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ADVANTAGES AND DISADVANTAGES OF ACTIVE TOURISM IN UKRAINE

Based on the classic definition of active tourism, namely “Active tourism – are all types of tourist travel in wide natural environment, characterized by the active means of transport (on foot, bicycle, ski, horse and water using small craft) route, the expenditure corresponding physical efforts tourists” [1] can be derived under the new definition of this type of tourism.

Those, active tourism - a movement of people in a territory outside residence to rest, cognition of the world and get new experiences, using a variety of options for sports and extreme sport and means of implementation (equipment, routes, vehicles, competitions, etc.) as well as their physical efforts of man.

The most distinguished outdoor activities such as sports tourism, extreme, uniting all travel associated with active ways of movement and outdoor recreation, including travel set themselves the goal to get new sensation and satisfaction, and improve physical fitness vacationer.

Recently, most people lead sedentary lifestyles and are not interested in the outside world, leading to the sad routine. For people who still want to disrupt their “shackles of everyday life” and there is a kind of rest, active tourism.

Active leisure promotes physical exercise stress, nervous stress and stress inherent in the vast majority of people in the big city. To solve this problem and called active tourism organizations during which tourists have the opportunity to see the natural, cultural and historical heritage of the area of a country. The effect of active tourism for the modern man, first is the physical and moral satisfaction, as well as its spiritual enrichment.

Also active tourism designed to raise people want and need to perform outdoor activities in their free time and less attention paid to harmful leisure (bars, clubs, etc.).

Nowadays, most of the young people are not very interested in way to spend free time in a natural environment, they prefer to rest in a city where normally exposed to bad habits, and subsequently destroying their health. Camping on the contrary it strengthens the immune system, health and even body and bring more of the positive experience than rest in noisy cities.

The positive qualities of active tourism should also include gaining experience in sports and extreme sports and the opportunity to participate in competitions not only local but also international level. It is also an opportunity to see the world, visit unforgettable, beautiful, scenic place to reach new heights, depths of seas and learn a lot about our land.

Unfortunately, at present, very few travel companies engaged in the development and implementation of tours active tourism. Usually, this activity involved travel clubs like conducting relevant activities and help them realize the tourist operators and agents. This is due to the complexity of developing and recreation, degree of responsibility for the health and safety of tourists, as well as a wealth of knowledge and skills of experts who carry out the relevant activities of active tourism, as well as very large amount of funding (staff costs equipment, transfers, etc.) this activity.

On the positive qualities of active tourism has been said above, but we should remember the negative aspects in its future development.

Thus, the development of active tourism, based on the material, you can identify several drawbacks:

1) Advantage primitive urban centers (clubs, bars, restaurants) on the current active among young people.

2) A small number of tourism enterprises that develop and implement tours active tourism.

3) Insufficient funding for travel clubs that are leading institutions in conducting development and recreation.

4) Insufficient promotion of healthy outdoor activities at the state level and the low level of initiative in this regard.

5) A small number of educational institutions that are engaged in training specialists in active tourism, and as a result of insufficient security staff and their professionalism.

But as the experience, yet every year the popularity of active tourism grows and perhaps in the near future it will function as all currently popular forms of tourism.

Literature:

1. Туристський термінологічний словник: довідково-методичний посібник / Авт.-упоряд. І.В. Зорін, В.А. Квартальнов. – М: Радянський спорт, 1999. – 664 с.