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## **AUTOMOBILE TOURISM IN UKRAINE: PROBLEMS AND PROSPECTS**

**Summary.** *The article considers main problems and conceptual perspectives of the automobile tourism development. The essence of car tourism marketing has been shown. The measures to support automobile tourism in Ukraine have been proposed.*

**Key words:** *automobile tourism, infrastructure, marketing, camping, caravanning.*

**Introduction.** Many Ukrainian regions have significant potential for various tourist routes. Existing opportunities in tourism allow you to visit any area or city. Thus travels by cars belong to automobile tourism (car tourism). A distinctive feature of automobile tourism is its family nature. It is because most car tourists travel with family or friends.

The geography of automobile tourism is defined by the territory with high tourist potential, which includes the main transport routes. It should be noted that the number of sites visited by car tourists is much higher than other groups of tourists. This is due to the high mobility and variability of automobile tourism.

A prerequisite for car tourism is the extensive network of automobile roads. The level of car tourism development depends on the state of tourist

infrastructure, service, level of highway development, level of income, and the motorization degree of the population. Therefore, the development of roadside tourism infrastructure is one of the promising areas of investment, which can change the current situation with car tourism for the better.

It is worth noting that the development of the tourism industry, including car tourism, is studied by many researchers, in particular: D. Basyuk, M. Birzhakova, V. Hetman, I. Gladska, A. Yermakov, V. Kifyak, N. Korzh, M. Krachylo, L. Lukianov, M. Malska, Ya. Oliynyk, Ye. Pankov, N. Savin, I. Smal, O. Stolyarov, V. Nikiforov, V. Fedorchenko, V. Tsybukh, A. Chudnovsky, etc. [1–9; 11]. The mentioned researchers study the problem of territorial disproportion. It is typical for inbound and domestic tourism, which indicates the presence of problems in the roadside infrastructure related to automobile tourism. In addition, the problem with car tourism is the low level of tourism infrastructure marketing, scarce road safety, insufficient level of camping industry development, and so on.

**Articulation of issue.** To consider the problems, prospects of automobile tourism development, and the main measures to support car tourism in Ukraine.

**Results.** Due to the development of the automotive industry in Ukraine, car tourism is gradually gaining popularity. During this period, new models of vehicles have been actively produced, and long highways have been built. Due to the rapid growth of the citizens' well-being and the opportunity to buy a car, automobile tourism has become widespread. Car tourism is particularly attractive due to the possibility of planning the trip individually, without assistance. At the same time, despite the prospects for the development of Ukrainian car tourism, many problems are based on the chaotic nature of the automobile tourism and its formation [3].

Currently, the development of motor tourism in Ukraine is constrained because of such major problems [1-4; 7]. First of all: disparity in the system of services for the transit traffic maintenance; road parameters do not correspond to

traffic intensity and traffic flow composition; lagging of road construction pace from the growth rate of the automobile fleet; inability to ensure complete safety for automobile tourists on the roads; lack of equipped campsites and roadside tourist infrastructure facilities; low level of services and comfort, technical equipment and roadside tourist infrastructure, etc.

Furthermore, a large part of the tourism material basis needs updating. In particular, about half of the hotels in our country are uncategorized. It should be noted the importance of integrated development of tourist infrastructure, which includes both large-scale construction of new accommodation and roadside infrastructure (campsites, catering establishments, entertainment industry, tourist facilities) [7; 8]. In addition, the location of tourist complexes should take into account both the parameters of tourist demand by type of tourism and the nature of the tourist offer - the availability of tourist resources, staffing, environmental requirements, and economic feasibility.

Obviously, to solve these problems, the attention of the state is essential. It should also be mentioned that when businesses are reluctant to invest in hotel projects with long payback, it is necessary to look for other promising projects for investment. In particular, the development of roadside infrastructure will partially reduce the intensity of this problem and increase the attractiveness of car tourism [10; 11].

In addition, automobile tourism, provided effective management, can really improve the quality of local people's life in economically weak regions. At the same time, car tourism can be the main source of revenue for local budgets.

An important mechanism for managing car tourism in Ukraine is to establish a constructive dialogue and partnership between the authorities and private businesses. Particular attention should be paid to the safety of automobile tourism. It depends not only on the quality of roads and congestion but also on the transit service system condition. This is possible with the

regional economic development. That is, the main task of strategic management of car tourism should be to determine the priority of goals and their time allocation.

The quality of marketing communications is becoming increasingly important. Thus the essence of automobile tourism marketing is, firstly, in search of consumer qualities of the available tourist product which will interest potential consumers. Secondly, in search of those potential consumers who are interested in the proposed tourism product. Locals are not always able to carry out marketing activities to promote their products on the market. This problem is one of the most important goals of combining the efforts of roadside infrastructure owners. First of all, it concerns the owners of campsites by forming public tourist information centers. The main task of such centers should be to accumulate offers for tourists on accommodation, events, and tourist attractions and bring them to direct consumers. Third, in the development of roadside infrastructure in the region. This requires a scientific substantiation of approaches to the sociological and marketing study of tourist flows of car tourists and their needs.

The realization of this forecast is possible with the state support of automobile tourism development in Ukraine. Now it is expedient to allocate the following basic actions. First, to create conditions for the expansion of tourist and service infrastructure in various regions of Ukraine, including the formation of cultural and tourist sites, including historical, cultural, and service ones. Secondly, to create a tax instrument to support social tourism for children, youth, and the elderly by introducing a social tax deduction from personal income tax when paying for travel within Ukraine. Third, a significant increase in budget allocations for the promotion of car tourism in Ukraine, the creation of modern conditions for roadside infrastructure, and the development of popular types of car tourism.

One of the popular types of car tourism for Europeans, where the camping system is well-developed, is caravanning [5]. In other words, caravanning is a special type of tourism that allows the whole family to travel while staying in the usual environment. Combining economy, mobility, comfort, and autonomy, caravanning has become real modern car tourism [3-5; 8]. The development of caravanning can be an important factor in increasing the interest of European tourists in Ukraine. That is, to promote the transformation of domestic and inbound tourism into a revenue item of the state budget. The growing popularity of this type of recreation among Europeans indicates in favor of this statement. [10; 11].

**Conclusions.** The development of automobile tourism in Ukraine will give a more civilized character and increase the turnover of the tourism industry. If there are campsites and relevant roadside infrastructure in the regions, the state receives a promising direction of tourism - "weekend tourism", which will create a large number of new jobs and significantly increase the profitability of tourism in general.

Caravanning can be a critical factor in increasing the interest of European tourists in Ukraine. New model lines of motorhomes allow caravans to remain independent of infrastructure for a long time, ensuring their autonomy. Thus, automobile tourism proves its viability and the necessity to form regulatory and legal support for the development of car tourism in Ukraine, which is a topic for further research.

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