on real acquaintance with the life, history, culture, customs of the people, the most democratic type of recreation, characterized by a specific form of folk art, free choice of the form of own activity of all socio-demographic groups of the population, starting with preschool children and children ending with retirees [11, p. 8].

L. Shmatko believes that amateur sports and recreational tourism is not a sphere of services, but rather an autonomous socially oriented sphere and way of life of a significant layer of society, for which sports and recreational tourism serves as an effective means of physical health [12, p. 34].

In the decision of the Kyiv City Council of March 18, 2004 No. 88/1298 "On Approval of the Procedure for Provision of Tourist Services in the City of Kyiv", sports and recreational tourism is defined as categorical and non-categorical campaigns organized by the subject of tourist activity.

In his writings, S. Fokin clearly shares the concept of sports and recreational tourism. In terms of content, sports, health and sports tourism use the same main form of activity - hike, as well as ancillary forms of tourist activity. The main differences between sports, health and sports tourism are the difference in tourist experience and qualifications of participants, the ultimate goal of the activity [13].

The most successful concept of sports and health tourism is considered by

A. Dmitruk and Y. Shchur, who interpret that sports and health tourism necessarily involves overcoming the route in an active way, that is, without the use of mechanical vehicles, relying only on their own forces, realizing skills and skills walking, skiing, rafting and boating, cycling and more. Active movement is the defining feature of sports and health tourism. On this basis it can be called active tourism (foreign languages: adventure tourism - adventure tourism, extreme tourism - extreme tourism, action tourism - actually active tourism) [14, p. 7].

Therefore, taking into account these provisions, as well as the approaches presented in the scientific literature to the definition of the concept of sports and recreational tourism, this concept should be understood as a specific type of tourist and recreational activity, the main feature of which is an active mode of travel (hike), which aims acquaintance with the nature, culture, history of the territory of the journey, restoration of physical, mental, spiritual forces of the person, improvement of tourist knowledge, skills and skills of active rest and recreation.

Developing on the border of sports and active leisure in the natural environment, sports and health tourism promotes the development of domestic tourism by promoting relatively cheap and at the same time effective recreation, which in the conditions of low material incomes of a large part of the population of the country gives it social and priority importance for the relevant state, community business organizations.

Therefore, under the sports and recreational trek it is necessary to understand the journey with the use of active means of movement on the terrain in a timely manner, on the planned route with the overcoming of natural obstacles for the sports and recreational purpose.

Characteristic features of sports and recreational tourism are four main functions, which are inseparably interconnected and implemented in the respective types of activities: sports, cognitive, recreational, welcoming activities (vital). Purpose of sports activity – fulfillment of standards of sports categories, participation and victory in sports competitions, achievement of high sports results; cognitive - cognition by means of sports and recreational tourism of the world and self-

knowledge of the individual; recreational - support of the human body in a healthy physical state, restoration of physical and spiritual forces by means of tourism; vital (vital) – ensuring the vitality and safety of tourists, as well as their survival during emergencies [13].

There are also the basic integral functions of sports and health tourism as follows:

- recreational - combines the sports component and the health aspect;
- developing - manifested at all stages of preparation and implementation of the trip;
- entertaining - defines that sports and health tourism in all its components (sports and health) should bring to the person pleasure [14, p. 9].

The main functions of sports and recreational tourism are: recreational, cognitive, developing, entertaining and educational. In most cases, they are all inseparable and must be performed at the same time.

As a result of a study conducted by T. Grineva and K. Mullik, they obtained data that show that sports tourism as a whole has a positive impact on the development of physical qualities of children, but different types of tourism have unequal effects on them. Yes, speed, agility and speed-power qualities are most improved under the influence of cycling, strength - under the influence of water tourism, flexibility - under the influence of pedestrian tourism. Therefore, for the better development of all physical qualities, in their opinion, it is necessary to combine training facilities from different types of tourism [15, p. 15].

The main feature of sports and health tourism is that, unlike most other types of tourism, it does not require relatively large material costs, because it develops in the environment and does not require significant investment to prepare special facilities to meet the needs of tourists. Logistical and organizational support of travel is generally carried out by the forces and means of the tourists themselves.

The question of determining the types of sports and health tourism remains open. Each author identifies certain species that, in his opinion, correspond to the definition of sports and health tourism.

O. Dmitruk and Y. Shchur point out that each of the types of sports and health tourism has its own peculiar features. Thus, the most common types of active tourism include hiking, mountain, ski, water, and bicycle tourism. Among the sports and technical types - such as motorcycle and automobile. Sports and wellness tourism can also be called such rare species, in which routes are overcome by horseback riding, camels, elephants and more. Caving is a separate species, but it is not mass [14, p. 10].

Yu. Fedotov, I. Vostokov identify the types of sports, health and sports tourism and distinguish the following types: hiking, mountain, ski, water, bicycle, speleotourism, automobile, motorcycle, sailing, combined species [16, p. 51].

In the recreational activity P. Maslyak distinguishes hiking, water, bicycle, speleological, skiing sports and health tourism [10]. So, by type of motive activity, means of transportation, venue and specifics of organizing a hike, we can distinguish the following main types of sports and recreational tourism: hiking, skiing, mountain, water (on rowing boats and rafts), bicycle, speleological.

So, sport and health tourism is a specific type of tourist and recreational activity, the main feature of which is an active mode of travel (hiking). The main functions of sports and recreational tourism are: recreational, cognitive, developing, entertaining and educational. All kinds of sports and health tourism are realized in a complex, in natural conditions, without the emphasis of tourists on the health effect.

1.2. Global practices of sport and health tourism product development

Let analyze global practices of sport and health tourism product development. An analysis of the results of scientific research has shown that most of the works are devoted to the motives of people who decide to travel related to sports tourism. It should be noted that most often scientists associate sports tourism with adventure tourism. The result of a study conducted by Pomfret G. And Bramwell B. is indicative. They summarized the results of other academics and presented motivations of adventure tourists (table 1.1). Table 1.1 illustrates the key motives. It

shows that motives driving multi-activity participation have been the main research focus and that only a very few outdoor adventure activities have been examined in an adventure tourism rather than an adventure recreation context. Clearly recognised adventure sports, such as surfing, snowboarding, horseback riding and paragliding, have been neglected by researchers, despite such activities being offered as holiday experiences by commercial tourism organisations and being engaged in by independent adventure tourists. Table 1.1 also highlights how there are shared motives across activity types – for instance, the natural environment motivates mountaineers and also kayakers – as well as variations.

Table 1.1

Motivations of adventure tourists [17]

Adventure activity	Motives	Authors
Hiking	Relax mentally, get away, challenge, feel close to nature and sense of accomplishment	den Breejen (2007)
Mountaineering	Aesthetic and physical enjoyment of mountain environment, educational, psychological, physiological, safety (use of guides), ease of organisation, skills development, gaining experience, natural environment, availability of mountaineering opportunities, mountain conditions and supporting infrastructure	Pomfret (2006)
Multiple activities	Rush, fear, thrill, excitement, uncertain outcomes, danger and risk, challenge, anticipated rewards, novelty, stimulation and excitement, escapism and separation, exploration and discovery, absorption and focus, contrasting emotions, boredom avoidance, sense of adventure, change of environment, knowledge, insight, learn about other people, places and cultures	Buckley (2011), Schneider and Vogt (2012), Tsaur, Lin, and Liu (2013)
Skiing	Thrill, relaxation, social atmosphere, snow conditions, fun, excitement, achievement, challenge, safety, quality of accommodation, hills and trails, resort services, range of ski runs and terrain	Richards (1996)
White-water rafting and kayaking	New experience, enjoyment, socialising, natural environment, flow and playfulness	Wu and Liang (2012)

Despite variations between different categories of adventure activity,

motivational dissimilarities across these categories have been under-researched, and the few studies that have been carried out tend to be based on experienced adventurers, although there are exceptions.

The paper of Pomfret G. And Bramwell B. considers the characteristics and motives of outdoor adventure tourists, as well as the influence of experience, age and gender on their motives. The case study data were collected using self-completion questionnaires with a sample of independent mountaineer tourists on holiday in France's Chamonix region. These tourists organised and managed their own mountaineering experiences, sometimes using commercial guiding services to assist them in achieving their goals. Table 1.2 shows responses for mountaineering and climbing separately because, while climbing is often integral to mountaineering, different types of rock climbing and bouldering can also be stand-alone activities.

Table 1.2

Adventure activities on holiday and at home of mountaineer tourists [17]

Adventure activity type on holiday	Number (177)	%	Adventure activity type at home	Number (192)	%
Climbing (ice, rock, high altitude, bouldering and big wall)	42	24	Climbing	78	41
Mountaineering (Alpine, UK, international, walking, trekking and scrambling)	55	31	Mountaineering	30	16
Skiing (downhill, cross country, Nordic, ski mountaineering) and snowboarding	21	12	Skiing and snowboarding	25	13
Water sports (diving, kayaking, surfing, water skiing, sailing and canoeing)	38	21	Water sports	16	8
Cycling (road and mountain biking)	11	6	Cycling	22	11
Multi-activities	10	6	Running	21	11

The activities which respondents previously had participated in while on holiday were mountaineering (31%), climbing (24%), skiing (12%), water sports (21%), cycling (6%) and multi-activities (6%). These activities also broadly reflect patterns of adventure activity participation in respondents' home environments, with climbing (41%) and mountaineering (16%) attracting the highest participation rates.

Such findings highlight how outdoor adventure plays an important role in the respondents' lives.

Table 6 shows that developing mountaineering experience (mean \bar{x} 1.36) was the most important motive for those aged 18–25, followed by adventure (mean \bar{x} 1.42) and challenge (mean \bar{x} 1.45). Similarly, for 26–35 year-olds, developing experience was the most important motive (mean \bar{x} 1.66), closely followed by competence (mean \bar{x} 1.68) and challenge (mean \bar{x} 1.73). Those aged 36–45 were most strongly motivated by adventure (mean \bar{x} 1.81), followed by challenge (mean \bar{x} 1.93) and then experience (mean \bar{x} 2.00). The most significant motivations for the 46–55 age category were escape and adventure (mean for both \bar{x} 1.43) and challenge (mean \bar{x} 1.57). The research on these tourists indicates that they are very diverse, and that they have differing demographic profiles, travel behaviours and activity preferences.

Table 1.3

Age and gender as influences on the motives of mountaineer tourists, based on motive statements [17]

Motive statement	18–25 yrs (mean)	26–35 yrs (mean)	36–45 yrs (mean)	46–55 yrs (mean)	56–64 yrs (mean)	Female (mean)	Male (mean)
Experience	1.36	1.66	2.00	1.86	3.00	1.44	1.66
Adventure	1.42	1.90	1.81	1.43	1.75	1.65	1.65
Challenge	1.45	1.73	1.93	1.57	2.25	1.58	1.68
Competence	1.61	1.68	2.07	2.14	1.75	1.60	1.83
Get away from it all	1.95	2.20	2.15	1.43	3.50	2.33	1.97
Relax	2.25	2.27	2.26	1.71	3.25	2.49	2.17
Self-set goals	2.39	2.34	2.19	2.14	2.50	2.44	2.26
Using mind	2.36	2.34	2.15	2.14	2.75	2.37	2.30
Dream fulfilment	2.35	2.54	2.26	2.71	2.75	2.44	2.41
Risk	2.33	2.78	2.37	2.43	2.00	2.63	2.43
New friendships	2.23	2.78	2.59	2.86	2.75	2.77	2.38
Decision-making	2.50	2.59	2.52	2.57	2.75	2.49	2.56
Self-esteem	2.88	2.95	3.00	2.71	2.75	2.81	2.95
Recognition	3.09	3.41	3.33	3.29	2.75	3.16	3.28

The research on these tourists indicates that they are very diverse, and that they have differing demographic profiles, travel behaviours and activity preferences. The paper's case study of mountaineer tourists also extends existing understanding of the character of outdoor adventure tourists.

Let us analyze international market of sport and health tourism. Western Europe attracts about 65% of foreign tourists. The development of international sports and wellness tourism in the region is facilitated by natural factors: mosaic of landscapes, interconnection of coastal regions and mountain landscapes. Overseas Europe is the world's main sports and recreational tourist area. In the early 60's, its share in world tourist flows exceeded 60%, and by the early 90's, despite competition from the US, Australia, many countries, it increased to 65-70% [18, p. 143].

Steady tourist flows have led to the gradual formation within Western Europe of quite clearly expressed tourist and recreational areas, where specialization in tourist functions is either decisive or one of the more important ones. Among the areas of mountain tourism the first place is occupied by the Alps. It is visited annually by 80 to 150 million people. Today, the Alps are a typical area of sports and wellness tourism, which operates all year round: hiking up to 500 m, skiing from 1000 to 2000 m, and skiing and mountaineering from 2000 to 3000 m. Switzerland is the main tourist destination in the region, with 8% of GDP in tourism and Austria (12%). From the German ski resorts can be called Oberhof and Oberwiesenthal [19, p. 198].

For the past 25 years, the United States has been swept by a flurry of wellness booms that have intensified the wellness and active involvement of the state (Presidential Council, State Departments of Education, Parks, State Department of Active Recreation, Department of Health, and etc.). The USA is considered the homeland of many extreme sports (parkour, skateboarding, BMX (BiEMIX, abbreviation for "bicycle moto extreme"), cycling, roller sports, rock climbing, etc.) [14, p. 89].

In the Asian macro-region, China should be singled out. The introduction of the WTO in the country fits into the main principles of the "Concept of development

of physical culture and sports in China by 2020" - to cover up to 40% of the country's population with physical culture and sports and to take comprehensive measures to promote the health of citizens of the whole country. The measures taken have already produced significant results - China is gradually becoming the world sports leader.

With regard to the use of foreign experience in organizing sports and recreational activities in tourism in Ukraine, the achievement of the international movement "Sport for All", which aims to involve as many people as possible in various physical exercises for recreation and active recreation, should be taken into account first of all; develop a club structure similar to the one introduced in the USA; Chinese "Sports and Health Tourism Development Program" may also be useful, which needs to be adapted to national realities.

Conclusions to the part 1

Sport and health tourism is one of the most popular and accessible forms of recreation within the domestic tourism industry. It is especially intensive in areas with significant cultural and historical heritage. Due to changes in the requirements of the volume and quality of tourist services and the emergence of new types and forms of tourist activity, the classification of tourism is constantly undergoing improvement and cannot be considered as definitive. Do sports tourism have a special place in the physical education, because, in comparison with other sports, they give greater opportunities for mastering the knowledge, skills and skills needed in everyday life of each person. The main content of sports tourism is to overcome the natural obstacles of the natural landscape. These obstacles are very diverse: rocks, snow, ice, water barriers and many other types, types and forms of natural obstacles of macro- and micro relief of the area. The difficulty of overcoming a sports route, the increased risk of this activity, the pristine beauty of the surrounding nature aggravates the perception of the world, cause emotions.

A key argument of foreign scientific papers has been that we know relatively little about the characteristics and motivational decisions specifically of outdoor

adventure tourists, with relatively more known about these issues for general outdoor adventure activity participants. Motivational similarities and differences exist between these tourists and their outdoor recreational counterparts. Experience, age and gender influence the motives and motivational differences among outdoor adventure activity participants.

PART 2

BACKGROUND TO THE FORMATION OF SPORT AND HEALTH TOURISM PRODUCT OF VOLYN REGION

2.1. Potential for the development of sport and health tourism in Volyn region

The Volyn region was founded on December 4, 1939. It is located in the far northwest of Ukraine, at the crossroads of important transport routes from Eastern to Western Europe, which is especially important for developing links with different countries of the world. Volyn is the only region of Ukraine that has a border with the countries of the European Union and the Customs Union. The territory of Volyn is 20.1 thousand km² (3.3% of the territory of Ukraine), extends 187 km from north to south, and 163 km from west to east. The Volyn region is characterized by the unique nature of the natural environment with valuable scenic wetlands and forest landscapes, which are extremely vulnerable to anthropogenic activity.

Under forests and forested areas there are (5) - 697.7 thousand hectares or 34.6 percent, built-up land (6) occupy - 60.1 thousand hectares or 3 percent, swamps (7) - 115.9 thousand. hectares, or 5.7 percent, open land without vegetation (8) - 14.5 thousand hectares, or 0.7 percent, water (9) - 45.4 thousand hectares or 2 percent [33, p. 53].

The climate of the Volyn Oblast is temperate continental: mild winter with unstable frost; summers are warm, fuzzy, spring and autumn are long with heavy rainfall (annual rainfall - 550-650 mm).

The area of land under the objects of nature reserve fund, health and recreational and historical and cultural destination is 8.98%. There are four types of mineral water deposits in Volyn (sodium chloride, sodium sulfate, hydrogen carbonate-calcium and sodium chloride-calcium-iodine-bromine (a source that has no analogues in Ukraine)). Nine of these fields have been identified, of which four are being exploited.

The region also surveyed 33 peat mud muds. The most suitable for treatment

are the mud deposits of the Luboml, Gorokhiv, Kivertsi and Manevichi districts. For the detection and use for treatment in the region, 33 deposits of therapeutic peat mud were surveyed. It is gypsum domed peat with mineralization of 2–3 g / l. Such dirt grease, have high heat capacity, bactericidal, hygroscopic, low thermal conductivity. They have organic compounds (bitumen, wax, resins, organic acids, tannins, sugar, starch, essential oils, balms, etc.). Inorganic constituents are iron oxides, ammonium salts, boron compounds, barium, strontium, titanium, zirconium, vanadium, silver, chromium, gold, iodine and others [34, p. 15].

There are 132 rivers in the Volyn region, with a total length of 3414 km. In the northern and western parts of the region runs the Main European Watershed, which divides the Black and Baltic Sea basins, including the Dnipro and Western Bug basins.

Characterizing the tourist and recreational assets of the studied region as a basis for organizing any type of tourist and recreational activity, we should first of all pay attention to the highlight of the Volyn region - Shatski Lakes. It is the most powerful resort and recreation area of Volyn region, its business card. Lake Shatsk consists of a group of large lakes: Lake Svityaz, Lake Sand, Lake Peremut, Lake Bows, Lake Pulemetske and groups of small lakes: Lake Ostrivnyanske, Lake Sominets, Lake Krymne, Lake Linovets, Lake Korytsy Lake, Lake Ozero, Lake Moshne. There are more than 80 lakes in the Western Bug basin, which join into the Shatsk group, 32 of them are floodplain lakes, and 48 karst lakes. Water in lakes of karst origin is fresh, saturated with oxygen, has a neutral or slightly alkaline reaction, and is microbiologically pure. silt. At the intersection of the Western Bug and Pripyat there is a second group of lakes. The largest lakes of this group are Toure, Volyans'ke, Sons. Their bottom is usually sandy, along the coast there are beach lines, and forests are located nearby. The Pripyat River basin is dominated by floodplain lakes with over 20 hectares in excess of 10 ha [34, p. 54].

Volyn is one of the most forested regions of Ukraine. The total land area of the forest fund of the region is 697.7 thousand hectares, including the land covered with forest vegetation - 646.4 thousand hectares. This represents one third of the territory

of the region and 6 percent of the area of Ukrainian forests. The most afforested are the Manevytskyi, Kamen – Kashirsky, Shatsk districts, where the forest area covers 58-48 percent of the territory. The territory of Volyn is occupied by coniferous and mixed forests, green areas, among which the most common are pine, spruce, oak, birch, hornbeam, ash and maple. There are also unique tree species: larch European, oak petiole and red, Siberian cedar, pyramidal and spherical thuja.

The wildlife is represented by moose, red deer, roe deer, hares, wild boars, foxes and rare species - bison, beavers, otters, black storks, gray herons, pheasants, wood grouse and others. Volyn forests are rich in mushrooms and berries. Harvesting them, especially by city dwellers, is regarded as one of the most attractive and useful types of recreation.

In the Volyn region there are unique historical settlements and unique monuments of town planning and architecture, there are two historical and cultural reserves: in Lutsk - "Old Town" and in Vladimir-Volynsky - "Ancient Vladimir". There is a treasure trove of historical monuments within 15 kilometers of Lutsk in the village of Rokini - Volyn National Museum of Agricultural History, which has more than 200 exhibits, the current open sky exposition - Volyn Skansen. The vivid regional features of the Volyn region, along with the rich natural-resource and historical-architectural potential, create all 23 preconditions for the organization of modern tourist infrastructure and the development of domestic and international tourism in its territory.

The number of state-protected cultural monuments in the Volyn region is over one thousand two hundred objects. Many of them are located in the regional center - the city of Lutsk. Many valuable cultural monuments are located in Volodymyr-Volynsky, one of the former towns of Cherven, which in the Middle Ages was the capital of the Volodymyr-Volyn principality. Of great tourist importance is the village of Olika - the former residence of the Radziwill magnate, which has preserved the castle of the late XVI - early XVII centuries., Church of St. Peter and Paul of the XVI century., As well as the collegiate collegium of the Holy Trinity of the XVII century [33, p.55].

The most visited sites, except Lutsk Castle, are: Zimnensky Monastery, Literary-Memorial Museum-Estate of Lesya Ukrainka (Kolodyazhne Village, Kovelsky District), Stara Miza Museum (Ustyluh, VladimirVolynsky District), historian - Memorial Museum "Cossack Tombs" (Berestechko, Gorovo district). The list of historical and cultural settlements includes 19 settlements: Berestechko, Volodymyr-Volynskiy, Goloby, Main, Peas, Ivanichi, Kamen-Kashirsky, Kovel, Lukiv, Lutsk, Lyubeshiv, Lyuboml, Olika, Ratne, Rozhishche, Stara Vyzhivka, Turi Tsuman, Shatsk.

The business card of the region is folk crafts - pysankyry (Zamlinnya village), carpentry (Glavne village, Skrypitsa village), wickerwork (Zabuzhzhya village), weaving (Khvorostiv village), embroidery centers in the villages of Vishnev, Radekhiv, Olesk [34, p. 56].

Banderstat, Jazz Bez festivals, exhibitions and fairs that can become the basis for the development of tourist infrastructure have become traditional for the visit. On the territory of Volyn there were interesting tourist routes: "Old Town", "Ways of Cossack Winding", "To the origins of the Forest Song", "To the Lake Region" and others. A large number of tourists are attracted to the festivals: International Christmas Drama Festival - "Christmas Mystery", International Festival of Ukrainian Folklore "Beregynya", International Festival "On the Waves of Svityaz", International Festival "Polissya Summer with Folklore", All-Ukrainian Youth Festival "Volodymyr Youth Festival" Stravinsky and Ukraine.

Due to its favourable geographical location, diverse natural and geographical environment, relatively favourable ecological situation, the recreation area has a strong potential for tourism development. In 1968, on the shore of Lake Svityaz, a tourist base was built - the boarding house "Shatsky Lakes", designed for 600 places. On the basis of Lake PISOCHNOE a sanatorium "Forest song" was created. The housing is housed in a luxurious pine forest. There are mud and ozokerite wards, well-equipped treatment rooms, widely used modern methods of treatment and rehabilitation [34, p. 58].

The object attractiveness of the administrative districts of Volyn region revives

the interest in the organization of hiking trails. Way to travel on routes - on foot. The best time for hiking is summer and early autumn. Typical obstacles on the routes - swamps, forest and shrubs, uninhabited terrain, rivers and more.

The number of sports facilities in the region, although slow, tends to increase. Although the number of stadiums with stands for 1500 seats or more (31) and swimming pools (7) does not change, the number of other sports infrastructural objects is gradually increasing (Table 2.1).

Table 2.1

Sports facilities of Volyn region [35, p. 419]

№	Sports facilities	Years				
		2014	2015	2016	2017	2018
1	Stadiums with stands for 1500 seats or more	31	30	31	31	31
2	Playgrounds	1739	1747	1732	1740	1742
3	Football fields	379	383	379	381	382
4	Shooting dash covered and semi-open for a distance of at least 25 m	119	119	115	94	94
5	Swimming pools	7	7	7	7	7
6	Sports halls with an area of at least 162 m ²	441	442	443	446	449
7	Playgrounds with training equipment	558	563	550	555	556
8	Premises for fitness classes	257	263	273	272	280

The presence of such facilities allows to hold district championships in football, festivals in physical culture and sports. In particular, after the reconstruction of Avangard Stadium (Lutsk) in summer 2015, the track and field complex was restored. This will allow not only regional and all-Ukrainian athletics competitions, but also international competitions. Despite the not very good condition of many sports facilities, they all readily welcome tourists to the area.

Temporary accommodation facilities play a significant role in the tourist infrastructure. In 2018, there were 138 collective accommodation facilities in the Volyn region with a total capacity of 6,177 places. The number of persons who used their services amounted to 108,129 persons, of whom 5,757 were foreigners. (fig. 2.1).

								s	
2006	7	2,0	5	0,4	1	0,0		71	2,1
2007	7	2,0	5	0,4	–	–		60	2,0
2008	7	2,0	4	0,3	–	–		57	2,0
2009	6	1,5	3	0,2	1	0,5		57	1,9
2010	6	1,4	3	0,2	1	0,4		55	1,9
2011	6	1,4	3	0,2	1	0,4		68	2,1
2012	7	1,3	1	0,1	1	0,4		67	2,3
2013	7	1,4	1	0,1	1	0,4		74	2,5
2014	7	1,3	1	0,1	1	0,4		65	2,4
2015	7	1,3	–	–	1	0,4		65	2,4
2016	6	1,1	–	–	1	0,4		69	2,5
2017	6	1,0	–	–	1	0,4		66	2,5

The tourist potential of the region consists of 2 tourist information centers, 3 national parks, 231 recreational areas, 113 recreation points, 256 lakes, 285 aggro-estates, 152 accommodation establishments, 7 sanatoriums, 17 museums, 1534 cultural heritage sites, 20 historical settlements, 49 folk craftsmen, 11 festivals (more than 1000 tourists), 1 tourist cluster, 8 marked tourist routes, 5 active tourist clubs, 2 ecoparks, 2 official tourist web resources [38].

The Volyn region has a favourable geographical position, at the crossroads of important international and national tourist routes, which gives it a special status. Volyn region is rich in tourist resources, which are represented by a complex of historical, architectural, natural, artistic, literary monuments, which allows to satisfy the cognitive interests of tourists. The presence of a large number of lakes, rivers, groves, forests gives grounds to create recreation and recreation areas for interesting recreation and effective healing of different population groups. In the Volyn region, special attention is paid to tourism infrastructure. The infrastructure of the tourism market of the Volyn region today does not fully meet the demand for tourist services either in quantity or quality.

2.2. Marketing research of sport and health tourism services market of Volyn region

Let us conduct marketing researches of the market of tourist services in the segment of sports and health tourism of Volyn region. First of all, let us evaluate the

attractiveness of the tourist market of the region in terms of tourists. To do this, we analyze the tourist flows of the region (Fig. 2.2).

The figure shows that in 2011 there was a sharp decrease in the number of tourists served, mainly Ukrainian citizens. It is also evident that outbound tourism is much higher than internal and inbound tourism. During last eight years, the number of tourists who choose Volyn has fluctuated. Among the main reasons for the decrease in tourist flows to the Volyn region, tourists refer to the poor condition of the roads, as well as the underdeveloped tourism infrastructure in general.

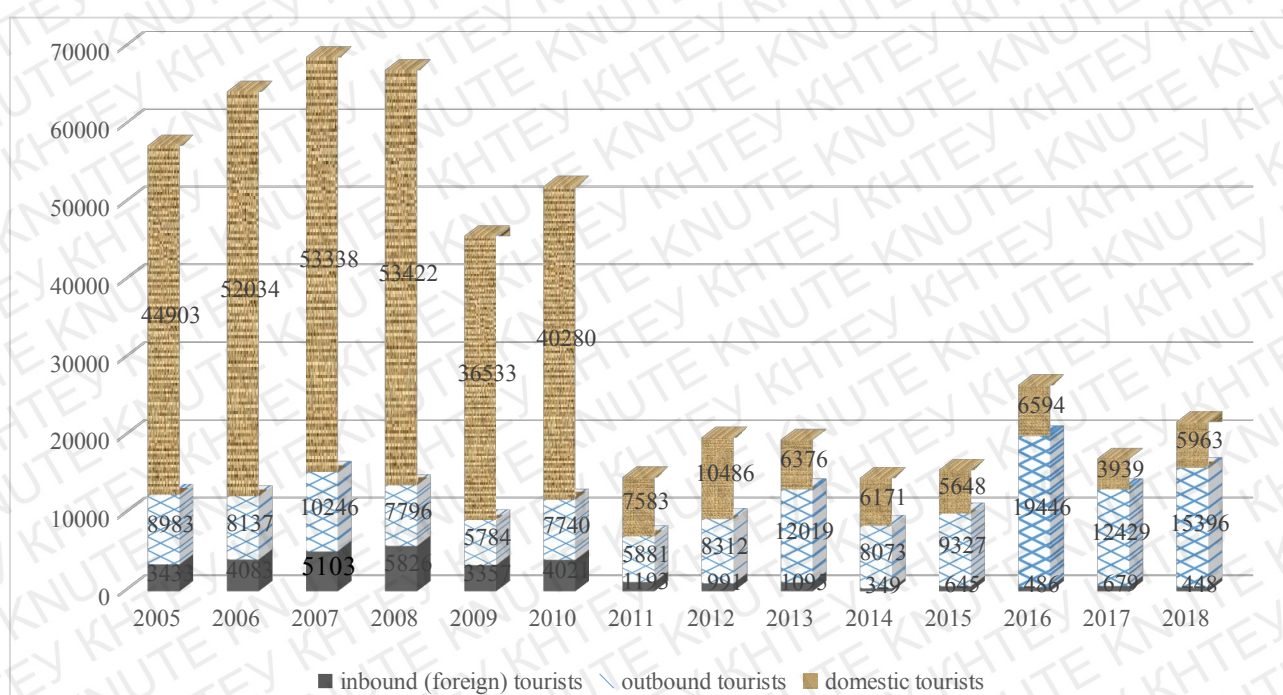


Fig. 2.2. Number of tourists served by tour operators and travel agents by type of tourism

Source: own elaboration based on [39]

It is also important to determine from which countries come to the Volyn region. This is important when organizing communications with potential customers

Quantity of foreign tourists who have visited Volyn region

TOP 5
Poland
Estonia

TOP 5
Poland
Belarus
Germany
Italy
Turkey



(fig. 2.3).

Fig. 2.3. Top 5 countries in inbound and outbound tourism (Volyn region) in 2018 [38]

Figure 2.3 shows that you should focus on neighboring countries, the Baltic countries, as well as on the inhabitants of Germany. It is also important to consider the average bill. Figure 2.4 shows the dynamics of revenues from the tourist tax in the local budget of the region.

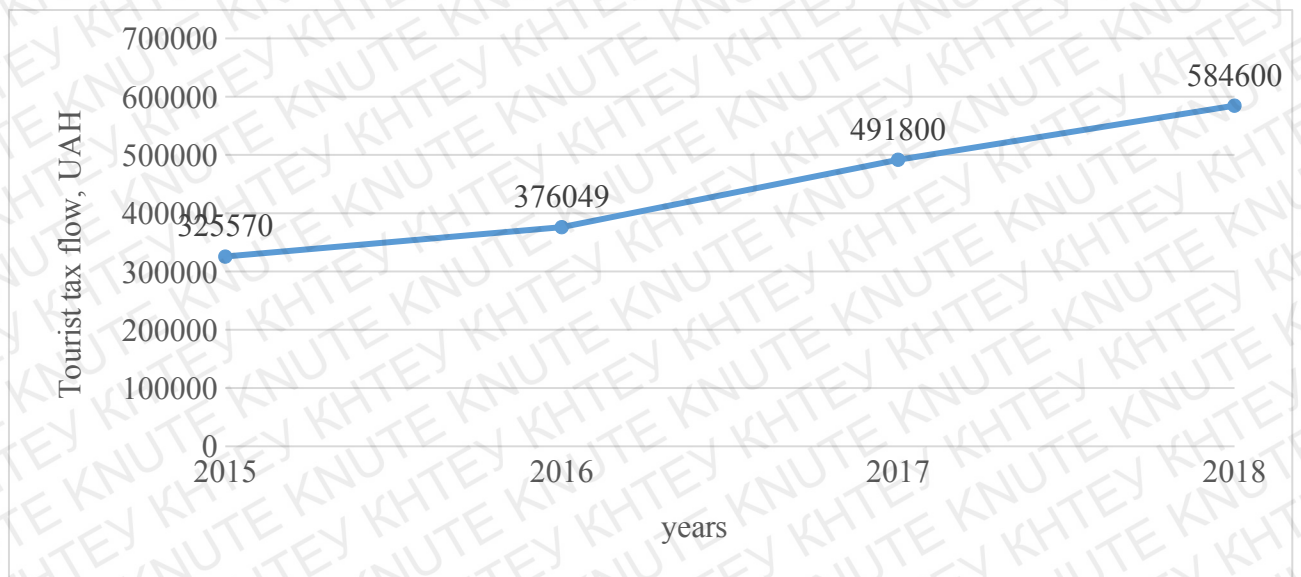


Figure 2.4. Tourist tax flow in Volyn region, UAH [38]

In order to analyze the demand for tourism resources of the region, in particular

in the segment of sports tourism, we analyze TripAdvisor, travel and restaurant website company that shows hotel and restaurant reviews, accommodation bookings and other travel-related content.

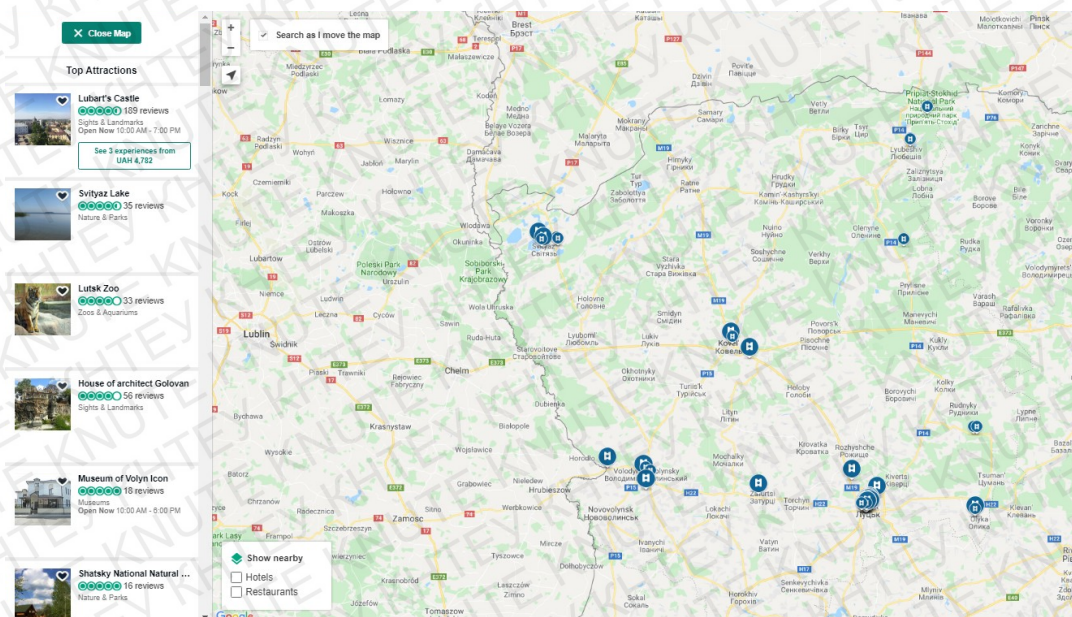


Figure 2.5. Volyn region tourism locations that TripAdvisor's users recommend [40]

Figure 2.5 shows that users of this site recommend objects intended for sports and recreational tourism as well.

At the same time, it is important to note that on this site there are few reviews of foreigners. To determine the popularity of the regions, the specialized tourism site tourism.volyn.ua was studied. Using the bel website, we studied the structure of requests related to the search for tourist resources of the region.

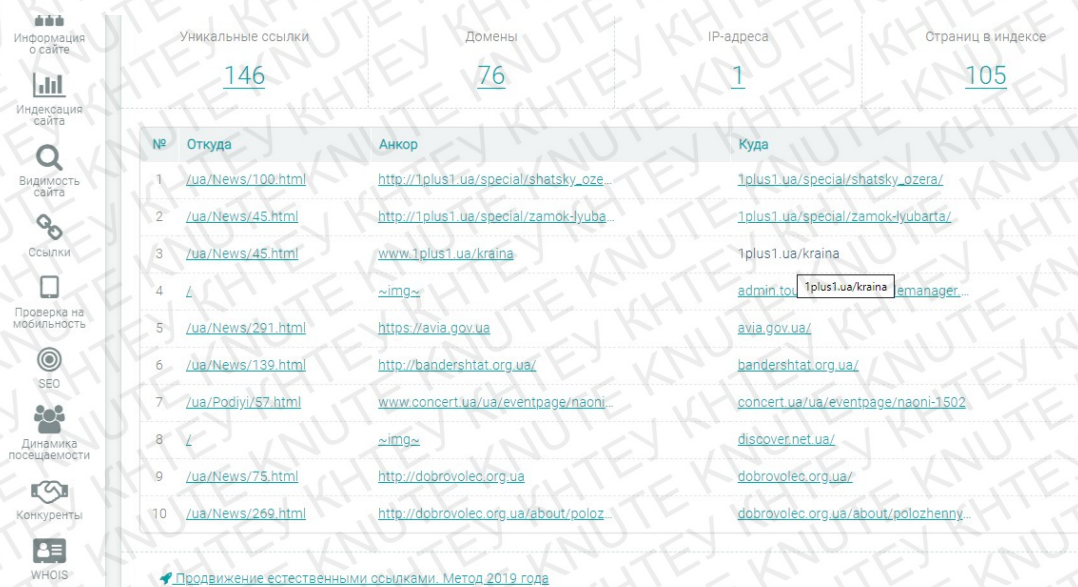


Figure 2.6. The results of the analysis of the website *tourism.volyn.ua* for traffic sources [41]

The figure shows that the most frequent sources of traffic were Ukrainian sites. This shows a weak level of foreigners' interest in the tourism resources of the region. Figure 2.7. confirms the findings.

№	Донор	Анкор	Акцептор	IKC
1	ukranews.com	карта туристических приманок	/ua/Locations.html	3730
2	ukranews.com	карта туристичних принад	/ua/Locations.html	3730
3	ukranews.com	(изображение)	/ua/Locations.html	3730
4	golovko.net	http://tourism.volyn.ua/	↵	0
5	voladm.gov.ua	www.tourism.volyn.ua	↵	60
6	voladm.gov.ua	(изображение)	↵	60
7	travel.tochka.net	на сайте	?fbclid=IwAR18VNwaAy2PtKdLBJ1	4790
8	travel.tochka.net	на сайті	?fbclid=IwAR18VNwaAy2PtKdLBJ1	4790
9	volynpost.com	конкурсні роботи	/ua/News/79.html	980
10	volynpost.com	Tourism.volyn.ua	/ua/News/104.html	980

Figure 2.7. Donors and acceptors of web site *tourism.volyn.ua* [41]

The next important step is to analyze the offer of sports tourism services aimed at foreign tourists, that is, presented in English or in another foreign language. So, the tour operator “Ornament Ukraine” includes Volyn region in big bus tour around Western Ukraine (fig. 2.8).



Figure 2.8. The itinerary by Tour Ukraine West Ring including Volyn region [42]

Tour operator Navigator Ukraine proposes tour according to this itinerary "Lutsk - Shatsky National Park - Dubno - Tarakanov - Ostrog - Berestechko - Tunnel of love". This tour includes excursions in the Shatsky National Natural Park: Lake Svityaz - the deepest lake in Ukraine, lake Lucimir and Peremut, Peschanskie Lake. Price conditions are indicated in fig. 2.9.

④ The cost per person in UAH.

Hotel / travel	Conditions early Reservations	price per round without railway travel	price per round with railway pass (reserved seat)	price per round with railway pass (compartment)
hotel "Svityaz"	booking before 30.04:	3750	4350	4500
	reservation after 30.04:	3750	4750	4900
hotel "Ukraine"	Book up to 30.04:	4050	4650	4800
	reservation after 30.04:	4050	5050	5200

Children up to 5 years without a place and food - free of charge

Children up to 12 years on the main place - discount 100 UAH.

Children up to 12 years on an additional place - discount 300 UAH.

Extra charge for 1-local accommodation: in the hotel "Svityaz" - 700 UAH., In the hotel "Ukraine" - 900 UAH.

There are places	Under the request	No places

Figure 2.9. Price conditions for tour around Volyn region by Navigator Ukraine [43]

A big choice of sport and health tours around Shatsky lakes is proposed by Ukrainian tour operator Ozera (fig. 2.10).



Figure 2.10. Tourist routes around Shatsky lakes proposed by touroperator Ozera [45]

At ua.igotoworld.com we can find bicycle tour with the route of the Shatsky Lakes: Kovel - Chevel - Home Lake - Pesochnoe Lake - Mushroom Lake - Beloe Lake - Pripyat River - Lucifer Lake - Shatsk - Svityaz - Chernoye Maloe Lake - Ostrovyanskoe Lake - Big Peshchansky Lake - Pesochnoe Lake - Peremut Lake - Somnits Lake - Lake Big Zgoranskoe - Luboml – Kovel.

On the basis of customer feedback, a chart is drawn showing an evaluation of the enterprise activity by the criteria most often mentioned in the reviews, namely:

program saturation;

the name of the content of the tour program;

qualification of staff;

comfort;

the cost of the tour.

In each of the reviews reviewed, customers paid the most attention to the professionalism of the staff. After describing the instructors, clients described the nutrition and comfort of the camps. Slightly fewer reviews about the program's saturation, and the least reviews are about matching the content of the program content and the cost of the tour.

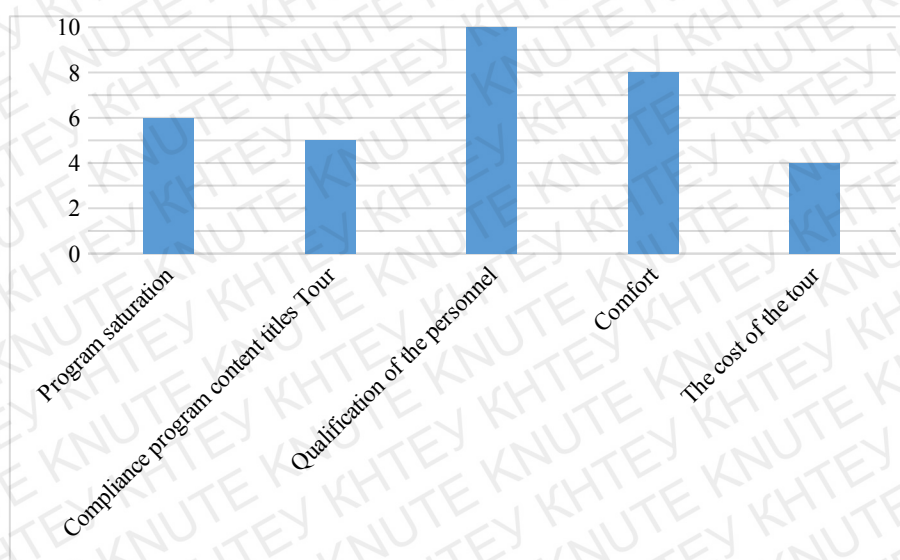


Figure 2.11. Evaluation of Volyn tours by Ukrainian tour operators according to online reviews

Source: own elaboration

Given that we take into account the organization of adventure and extreme travel, such qualities of staff are simply necessary, because when creating extreme routes there is a certain degree of risk, so the creation of routes in this direction requires qualified and responsible staff.

2.3. Stakeholders of a sport and health tourism development in Volyn region

An important step in assessing the development of the tourism market in the region is determining the level of involvement of stakeholders in these processes. To this end, their activity in the last three years to support the development of sports and health tourism in the region should be characterized.

The tourism department of the Volyn Regional State Administration makes a significant contribution. The department has developed a brand of a tourist destination. In Fig. 2.12 provides examples of how a region's tourism brand is used.



Figure 2.12. Examples of application of a tourism brand of Volyn region, custom-made by the regional tourism department [38]

It is worth noting that the tourism department operates in conditions of limited resources (Fig. 2.13). Despite this, a project on the establishment of tourist signs was implemented, reconstructions of the Svityaz Lake waterfront were completed, 150 km of sewer mains were laid in Shatsky Lakes National Park. The region is actively promoting social networks and participating in investment forums.

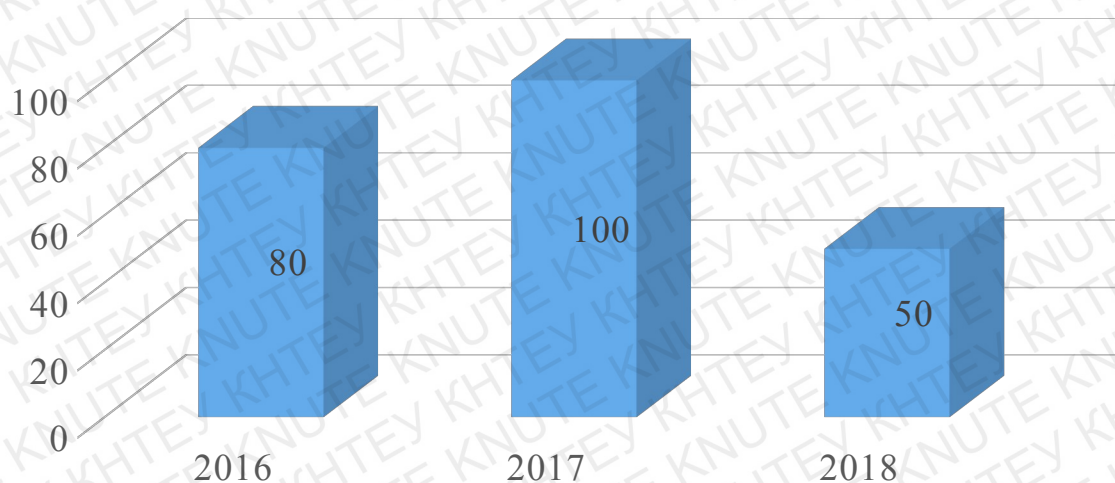


Figure 2.13. Expenditures for the Program of tourism and recreation development in Volyn region for 2016-2018, UAH [38]

The Center of Tourism, Sport and Excursions of the Department of Education and Science of the Volyn Regional Administration operates in the region. From September 12 to September 15, 2018 on the basis of the camp "Sunny" of the Volyn Regional Center of Tourism, Sport and Excursions International competitions on sports tourism among juniors "Volyn" took place. local history of students, the Department of Education and Science of the Volyn Regional State Administration and the Volyn Regional Center for Tourism, Sport and Excursions. 15 teams from Belarus, Lithuania, Ukraine participated in the competition. Over the course of three days, more than 90 tourist-athletes competed for the championship in walking distance and a combined tourist route, which included elements of water, bicycle, hiking, mountain tourism, orientation on the terrain. The organizers of the competition prepared interesting and quite difficult distances, at which each athlete personally was able to demonstrate sports and technical training [45].

From June 29 to July 8, 2019, the take-off of Volyn tourists continued at the Zamchysko center camp site in the tract of Garazzha, Lutsk district. In take-off program: presentation of the Center for Tourism, Sport and Excursions; master classes and competitions in hiking and cycling; sports orientation competitions.

The children tried their hand at easy climbing distances, tourist obstacle course, figure skating, and sports orienteering, which will be arranged at the playground in

the courtyard of the Tourism Center. On 17 - 19 May 2019 14 representatives of mass media from Kaunas and Vilnius (Lithuania), Gdansk and Krakow (Poland), Brest and Minsk (Belarus) and Kiev were acquainted with the tourist potential of Volyn region. There were journalists, bloggers, representatives of Internet publications and photographers. The International press tour for journalists was organized to promote Lutsk and Volyn tourism. The program included visiting of Lutsk, sanatorium "Prolisok" (village Grem'yache) Olyka village and eco-restaurant 'Yavir' [45].

Tourists often are interested not only in historical architectural monuments or other extraordinary places, but also in recreation or rehabilitation. Such beautiful place in Volyn region is sanatorium "Prolisok" in village Grem'yache, Kivertsi district.

For the organization of press tour: Tourism management and promotion of Lutsk City Council, management of Volyn Regional State Administration and Administration of transport and infrastructure of Volyn Regional State Administration.

A resource created by the plan of development of tourism and recreation in the Volyn region in the years 2016-2020, developed by the Department of Infrastructure and Tourism Volyn Regional State Administration, approved by the regional council session on April 7, 2016 №4 / 10.

There is also the Volyn Regional Non-Governmental Organization of Volyn Tourism Development Association, the Anamandria Tourist Club (Lutsk), the Youth Sports and Tourism Organization of Power and Reason. During March 2019 in the regional center of Volyn region the competition of social projects of tourist direction continued. Competition to promote the creation of new tourist sites in the city. The total budget spent on the implementation of the submitted projects is 100 thousand hryvnias. It is jointly organized by the Tourism and Promotion Directorate of the City Council and NGO "Youth Platform". The results of the analysis of the activities of the main stakeholders allow them to be introduced into the matrix (Fig. 2.14).

Volyn Development
Association

The tourism department
of the Volyn Regional
State Administration

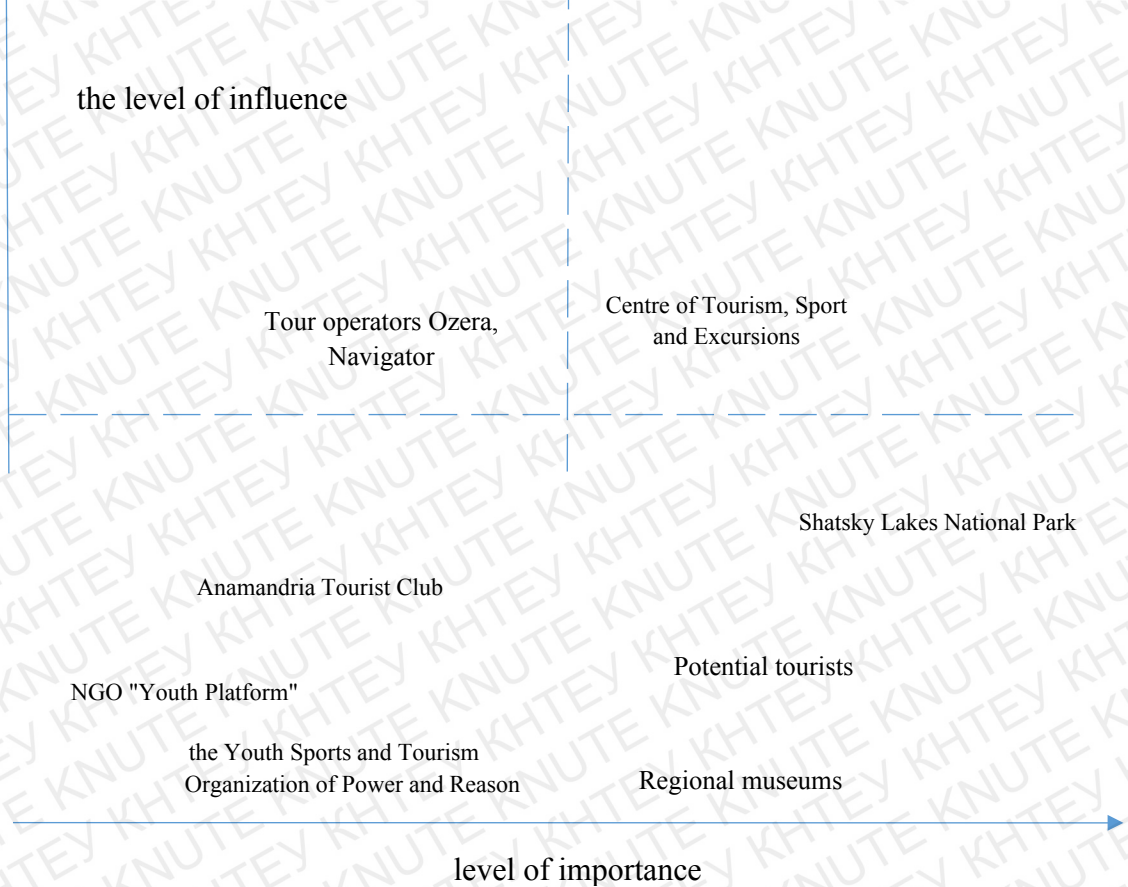


Fig. 2.14. Matrix of the main stakeholders in the development of sports and health tourism in Volyn region

Source: own elaboration

Fig. 2.14 shows that the key stakeholders are the tourism department and the tourism development centre, which are active in the development of sports and health tourism in the region. Tour operators also have a high level of influence, but since the vast majority of foreign and domestic tourists travel independently, the location of tourist accommodation and catering, as well as the management of nature conservation areas, are of greater importance. Local and civic organizations that promote the region have a high level of influence. Accordingly, other stakeholders should support this activity.

The result of the final evaluation of strengths and weaknesses, marketing opportunities and threats to the development of sports and recreational tourism in the region is presented as a matrix of SWOT analysis (see Table 1.1).

Table 2.3

SWOT matrix of development of sports and health tourism in Volyn region

Strengths (internal)	Weaknesses (internal)
1. Unique historical and cultural heritage of national and international significance. 2. Presence of potentially branded objects and products.	1. Low quality of commercial and individual utilities and municipal services, Insufficient level of transport 2. Problems with the improvement of potentially attractive tourist sites.

<ol style="list-style-type: none"> 3. Favorable transport and logistics location (roads and railways) 4. The presence of a significant number of objects and territories of the reserve fund 5. High level of concentration of human capital, availability of scientific institutions and student youth 	<ol style="list-style-type: none"> 3. Poor quality and insufficient range of tourist services. 4. Low activity in the sphere of tourism, services, development of client-oriented small and medium business. 5. Low level of cooperation, partnerships, clustering of services, lack of professional staff 6. Ineffective marketing in tourism and promotions
Opportunities (External)	Threats (external)
<ol style="list-style-type: none"> 1. Availability of modern information technologies and their further development 2. Increasing demand for tourism products in the domestic market (organized and organized tourism) 3. Cross-border cooperation 4. Development of public-private partnership 5. Interest in projects of tourism development by public organizations 6. Horizontal cooperation with other regions 7. The presence of constant demand from residents of the region in the field of recreational tourism 	<ol style="list-style-type: none"> 1. Poor condition of the country's transport infrastructure, poor quality of transportation services 2. Budget deficit, inability to finance projects due to unequal distribution of the budget "center-regions" 3. Competition from other cities and regions of Ukraine 4. Ineffective government management of the tourism industry as a whole 5. Deepening of macroeconomic crisis phenomena in the national and world markets 6. Lack of support of local government initiatives in the field of tourism development by business and the public, central authorities

Source: own elaboration

The weaknesses of the Volyn region are the lack of own fuel and energy resources, which is related to the location of the region, the deterioration of production facilities and obsolescence of technologies that do not allow to achieve the desired results in the sphere of production, low level of market infrastructure development. In the external environment of the Volyn region there are opportunities for the development of new recreational territories with the use of new unique methods of treatment, and favorable geographical position influences the attraction of foreign investments and the development of business activity of the population. At the same time, the imperfection and instability of legislation and increased competition have a negative impact on the development of the region. Volyn's economic potential creates favorable conditions not only for effective entrepreneurial activity within the region, but also for carrying out active foreign economic activity, facilitates attraction of foreign investment into the economy.

Conclusions to the part 2

Thus, according to the results of the analysis, we have found that the Volyn region has significant forests and water bodies, rich in flora and fauna. A large part of the territory is protected. This region is suitable for sports and wellness. The cross-border location and specificity of development create favorable conditions for integration into the world economy. The determining factor for the development of the territory is the share of private enterprise in the economy. Volyn in general and Lutsk in particular, ranked fourth in the country in terms of business activity of the population. Local government policy in this area is determined by the maximum promotion.

In order to assess the current state and prospects of Volyn's development, we conducted a SWOT analysis. The key opportunities for the development of Volyn are high concentration of recreational resources and favorable geographical location. The degree of development of the tourist infrastructure of the area is quite high, although each link requires a separate, integrated, systematic approach to improve and reform the provision of an adequate level of tourist services. In this process of change, we should give priority to the latest global trends in the development of tourism infrastructure with the involvement of modern nanotechnologies and information systems, which will enable the long-term financial stability and solution of a number of social problems thanks to this industry.

PART 3

PROJECT OF SPORT AND HEALTH TOURISM PRODUCT IN VOLYN REGION

3.1. Creating conditions for the formation of the Volyn region's tourism product on the international market of sports and health tourism

The results of the study of the prerequisites for creating a tourist product of the Volyn region in the segment of sports and recreational tourism showed a lot of significant tourism potential of the territory. At the same time, the region is uncompetitive in the international tourism market. This situation leads to the adoption of certain activities. All these activities can be grouped into areas that correspond to the functional subsystems of the territorial system of sports and recreational tourism. The territorial system of sports tourism includes the following functional subsystems:

- 1) consumers (tourists-athletes) - it is they with their specific tourism and sports needs, desires and activities that act as the backbone, and are the basis for its functioning and development;
- 2) the natural resource subsystem - the components of nature, natural objects (in the form, first of all, obstacles) that are overcome by various means of human movement in the natural environment and are used to organize tourism and sports activities;
- 3) the social subsystem is responsible for the formation and implementation of the public order for sports tourism, the totality of public relations - sports and health, cognitive, moral, environmental, etc., forming the main tourist and sports features of society;
- 4) the production subsystem combines all types of economic activity related to the organization of tourism and sports activities (production and rental of tourist vehicles, special tourist equipment, tourist clothing, specific food products, etc., a set of tourist enterprises specializing in tourist sports tours;
- 5) the infrastructural subsystem is a set of organizations and institutions of sports tourism that ensure the conditions of functioning;

6) attraction basic subsystems, they attract tourists to this or that territory. Sights can be any phenomenon interesting to the tourist, which attracts him to the tourist area.

Since the matrix of stakeholders showed that the greatest interest and influence on the development of sports and recreational tourism in the region is in the tourism department at the department of infrastructure and tourism, the list of activities that are recommended to be implemented over the next three years will be directed primarily to this stakeholder.

In the table. 3.1 mentioned measures aimed at improving the level of tourist support, conducting research in tourism, participating in business forums.

Table 3.1

Improving the level of tourist support, conducting research in tourism, participating in business forums

No	Content	Responsible persons	Period	Results
1	Training and advanced training of tourism industry professionals	Department of Infrastructure and Tourism of the Regional State Administration, Lesya Ukrainka Eastern European National University (with consent)	2020-2022	providing the industry with qualified specialists, improving the level of services
2	Development of projects for perspective development of tourist and recreational zones for diversification of tourist flows	Department of Infrastructure and Tourism of the Regional State Administration, Lesya Ukrainka Eastern European National University (with consent)	2020-2021	reorientation of tourist flows, development of new recreational areas
3	Study of tourist and recreational potential and tourist flows by questioning tourists and sightseers	Department of Infrastructure and Tourism of the Regional State Administration, Lesya Ukrainka Eastern European National University (with consent)	2020-2022	reorientation of tourist flows, development of new recreational areas
4	Participation in investment and business forums in order to attract investments in the tourism and recreation sphere	Department for Development, Investment and European Integration, Department of Infrastructure and Tourism of the Regional State Administration	2020-2022	sharing information on investment offers in the tourism and recreational industry

Source: own elaboration

Measures aimed at the development of tourist infrastructure and material and technical base of the tourism and recreational industry of the Volyn region are given in Table. 3.2.

Table. 3.2

Development of tourist infrastructure and material and technical base of the tourism and recreational industry of the Volyn region

№	Content	Responsible persons	Period	Results
1	Installation of tourist information road signs of the European sample, informing about the location of tourist objects in Ukrainian and English languages	Department of Infrastructure and Tourism of the Regional State Administration	2020-2022	facilitating the orientation of tourists and sightseers
2	Providing information signs to hotels, sanatoriums, recreation centers, rural tourism estates and restaurants	owners, establishments of tourist infrastructure	2020-2022	facilitating the orientation of tourists and sightseers
3	Installation of information boards with tourist information: map, photos of the main objects of the tourist display, contact information of tourist infrastructure establishments in Ukrainian and English languages	Department of Infrastructure and Tourism of the Regional State Administration, District State Administration	2020-2022	facilitating the orientation of tourists and sightseers
4	The development of cultural, sports and leisure programs and the weekly take-off of caravans	Department of Infrastructure and Tourism, Department of Culture of Regional State Administration, District State Administration	2020-2022	providing meaningful leisure activities on the territory of auto camping
5	Streamlining of recreational areas, tourist sites, waterfronts of water bodies	district state administrations, city executive committees (cities of regional significance of councils)	2020-2022	provision of proper sanitary and aesthetic conditions of stay in recreation areas
6	Laying and marking of tourist, ecological routes, their arrangement (installation of information boards	executive committees of cities (cities of regional importance of councils)	2020-2021	development of a network of tourist routes

Source: own elaboration

Table 3.2 shows that it is proposed to involve not only state authorities but also entrepreneurs interested in tourism development in the Volyn region. These are first

and foremost owners and directors of accommodation facilities, health resorts and resorts.

Particular attention should be paid to the development of cycling, as this type of tourism does not create expensive infrastructure. In the table. 3.3. measures that should contribute to the development of cycling in the Volyn region are indicated.

Table 3.3

Promoting the development of cycling in the Volyn region

№	Content	Responsible persons	Period	Results
1	Purchase of tourist equipment and supplies	department of infrastructure and tourism of the regional state administration, district state administration, executive committees of city (cities of regional importance) councils	2020-2022	enhancing the socio-economic development of the territory through tourism development
2	Development and implementation of the concept of development of bicycle infrastructure of recreational zones in the territory of the region	department of infrastructure and tourism of the regional state administration, district state administration, executive committees of city (cities of regional importance) councils	2020-2022	development of bicycle infrastructure, promotion of healthy lifestyle, improvement of tourist image of the region
3	Building infrastructure	department of infrastructure and tourism of the regional state administration, district state administration, executive committees of city (cities of regional importance) councils	2020-2022	development of bicycle infrastructure, promotion of healthy lifestyle, improvement of tourist image of the region
4	Recommendation for representatives of institutions, trade, education, culture, social purpose to arrange bicycle parking	department of infrastructure and tourism of the regional state administration, district state administration, executive committees of city (cities of regional importance) councils	2020-2022	development of bicycle infrastructure, improvement of the tourist image of the region
5	Publishing the guide book "Cycling tourist routes of Volyn"	Department of Infrastructure and Tourism of the Regional State Administration	2020	promotion of cycling

Source: own elaboration

Table 3.3 shows that not only central, but also local authorities should be involved in the development of cycle tourism. They should also be involved in the

promotion of sports and recreational tourism in the region, as can be seen in the table.

3.4.

Table 3.4

Advertising and information support and promotion of tourist and recreational potential of Volyn region

№	Content	Responsible persons	Period	Results
1	Support of Volyn Tourist Travel Website	Department of Infrastructure and Tourism of the Regional State Administration	2020-2022	sharing information about tourist and leisure opportunities in the region
2	creating a version of a travel website for mobile devices (tablets, smartphones)	Department of Infrastructure and Tourism of the Regional State Administration	2020	sharing information about tourist and leisure opportunities in the region
3	promoting the tourism website on social networks	Department of Infrastructure and Tourism of the Regional State Administration	2020-2022	sharing information about tourist and leisure opportunities in the region
4	ensuring participation of the combined exposition of the region in specialized international tourist exhibitions, salons, fairs in Ukraine and abroad	Department of Infrastructure and Tourism of the Regional State Administration	2020-2022	presentation of tourist and leisure opportunities of the region at all-Ukrainian and international tourist exhibitions and fairs
5	creation of 3D tours with tourist visit objects and tourist infrastructure facilities	department of infrastructure and tourism of the regional state administration, district state administration, executive committees of city (cities of regional importance) councils	2020	promotion of tourist and recreational opportunities in the region

Source: own elaboration

Among the priority measures for its development are:

- 1) creation of appropriate places of rest for tourists (in particular for persons with disabilities), arrangement of recreational areas, places of sanatorium treatment of objects of cultural heritage and nature reserve;
- 2) holding annual press tours for the media, tourist companies;
- 3) improvement of service conditions of catering establishments, having carried out their complete modernization;

- 4) installation of information tables-indexes with short information about tourist objects and QR codes;
- 5) attraction of large volumes of investments in the development of the infrastructure of the industry, search for alternative sources, including foreign sources of financing;
- 6) increase in number, construction of new and reconstruction of already existing objects of service transport infrastructure that meet the European standards;
- 7) creation of tourist information centers on the basis of museum establishments and in the territories of objects of the nature reserve fund;
- 8) providing the industry with qualified specialists in tourism management, sightseeing and hotel management (based on local universities), attracting workers with foreign language skills;
- 9) development of new trans-regional and cross-border tourist routes (in particular eco-tourist routes within the PFP facilities), providing them with mapping support, including GPS navigation.

The implementation of the proposed activities will help to create conditions for the formation of the Volyn region's tourism product on the international market of sports and health tourism.

3.2. Development and evaluation of the effectiveness of the Volyn region tourist product on the international market of sports and health tourism

In order to promote the region to the international market for sports and recreation tourism, we will develop a bike tour in the Volyn region. This tour can be implemented by the tourism department of the Volyn Regional State Administration as an information tour. This tour is distinguished by authenticity, and it does not go through traditional routes.

Route of the route: Tereshkivtsi - Rachin - Pechovichy - Horokhiv - Cegiv - Holons - Kvass - Buzhany - Pilgany - Skrylovo - swamp - Smoliava - Peremil - Berestechko – Hectary.

Table 3.5 shows stop location characteristic of the tour «Authentic Volyn by bike».

Table 3.5

Stop location characteristic of the tour «Authentic Volyn by bike»

Stop location	Stop location characteristic
1	2
Day 1	
Tereshkivtsi	To ensure organized rest of tourist and excursion groups on the territory of the hunting industry of SE "Gorokhivske IMG" there is a recreation center Dubok with an area of 1 ha. This point is on the Lutsk-Lviv highway near the village. Tereshkivtsi, at a distance of 10 km from Gorokhov. On the territory of "Dubka" there are arbors for rest, a playground. Opposite the recreation point - cafe "Dibrova". For the convenience of travellers there is a car park. The distance to the nearest campsite located on the Lutsk-Lviv highway in the village of Stoyanov, Lviv region, 25 km.
Racin	Protected area of local importance - landscape reserve "Luga Racinskaya"
Pechyhvosty	A pond of 31.5 hectares for fishing and boating
Horokhiv	Horokhiv Museum of Local History, Monument of St. Andrew the First Called, a magnificent palace in 1808 with a picturesque park. Cafe "Ukraine". District National History Museum. Gorokhivsky Landscape Art Park is a recreation area.
Day 2	
Tsehiv	Ethnographic museum
Holons	Camps. Holon Ornithological Reserve, Holon Conservation Area
Maryanivka	Hydrological reserve "Rotten Linden", with 21 sources
Buzani	Zoological reserve "Buzhanivska dacha", 200-year-old botanical monument of nature "Beech Patriarch"
Pyhany	Botanical monument of nature "Beech-giant", age 140 years
Skryhove	Village history museum
Lobachevka	Places of camping of a tourist group
Day 3	
Smolyava	Chapel of Saint Barbara with healing water
Peremil	Tent town, boat trips, hospitable lodge "Nest over Styr", horseback riding

1	2
Berestock	The stone pillar is an obelisk on the tomb of Prince Friedrich Pronsky, founder of Berestechko. Just 4 km from Berestechko, near the villages of Kutrov and Burkachy, there is a high barrow, this "Marukha" - the sister of a stone pillar. According to legend, under the mound is the tomb of Princess Maria Pronskaya. Chapel of St. Tekley, the Temple Monument is a 40-meter St. George Church on the Hill. Also on this hill was transferred from the village the Island St. Michael's Church, built in 1650, a memorial sign on the site of the Battle of Berestetsky, Holy Trinity Cathedral (Orthodox), monuments to Bohdan Khmelnytsky and Taras Shevchenko, the memorial complex "Field Berestyse" the former synagogue, the National History Museum, the Holy Trinity Church and the Trinitarian monastery, the Roman Catholic chapel in the Catholic cemetery, the "Maiden's dam", the park - a monument of landscape art "Berestechkivsky". Cafe "Volyn".
Hectary	places of camping of a tourist group

Source: own elaboration

Figure 3.1 shows distance between stop locations of the tour on the map.

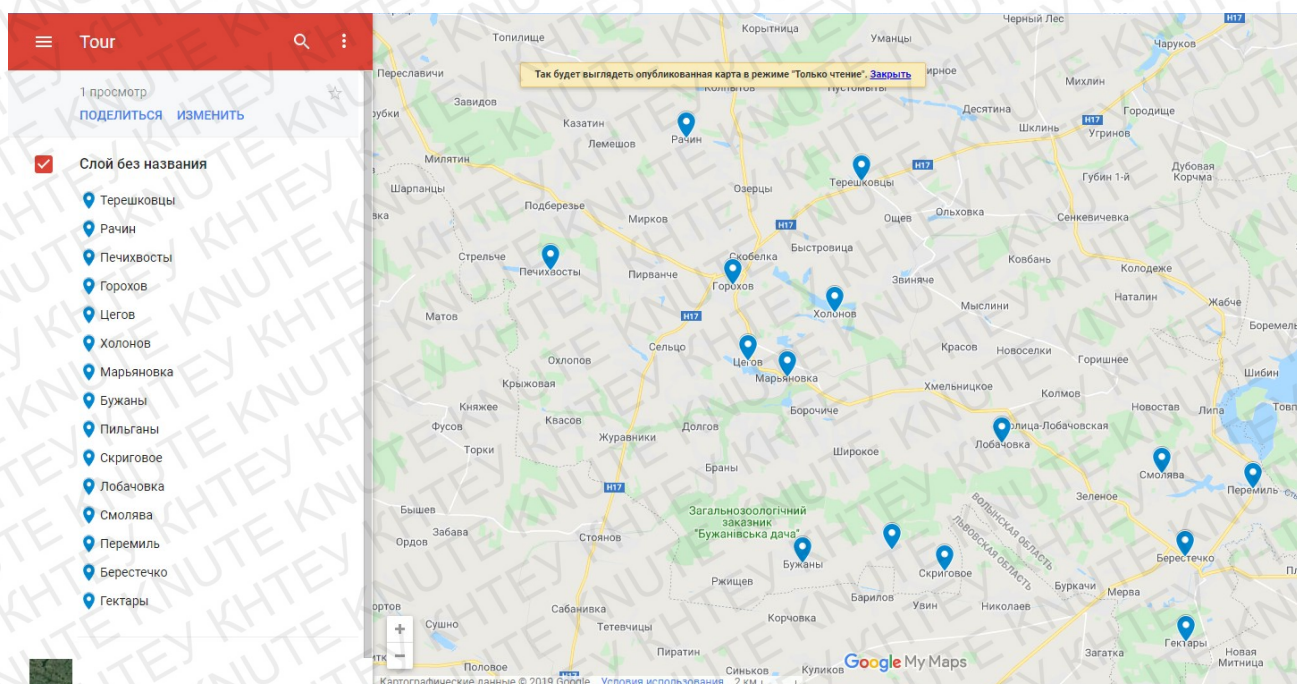


Figure 3.1. Stop location of the tour «Authentic Volyn by bike» on the map

Source: own elaboration

The economic effect of the development of sport 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 Volyn 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 Volyn region for group of 10 adults and 10 students coming from different locations, is presented in the Table below (table 3.2).

Table 3.2

The calculation of the tourism product “Authentic Volyn by bike”

#	Cost item	For 1 person (UAH)	For group (20 people)
1	Transfer 1	36,54	730,80
2	Transfer 2	101,46	2 029,20
5	Visit to museums	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 (1 specialist)	200,00	4 000,00
11	Rent of tourist equipment	300,00	6 000,00
12	Insurance	150,00	3 000,00
	Total cost	1705,00	34100,00

Source: own elaboration

This tour is possible for development, creation and successful use on the regional and national tourist markets of a competitive tourist product.

With the goals of the development of the popularity of sports-and-health tourism in the Volyn 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.

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.

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 Lutsk on the day of the start of the tour from 8:00 to 9:00. 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;
- 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 the part 3

So, the results of the study of the prerequisites for creating a tourist product of the Volyn region in the segment of sports and recreational tourism showed a lot of significant tourism potential of the territory. At the same time, the region is uncompetitive in the international tourism market. This situation leads to the adoption of certain activities:

- measures aimed at improving the level of tourist support, conducting research in tourism, participating in business forums;

- measures aimed at the development of tourist infrastructure and material and technical base of the tourism and recreational industry of the Volyn region;

- measures that should contribute to the development of cycling in the Volyn region;

- the development of cycling, as this type of tourism does not create expensive infrastructure;

- advertising and information support and promotion of tourist and recreational potential of Volyn region.

In order to promote the region to the international market for sports and recreation tourism, we will develop a bike tour in the Volyn region. This tour can be implemented by the tourism department of the Volyn Regional State Administration as an information tour. This tour is distinguished by authenticity, and it does not go through traditional routes.

CONCLUSIONS AND PROPOSITIONS

1. Currently, a sufficiently extensive and serious theoretical base for tourism research and management has been established in Ukraine and in the world. However, many theoretical issues that are important for the practice of sports tourism have not been adequately reflected in the domestic scientific literature. This applies, among other things, to such fundamental issues as the definition of sports tourism for each branch of science; its typology and the terminology apparatus used. Different interpretations of sports tourism make it difficult to keep statistical records, to summarize methodological developments and to make a comparative analysis of socio-economic assessments of the results and consequences of the development of sports tourism. Today, the main attention in the scientific literature is paid to the development of conceptual, organizational, legal and methodological issues of regulation of tourism development, incl. at the level of a separate destination, with insufficient attention is paid to market mechanisms for coordinating the activities of the subjects of the tourist complex of the destination to increase the complexity and quality of the tourist offer of the destination in the segment of sports and health tourism.

2. 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. Consumption of goods and services, symbolizing a passion for a particular type of sports activity, allows the consumer to express themselves and communicate, signaling to others who he is and what he wants to be. The widespread use of extreme

sports tourism is, to a large extent, a reflection of the wide possibilities of extreme sports to distance its participants from mass consumption practices, including tourist;

3. Volyn region has huge tourism potential, which is being realized at an insufficient level. The border geographical location of the region contributes to the development of tourist infrastructure, which accordingly increases the share of tourism as an industry in the economy of the area. The degree of development of the tourist infrastructure of the area is quite high, although each link requires a separate, integrated, systematic approach to improve and reform the provision of an adequate level of tourist services. In this process of change, we should give priority to the latest global trends in the development of tourism infrastructure with the involvement of modern nanotechnologies and information systems, which will enable the long-term financial stability and solution of a number of social problems thanks to this industry.

4. In the part 3 of this final qualifying paper we proposed measures aimed at improving the level of tourist support, conducting research in tourism, participating in business forums; aimed at the development of tourist infrastructure and material and technical base of the tourism and recreational industry of the Volyn region; that should contribute to the development of cycling in the Volyn region; measures aimed to the development of cycling, as this type of tourism does not create expensive infrastructure; advertising and information support and promotion of tourist and recreational potential of Volyn region.

5. In order to promote the region to the international market for sports and recreation tourism, we will develop a bike tour in the Volyn region. This tour can be implemented by the tourism department of the Volyn Regional State Administration as an information tour. This tour is distinguished by authenticity, and it does not go through traditional routes. 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.

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