

Секція: Туризм

Stepanov Viktor

Doctor of Sciences in Public Administration, Full Professor

Kharkiv State Academy of Culture

ORCID: 0000-0001-5892-4239

Kharkiv, Ukraine

CARAVANING AS A MODERN AUTOMOBILE TOURISM IN UKRAINE

A large number of natural, historical, cultural, and other tourist sites located in different regions of Ukraine attract the attention of Ukrainian and foreign tourists [1]. All of this makes it possible to create routes on the way for automobile tourism fans with a visit to a particular region [2].

It is worth noting that according to experts, the most effective organization of car tourism is different types of service complexes - campsites. The term "Camping" can be explained as a camp for car tourists with parking, toilets, and places for tents or cabins [4]. Thanks to their development, a popular type of automobile tourism in Europe is caravanning. Caravanning is a special type of tourism with accommodation in caravans, which allows the whole family to travel while remaining in a familiar environment [3]. Combining economy, mobility, comfort, and autonomy, caravanning has proved its viability and has become real car tourism.

In Europe, Germany is considered a leader in the development of caravanning. That is, a mass phenomenon of caravanning originated in Germany in the early 50s when there were environmental problems and the need to go to nature. Another leader of European caravanning is the United Kingdom - one of the countries where the caravanning industry has become regulated at the state level [5]. In 1960, the Caravan Sites and Control of Development Act 1960 was

passed. The law established certain requirements for caravan parks (specialized parking lots for caravans and motorhomes) and the conditions of stay on them, as well as general standards for caravans.

It should be stated that the impact of caravanning on the tourism sector of the European economy is growing steadily [5]. Issues of development and regulation of this industry are increasingly being discussed at the European level.

In this regard, an important factor in increasing the interest of both European tourists and Ukrainian tourists is the development of caravanning in Ukraine as a new variety in tourism [3]. The number of people buying motorhomes and caravans is growing. The benefits of both the construction of campsites and caravanning should be mentioned, namely:

- development of roadside infrastructure and level of service;
- expansion of the hotel fund;
- new jobs;
- the possibility of using land prohibited for construction;
- low-cost development of tourist areas;
- quick self-sufficiency;
- development of domestic and inbound tourism;
- development of "weekend tourism";
- low cost of recreation;
- business solutions for sporting events, and exhibitions;
- growth of Ukraine's image for tourism.

Current trends in the development of caravanning in Ukraine include reduced competition, redistribution of the manufacturers' shares in the market; youth involvement; entering new markets; development of tourist areas, infrastructure development; quick self-sufficiency; development of roadside infrastructure, service; development of domestic and inbound tourism;

improving the regulatory and legal support for the development of automobile tourism.

In addition, motorhomes and caravans are actively used in the B2B segment (business for business): by construction companies to inspect facilities; by the film industry; by insurance companies as mobile offices; by travel companies, etc.

As a result, there are many fans of caravanning in Ukraine, so the situation is gradually changing for the better.

Literature

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