

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

FINAL QUALIFYING PAPER

on the topic:

**“CHERKASY REGION SPORT AND HEALTH TOURISM
PRODUCT DESIGN AND PROMOTION ON AN
INTERNATIONAL MARKET”**

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Task for a final qualifying paper

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

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The object: the process of designing and promoting a product of sport and health tourism on an international market.

The subject: theoretical, methodological and practical principles of designing and promoting a product of sport and health tourism on an international market.

4. 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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5. 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

Conclusion to the part 1

PART 2. CHARACTERISTIC OF SPORT AND HEALTH TOURISM POTENTIAL OF CHERKASY REGION

2.1. Characteristics of sport and health resources of Cherkasy region

2.2. Evaluation of tourism attractions of the Buky village in Cherkasy region

2.3. Assessment of effectiveness to promote Buky village on an international market

Conclusion to the part 2

PART 3. THE PERSPECTIVES OF DEVELOPING AND PROMOTION CHERKASY REGION ON AN INTERNATIONAL MARKET

3.1. Program of improving and promotion the sport and health tourism in Cherkasy region

3.2. Evaluation of implementation efficiency of Improving program for Cherkasy region

Conclusion to the part 3

CONCLUSIONS

REFERENCES

APPENDIXES

6. Time schedule of the paper:

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		de jure	de facto
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5.	Writing and pre defence of the 2 nd part of the final qualifying paper	22.06.2020-20.09.2020	22.06.2020-20.09.2020
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7. Date of receiving the task « _____ » _____ 20__ .

8. Scientific adviser of the research _____ Kravtsov S. S.

9. Manager of the educational program _____ Tkachenko T.I.

10. The task received by the student _____ Pozniak M.A.

11. Response of scientific adviser of final qualifying paper

Student Pozniak Mykola 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 Cherkasy region is estimated: the potential for the development of sport and health in Cherkasy region and Buky village is shown, marketing research of sport and health tourism services market of Buky village 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 Buky village is developed and also necessary conditions for the formation of Buky village tourism product on an 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.

Pre-defense check mark _____
(last name and initials, signature, date)

12. 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 _____ Tkachenko T.I.

Head of the Department _____ Tkachenko T.I.

“ “ _____ 2020

CONTENT

INTRODUCTION	7
PART 1. SPORT AND HEALTH TOURISM PRODUCT CONCEPTUAL BASES	9
1.1. Sport and health tourism as an object of scientific research	9
1.2. Global practices of sport and health tourism product development	13
Conclusions to part 1	18
PART 2. CHARACTERISTIC OF SPORT AND HEALTH TOURISM POTENTIAL OF CHERKASY REGION	19
2.1. Characteristics of sport and health resources of Cherkasy region	19
2.2. Evaluation of tourism attractions of the Buky village in Cherkasy region	30
2.3. Assessment of effectiveness to promote Buky village on an international market	36
Conclusions to part 2	41
PART 3. THE PERSPECTIVES OF DEVELOPING AND PROMOTION CHERKASY REGION ON AN INTERNATIONAL MARKET	42
3.1. Program of improving and promotion the sport and health tourism in Cherkasy region	42
3.2. Evaluation of implementation efficiency of Improving program for Cherkasy region	47
Conclusions to part 3	55
CONCLUSIONS AND PROPOSITIONS	57
REFERENCES	60
APPENDIXES	

INTRODUCTION

Actuality of research. The development of tourism and recreational complexes is the best factor in the economic and social development of the state, the study of aspects of the development of this area in Ukraine remains relevant areas of research today. One of the most common forms of development of modern society is tourism, which plays a significant role in the socio-cultural development of the individual. During tourism trips, tourists can get acquainted with the linguistic, cultural and national characteristics of the regions. Overcoming the negative trends in the number of visitors to the territory of the state and reviving the development of tourism in Ukraine is possible through the use of innovative components of the tourism industry, the use of innovations that will enhance the diverse development of society. The development of sports and health in the field of tourism should function in such a way to create a greater flow of foreign tourists and promote domestic tourism in different regions of the country in order to improve both foreign economic and social development of the state. Therefore, the study of aspects of the development of the tourism sector in Ukraine remains relevant today.

Purpose of the paper is to design a product of sport and health tourism of Cherkasy region and promote it on an international market.

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 Cherkasy 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 Cherkasy region;
- to develop and evaluate of the effectiveness of the Cherkasy region tourism product on the international market of sports and health tourism.

The object is the process of designing and promoting a product of sport and

health tourism on an international market.

The subject is theoretical, methodological and practical principles of designing and promoting a product of sport and health tourism on an international market.

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 Cherkasy region and its main indicators, studying of other destinations experiences in sport and health tourism development and others. In the process of writing the qualifying paper, the next research methods were used: analysis, systematization and classification. What is more, the first theoretical part of the paper required the use of deduction 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 sport and health tourism product of Cherkasy region was developed and was proposed the complex of improvement measures for tourism industry.

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 Cherkasy 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 « The organization of sport and health tourism in Ukraine » (appendix A).

Paper structure.

PART 1

SPORT AND HEALTH TOURISM PRODUCT CONCEPTUAL BASES

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

People worldwide are increasingly concerned about health and wellness. Recent improvements in life quality and life expectancy have led people to seek self-realization in several contexts, such as personal, social, and leisure. In this context, it is more than ever essential to be in a good state of health, to which physical activity and sports play a central role. A healthy lifestyle, which normally includes practicing some type of sports discipline, is socially developed throughout a person's life. Therefore, childhood and adolescence are key phases in this process. Throughout a person's life, physical activities must be adequately practiced, having health and well-being as the main goals.

Sport tourism is one of the fastest growing sectors in tourism. More and more tourists are interested in sport activities during their trips whether sport is the main objective of travel or not. Sport events of various kinds and sizes attract tourists as participants or spectators and destinations try to add local flavours to them to distinguish themselves and provide authentic local experiences. Mega sport events such as Olympics and World Cups can be a catalyst for tourism development if successfully leveraged in terms of destination branding, infrastructure development and other economic and social benefits [1].

Starting around the mid-1990s, the interest and opportunities in the sport tourism market was however clearly increasing and diversifying. Thereby also more researchers turned their focus to the study of sport tourism and to be able to study the market well, at first, a clear definition was needed. Many attempts were made to define and categorize sport tourism and many researchers have debated for many years to come to a sort of consensus [2, 3, and 4].

Table 1 is hereby providing an overview of some definitions used in the literature together with their sources.

Table 1.1

A selected of definitions for sport tourism and their sources

Source	Definition
Hall, 1992	Travel for non-commercial reasons to participate or observe sporting activities away from the home range.
Weed & Bull, 1997	Holidays involving sporting activity either as a spectator or participant.
Gibson, 1998a	Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activity.
Knop, de, & Standeven, 1999	All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons, that or in an organized way for non-commercial or 666 business/commercial reasons, that necessitate travel away from home and work locality.
Ross, 2001	Sport tourism encloses all forms of active and passive involvement in sporting activities while traveling away from home.
Gibson & Yiannakis, 2002	Broadly speaking, sport tourism includes travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sports hall of fame or water park.
Bouchet, Lebrun, & Auvergne, 2004	The sport tourism product can be defined as the association of a tourist stay at a certain destination, complemented or determined by at least one type of sport or physical activity. Five characteristic elements of this are: (a) that actual physical involvement is essential; (b) the duration of the visit must be equal to or greater than two days and one night in order to differentiate it from a recreational stay; (c) the stay may or may not be organized by the client; (d) housing may be at a set location or itinerant; and (e) the sport tourism product is comprised of a group of services which are often intangible.
Gibson & Fairley, 2011	Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities.

Source: own elaboration on the base of: [3, 4, 5, 6]

Health tourism is generally defined as organized travel outside one's local environment for the maintenance, enhancement, or restoration of an individual's

wellbeing in mind and body. Medical tourism is regarded as more organized travel outside one's natural health care jurisdiction. After this definition we would like to say, that this graduate work is more related to sport tourism than health tourism, it's more about sport and wellness. Health and sport tourism is travelling from one location to another, with the aim of going in for sport or wellness activity and in this time making your health better.

Health and sport tourism is the contrary of passive tourism. This travelling concept is also opposed to mass tourism in the sense that is small scale, low-impact, run and administrated locally. Health and sport tourism is socially and ecologically sustainable. Health and sport tourism comprises ecotourism in the sense of protection of biodiversity and admiration of natural beauty. But health and sport tourism doesn't only values nature, but it also aims to educate the human being, culturally and ecologically. The participation in mental activities and physical exercises is very important for enhancing our life experiences. An active tourist tries to educate a good mind in a healthy body.

Health and sport tourism should not be confused with action tourism, which involves many sport activities like mountain bike, cross country, bungee jumping and extreme sports. Health and sport tourism excludes activities and practises that are harmful to the environment and pose a threat to biodiversity and cultural structure. Many activities of action tourism are already offered at big scale by mass tourism.

In order to guarantee protection of the environment, active tourism activities are carried out by local professional personal and under strict scientific supervision. The tour guides of health and sport tourism have an academic degree in ecology, biology, ethnology, architecture, history or sociology. Health and sport tourism is not only a superficial change of image (greenwashing) but is fully committed to its principles and guidelines of operation. Some of the most interesting activities of a region are only available to the local population. However, the international tourist can have access to them through a "local friend". Health and sport tourism offers this type of activities, such as dancing, cooking lessons and language learning. It also offers visits to local cultural events as football matches, concerts, theatre and art

expositions. Health and sport tourism offers a wide range of activities to all ages and genders. Cultural activities as well as sports and entertainment are fun for the whole family.

Health and sport tourism aims also to help the sustained development of the region. The tourist is asked to help actively and to contribute morally and economically to local social organizations and ecological initiatives (non-profit, non-governmental organizations). The tourist has not come to watch passively but to interact actively, to learn, to help and to enjoy the richness of cultural diversity. He has come to observe biodiversity, to respect and value the miracle of millions of years of natural evolution.

According to the General Secretariat of Tourism (2004) health and sport tourism is: “one that has as main motivations the realization of recreational and leisure activities, the interpretation and / or knowledge of nature, with different degree of depth and the practice of sport activities of different physical intensity and risk who expressly use the local resources in a specific way, without degrading or exhausting them “. The main advantage of this type of travel is that it offers the opportunity to discover a place in a different way while practicing an activity. The tourist stops being a mere observer to be part of the environment and mixes in it through sport.

Health and sport tourism goes from the participation in a sporting event, to travelling with your mountain bike in a mountain range, discovering some marine bottoms doing snorkel or to go into hidden caves and practice caving. In all of them, the environment and nature are protagonists.

It's important to clarify the definition of travel motive, especially in relation to the purpose of the journey. Motive isn't the same thing as purpose. Motives are the underlying psychological reasons why we travel, and are often not openly taken into account, unlike the purpose of the trip. They reflect the needs of the individual and can often be hard to put into words. Table 1.2 shows highlights how there are shared motives across activity types – for instance, the natural environment motivates the

sportsmen like mountaineers and also kayakers and people who loves rafting – as well as variations.

Table 1.2

Motivations of adventure tourists

Adventure activities	Motives	Authors
Hiking	Mental rest, abstraction, a sense of closeness to nature and a sense of accomplishment	Den Brien (2007)
Mountaineering	Aesthetic and physical satisfaction from the mountain environment, psychological, physiological, safety, simplicity of organization, development of skills, gaining experience, natural environment, availability of opportunities for mountaineering, mountain conditions and infrastructure	Pomfret (2006)
Several types of adventure tourism	excitement, uncertain outcomes, danger and risk, challenge, expected reward, novelty, stimulation and excitement, escapism and separation, exploration and discovery, absorption and focus, contrasting emotions, avoidance of boredom, sense of adventure, change of environment, knowledge, insight	Bakly (2011),
Skiing	relaxation, social atmosphere, entertainment, excitement, achievement, challenge, safety, quality of life, hills and trails, resort services, range of ski trails and terrain	Shnaider and Foht (2012),
Kayaking and rafting	New experience, pleasure, communication, natural environment, flow and playfulness	Tsaur, Lin and Lu (2013)

Source: [35]

So important information is that in international practice you wouldn't find the information about sport and health tourism, because they call it an active outdoor tourism.

1.2. Global practices of sport and health tourism product development

In order to answer the question why sport tourism has suddenly become so prominent, let's have a look back in a history shows that people have engaged in

sport related travel for centuries. However, in the past twenty years, the popularity of this form of travel increased. Various explanations, such as the increased emphasis on health and fitness and increased use of sport events by cities to attract tourists, are examined. Looking at the active sport tourism segment, both the millennial and the baby boomer travellers show an increased interest in the active sport related trips [3, 7]. Generally speaking, a similar interest often increases the amount of shared motivations to perform that certain interest. However, when looking at the characteristics and motives from different age groups, also often big differences between different age groups exist [8,9]. The question of what is known about sport tourism includes a review and critique of the literature in the three domains of sport tourism shown on the figure 1.1.

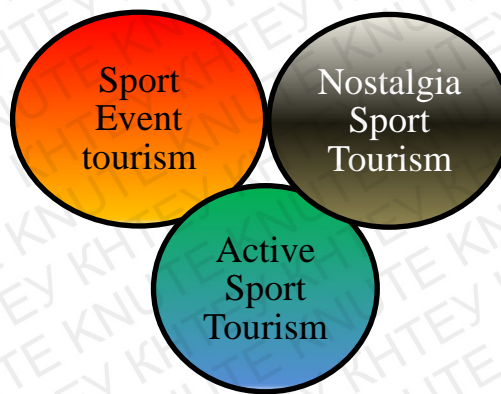


Figure 1.1. Three domains of sport tourism

Source: own elaboration

The first category, watching sporting events or sport event tourism includes hallmark events such as the FIFA World Cup Football Championships, and the Olympic Games [5]. World Cup was actively promoted as a tourism attraction as were the Olympic Games held in Atlanta in 1996. During the build up to World Cup '94, it was estimated that the event would attract 50 million foreign visitors to the US who would spend 100 billion (US) dollars. Tournaments sponsored by the Professional Golf Association or the World Tennis Association are also part of the spectator-centred sector of sport tourism. Similarly, tourism associated with

professional sport teams and top college basketball and football teams are part of this form of sport tourism [2, 3, and 4].

The second type of sport tourism, celebrity and nostalgia sport tourism involves visiting famous sport related attractions, visiting the sport halls of fame such as the Basketball Hall of Fame in Springfield, Massachusetts, sport museums such as the Museum of Sports Glory of Ukraine, Museum of rugby and others, and famous sporting venues such as the Olympic Stadia in Barcelona and Atlanta fall into this category. Another form of celebrity and nostalgia sport tourism that has emerged in recent years is meeting famous sport personalities in a vacation context. The cruise industry has been very adept in this area. Cruises for the sport theme such as Norwegian Cruise Lines 'Pro-am Golf Cruise,' or the 'NBA Basketball Cruise,' arrange for passengers to meet personalities from their respective sports while on board ship.

Active participation or active sport tourism is the third category of sport tourism. This is comprised of individuals who travel to participate in golf, skiing, and tennis in particular, although other sports such as shing, mountain biking, scuba diving are popular in the US. Hall further subdivides this type of sport tourist into 'Activity Participants' who engage in sport related travel as a form of leisure, and 'Hobbyists' who are amateur 'players' who travel to take part in competitions in their chosen sports. For the theme of this final qualifying paper the main sphere is active sport tourism [7].

Active tourism is a special way to spend your vacations. It is a new travelling philosophy that combines adventure, ecotourism and cultural aspects of a discovery tour. It is low-impact, ecological, socially compatible and high quality and has three major aims (figure 1.2):

- 1) Recreation: distraction from daily working routine during vacations. Health and sport tourism is fun and can provide us all the pleasure we can desire. We can relax our minds and recharge our bodies energy by practising exercise and actively participating in our entertainments.

2) Education: an active tourist is eager to learn and wants to know closely another culture and way of living. Our vacations should broaden our horizons, willingness to learn the language, eat the typical food, value local traditions and respect foreign cultures and beliefs.

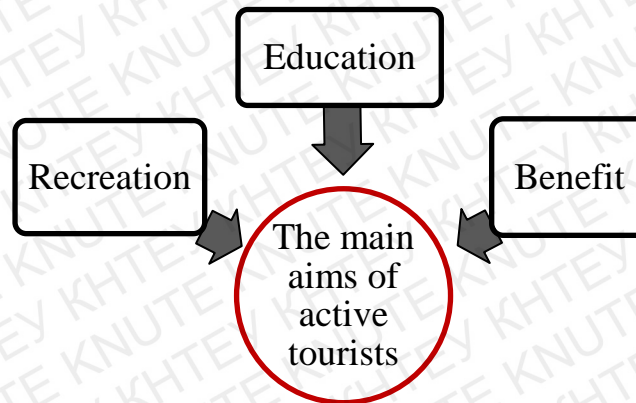


Figure 1.2. The main aims of active tourists

Source: own elaboration

3) Benefit: tourism doesn't only bring advantages to visitors but also helps the local economy and promotes development of the visited land. Health and sport tourism is low impact, ecologically and socially sustainable. Health and sport tourism uses and values nature, protects biodiversity and offers work for people. Characteristics of an active sport tourist we can see on the figure 1.3

**Characteristics
of an active
sport tourist**

- More likely to be male
- Affluent individuals
- College educated
- Willing to travel long distances to participate in their favourite sports
- Likely to engage in active sport tourism well into retirement
- Tend to engage in repeat activity i.e. not a 'one-off' vacation

Figure 1.3. Characteristics of an active sport tourist

Source: own elaboration on the base of: [53]

Usually it is a male, in most cases – a student that want to travel, have fun and extreme, but not expensive. Active sport tourists also like to travel for a long distance, because of their active lifestyle they cannot stay in one place for a long period, but if it is extreme sport like climbing – they can.

The best way to visit a land is to travel with a local friend that shows you all the beautiful and interesting attractions:

- 1) Somebody that explains you about local costumes, traditions, about history, art and culture.
- 2) Somebody that takes you to eat typical food shows you where to shop.
- 3) A friend that shows you the local nature and takes you into adventure. This is the most authentic way to visit a foreign country.

Let's have a look on another important information about sport tourism. Distinction between sport tourism and tourism sport may be another factor to be considered in understanding sport tourist behaviour. The distinction between these two categories is based on motivation. (Figure 1.4)



Figure 1.4. Sport tourism & Tourism sport

Source: own elaboration

For sport tourists, sport is the primary reason for a trip, whereas, for tourism sport, tourism is the primary motive. Similarly, Standeven and De Knop suggested that sport tourists should be understood in relation to the degree to which sport or tourism underpins choices and behaviours.

The proposition that sport tourists are not equally motivated by sport may be a major tool for explaining behaviour. There are certainly clues that this might be so in

“Garnhams” study of the Ranfurly Shield and rugby fans in New Zealand where retailers complained that they did not experience the economic windfalls that they had been expecting. Faulkner, Tideswell, and Weston in a paper presented before the 2000 Summer Olympic Games in Sydney, “warned” of the “sport junkies” who have a singular focus when they travel to sporting events, to attend the event and do little else while they are visiting the host community. In our Gator fan studies we found a similar phenomenon. Event sport tourists participated in few non-sport activities while tourism sportsmen included a range of activities in their trips. Thus, the concept of motivation might be an important tool in explaining the behaviour of sport tourists and gaining insights on the “why” rather than just the “what” [8, 9].

Conclusion to the part 1

Sport and health tourism is so popular nowadays, so that people travel a lot, not just for pleasure, but also to make their lives and health better, to have a better life and of course to maintain the trend. Sport is the best way to stay in fit and to be healthy. Industry of sport and health tourism helps people to have a good quality of service in this sector, to have fun and to connect this two things: importance and leisure. It's better not just to go in for sport, but also to spend your vacation with pleasure and benefits for the body and overall health. There are 3 domain types of tourism: sport event tourism, nostalgia sport tourism and active sport tourism. The most attractive is active sport tourism. The best way of travelling to unknown places is to travel with a local friend.

PART 2

CHARACTERISTIC OF SPORT AND HEALTH TOURISM POTENTIAL OF CHERKASSY REGION

2.1. Characteristics of sport and health resources of Cherkassy region

Cherkasy region lies on both banks of the Dnipro River in the forest-steppe belt of central Ukraine. It was formed on 7 January 1954. The population of the Cherkasy region (2018) is about 1,208,000 (2.9% of the total population of Ukraine, the 17th most populated region). The area of the Cherkasy region is 20,916 sq. km. The territory of the Cherkasy region is generally flat and is usually divided into two main parts - the right bank of the Dnieper River and the left bank. The region stretches from southwest to northeast for 245 km, from north to south - for 150 km.

The climate of the Cherkasy region is moderately continental. Winters are mild, with frequent thaws. Summers are warm, sometimes hot. The average temperature in January (the coldest month) is about minus 5-8 degrees Celsius, in July - plus 20-25 degrees Celsius.

Cherkasy region has temperate continental climate that means mild winter with frequent thaws, warm summer. All this is favourable for the development of agricultural production. The agricultural area makes up 1,486.9ths.ha of the 2,091.6ths.ha of the general area of Cherkasy region. The farmland makes up 1,450.8ths.ha of the general area of the region (69.4% of the region area). The agricultural land is of 338,600 ha. The built-up land of the region makes up 84 500 ha. There are 15 500 ha of open land with no vegetation or with a slight one. 138,800 ha are under water. Open swampy land makes up 30,400 ha. The soil cover is mainly formed of typical black and heavily degraded soils that occupy 53.7% of the soil. Thereby, the region has the strongest background for the organic agricultural production development. The area of the region has deposits of fossil fuels, ore (metallic), non-metallic minerals and mineral waters. The region is rich on non-metallic minerals (granite, clay such as bentonite, kaolin), quartz sand. The stock of coal and peat is the main fuel resource of the region.

In Cherkasy region, there are 257 mineral deposits including 250 of local importance and 7 deposits of the State importance. The forest of the region is of flat type and is listed to the forest steppe zone. In general, the climate of the region is favourable for growing of a wide range of tree and shrub species and, first of all, high-performance oak and pines. Cherkasy region is located in two main Dnipro and Southern Bug river districts: the Dnipro river district is 12 000 sq. km. and Southern Bug district is 8 900 sq. km. The density of the river network is well-developed and makes up 0.2-0.54 km./sq.km the biggest reservoir is located on the Dnipro. It is Kremenchug Reservoir with the general area of water surface of 2 252 sq.km and the full capacity of 13,520 million cu. m. Natural areas of the region make up 527 territories and objects of Nature reserve fund. Public accounting includes 9,078 historical monuments, of which: 7,169 in archaeology, 1,552 in history, 184 in architecture, 173 in monumental art. 93 monuments are of national importance and the rest are of local importance. On the territory of Cherkasy region there are 9 national and state history and culture and natural funds, and national arboretum "Sofiyivka".

The specific location of the region (Cherkasy is situated in the geographical center of Ukraine, on the cross of international air, transport ways and main railway junctions, near the main waterway of the country the Dnipro River) introduces the possibility of the transport structure development. The region hosts international transport corridors "Crete number 9", which coincides with the highway M-05 (E-95) Kyiv - Odesa and corridor «Baltic Sea - Black Sea", which coincides with roads M-05 Kyiv - Odessa and M-12 Striy - Ternopil - Kirovograd - Znamianka.

The sufficiency of roads per 100sq. m. area in the region is 293.6 km, while the average for Ukraine is 280.5 km. The index of roads density in the region is 0.29 km per 1 sq.km that is more than the average in Ukraine (0.28 km per 1 sq.km.). The sufficiency of roads per 100sq. m. area in the region is 293.6 km, while the average for Ukraine is 280.5 km. The index of roads density in the region is 0.29 km per 1 sq.km that is more than the average in Ukraine (0.28 km per 1 sq.km.). In 01.01.2014 the length of road network of Cherkasy region was 19 286.6 km, of which 13 143.8

km was the carrying length of streets and communal roads in settlements, the length of public roads was 6 142.8 km. The services of railway transportation in the region are provided by the Shevchenko management of railway transportation of the Odesa Railway, Kozyatyn and Darnytsya management of transportation of the South Western Railway. River transport is an important sector of the economy that has a great potential in the region, especially in combination with other branches of transport (air, road, river). The region hosts 150 kilometres of operating navigable river ways. Unfortunately, air transport of the region is in decline. However, during 2010- 2014 Cherkasy Airport has been saved, which allows its full rehabilitation. The capacity of runway allows taking cargo aircraft IL-76.

Cherkasy region also has a big amount of hotels and different accommodations. With the help of TripAdvisor, we identified that there is about 110 accommodations and hotels in this region. Cherkasy region is an ecologically clean region, the territory of the widest flood of the Dnipro river, 100 kilometres of sandy beaches, the largest number of natural and historical-cultural reserves, where we can relax and get acquainted with local traditions.

One of the places where we can enjoy a holiday and gain new experiences is rural green estates. There are 34 farmsteads operating in the region, the main task of which is:

- providing leisure services for city residents and acquainting foreign tourists with the traditions and way of life of the local population; can be found in a real country house with all the traditions of the countryside;
- ecological and healthy outdoor recreation;
- clean air, sun, water sources; organic food;
- Ukrainian national dishes
- simple and cosy family atmosphere;
- master classes in folk crafts; fishing, hunting, picnic;
- water and horseback riding.

The most developed in this direction are Smilyansky (8 estates), Cherkasy (6 estates) and Kaniv (6 estates) districts.

In addition, an important place in the region is occupied by active recreation:

- 1) Vodyanyky ski resort in Zvenigorod district (three ski slopes of 550, 600 and 700 meters, a mountain slope with a height difference of more than 100 meters and a park with springboards and a quarter pipe);
- 2) Zhashkiv Equestrian Complex
- 3) Selena International Tennis Sports Complex;
- 4) Cherkasy Yacht Club “Parus”;
- 5) Kayak rafting on the mountain rivers Tikich and Ros;
- 6) bicycle routes to the sights of Cherkasy region;
- 7) paragliding;
- 8) paintball;
- 9) climbing area in Buky village (picturesque granite canyon on the river Hirskiy Tikich near the Buky village is one of the hundreds of most beautiful places in Ukraine and is one of the leaders in originality and uniqueness).

In order to provide information on the tourism potential of Cherkasy region in the region there are 3 tourism information centers (table 2.1). Let’s take a look at each of the resource of sport and health tourism in Cherkasy region. So, the first one is Vodyanyky.

Vodyanyky is beauty, peace and picturesque nature. People come here from all over Ukraine to relax from the hustle and bustle of the city, get healthy and gain positive emotions. The complex opened a few years ago, and in this short time it was possible to create a modern resort that was felt in love with by Ukrainians. Lovers of active lifestyles, fans of skiing and other sports, connoisseurs of a high level of comfort and service come in the "Vodyanyky" every day. Everyone can find something what he wants and can enjoy the beauty of nature in the ski sports and recreation complex "Vodyanyky". The newest four-seater cable car and the doppelmayr ski lift from Austria are installed on the slopes, which will lift everyone to the top of the slopes with maximum comfort. There are trails for both beginners and experienced skaters. If someone is an expert or an athlete, he can improve his skills in a snowboard park with three lines of springboards and half-pipe. The total

length of the trails is more than 2000 meters, which are constantly levelled with a snowmobile and well lit. The system of artificial snowing allows receiving a fine prepared slope practically at the first frosts. A ski and quad bike rental service is also available. Those who want to master or improve the technique of skiing or snowboarding can use the services of highly qualified instructors. Comfortable hotels, a chain of restaurants, as well as baths with a heated outdoor jacuzzi will help us to relax from an active time.

Table 2.1

Tourism information centers of Cherkasy region

Name	Location	Phone number	Mobile phone number	E-mail	Web-site
Chyhyryn TIC	-20901, str.B.Khmelnysky, Chyhyryn, Cherkasy region, Ukraine	(04730) 2-58-10	(095)602 -88-01	chigirintic@gmail.com	http://chygyryntic.ucoz.ua/
Cherkasy TIC	18000, str. Khreshchatyk, 221, office. 13, 14, Cherkasy city, Cherkasy region, Ukraine	(0472) 54-43-00	(097)687 - 87-87	cherkasy-tour@ukr.net	http://tourcenter.ck.ua
Kaniv TIC	19000, Tourism complex "Auto-Rika", street 206 Division, 1, Kaniv, Cherkasy region, Ukraine	(04736) 33-0-99	(067)376 -24-06, (063)756 -79-79	kanivturinfo@i.ua	www.kanivtur.info

Source: [50]

The next health and sport tourism resource of Cherkasy region that we will talk about is Zhashkiv equestrian complex. Equestrian sport is not just a sport. Equestrian sport is a philosophy based on "feeling against strength, strength without cruelty, a mixture of rigor and flexibility, patience, self-denial, humility in the saddle,

confidence in walking, innate animal talent and endless gratitude of the rider."

Zhashkiv Equestrian Complex is a unique combination of elegant sport and comfortable rest. Communication with a noble and graceful animal, unity with him, gives a feeling of inner harmony and a charge of positive energy.

The complex specializes in breeding, rearing and training horses. The opening of the equestrian sports complex took place in 2010 on the basis of Zhashkiv Equestrian Plant. Equestrian competitions of all-Ukrainian and European levels are held in Zhashkiv equestrian complex. Located in Zhashkiv on the territory of 137 hectares, the complex has about 300 sport horses. Also on the territory of the complex there is a hotel-restaurant complex "Parade Allure". At the disposal of bowling fans - 4 lanes, made taking into account the modern system of bowling standards. All linear parameters of the equipment are strictly regulated. There is also a cosy sauna for 6 people. There are two lakes on the territory of the complex.

Our next stop is near the Selena Family Resort. Selena Family Resort Tennis Club was founded in May 2007. Since then, the Challenger series "UTC Open by Selena" tournament has taken place here, in addition, the courts have repeatedly hosted tennis tournaments of the "Futures" series. In 2008, the Davis Cup match between the Egyptian and Ukrainian national teams was held here, where Ukraine won. This match started because our team from the Second Euro-African zone moved to the First. Also in 2008, Selena Family Resort tennis courts became the official training base for Olympic and Paralympic training.

Hotel and restaurant complex Selena Family Resort, which is located in a picturesque corner near Cherkasy, is located on the banks of the Dnipro. 14 hectares of territory in a cosy forest are happy to welcome guests all year round. Pearl of Cherkasy pleases with plenty of fresh air, soothing silence and a wonderful atmosphere of peace and serenity. A cosy hotel, a fine restaurant, an excellent beach, an equipped swimming pool, a wellness bath on wood – are not all the benefits that the complex is ready to offer for vacationers.

If you see the courts, you would say that they are the best in Ukraine. The tennis club at Selena Family Resort opened in the spring of 2007. Various sports

competitions of national, European, international level took place on the basis of tennis courts (figure 2.1)

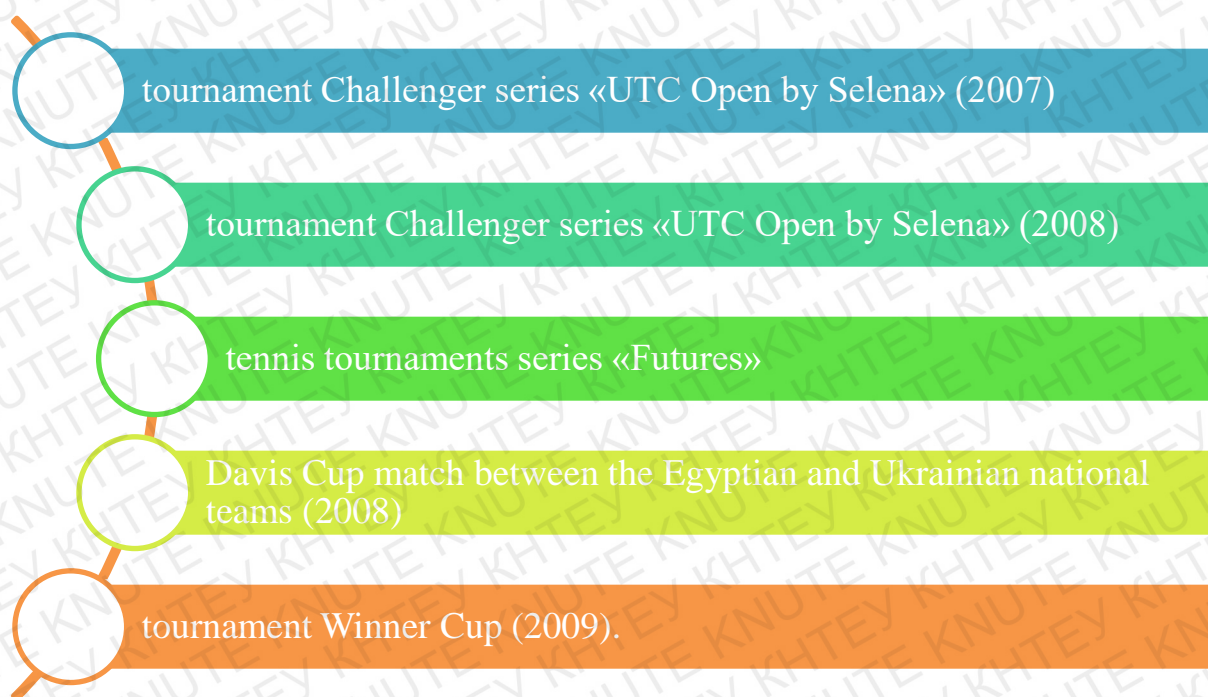


Figure 2.1. International tournament

Source: own elaboration on the base of [54]

A children's tennis academy opened at the hotel and tennis club. The academy trains high-class athletes who prove their level with awards at international competitions. Entrants to the academy are competitively selected. Tennis fans can enjoy the game on 8 wonderful courts. Outdoor and indoor courts provide the opportunity to play tennis all year round. In the tennis club of the hotel-restaurant complex "Selena Family Resort", in addition to courts, we can rent the necessary sports equipment: tennis rackets and balls. We can hire a qualified coach to help us unleash our potential and to learn the basics of the game,. There are both one-time classes and a subscription system for children and adults. An experienced mentor will help everybody to spend time on active recreation with health benefits. After an active workout, we can relax our muscles in the pool or river (during the warm season), or enjoy all the delights of a hot bath. We can also order a massage, steaming

with brooms or scrubbing. Everyone here is invited to replenish their strength with delicious dishes in the restaurant. And if you stay up late or do not want to return to the noisy city, you will be offered a cosy house in the park area, on the banks of the Dnieper or a room in one of the buildings. The Selena Family Resort hotel and restaurant complex is a great opportunity for family and friends to relax. [54]

Of course, we can't forget about Cherkasy Yacht Club. This is the center of sailing and active recreation on yachts for residents of Cherkasy and Cherkasy region. The favourable location and well developed infrastructure of the club are ideal for yachtsmen and travellers, for organizing family and corporate events, business meetings, as well as for those who like to relax on a yacht in the beautiful and bright places of the Kremenchug reservoir. The Cherkasy Yacht Club has drinking and industrial water, electricity, fuel bunkering, repair of yachts and boats, Wi-Fi, a stationary crane for lifting and lowering yachts, a slip for lowering boats in Cherkasy, winter parking for yachts and boats on the shore are available. The territory of the Cherkasy Yacht Club is a unique location for holding events in Cherkasy. Modern racing and cruise yachts of the club members are an opportunity to organize and conduct bright corporate regattas and yacht team building in Cherkasy.

The next interesting place of sport and health activity in this work will be an active relax time on the river Ros. The Ros river is one of the most picturesque rivers in Ukraine, and rafting along it is a unique journey. Ros is the "right hand" of the Dnipro, it is considered one of the twenty largest rivers in Ukraine, so everyone should go kayaking along this river. It is from here, according to historians, that the "dew" originated. Later this name was transformed into "Rus". So the banks of the Ros river can deservedly be called the cradle of Ukraine. The Ros river flows through 24 administrative districts, from Kyiv to Cherkasy region. Rafting on the Ros, you will sweep past 1136 small rivers, 9 lakes, and enjoy the view of many artificial reservoirs and more than 60 reservoirs. The Ros river is ideal for different types of active water recreation. Rafting, kayaking, relaxing in quiet backwaters, swimming and fishing - this is not a complete list of how you can actively relax on the Ros river. If we are looking for a good alternative for recreation, are accustomed to active

recreation, then a kayaking trip along the Ros river is a great option for those who wish of all ages. Thanks to its diverse currents, shores, quiet backwaters and rapid rapids, everyone can feel "at ease". The time for rafting and recreation is strictly regulated, and the surrounding atmosphere of quiet places and unique historical sights will not let someone get bored.

Rocks, canyons, a park on the Nechui-Levitsky Islands - you have never had so many attractions for kayaking. Rafting on the Ros river is fundamentally different from any other travel options. Starting the rafting from the city of Boguslav, everyone can feel the unique architecture of the city. Many people call this city "little Switzerland" with Ukrainian flavour. Here you can visit: the Museum of the History of Boguslavshchina, Holy Trinity Church, the monument to Yaroslav the Wise, the monument to Marusa Boguslavka and the museum of the famous writer, Marko Vovchok. Kayaking on the Ros river will bring you many experiences. You will see the unique in its beauty Boguslav granite outcrop, the view of which is breathtaking. And kayaking along the Vygraevsky forest will bring aesthetic pleasure: the air here is filled with pine resin and untouched nature. Water rafting on the Ros river can't be without visiting the village of Morinty - the settlement where the unique poet and artist Taras Shevchenko was born. And behind it there is another must-see place - the village of Steblev, the birthplace of the famous Ukrainian writer I.S.Nechuy-Levytsky. But this is not the end of our water kayak trip. Having crossed the dam of the hydroelectric power station, we will get to another amazing city - Korsun-Shevchenkivsky, one of the most ancient cities of the Cherkasy region. The Military History Museum, the Lopukhins' park-estate, the Nature Reserve, the Rosich monument, the Jan and Nataalka fountain - this is just a small list of possible ones to visit. And Ros river in Korsun-Shevchenkivsky is so photogenic that this city is worthy to make a canoe trip along it.

Sometimes everyone needs to get to a place without Wi-Fi, social networks, deadlines and fully connect with nature. Now we will talk about the place where you can do it. Trakhtemyriv Peninsula - a corner of wildlife near the capital, which is considered a place of strength and a place of Cossack glory. Trakhtemyriv is cut by

beams and ravines, dense forests, the lack of people has turned local roads into animal trails, where we can easily meet a wild boar or a roe deer. Almost mountainous landscapes and remoteness make this route accessible to confident and experienced cyclists.

Significant places to visit in Trakhtemyriv are abandoned village of Zarub, Height "222 meters", Makivshchyna, Trident tree, Rozhena Krynytsia, Lake Buchak, Cossack stone crosses, Scythian House. All of them are shown on the table 2.2 with different interesting facts of them. Also, every tourist will find useful information that Trakhtemyriv can be reached by train from Kyiv to Myronivka, and then - on your own or your own car; tents can be set up on the shores of Buchak or on Mount Batura; water can be collected in the village Hryhorivka or Trakhtemyriv.

Table 2.2

Places to visit on the Trakhtemyriv Peninsula

The name of the place	Interesting facts
Abandoned village of Zarub	artefacts of Zarubynets culture were found here and the mystical mountain Batura is located
Height "222 meters" or "Three Angels"	a place that esotericisms consider the center of power
Makivshchyna (Poklonna Hora)	if you lie there on a hot day, then you will have a sick, as from a drunken poppy
Trident tree	an unofficial symbol of the peninsula
Rozhena Krynytsia	according to the legend, named after the beautiful Rozhena, who treated Kyiv princes Sviatoslav, Igor and Volodymyr, who went to battle with the Polovtsians, with water
Lake Buchak	A great place to relax
Cossack stone crosses	Cossack stone crosses
Scythian House	Once Kyiv actor Oleh Petryk came to Trakhtemyriv to shoot a film about flooded villages, and stayed here forever. He has no electricity, but there are many guests. And no wonder, because his house resembles a real museum. There are many weapons, a glued Trypillia jug, a bizarre lamp from the time of the Chernyakhiv culture than an ancient Russian warrior, a shovel from the time of Yaroslav the Wise.

Source: own elaboration on the base of [55]

Routes are given on the figures on the days 1 and 2, respectively.



Figure 2.2. Route day 1(25km)

Source: own elaboration



Figure 2.3. Route day 2 (40 km)

Source: own elaboration

The Hirskiy Tikich river rating tour includes new acquaintances, entertainment from morning till night, swimming in the crystal clear waters of the mountain river, snorkelling, fishing, food by the fire and, of course, new emotions and a return from overcoming yourself. Recreation for young people should be active and varied. Choosing a kayak rafting, or any other water transport of your choice, on the Hirskiy Tikich river, you become to an exciting rafting tour of the famous "Ukrainian fjords". This event unites people as best as possible, and finds a second way. Rafting on the Hirskiy Tikich river is an excellent psychological dilution after a busy study or work week. If we can turn off our brain, we will feel full life with our whole body. Moreover, it is a great opportunity to take care of our physical health and change our immunity. Traveling in a team, with friends and loved ones, has a beneficial effect on the hormonal system, and helps to become even closer.

This is a vacation under the motto "I am my own master"! Although we can choose a ready-made author's tour, for the weekend, 1 or 2 days, it is welcome due to our own adjustments and appointments. Flexible program allowing us to create tours for all levels of training, guarantees we vivid emotions and comfortable prices. The

most important thing - we can spend the time of our youth to our advantage: in a circle of nice people, trying something completely new, we may discover new talents.

2.2. Evaluation of tourism attractions of the Buky village in Cherkassy region

In the vastness of the Cherkasy region, it is a great miracle of nature “Buky canyon.” He is considered one of the most amazing places in Ukraine. Buky Canyon is one of the most picturesque places in Ukraine, located on the Hirskiy Tikych river (Mankivsky district, Cherkasy region). Despite its small size (length of 5 km and a width of 80 meters), the canyon has become a favourite area for tourists. River, waterfall, rocks, lush greenery leaves a good impression on a weekend. An ideal destination for couples and climbers. A small paradise of nature attracts more and more tourists every year. And no wonder, canyon landscapes bear a striking resemblance to Switzerland. Especially in the summer, you can see a lot of foreign visitors who like to spend their free time in tents among the small Ukrainian Switzerland. Such popularity canyon outside Ukraine is proud of our magnificent country. Originality Buky canyon gives the Hirskiy Tikych river. It is as natural granite sculptor washing over the past two billion years, it has created this a little piece of paradise. At the beginning of the canyon welcomes guests magnificent waterfall “Side cut” its height is more than 2 meters. At one time he was an integral part of the power plant, which currently does not work. Nearby we can see the ruins of a water mill of the 19th century. On the opposite side of the mill there are fields where it is permitted to spread a tent and make a fire. Buky Canyon remains one of the hidden gems of Ukraine and one of its most beautiful natural wonders. It is located in the heart of Ukraine, about 180 km away from Kyiv and 30 km away from Zhashkiv, this is relatively small, approximately 5 km (or 3 miles) long, 20 m (22 yd.) deep and anywhere from 20 to 40 m wide canyon that attracts numerous travellers. This canyon was formed by the Hirskiy Tikych river in the crystalline rocks of the Ukrainian ground shield. These Precambrian granitic rocks create a

picturesque landscape in the form of steep cliffs and tumultuous rapids. Experienced travellers say that Buky rocks are very similar to the famous.

Here tourists can explore the ruins of the first hydroelectric power plant in Ukraine and remains of the large water mill. Before entering the Buky Canyon, the waters of the Hirskiy Tikych river rapidly roll off the granite blocks, creating a noisy two-meter waterfall named Vir. This is the place where the largest water mill in Ukraine was built back in 19th century. There is a hydrological monument of nature in the village - Waterfall Vir, located below the remains of the mill, the deepest place within Buky. Some stones on the river have their names: Hippopotamus, Roman and Romanykha, Broken Heart, Goldfish. The largest of them, Radion, is a flat stone, which is slowly submerged, with a total area of about 25-30 square meters, it is a so huge stone.

Downstream the Hirskiy Tikich river, we will find the ruins of a water mill. The stone fragments of the walls of the building are sometimes completely absorbed by the plants. Several overlaps and part of the mill's rotating mechanism have been preserved. She was fed by the energy of the Vyr waterfall. Inspecting the ruins, it does not leave a sense of mystery and magic.

There is another famous highlight of Buky village, the first rural hydroelectric power station, along the Tikych river. It was built here in 1929. Every year Buky canyon attracts more and more tourists. This is a great recreational area. Those who are into rock climbing can conquer steep slopes here, fishermen patiently wait for the generous catch, and ordinary vacationers enjoy diving and swimming in the waters of Tikych.

The most romantic option while visiting Buky Canyon in Ukraine is to take a leisurely ride along the river coast by boat. Only from this angle you can fully enjoy the beauty of local nature. The canyon is especially beautiful in spring and autumn when banks of the river are covered in lush greenery or vibrant fall colours.

We can't forget about Buky Grill Fest, that was started last year, this year it was cancelled because of the COVID-19. Let's see how it was. According to the village council, guests from at least four regions - Cherkasy, Vinnitsa, Kirovograd

and Kyiv and, of course, from the capital of Ukraine - came to the shores of Hirskiy Tikich.

This festival will become a kind of "feature" of Buky United Territorial Community in the future. However, Buky have another important goal - to teach local people how to earn money. To participate in the organization of the festival, Buky invited people from different cities and villages of Ukraine - professionals in their field. They showed how to work properly, how to develop tourism, glorify the land and make money on it.

One of the organizers of the festival, Oleksiy Maslyuk, declared the same goal. During the festival, Buky presented their brands, in particular, Buky honey and a kind of local bread, which is taught to cook in Buky Polytechnic Vocational Lyceum. According to one of the initiators of the festival, Serhiy Yurchyk, he was born and raised in a nearby village, but has never known about the beauty that is in Buky village and canyon.

Sergey Yurchik said that organizing the festival, Buky's government really wanted people to come to Buky in Cherkasy region and see all the beauty of the Buky canyon. Among the many attractions of the festival - four zones: actually a grill area with outlets and a stage, a sports location (jumping off a cliff, a tourist crossing the river, kayaking, etc.), a children's location (various games, archery and crossbow), and entertainment) and art camp.

The grill area is located on the river under a huge rock. In addition to the actual grill (kebabs, chicken, vegetables) and performances by artists, those interested could smoke a hookah, take a master class in pottery, buy souvenirs (including products of the famous Ukrainian master Angela Drach) and even chat with a sommelier and winemaker Igor Maksymenko, to taste his products. Artists, poets, musicians talked about their work, held master classes.

It is possible that the organizers did not manage to achieve all the set of goals, but the main thing was done: a new festival was launched, which in the future will become another big tourism attraction. We have explored different statistic materials and have made some tables that will shows the nowadays tourism situation in

Cherkasy region. First of all let's see on the table 2.3, where we can see the information about the collective accommodation facilities. We see that the amount of collective facilities has a small grown, of course the amount of seats too and the amount of served people grows too. From 2015 to 2019 the amount of collective accommodation facilities grew from 52 to 55 units, the amount of seats grew from 3705 units to 4308 and the amount of people that were in collective accommodation facilities in 2015 was 94434 and became 114025 in 2019. Also on the table 2.3 we see that it was a stuck in 2017.

Table 2.3

Collective accommodation facilities of Cherkasy region

	The Amount of collective accommodation facilities, units	The Amount of seats in collective means accommodation, units	The Amount of people that were in the collective accommodation facilities, persons
2015	52	3705	94434
2016	53	3923	98564
2017	53	3923	98564
2018	54	3978	105209
2019	55	4308	114025

Source: [49]

The next table will show how many hotels and other places for temporary residence there was in Cherkasy region from 2000 to 2019 (table 2.4). We can see that the number of hotels, number of rooms, living space for all rooms, disposable capacity increased almost every year from 2006 but the number of served visitors wasn't as good, because the amount of hotels were increased but the amount of served people from 2006 to 2012 were decreased from 119,9 to 55,3 it can be caused by a number of factors, and the main is unknown attractive resources and low level of tourism navigation in Cherkassy region, and lack of advertising and promotion of the local destinations. The decreasing in 2015 we all understand that it is the result of anti terroristic operation on the East of Ukraine. Also we see that then after 2015 everything become to slow growing. In 2015 it was a big and bad time for

Ukrainian tourism sphere, everyone was scared to travel to Ukraine, but Ukrainians understand that in a few year everything will be better. And it will be , if COVID-19 hasn't appeared. But in 2019 we see that the number of hotels increased in 8 unites and the amount of served visitor already reached the amount in 2012 – 55 thousands of people.

Table 2.4

Hotels and other places for temporary residence of Cherkasy region

	Number of hotels and other places for temporary residence	Number of rooms	Living space for all rooms, thousand m2	Disposable capacity, seats	Served visitors, thousands of people
2000	36	1215	21,2	2491	73,7
2001	35	1216	21,4	2415	81,0
2002	31	1054	19,2	2115	88,4
2003	34	1076	20,7	2132	122,1
2004	31	1049	20,0	2018	106,0
2005	36	1092	20,9	2139	119,9
2006	33	1002	19,5	1921	110,7
2007	53	1589	31,4	3960	105,7
2008	55	1644	33,9	3960	103,1
2009	59	1855	40,6	5163	74,3
2010	65	1980	42,6	5887	62,7
2012	70	2150	44,0	6453	55,3
2015	70	2150	44,0	6453	10,9
2017	72	2220	45,1	6596	38,4
2019	80	2800	48,3	7685	54,7

Source: [49]

The number of tourists served by tour operators and travel agents in Cherkasy region we can see on the table 2.5, there we can see that the amount of foreign tourists was falling down from 2003 to 2010, then just 10-30 tourists a year in 2011-2014, and a big hole in 2015-2017, now the situation is better and we have a positive result of growing the number of foreign tourist from 0 in 2017 to 85 in 2019, the reason of the hole in 2015-2017 is the anti-terrorist operation on the East of Ukraine, this operation is still going now, but tourist from some of neighboring countries

understand that it just on the East of Ukraine and they are not scared to travel to another parts of Ukraine. We see that after the fast fall of the amount of tourists in Cherkasy region, it had a confident increase the number of tourists every year. So we can assume that this territory is enough attractive for foreign and domestic tourists.

Table 2.5

**Number of tourists served by tour operators and travel agents in
Cherkasy region**

Years	Number of tourists served by tour operators and travel agents, total	Including		
		incoming (foreign) tourists	outbound tourists	domestic tourists
2000	22730	1010	600	21120
2001	23170	602	578	21994
2002	25261	576	533	24152
2003	34353	4110	1049	29194
2004	28322	1151	1900	25271
2005	34459	1449	3301	29709
2006	39046	1791	4884	32371
2007	40901	1112	6930	32859
2008	43049	953	10619	31477
2009	31702	441	6942	24319
2010	36289	712	8260	27317
2011	11375	13	7066	4296
2012	12260	34	8556	3670
2013	15984	11	10451	5522
2014	9694	12	7504	2178
2015	8520	-	6742	1778
2016	11684	-	10015	1669
2017	20953	-	17618	3335
2018	26383	24	22995	3364
2019	39145	85	32929	6131

Source: [49]

Cherkasy region have a good tourism potential. If we develop this territory, it can become a Mecca of tourism in Cherkasy region and attract so many tourists.

2.3. Assessment of effectiveness to promote Buky village on an international market

The canyon on the Hirskiy Tikych river, which is called "Little Switzerland", has become so popular in recent years that the village of Buky, located here, is becoming a new powerful center of attraction for tourists from different regions of Ukraine. Beeches do not need to pay for advertising, the central channels advertise them without it. Leading Ukrainian TV channels film something in Buky at least once a week. And Indian "Bollywood" makes movies here.

After conducting our own research and talking to the head of the united territorial community of Buky village and a group of Cherkasy journalists who attended the opening of Buky Grill Fest, he found that most tourists in Buky from Kharkiv, Odessa and Mykolayiv are also from Kyiv and Kyiv region. Surprisingly, Cherkasy people rarely come. According to the village head, today UTC is trying to "direct the flow of tourists, athletes and TV people in the legal direction."

Everyone really likes that Buky has beautiful landscapes, it is close to Kyiv, and the most important - "everything is free". Tour operators sometimes make money without any contact with local authorities and locals. So, someone earns, and garbage remains to the community. Nowadays local authorities are trying to settle all nuances. There is already a detailed plan of the village, which determines where there will be cafes, restaurants, observation decks, information centers, charging for phones, bicycle rental, playgrounds, children's locations, paths, stops, showers, toilets. UAH 250,000 was spent on such a plan, but no one regrets it. After all, for any investor who comes to Buky village (and there are those who want to), the technical documentation is ready at once. It saves time and money.

The date of formation of the Buky United Territorial Community is the 24 of December 2017. Three settlements joined Buky - the villages of Kutuy, Bagva and Ulyanovka. According to the long-term plan, Buky UTC was to be formed in addition to these settlements of four more village councils, but the deputies of some villages decided to form UTC with Mankivka.

Currently, 2,850 people live in Buky UTC. The community has four educational institutions. In addition, the Buky Polytechnic Vocational Lyceum is located here. Village head Serhiy Zalizniak emphasizes that for such settlements and villages as Buky, decentralization is "literally salvation". People who were unemployed were given a new chance to find themselves in this life. According to Serhiy Zalizniak, no people were fired or any institutions were closed during the unification.

Cultural centers are being developed, cultural and leisure centers are being created, and an art school is planned to be established. Near the old hospital building in Soviet times began construction of a new building. They didn't have time to finish it, and it is still unfinished. UTC is currently looking for an investor who could pick it up and turn it into a community-friendly facility, such as a hotel.

Since 2017, the community has made significant progress in arranging the lives of its residents. In particular, the utility company "Canyon" was created. It helps to maintain the territory of the village, including tourism sites. According to the words of the head of the village, last winter the community felt the correctness of this decision. This allowed the snow to roll out and free those who were stuck in the mounds. The utility company, in fact, worked around the clock. In summer, there is also enough work, because tourists need to clean up. To reduce garbage, large containers were purchased in Buky. And the utility company has installed a stele "I love Buky" near the dam of the old Buky hydroelectric power plant, near which tourists are fondly photographed.

A solar power plant is currently under construction in two areas in Buky. The total area of batteries is more than 20 hectares. They plan to launch the EU by the end of the year. The investor is Indian Solar-Ukraine. According to community representatives, the solar power plant will be one of the hallmarks of UTC and will create at least a dozen jobs.

It will be recalled that at the end of 1929, one of the first hydroelectric power plants in Ukraine was launched in Buky on the Hirskiy Tikych river. The hydropower plant operated until the early 1980s, then was shut down and completely shut down in

the early 1990s. Currently, the corporation "Hydroresource-K" is trying to restore its work, but this is not allowed by archaeologists who believe that one of the settlements of the Trypillia culture may be located nearby. Although, according to the words of head of the village, this is impossible, because there is a solid stone, it is also suggested that maybe someone else wants to take over this station.

We have also made a SWOT analysis of Buky tourism sphere and shown it in the table 2.6. In this table we can see that Buky village has a lack of clear policy, professionalism in tourism, low level of cooperation between the stakeholders and we should explain them how to cooperate. But also it has good factors: friendly people, good nature for even ecotourism, low prices, what is a big plus and resources for developing sport tourism.

Table 2.6

SWOT analysis of Buky tourism sphere

Strength	Weaknesses
<ul style="list-style-type: none"> -Nature and ecotourism -Friendly people -Rich and diverse natural and cultural heritage -Price competitiveness of the destination -Sports tourism 	<ul style="list-style-type: none"> -Lack of clear policy -Low level of cooperation between stakeholders -Lack of professional skills in tourism -Lack of hotels, restaurants and other tourism facilities -Low level of tourism navigation -Poor infrastructure low level of tourism information
Opportunities	Threats
<ul style="list-style-type: none"> -Worldwide trend towards adventure tourism -Promotion and marketing -Cooperation with other cities villages -Development of local community -Involvement the movie industry to collaborate -Opening hotel and new restaurant to involve more tourists -Develop infrastructure and restoration of buildings 	<ul style="list-style-type: none"> -Lack of funding -Low level of awareness of the representatives of the target markets with the tourism opportunities of the village -Lack of planning -Competition with the same villages in Ukraine -Imperfect legal framework

Source: own elaboration

Buky village has not so many stakeholders but we have found them and make the table about the Interaction between the stakeholders of Buky destination (table 2.7), where we can see Municipal enterprise “Canyon”, Bukska Sadyba, café Canyon, farm “Kuti”, product shop “Krumnychka”, Autostrada and how they can cooperate with each other. For example café Canyon and Bukska Sadyba can cooperate with the aim of product interaction and marketing interaction. Product interaction in this example will be like this – tourist from Bukska Sadyba can have supper in café Canyon with good discounts, and tourists can live in Bukska Sadyba with discounts if they come from café. With the help of this cooperation café and Sadyba can get more tourists from each other and marketing interaction is exchange of the print ads and banners that will help with promotion their businesses.

Table 2.7

Interaction between the stakeholders of Buky village

Couples of stakeholders	Product interaction	Marketing interaction
Municipal enterprise “Canyon”, Bukska Sadyba, Café Canyon	Transportation of people from one place to another, for excursion from Buky Canyon to Bukska Sadyba	Promotion on buses and offering just this transportation enterprise
Café Canyon, Bukska Sadyba	Having supper in café with discounts, and living in Sadyba with discounts if person comes from cafe	Exchange of the print ads and banners
Product shop “Krumnychka”, Municipal enterprise “Canyon”, Bukska Sadyba	Product delivery	Exchange of the print ads and banners and banners on buses
Farm “Kuti” Café “Canyon”, Product shop “Krumnychka”	Selling and buying the grain, making some tasty baked product	Advertising and promotion of the unique baked product called Buka
Municipal enterprise “Canyon”, Autostrada	Repairing Bus	Promotion on buses and banner near autostrada about transportation

Source: own elaboration

While exploring Buky village we have found some tours to this destination and we can see them in the table 2.8.

Table 2.8

Tour programs on the Hirskiy Tikych river

The name	Minimum	Optimal
The tour program	<p>Day 1. Meeting the group on the Teremky metro station or near the company's office. Departure to Buky, Cherkasy region. 180 km from Kyiv. Arrival in Buky. Breakfast buffet. Excursion to the Buky canyon. The sightseeing tour starts from the former hydroelectric power station (now it is just a dam that forms a waterfall). We walk along the shore along the canyon, to places where rocks hang over the river, forming "Ukrainian fjords". Preparation for the alloy. Rafting on the mountain river Tikich. Start rafting in a narrow strait where you can meet waterfowl. Smooth transition to a wide part of the river, where picturesque landscapes open up. Rafting and active recreation on the river. The end of the alloy. Picnic in nature. Aromatic kebabs, pilaf, fresh vegetables. Return transfer to Kyiv</p>	<p>Day 1. Departure from Kyiv to the Buky village (180 km from Kyiv). Arrival at the start. Breakfast. Preparation of kayaks. Crew association. Instruction on safety rules and kayak and kayak management techniques. All participants wear life jackets. Lunch-snack packed with you in hermetic bags. The beginning of rafting on the mountain river Tikich in kayaks. Or start the alloy below the main thresholds. The length of the alloy is 7-14 km, depending on the weather and water level. The first part of the rafting will pass through the Buky canyon among high steep cliffs. On the way we make a stop for lunch and snacks. The end of the alloy. Throwing into the camp in Buky. Setting up tents. Hot dinner. Day 2. Breakfast. Excursion to the Buky. Photo shoots on the most beautiful observation decks overlooking the canyon. Climbing - passing the simplest climbing routes of the Buky canyon, insurance is provided by experienced mountaineering instructors. Or the continuation of the rafting on the mountain river Tikich in kayaks. Lunch. Departure to Kyiv. Return to Kyiv.</p>
Price includes	Organization and conduct of alloying, rental of kayaks, oars, life jackets, services of guides-instructors, tour of the Buky canyon, delivery of equipment to the river, travel insurance	Minimum + services of guides-instructors on rafting and climbing, excursion on the Buky canyon, derivative food (breakfast and dinner - hot, cooked on the fire, lunch-snack), provision of camp equipment (rain awning, kitchen and fireplace equipment, etc.), rental tents.
Price excludes	Transfer for participants in the village, food, buffet at the start, picnic at the finish, rent of wooden arbores for groups, photo and video.	

Source: [48]

As we see on the table 2.3 it isn't so expensive to go to Buky Canyon and of course it attracts tourists that have limited amount of money and time. This destination can be good for 1 day and for a weekend.

Conclusion to the part 2

Thus, according to the results of the analysis, we have found that Cherkasy region has significant forests and water resources, rich in flora, fauna and amazing views. This region is suitable for sports and wellness. Local government policy in this area is determined by the maximum promotion. This region is so attractive and has a big potential to be not the best place for sport and health tourism, but one of the most visited regions of Ukraine for sport and health tourism, because not even all Ukrainians know about the destination in this region, especially about Buky village.

In order to assess the current state and prospects of Buky's development, we conducted a SWOT analysis. The key opportunities for the development of Buky are promotion and marketing of this region, involvement the movie industry to collaborate, first steps have done in this industry, but it need more effort, and of course opening hotel and new restaurant to involve more tourists

PART 3

THE PERSPECTIVES OF DEVELOPING AND PROMOTION CHERKASSY REGION ON AN INTERNATIONAL MARKET

3.1. Program of improving and promotion the sport and health tourism in Cherkassy region

Cherkassy region is not poor on tourism destination and has a good potential to become a good developing region in Ukraine where the main income will come from tourism. In the 2 Part of this final qualifying paper we have seen just a small amount of destination that this region had, but we would like to develop that destination that is poorly known but has a big potential. This destination is called Buky village with its amazing canyon, that is one of the most beautiful in Ukraine.

Buky destination should be sustainable, but it isn't at all now. There are some of problems to solve. At first to be sustainable destination Buky should have a strategy to develop the destination. Buky should do a number of measures:

- local government should also encourage local entrepreneurship and community reinvestment in order to sustain the economic momentum and maintain it within the local geographic region;
- stakeholders should understand that they will not have a sustainable destination until they start to optimize their work together;
- local community should be so kind and mutual assistance, of course it should be educated or informed about some of aspects of activities that they can provide in their destination to become more popular and much more profitable;
- a sustainable destination should take care of nature, and for Buky it's one of the most important aspects.

Stakeholders with the government in Buky should develop not just the destination at all, they should develop tourism product to make it recognizable at Ukraine, in Europe, to do it there should be done some of the improvement in different spheres. We will see this improvement on the figure 3.1, 3.2, 3.3.

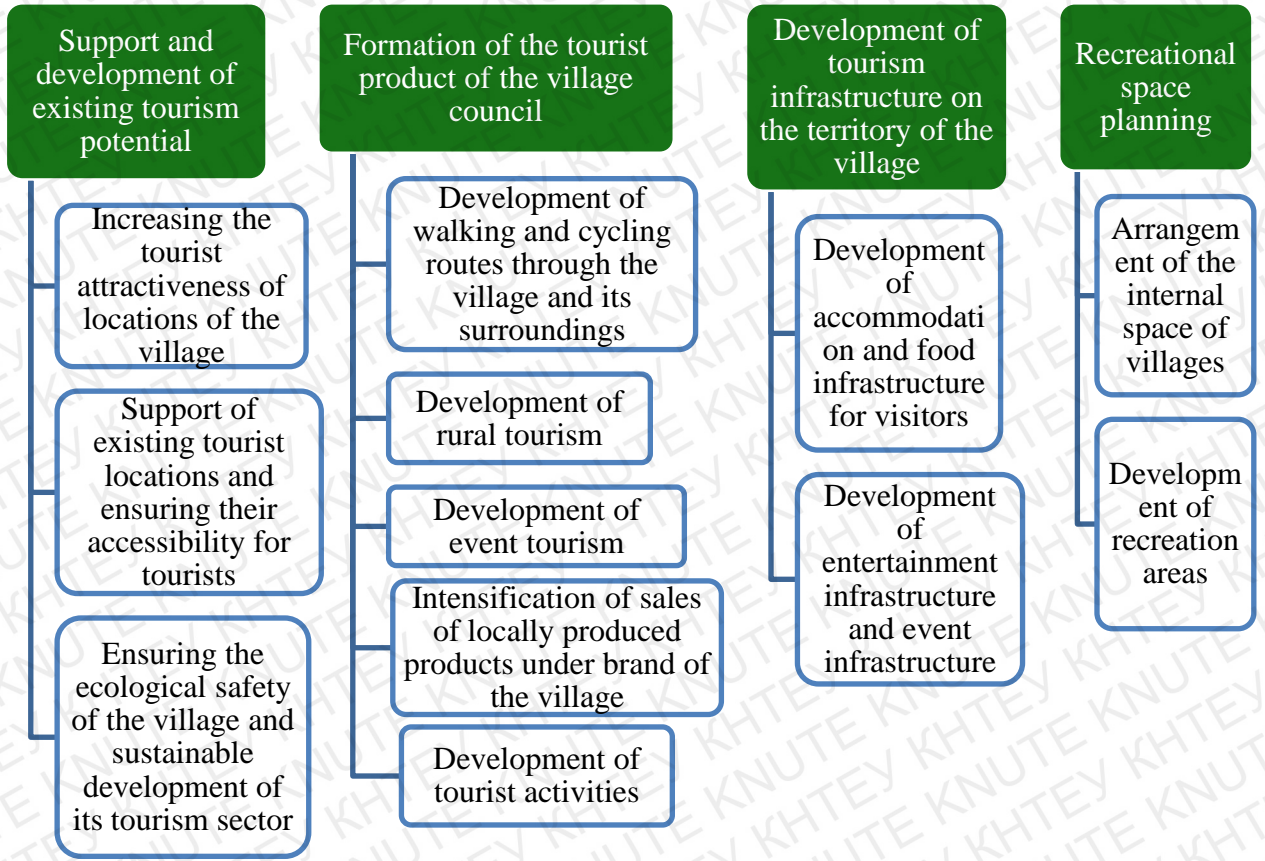


Figure 3.1. Development of the tourism product of the territory of Buky

Source: own elaboration

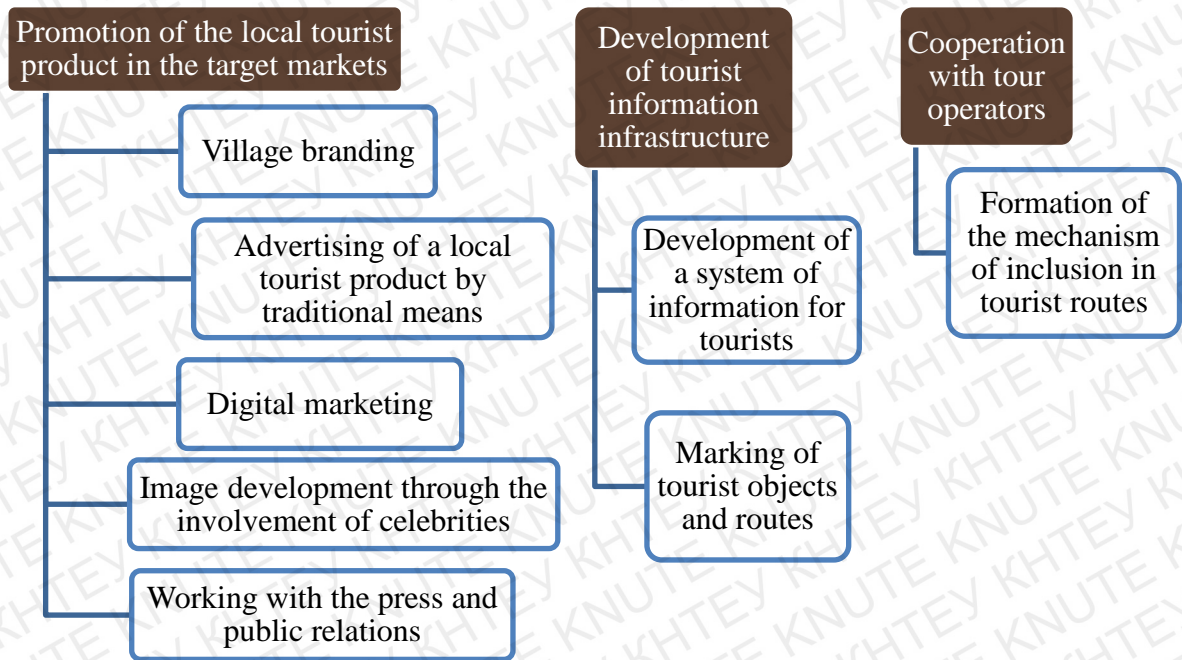


Figure 3.2. Promotion of the tourism product of Buky village council

Source: own elaboration

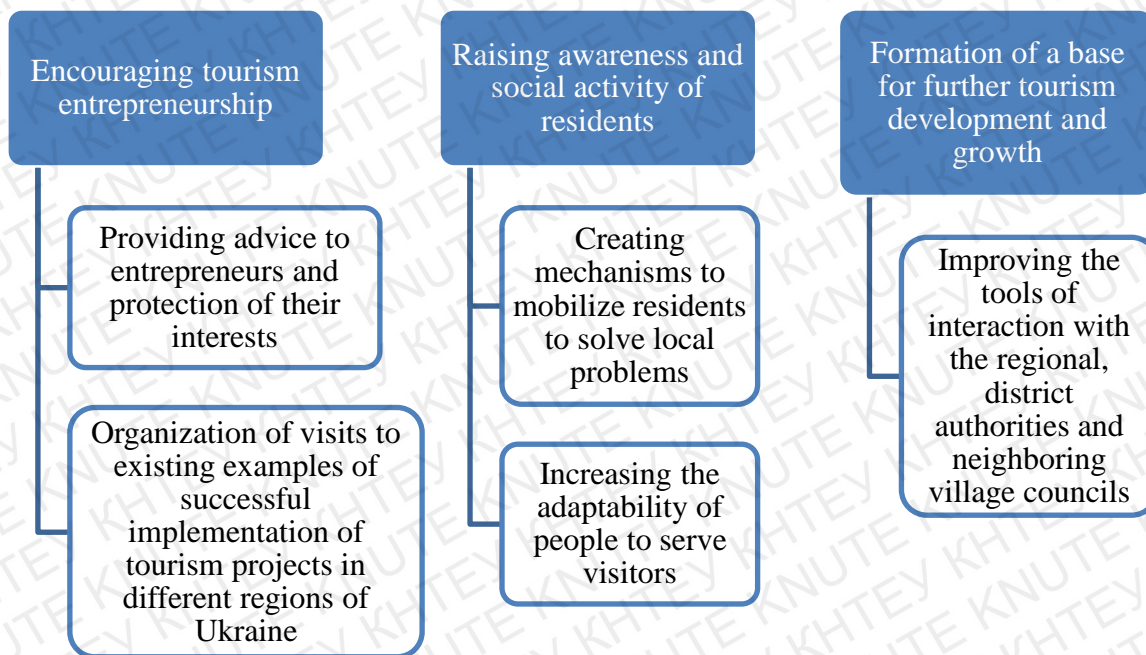


Figure 3.3. Development of human potential and tourism assets

Source: own elaboration

All these tables show the needness of cooperation of stakeholders and local authorities and solving that problems that they cannot solve without each other. Of course we should see some information about how much efforts Cherkasy region makes for making a good conditions for developing tourism sphere in this region, for example look at the table 3.1. In this table we see that millions of UAH spending in Cherkasy region for protection the environment. It is a good indicator for investors that want to come into this region in tourism industry and make their business here. From 2013 the total cost become higher and higher every year and in 2019 it was more than twice bigger than in 2013, so we can say that this region is trying to protect what they have – their nature and beauty and of course it is a way to develop tourism sphere and involve investors and tourists in Cherkasy region. Also we can see that Cherkassy region protect not just the nature but also the atmospheric air, resolve problems with changes in climate. Environmental protection of Cherkasy region includes water purification and waste management, conservation of biodiversity and habitat too (table 3.1).

Table 3.1

Current costs of environmental protection natural environment*(in actual prices, thousand UAH)*

Year	Total	Including					
		Protection atmospheric air, problems changes climate	Water purification	Waste management	Protection and rehabilitation of soil, groundwater and surface water	Conservation of biodiversity and habitat	Other
2006	37147	2224,5	30792,5	364,9	258,8	3416,7	89,6
2007	43050	1834,7	36335,7	531,7	188,4	90,5	4069
2008	49012	1792,9	39456,9	1606,4	300,7	5704,2	150,9
2009	53631	717,9	44516,4	2587,6	79,1	162,6	5568
2010	61963	1027,9	52392,4	1807,6	6388,8	255,1	91
2011	64352	558,3	60643,1	2815,2	106,5	130	99,5
2012	161967	1180,8	76661,8	82747,1	755,7	276	345,6
2013	156419	1480,6	81999,1	71999,6	146,8	393,4	399,3
2014	205305	2528,6	83155	95369,1	24,8	312,9	23915
2015	205956	1793,5	79717,2	123249	63,8	556,9	576,6
2016	199581	908,3	91785,7	100451	22,3	5591,3	822,2
2017	254119	2391	118883	131751	57,3	367,8	668,1
2018	330856	2711,7	142653	183416	182,8	512,9	1380
2019	354563	2319,4	140374	198223	4363	6632,6	2652

Source: [43]

In order to make the destination smart, there should be created mobilized TIC, make conditions for sorting garbage, because it is so important for this kind of destination, there should place plates with QR code to have different information about this place, and video that will give some emotions about it and of course atomized hostels, or just ask all of tenant to sign up on already known platforms, because tourists don't know where they can stay and come there just for 1 day. We understand that tourists will not stay in this destination for a week, but it can be 2 or 3 days. Of course Buky village is a good variant for a trip for 1 day, it is a big plus too. But it is better if tourists will stay there more than one day, it will give a bigger income from one tourist.

All of stakeholders should work together, it will help to do Buky destination smarter, and we would like to add some VR glasses of course, it will attract children

and a new category of people. It isn't hard to make virtual excursion to encourage much more tourists, because when someone see the beauty of Buky village on his or her mobile phone or PC, they will not be able to refuse the invitation to Buky village. And we will make an Info tour for enterprises, for tour operators, tour agents, to show them all interesting places to go in this destination and to motivate them to make tour programs to Buky and to sell it. It will help to develop Buky village, the more tourist will come, the more money will spend for developing this destination, and them much more people would like to come and see this beautiful place. While searching the internet we have found a nice site that was made with the help of Cherkasy Regional State Administration. It is called – Invest in Cherkasy region, they have done a huge part of the work to make Cherkasy region attractive for investors. Here is the link for this site [41]. Everybody can find there a nice E-booklet in the part called Discovery. In this booklet there is so much information about different places in Cherkassy region that everybody should visit. On the figure 3.4 we can see the title page of this booklet and see how good was a master that had made it.



Figure 3.4. E-booklet of Cherkasy region

Source: [42]

In this site not just tourists can find some information for their journey. Businessmen, investors, people who want to buy something or sell can find useful

information for them too, and of course contacts with people who are involved in this or that sphere in Cherkasy region.

3.2. Evaluation of implementation efficiency of improving program for Cherkassy region

The development of tourism on the territory of Buky village council can take place according to one of three scenarios. Competitive scenario development: some locals, interested in the opportunities provided by tourism development and supported by local authorities, start their own businesses, in one way or another related to customer service. Each entrepreneur organizes the promotion of their products and services on their own. Internal competition is created inside the village. Instead, the space of the village remains the same, infrastructure projects are being implemented unsystematically.

Development of tourism according to the cooperative scenario: local residents who own land and real estate suitable for the creation of rural tourism estates, as well as external small investors create an agricultural service cooperative. The pooling of funds develops joint approaches to the creation of a local tourism product (for example, in the concept of "Tourism Village"), the implementation of infrastructure projects, and a marketing campaign to promote the village in the domestic tourism market.

Development of tourism under the monopoly scenario: local resources attract large investors who are implementing large infrastructure projects in the village (for example, a recreation complex along the Dnieper estuary). Many jobs are created, the investor is independently responsible for the marketing campaign, participates in infrastructure projects.

In order to promote the region to the international market for sport and health tourism, we will develop a Buky village tour in Cherkasy region. This tour can be implemented by the tourism department of Cherkasy Regional State Administration as an information tour for this popular destination in Cherkasy region. Now we would

like to acquaint with our Info tour called “You Need to be Here”.

Program of the Info tour “You Need to be Here” include 1 day (7:00 – 22:00) from Kyiv to Buky:

7:00 – Departure of the bus from Kyiv (Teremky metro station)

10:00 – Arrival to Buky village

10:05 – Have a rest, drink a cup of tea or coffee in the café “Canyon” or have breakfast for your own funds.

10:30 – The Info tour start with the acquaintance with Buky’s infrastructure: cafes, accommodations, camps and other tourism places in Buky village

13:00 – The end of the acquaintance in the café “Canyon” that located at the beginning of our tour route

13:15 – Having dinner in the café “Canyon”, the main dish is traditional Borsch with donut with garlic.

14:00 – Start the acquaintance with the nature of Buky village, and Buky’s sightseeing: Hydroelectric station, the old mill, waterfall Vir, Lysakove, The rocks called “Balamutova”, “Stonehenge”, “Voronische hnizdo”, “Radionova”, “Mozhritska”.

17:00 – Look at the attractive places and asking some questions about kayaking, rafting, rope descent, fishing, climbing and other.

18:45 – Buying homemade pies in Grandma

18:55 – Giving the advertising material of Buky village.

19:00 – Departure the bus from Buky

22:00 – Arrival to Kyiv

Also we have made a logo for Buky village, we can see it on the figure 3.5, it will help people to recognize this destination, and give Buky more colours, semantic tension. Let’s look at this figure. We can see a brown colour – it’s a colour of rocks and canyon, blue colour symbolizes the river Hirskiy Tikich. A line near a brown mountain – it is a river that flows through the Buky canyon. The green colour symbolizes a colour of a nice nature in Buky. And the last colour is red – it is a colour of the main dish in Buky – Ukrainian national Borsch with donut with garlic.

And bulls, because if we translate in Ukrainian language, this word sounds –“Byky” so close to Buky, it’s one more association with this village.



Figure 3.5. Logo of Buky

Source: own elaboration

Route of Info tour “You need to be Here”: Kyiv (Teremky metro station) – Buky village – Kyiv (Teremky metro station).

Info tour route map by bus in Buky we can see on the figure 3.6 and then the route will be along the river Hirskiy Tikich to see all the nature beauty and all the sightseeing of Buky. The tourism information map of Buky village we can see on the figure 3.7, on this map we can also see different marks that will help us to understand where that or another place is located and what way we should go to see that rock that we want. On this map we see 10 sightseeing, marks of Buky’s infrastructure: cafes, posts, accommodations, pharmacy, toilet, parking and other important places in a new place that can be useful for every tourist. So important that there is the direction of moving to different attractive places, so that everyone will find the way faster and spend more time for enjoying the nature and atmosphere there or maybe take part in rafting.

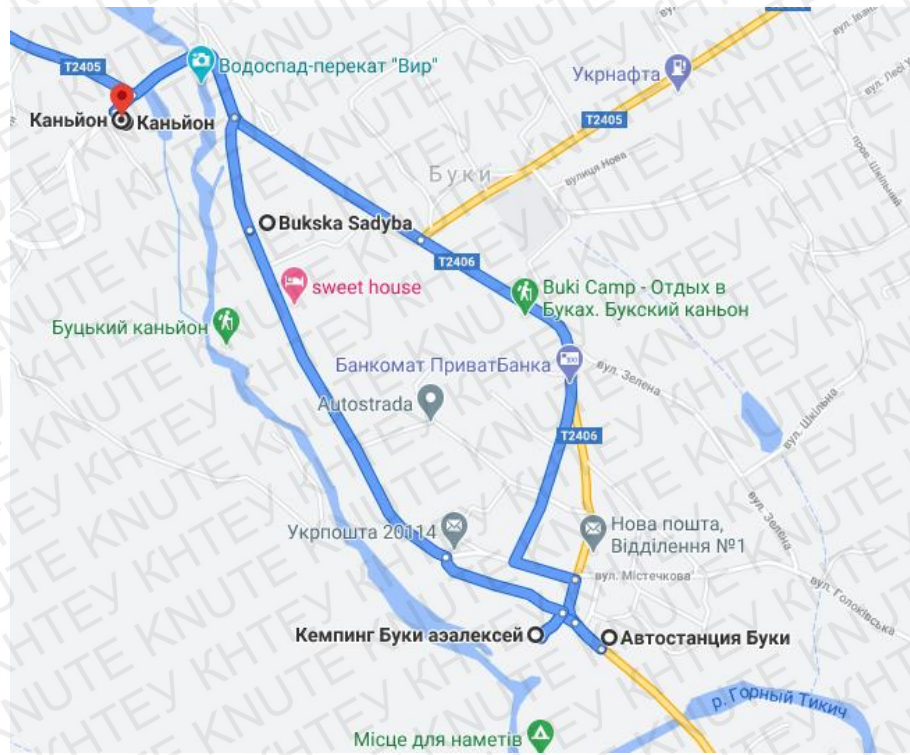


Figure 3.6. Route map of Info tour

Source: [44]



Figure 3.7 Tourism information map of Buky

Source: [45]

Calculation of the expenses for carrying out of a pedestrian route in Cherkasy region for group of 20 persons is presented in the Table below (table 3.2). There we can see the price of two transfers from Kyiv and to Kyiv and 1 Transfer in Buky village, in this price of tour also includes dinner, guide, basic medicine kit and insurance for every person. This tour is not expensive because it has done not for profit, but for promotion this territory, to invite more and more enterprises, tour operators and tour agents. For 1 person this tour will cost 500 UAH, it is less than 20\$ and for all persons in the group – it is 10000 UAH

Table 3.2

The calculation of the tourism product “You Need to be Here”

#	Cost item	For 1 person (UAH)	For group (20 people)
1	Transfer 1	100,00	2000,00
2	Transfer 2	100,00	2000,00
3	Transfer in Buky	20,00	400,00
4	Food (dinner)	100,00	2000,00
5	Basic medicine kit	30,00	600,00
6	Guide	50,00	1000,00
7	Insurance	100,00	2000,00
	Total cost	500,00	10000,00

Source: own elaboration

This tour is possible for development, creation and successful use on the regional and national tourism markets of a competitive tourism product. This tour is just a start of a good way of promotion and development of this territory of Buky village and Buky canyon, because this place should have a lot of tourist and it should be shown for everyone, such a nice nature and rocks.

The last information we will see it is feedbacks in TripAdvisor about Buky and Buky canyon, and it is so interesting how foreigners evaluate this place and

infrastructure there (figure 3.8, 3.9, and 3.10). There are just 3 feedbacks from foreigners, so we can see all of them.



Amazing geology

Переводчик Google

It is really a very special place. Looking at the wonderful nature there you can hardly see the Ukraine. I don't understand why is it still not a touristic Mekka, as it seems to me only locals come to picnic there. I have to admit, there is a lot of garbage. Some places are full of broken glass, so take care of your dog, if you have come with the pet. However, it is very spectacular. And by the way, there is a climbing area. Not the biggest one, but with unforgettable atmosphere ;)

[Меньше данных](#) ▲

Дата мероприятия: октябрь 2016 г.

Тип поездки: Романтическая поездка

Figure 3.8. Feedbacks of foreigners №1

Source [45]



Excellent landscape but very crowdy

Переводчик Google

If you are keen to rock climbing you should definitely go to Bukil! It's a marvellous place which offers you a plenty of tracks and rock to climb on. If you are just a family traveller willing to BBQ, it would be hard to find a spare place. Tourists are got here by buses everyday, and there is no nook and no shelter from them. Excellent vacation type here is to go here or a day and if you gonna climb for a while, just choose workdays.

[Меньше данных](#) ▲

Дата мероприятия: май 2018 г.

Тип поездки: Поездка с друзьями

Figure 3.9. Feedbacks of foreigners №2

Source [45]

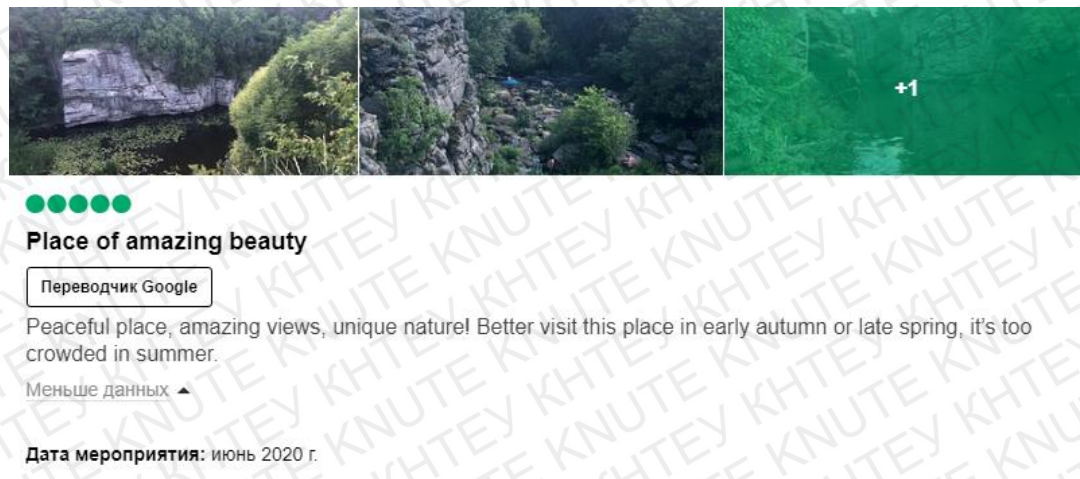


Figure 3.10. Feedbacks of foreigners №3

Source [45]

We can see that it is a bit difference between the 1 and the 2 feedback, because the first was in 2016 and the 2 -2018, so we can propose that in 2016 there wasn't any tourists, but in 2 years they started to come there every day. We also can understand that the problem with garbage was solved but as more tourists are coming as more problem will appear. And the last feedback just gives us useful information about that we should go to Buky in autumn or spring. But they all put the mark not less 4, 4 or 5, despite shortcomings. We can make a conclusion that Buky canyon can be promote on international market and it will be successful destination in Cherkassy region that could be a good opponent for similar destinations in Europe.

To sum up our research work, we should evaluate the amount of tourist in the next year. We have the statistic information about the number of tourist in Cherkassy region in the table 2.5, and based on information, articles that we have found in the Internet and events that caused various recessions and an increase in the number of tourists we can predict the amount of tourist in 2020(table 3.3). The main reason for the change in the number of tourists in Cherkassy region as for the whole world is well known COVID-19, because it has closed borders, and people couldn't go abroad. But it has positive consequences for our tourism situation in Ukraine.

On the table 3.3 the amount of tourists is growing from 2018 very quickly but in 2020 with the reason of COVID-19 the number of outbound tourists decreased. It

has a positive impact for domestic tourists, because Ukrainians cannot go abroad and should look for alternative kind of travelling in the territory of Ukraine. If we look in the table 3.3, we will see that in 2021 the amount of tourists will grow almost twice in Cherkasy region.

Table 3.3

Number of tourists in Cherkasy region (2018-2021)

Years	Number of tourists served by tour operators and travel agents, total	Including		
		incoming (foreign) tourists	outbound tourists	domestic tourists
2018	26383	24	22995	3364
2019	39145	85	32929	6131
2020 (forecast)	55717	250	20465	35002
2021 (forecast)	92167	1047	45342	45778

Source: own elaboration on the base of [49]

The reason of quick increasing of foreign tourists will be with the help of improving and promotion Buky village on an international market in 2021. Of course we understand that the increasing of domestic tourists will be more, because not all of people would like to go abroad because of COVID-19, and little destination as Buky canyon will become so popular, because it is so interesting and attractive place in Cherkasy region and it is not well known, the more people will hear about it the more tourist will come there.

We cannot forget the information that was said a few months ago about “tourism magnets” in Ukraine. The Cabinet of Ministers stated that they planned to work on adapting Ukrainian legislation to EU standards. Ukraine's "tourism magnets" will develop in accordance with EU standards. There are many real tourism magnets in Ukraine that can be developed and at the same time fulfill obligations under the Ukraine-EU Association Agreement [56]. Based on recent information, we can assume that Buky village can be one of “tourism magnet” located in Cherkasy region.

Let's look at the figure 3.11, where we can see a progress in the amount of tourists in Cherkassy region.

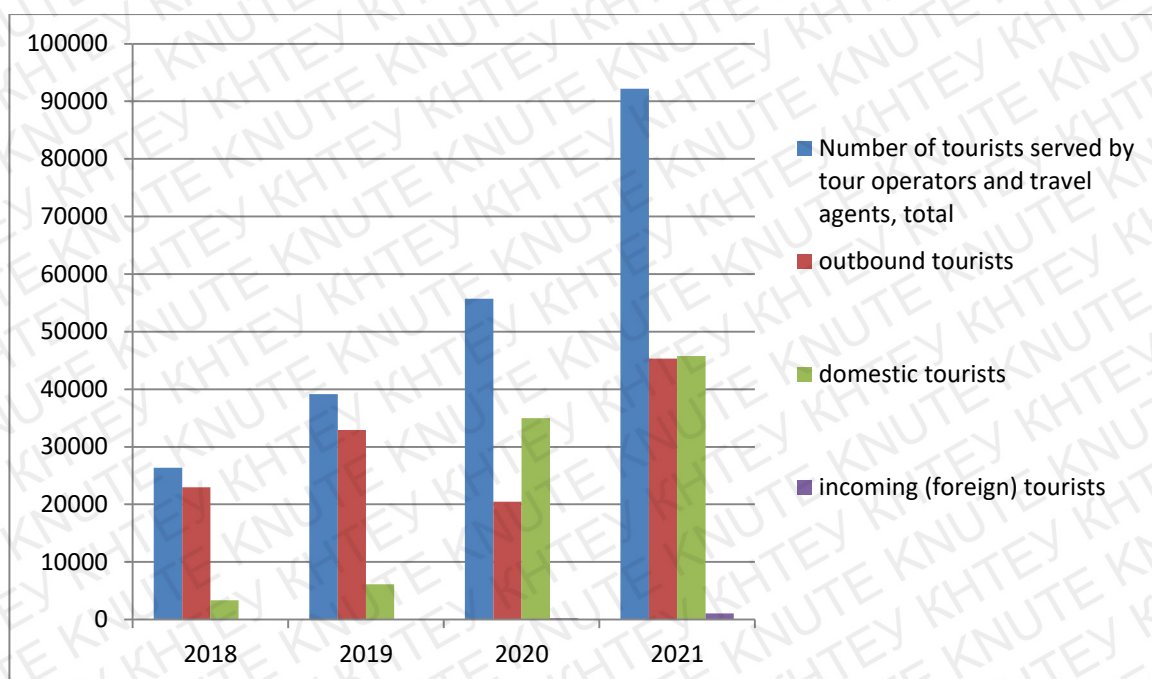


Figure 3.11. Progress of a number of tourists in Cherkasy region (2018-2021)

Source: own elaboration

In 2021 it is planning to increase the amount of foreign tourist in Cherkasy region by promotion the destination “Buky” and attractive places there. Also there is a plan to increase the percent of foreign tourist in the total number of served tourists in Cherkasy region.

Conclusion to the part 3

So, the results of the study of the prerequisites for creating a tourism product of Cherkasy region in the segment of sports and health tourism showed a lot of significant tourism potential of the territory. At the same time, we were exploring not all the region, but a small village and a nice place called Buky canyon. This destination is not as popular as other in Cherkasy region, but it is unfortunately, because a potential is huge. And of course need to be adopting certain activities: measures aimed at improving the level of tourism support, conducting research in tourism, participating in business forums; measures aimed at the development of

tourism infrastructure and material and technical base of the tourism and recreational industry of Cherkasy region at all and Buky UTC; measures that should contribute to the development of cycling in Cherkasy region and Buky village; advertising and information support and promotion of tourism and recreational potential of Buky canyon. In order to promote the region to the international market for sports and health tourism, we will promote an information tour to Buky not just in Ukraine, but also to international markets. This tour can be implemented by the local authorities of Buky. Buky village would be a good destination and Buky canyon could be promoted on international market and become successful tour in Ukraine and Europe.

CONCLUSIONS

За результатами дослідження

Sport tourism is one of the fastest growing sectors in tourism. Health tourism is generally defined as organized travel outside one's local environment for the maintenance, enhancement, or restoration of an individual's wellbeing in mind and body. Health and sport tourism aims also to help the sustained development of the region. Health and sport tourism offers a wide range of activities to all ages and genders.

Sport tourism has three categories: sport event tourism, nostalgia sport tourism and active sport tourism. Active sport tourism is the best category for this work. The main aims of active tourists: education, recreation, benefit. The main characteristic of sport tourist that it is a male, in most cases – a student that want to travel, have fun and extreme, but not expensive. Active sport tourists also like to travel for a long distance. There is a sport tourism and tourism sport, here is the difference. For sport tourists, sport is the primary reason for a trip, whereas, for tourism sport, tourism is the primary motive.

Cherkasy region has a big potential in tourism sphere and also has a big amount of hotels and different accommodations. The most developed in this direction are Smilyansky (8 estates), Cherkasy (6 estates) and Kaniv (6 estates) districts. Important places in the region occupied by active recreation: Vodyanyky ski resort in Zvenigorod district, Zhashkiv Equestrian Complex, Selena International Tennis Sports Complex;, Cherkasy Yacht Club "Parus", Kayak rafting on the mountain rivers Tikich and Ros;, bicycle routes to the sights of Cherkasy region, paragliding and paintball, but the most beautiful place is Buky village.

Buky canyon attracts not so many tourists, but here tourists can explore the ruins of the first hydroelectric power plant in Ukraine and remains of the large water mill. Also Buky canyon has the waters of the Hirskiy Tikych river that rapidly roll off the granite blocks, creating a noisy two-meter waterfall named Vir. Buky Grill Fest that was started last year is one of the prides of the village. Due to the lack of tourism information of Cherkasy region the number of served visitors wasn't good, because

the amount of hotels were increased but the amount of served people from 2006 to 2012 were decreased from 119,9 to 55,3. A big hole of served people in 2015-2017 was caused by the anti-terrorist operation on the East of Ukraine.

Buky village is becoming a new powerful center of attraction for tourists called "Little Switzerland". Buky is close to Kyiv and has beautiful landscapes, and the most important - "everything is free". In SWOT analysis we can see that Buky as destination has some threats: lack of funding, low level of awareness of the representatives of the target markets with the tourism opportunities of the village, lack of planning, competition with the same villages in Ukraine, imperfect legal framework. Also it has opportunities: worldwide trend towards adventure tourism, promotion and marketing, cooperation with other cities villages, development of local community, involvement the movie industry to collaborate, opening hotel and new restaurant to involve more tourists, develop infrastructure and restoration of buildings that can be strengs. And strengs of Buky are: nature and ecotourism, friendly people, rich and diverse natural and cultural heritage, price competitiveness of the destination, sports tourism, and of course it has weaknesses: lack of clear policy, low level of cooperation between stakeholders, lack of professional skills in tourism, lack of hotels, restaurants and other tourism facilities, low level of tourism navigation, poor infrastructure low level of tourism information.

There is the needness of cooperation of stakeholders and local authorities and solving those problems that they cannot solve without each other. Millions of UAH are spending in Cherkasy region for protection the environment. It is a good indicator for investors. In order to make the destination smart, there should be created mobilized TIC, make conditions for sorting garbage and plates with QR code to have different information about this place. A nice site that was made with the help of Cherkasy Regional State Administration called – Invest in Cherkasy region. They have done a huge part of the work to make Cherkasy region attractive for investors

Promotion Buky village will start with the help of info tour called “You Need to be Here”. Then logo for Buky village will attract more tourists because it gives the destination Buky more colours and semantic tension. To sum up the amount of

tourists is growing from 2018 very quickly but in 2020 with the reason of COVID-19 the number of outbound tourists decreased. It has a positive impact for domestic tourists, because Ukrainians cannot go abroad and should look for alternative kind of travelling in the territory of Ukraine. In 2021 the amount of tourists will grow almost twice in Cherkasy region with the help of our technologies, knowledges and adaptation.

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