

PRODUCTIVE FORCES DEVELOPMENT AND REGIONAL ECONOMY

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CHARACTERISTICS AND FEATURES OF SPECIALIZED TYPES OF TOURISM IN POLTAVA REGION

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Introduction. Current trends in tourism, its constant complexity and diversification, lead to the emergence of a large number of new original tourism products every year. The popularity of new types of tourism, focused on rather narrow segments of tourists, is growing. The term “specialized tourism” has been used in Ukraine in the scientific and educational tourism literature for the last decade to denote them. At the same time, there is no single understanding of this concept among tourism experts today, it needs to be clarified.

Review of recent research papers and publications. The works by many domestic and foreign scientists, in particular: M. Krachylo, V. Babarytska and O. Malinovska, V. Kiptenko, M. Novelli, N. Smith, N. Macleod, M. H. Robertson and others are devoted to the problems of research of essence and specialized types of tourism.

Problem statement. The main feature of modern tourism is the need to create an individualized tourism product that would meet the ever-changing nature of the needs of tourists and could be flexibly and quickly transformed to the influence of political, economic and other factors of world development. The diversification of types of tourist activity is deepening and expanding, which satisfies the increasingly complex needs of modern man in the diversity of recreation and leisure, the development of new areas and markets of international tourism. A feature of modern tourism is a wide international exchange. At the same time, there have been significant changes in supply and demand in the market. This fact gives grounds to claim that mass conveyor tourism has been transformed into mass differentiated. If the first involves the impersonality of services in the calculation of the homogeneity of needs and motivations of tourists, the second is characterized by a variety of services offered and a very clear specialization of the tourist offer. Such services are specialized tourism services. Therefore it is necessary to pay detailed attention to studying of features of development of specialized types of tourism in regions.

Main material and investigation results. Today, the concept of "specialized tourism" is increasingly used in both scientific and practical spheres, which can be described as niche tourism aimed at a

specific market segment, usually with a clearly defined product that can be adapted to the interests of tourists. Let's make a detailed analysis of this concept (Fig. 1).

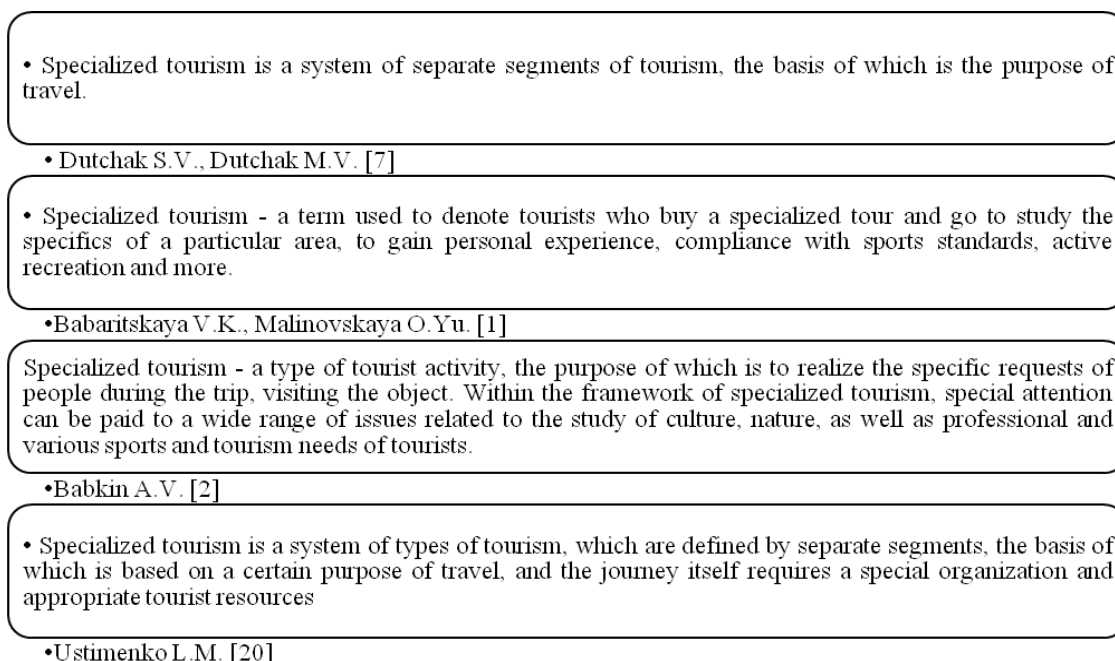


Fig. 1. Analysis of the concept of "specialized tourism"

Special types of tourism include tours, which are fully or partially characterized by certain features (Fig. 2):

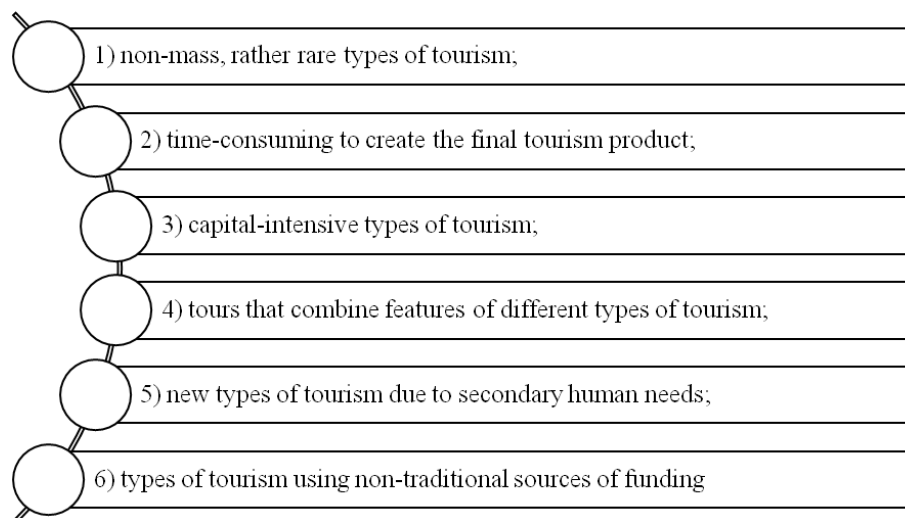


Fig. 2. Signs of tours that are made to specialized tourism [8]

In our opinion, this list of features is very wide, and some features are vague, which suggest different interpretations. Using them, the special ones include most types of tourism, such as congress and exhibition and incentive tourism, health, environmental, event, skiing, extreme, cruise, etc. [2].

It is worth noting that specialized tourism offers a specific tourism product that is focused on meeting the needs of specific market segments or niches and which is an alternative to mass tourism in the context of growing globalization. The main purpose of the trip is to satisfy certain special interests of tourists. It includes forms of tourism, focused and those activities that attract a small number of highly motivated tourists [20].

Of course, the development of specialized tourism is determined by the regional aspect and the available tourist resource potential. We propose to consider specialized types of tourism, which can be considered promising and priority for the Poltava region: health tourism (the presence of a wide network of

sanatoriums and balneological resources), cultural and cognitive (excursion) tourism, rural (green) tourism, religious (cultural) tourism, ethnic tourism, event (festival) tourism (Fig. 3).

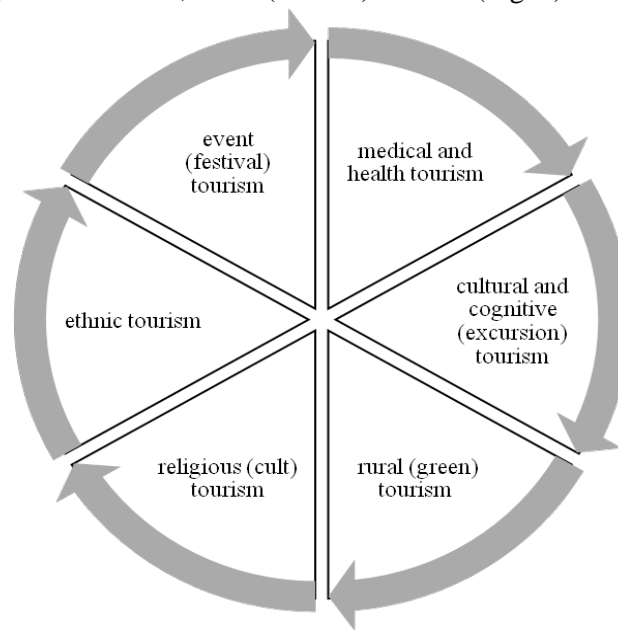


Fig. 3. The main types of tourism that are characteristic of the Poltava region
(systematized by the authors)

However, given the provision of tourist and recreational resources, in our opinion, it is advisable to focus on the joint development of health and rural (green) tourism, which will strengthen their competitive advantages. In particular, the city of Myrhorod tends to a tourist destination, where you can clearly distinguish between health tourism and rural (green) tourism, the latter is in great demand among tourists during the National Sorochyntsi Fair. It is also worth noting that among the people who came to the sanatoriums of Myrhorod for rehabilitation, the services of organizing rural (green) tourism are becoming especially popular.

Poltava also tends to be a tourist destination, where tourists can use the services of green estates, health improvement and recreation during business meetings and conferences. This approach will not only improve the socio-economic indicators of the region, but also contribute to the preservation of traditions, customs, ethnocultural features of life of the Ukrainian people.

The current socio-economic state of development and tourist and recreational resources of Poltava region, we conclude that a promising form of use and activation of the existing resource potential of the region to increase the effectiveness of economic incentives in rural areas is the development of rural (green) tourism. It should be noted that the field of rural (green) tourism today has significant economic potential, and its popularity is due to the processes of globalization and greening of public life, which in turn actualizes the development of nature-oriented tourism, they will promote efficient use of tourism and recreational resources and optimization of nature management [16].

Rural (green) tourism involves recreation in rural areas, its main components are: green, rural, agritourism, eco-agritourism, agro-recreational tourism and more. Consider each of the identified species in more detail.

Agritourism is a form of rural tourism that is directly related to the peasant (farmer) economy, which simultaneously provides services for accommodation and food, acquaintance with agricultural activities, traditions and customs of the region [11].

Agritourism – a recreational type of tourism, which involves the use of agriculture [12].

Agro-recreational tourism is a recreational type of tourism, concentrated in rural areas, which involves the use of agriculture (farming) for recreation, education or active involvement in traditional forms of management [15, 17].

Green tourism – tourist activities in natural landscapes (forest parks, meadows, water parks, botanical gardens) with elements of landscaping, where there are certain conditions for short-term recreation, picking mushrooms, berries [19.]

Eco-agritourism – this type of tourism involves the use of agro-villages (guest houses) located within or near biosphere reserves and national parks, which, along with classes in organic agriculture, offer a wide range of ecological and sports-tourism activities (hunting, fishing, etc.) [4].

Farming – a specialized type of tourism, which is an excursion and provides tourists with the activities of livestock farms and other industries in agriculture [9].

As the practice of world and domestic experience shows, an effective direction of development of the territory is the development and expansion of the market of tourist services, and special attention is paid to low-budget types of tourism, including rural (green), ecological, ethnographic, sports and health. The development of these types of tourism does not require significant financial investment, but you can quickly make a profit. It should also be noted that the above types of tourism are ecologically oriented, which increases their attractiveness, as they involve the organization of recreation in nature, ecologically clean areas, visiting places of historical, cultural and cognitive interest, all this contributes to preserving the environment. Also, the development of green tourism is fully consistent with the concept of sustainable development, which attracts tourists from developed countries, which support social and economic growth while maintaining environmental security [10, 13, 14].

It is also necessary to take into account the consequences of the coronavirus pandemic in early 2020 had a major impact on the state and further development of virtually all areas of the world economy, including tourism. Such a severe crisis in the tourism business has not been observed since World War II. As world experience shows, crises are not only inevitable, but in a sense necessary, because they are associated not only with negative phenomena and processes – crises almost always open up additional opportunities for further growth and development.

Due to the COVID-2019 pandemic, borders are closed, flights do not seem to be hygienic and travelers have begun to explore alternatives to the usual routes, opening a new one nearby. Especially popular are trips, which in English are called Staycation (stay – stay, vacation – vacation): near the house, without accommodation.

Most tourists have rediscovered domestic tourism in Ukraine, and demand has increased for resorts offering green and recreational tourism.

During the study it was found that the most promising types of tourism in modern pandemic conditions will be green and recreational. Because small settlements, clean air, estates or boarding houses are ideal for compliance with the new sanitary conditions, because they have a small number of places. Experts believe that there will be an increased demand for the services of hotels and green estates, which are far from the metropolis because tourists will try to choose places away from large crowds.

Characterizing the state of development of rural green tourism in the Poltava region, it should be noted that in the region there are about 80 farmsteads of green tourism. Analyzing the current state of development of rural (green) tourism in Poltava region, we can determine the presence of a large number of centers where tourism is focused on educational, cognitive, active recreation in rural areas without harming the ecosystem (Myrhorod, Poltava, Lubny districts of Poltava region). Potential opportunities for the development of green tourism in Poltava region will contribute to the emergence of new types (directions) of domestic tourism, such as natural science, equestrian (Dibriv equestrian plant – equestrian tourist routes), water, historical and ethnographic, cycling and folklore.

Traditionally, along with rural green tourism, event (festival) is also developing, the main ethno-tourist resources of which include – festivals, folk festivals, folklore, traditional ritual features of the region. The main centers of ethnic tourism in the Poltava region include the village. Bielsk (archeological territory of the Scythian settlement of the 6th – 3rd centuries AD); vil. Stepne (Poltava Towel Museum); vil. Velyki Sorochyntsi (National Sorochyntsi Fair); vil. Hoholevo and the village of Dykanka (Hohol's places in Poltava region); Poltava, Hadiach, Lubny, Velyka Bahachka (Cossack regimental cities, monuments of the Cossack era); vil. Velyki Budyshche (Ukrainian Wedding Museum). Also, it should be noted that every year in Poltava region is held about 50 festivals, holidays, competitions, fairs, in particular: Cultural and gastronomic festival "Opishnia plumFEST", Regional art festival "Extravaganza pottery" (Opishnia), festival "Sweet Kremenchuk" Kremenchuk) and others.

Sacred tourist resources of Poltava region are religious and cult complexes and buildings, spiritual centers also attract tourists to visit the region and form such a specialized type of tourism as religious (cult). Nowadays, religious tourism is becoming very popular, which provides tourists with historical and cultural features of religious buildings (monasteries and churches), architectural monuments of national and local importance, which greatly expands the development of tourism in Poltava region. The main tourist attractions of Poltava region are the existing Orthodox monasteries (Mharskyi Spaso-Preobrazhenskyi,

Poltavskiyi Khrestovozdvizhenskyi, Nativity of the Virgin) and churches (Mykolaiivska, Spaso-Preobrazhenska, Spasska, Nativity of the Virgin, Trinity, Sampson, St. Macarius), Assumption Cathedral.

Conclusions. Thus, based on the above, we define specialized tourism as a set of types of tourism focused on clearly defined and relatively stable groups of tourists (united by travel motives, special needs of tourists, or features of a tourist destination), forming a specific target market segment sufficient for size to create individual tourism products. It is established that the specialized species that have prospects and potential for development include rural green tourism, health, events, religion and others.

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Черниш Ірина Володимирівна, доктор економічних наук, професор, директор Навчально-наукового інституту фінансів, економіки, управління та права. **Маховка Вікторія Михайлівна**, кандидат економічних наук, доцент. **Бакало Надія Віталіївна**, кандидат економічних наук, доцент. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Характеристика та особливості спеціалізованих видів туризму Полтавського регіону.** Досліджено особливості спеціалізованого туризму. Визначено, що поняття «спеціалізований туризм» у науковій літературі в Україні та у всьому світі використовується досить давно. Проаналізовано сутність концепції спеціалізованого туризму як системи його окремих сегментів, в основі вибору якої є мета подорожі. Встановлено, що спеціалізований туризм пропонує певний туристичний продукт, орієнтований на задоволення потреб певних сегментів ринку або ніш, він виступає альтернативою масовому туризму в умовах зростаючої глобалізації. Основною метою подорожі є задоволення певних особливих інтересів туристів. Включає форми туризму, зосереджені та ті види діяльності, котрі залучають невелику кількість високомотивованих туристів. У результаті дослідження було визначено, що розвиток спеціалізованого туризму обумовлюється регіональним аспектом та наявним туристично-ресурсним потенціалом. Розглянуто спеціалізовані види туризму, які доцільно вважати перспективними та пріоритетними для Полтавського регіону: лікувально-оздоровчий туризм (наявність широкої мережі санаторно-курортних закладів і бальнеологічних ресурсів), культурно-пізнавальний (екскурсійний) туризм, сільський (зелений) туризм, релігійний (культовий) туризм, етнічний туризм, подієвий (фестивальний) туризм.

Результати здійснених досліджень дозволили дійти висновку, що наявні туристично-рекреаційні ресурси Полтавського регіону, дають змогу акцентувати увагу саме на спільному розвитку лікувально-оздоровчого й сільського (зеленого) туризму, що дозволить посилити їх конкурентні переваги. Розглянуто поняття сільського зеленого туризму та його основних різновидів, серед них: зелений, сільський, агротуризм, екоагротуризм, агрорекреаційний туризм тощо. Такі види туризму розглянуто як спеціалізовані, вони є перспективними видами туристської діяльності на Полтавщині, мета яких – реалізувати специфічні запити людей під час поїздки, відвідування destinations. У межах цих спеціалізованих видів туризму особливу увагу можна приділяти широкому діапазону питань, пов'язаних з вивченням культури, природи, а також з професійними й різного виду спортивно-туристськими, дозвіллевими потребами туристів. Перспективами подальших досліджень є визначення потенційних напрямів розвитку сільського зеленого туризму в Полтавському регіоні.

Ключові слова: спеціалізований туризм, сільський зелений туризм, лікувально-оздоровчий туризм, регіон.

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Iryna Chernysh, Doctor of Sciences (Economics), Professor. **Viktoriia Makhovka**, PhD (Economics). **Nadiia Bakalo**, PhD (Economics), Associate Professor. National University «Yuri Kondratyuk Poltava Polytechnic». **Characteristics and Features of Specialized Types of Tourism in Poltava Region.** The purpose of the article is to study the features of specialized tourism. The authors determined that the concept of "specialized tourism" in the scientific literature in Ukraine and around the world has been used for at least three decades. The article analyzes the essence of the concept of specialized tourism as a system of individual segments of tourism, based on the selection of which is the purpose of travel. It is established that specialized tourism offers a specific tourism product, which is focused on meeting the needs of specific market segments or niches and which is an alternative to mass tourism in the context of growing globalization. The main purpose of the trip is to satisfy certain special interests of tourists. It includes forms of tourism, focused and those activities that attract a small number of highly motivated tourists. As a result of the research it was determined that the development of specialized tourism is determined by the regional aspect and the available tourist resource potential. Specialized types of tourism are considered, which should be considered promising and priority for the Poltava region: health tourism (availability of a wide network of sanatoriums and balneological resources), cultural and cognitive (excursion) tourism, rural (green) tourism, religious (cultural) tourism, ethnic tourism, event (festival) tourism.

The results of the research allowed us to conclude that the available tourist and recreational resources of Poltava region allow to focus on the joint development of health and rural (green) tourism, which will

strengthen their competitive advantages. The article considers the concept of rural green tourism and its main varieties, in particular: green, rural, agritourism, eco-agritourism, agro-recreational tourism, etc. These types of tourism are considered as specialized and are promising types of tourist activities in Poltava region, the purpose of which is to implement specific requests of people during the trip, visiting destinations. Within these specialized types of tourism, special attention can be paid to a wide range of issues related to the study of culture, nature, as well as professional and various types of sports and leisure activities of tourists. Prospects for further research are to identify potential directions for the development of rural green tourism in the Poltava region.

Key words: specialized tourism, rural green tourism, health tourism, region, development.