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RECREATIONAL AND TOURIST DESTINATION RESEARCH METHODS

The methodological basis of the concept RTDe are the main provisions of the modern structural and socio-economic geography to study the spatial and temporal aspects of relations in the system "Man - Nature" and related sciences (knowledge about a tourism, recreational geography, natural resources, etc.) that appeal to spatial heterogeneity of the studied phenomena. In accordance with the established scientific and methodological principles, fundamental circuit and algorithm design-geographical research foundations RTDe system applied research methods in accordance with the objectives of objects and levels of study.

To study and synthesis of theoretical and methodological approaches to determining the conceptual and terminology used RTDe research methods and logical structure and system analysis (structural and geographic analysis); in identifying and clarifying the spatial patterns of differences in territorial organization used methods of space-time analysis; for comparative characteristics of individual properties RTDe and regional level – comparative method; to systematize information, determine the classification categories of types and subtypes RTDe – methods of systematization and classification; to study the history of RTDe, the origin of their individual components and varieties – historical-geographical method; in the present state of research, planning and organizational and functional structure of different types RTDe methods applied field research (conducted in 2006-2013 years.) poll (questionnaire), peer assessment, recording and evaluation of Christian sacred objects for the needs of tourism and recreation, mathematical logic and computer graphics, and other cartographic modeling. At all stages of the research methods used general scientific information analysis, synthesis, systematization, generalization and analogies, verification, comparison and others.

Key words: tourism, spatial- temporal analysis, research methods, recreational and tourist destinations.

Тетяна Божук. СИСТЕМА МЕТОДІВ ДОСЛІДЖЕННЯ РЕКРЕАЦІЙНО-ТУРИСТИЧНИХ ДЕСТИНАЦІЙ

Визначено сукупність методів дослідження територій для потреб туризму й рекреації, проведено їх систематизацію. Проаналізовано застосування філософських, загальнонаукових і конкретно-наукових методів. Запропоновано використання відповідних методів для характеристики складових рекреаційно-туристичних дестинацій: еволюційно-генетичної, функціональної, структурної, типологічної та інформаційної.

Ключові слова: туризм, просторово-часовий аналіз, загальнонаукові методи дослідження, конкретно-наукові методи дослідження, рекреаційно-туристичні дестинації.

Татьяна Божук. СИСТЕМА МЕТОДОВ ИССЛЕДОВАНИЯ РЕКРЕАЦИОННО-ТУРИСТИЧЕСКИХ ДЕСТИНАЦИЙ

Определена совокупность методов исследования территорий для нужд туризма и рекреации, проведена их систематизация. Проанализировано использование философских, общенаучных и конкретно-научных методов. Предложено применение соответствующих методов для характеристики составляющих рекреационно-туристических дестинаций: эволюционно-генетической, функциональной, структурной, типологической и информационной.

Ключевые слова: туризм, пространственно-временной анализ, общенаучные методы исследования, конкретно-научные методы исследования, рекреационно-туристические дестинации.

Introduction. Tourist destination usually is interpreted as a territory being a purpose of journey (which owns attractive tourist and recreational resources and offers a range of services that meets demand for tourist transportation, lodging, food, entertainment, etc.) and at the same time may be characterized by three main positions: geospatial; economic and marketing; management. During the scientific research of the recreational and tourist destinations' (RTDe) formation and operation an important issue is to determine a set of methods for investigated. The list of methods and algorithms depends on specific goals and objectives, features recreational and tourist areas, the level of knowledge of the subject and so on. In many cases of geographical researches for the needs of tourism involving the simultaneous use of aggregate various methods (systematic, genetic, comparative and typological, mapping, analysis and synthesis, induction and deduction, description, explanation, questioning, etc.), as each of them is specific cognitive tool that we need to implement the approaches and principles laid at its base. Therefore, the aim of the study is to determine

the system of methods to use in a study as a whole or in its RTDe five complementary components.

Literature review. The issues of geographical research methods were engaged by: K.I. Herenchuk [4], A.H. Isachenko [6], O.H. Topchiev [13] A.I. Shablyi [15], I. Rovenchak [11] S.P. Kuzyk [8, 9], V.F. Danylchuk [10], N.Y. Konischeva [7], T.I. Bozhuk [3] and others. Also, the following methods were taken into account: GIS technology developments by O.V. Barladin [1] and GIS mapping by A.M. Berlyant [2], philosophical analysis by E.P. Semeniuk [12], the logic and methodology of science C. Farenik [14] Postnonclassical L.H. Drotyanko study [5] and others.

Main contents of research. The doctrine of RTDe is based on the main provisions geographical (mainly structural and social geography) and economic (of "Business and Management") Science and tourism, represented by a large number of related disciplines. RTDe – new complex category which is object-subjective nature; notes the complexity; passes the integrity of the process of the recreational and tourist use of the territory and can be considered a modern organizational form of territorial entities.

Author RTDe proposed concept is holistic, multifactorial; represented by partial structures are complementary, and expressed as five separate models: evolutionary genetics, functional, structural, typological and information. When conducting research areas for the purposes of tourism on the basis of formation RTDe used a combination of methods that belong to the philosophical, general and specific scientific (Fig. 1).

Among philosophical methods theoretical and empirical can be identified, although clear boundary is not traced between them. According to Ukrainian philosopher S. Farenika [14, p. 39-44], the main methods of empirical research is observation, measurement and experiment. Actually observation as purposeful study subjects using sensory property rights as the basis of all other methods of empirical knowledge.

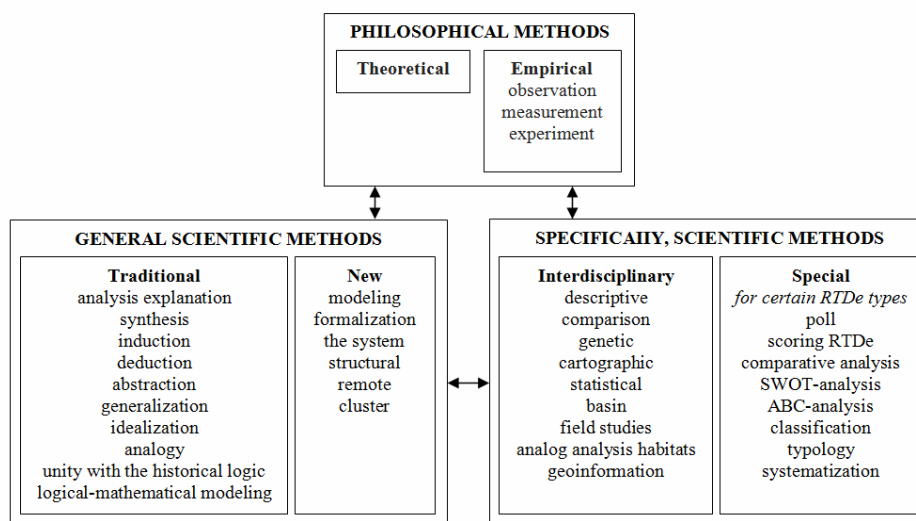


Fig. 1. Graphic model of research methods RTDe

General scientific methods are known to be divided into traditional and new (or modern). Traditional methods include analysis and synthesis, induction and deduction, comparison and analogy, abstraction and generalization, idealization logical unity of historical, logical-mathematical modeling and more. Features of the application of scientific methods in geographic studies have repeatedly highlighted in the literature, so stop them specifically not necessary.

For each era peculiar use of certain methods. Modern science reorientation transition from classical and nonclassical types of Postnonclassical leads to the advantage of probability, statistical research methods over traditional dynamic. For example, L.G. Droyanko [5] notes that the use of probabilistic methods enables to penetrate into a variety of theoretical and practical construction.

In geographical literary method of research used by each researcher is widespread, as obliged to examine the literature on a particular topic, use the experience of other researchers and not repeating them to contribute to the research problem.

It needs to emphasize that for geographically-travel research is an important method of spatial analysis, the most important task is to identify the characteristics of tourist accommodation facilities, search for patterns of development of tourism in different areas and to develop recommendations for improving services, prospects of development and environmental protection in the area of priority tourism development.

The new (modern) methods include: simulation,

systemic, structural, formalization, axiomatic-deductive, remote, cluster and others.

Among the specific scientific methods can be distinguished interdisciplinary and special. Interdisciplinary methods of covering descriptive field research, remote, analogue habitat analysis, statistical, mapping and basin; special - sectoral, cross-sectoral, ordering (taxonomy and zoning) survey, scoring, benchmarking infrastructure of geospatial data, mathematical logic and computer graphics and more.

In scientific studies using quantitative methods to help you give a quantitative description of the phenomena studied; analyze natural and socio-economic factors of differentiation territory; identify statistical relationships between objects and events; study of the dynamics at different stages of their development; aggregating develop performance indicators recreational and tourist areas, the main methods and techniques for classification and typology; scientifically justify options for recreation and tourist destinations.

The statistical method involves the collection and analysis of quantitative data in the study area tourist trip, the average output variables, drafting tables, charts and graphs; through processing enables these observations to determine the relationship between the components of nature, population and economy, and give their comparative characteristics.

In the study of evolutionary and genetic models RTDe should pay attention to a genetic method that belongs to the most common in geographic studies. Its essence lies in the consistent disclosure of properties,

functions and dynamics studied reality in the process of historical development, allowing *naynablyzhenishe* reproduce real factors and processes that led to this. With this method closely related history (or historical-geographical) and comparative historical methods. The essence of the first of them allows you to explore the origin, formation and development processes, phenomena and events in chronological order to identify internal and external relationships, patterns and contradictions. With the other can be found in the special and general development of recreational and tourist destinations in different regions, to find out the causes of these similarities and differences, to clarify the genesis and spread more. Apply three types of comparisons: historical and genetic, historical and typological, historical and diffusion.

To describe the functional model RTDe should use simulation method that allows to study the development of geographical objects, processes and phenomena using their models and formalization method – a synthesis of different forms within the meaning of the processes of abstracting forms from their content. Map display is the most common means of description and analysis, and mapping objects – is a special formal cartographic objects.

Systemic research method is the basis of structural models RTDe because it involves consideration of each object (phenomenon, process, complex) as a complex entity that covers various units (structural parts, elements) that interact with each other. This method is most effective when solving complex problems of analysis and synthesis, when the object is multifaceted internal and external relationships. System method not only reveals the totality of the interdependencies between the individual components of recreation and tourist destinations, but also determines including major and minor.

System analysis methods have gained wider use in connection with the development of information technology, providing a fast solution and analyze complex mathematical problems. System analysis serves as the basis for integrated assessment area.

The basis of the structural method of general knowledge as the phenomenon is universal, common structuring properties, which says EP Semeniuk [12, p. 138]. The structure in general is often understood as order processing elements in the system (both the organization and its internal and external). One of the first tasks of implementing structural method in a particular study is the relationship of objects that know typological units of the general classification structures, which cover issues philosophy. Recent studies of recreational and tourist areas using remote methods for studying the Earth from aircraft or spacecraft, comprising *aero chorometry*, space removal, interpretation of images and visual observations: Review territory observer of the aircraft.

Typological model RTDe. To process the material most commonly used methods of classification and typology. During understand classification grouping objects, studying in quantitative terms, in one specific feature. The typology is based on grouping by implementing a set of attributes. There are two

approaches to typological study objects. The basis of the first approach put generalization of characteristics and attributes of the objects and objects, phenomena of this set, based on the second - a detailed study of one or more objects that can then be selected as a reference for the examined significant properties.

The methods of classification of information include taxonomy and zoning. Taxonomy - a special kind of systematization based on dividing the territory into components hierarchically subordinate territorial units (taxa) involved one way or another common properties, characteristics and thus belong to the appropriate taxonomic categories.

Zoning is an universal method of ordering and systematization of territorial systems, which is one of the basic in constructive geography. According to A.G. Isachenko [6], serve individual characteristics of the components of nature that are forming a functional business processes and characteristics of facilities management. Zoning is the final stage of a comprehensive structural study of recreation and tourism diversity and serves as an important operator actions to identify the ecological state of the territory.

The main statistical indicators, according to S. Kuzyk [8, 9], which are used for geographical research in tourism are as follows: the number (quantity) of tourists per unit of time (day, month, season, year, etc.) that visited a center, region, country; number of nights spent by tourists in a particular center, region, country per unit of time; number of beds year-round activities and seasonal use; the volume of tourist and recreational services in monetary terms, revenues from tourism development, etc.

The visual method of research is to review and direct observation during the tourist hikes and excursions geographical objects, phenomena and processes studied. This method is most effective when applying photographic and cinematographic equipment.

Descriptive method (a method of geographical description) is the oldest among all the methods in geography; it is used to streamline the characteristics of the territory, as well as theoretical generalizations obtained material, that explanation and theory building. From the mid-twentieth century. each time it is used less, but the method is being revived with the development of internal and external tourism, increasing interest in studies.

From empirical research methods most commonly used method of comparison that helps identify similar and different features of objects and phenomena. Important requirements when compared are:

- compare the phenomena between which there may be a corresponding common objective;
- the knowledge of their objects comparison should be carried out on the most important features;
- You can only compare *odnomasshtabni* objects and territories.

Forwarding methods or methods of field studies are widely used to study on the route of geographical objects, phenomena and processes. Research in the area covering a continuous, selective, route and methods "key way". The latter involves the study of model sites and

dissemination of a much larger area. Field reconnaissance involving geographic preparatory period, actual and final field (or office), which expires on obtaining conclusions. Such studies, as K. Herenchuk [4] noted to exercise to determine the attractiveness of natural or historical and cultural landscape and the needs of tourists, so their behavior. The biggest effect of this technique provides combined with visual and descriptive methods and technical means (the use of photographic and video equipment), as was the case during the recording and evaluation of Christian religious objects in the RTDe for the purposes of historical, cultural and religious knowledge.

Basin method relates to specific scientific interdisciplinary methods. Its use is associated with restriction of recreational and tourism activities to modern settlement of certain ethnic groups (or nations) in certain basins year. In addition, for example, the organization of tourist routes inherent to recreation and tourist destination for leisure purposes, dedicated to watershed surfaces and so on.

Lack of information related to statistics on trips of the day, motivation tours outside the state, the development of border tourism, forcing researchers offset information by conducting opinion polls (questionnaires).

For the full research attractiveness of tourism resources for tourism development using the following methods:

1) methods that are based on the secondary information (statistical data and information presented on the maps);

2) methods that are in the collection of primary data (personal study, observation, interviews, etc.).

Consumer surveys can be conducted using a personal (individual) or group interviews, phone or mail. The purpose of this aspect is to collect data through interviews with certain groups of people (sample, that segment of the population, called at that time embody the general population). In an analysis of the main methods of research showing the advantages and disadvantages.

Among the methods borrowed from other branches of science, including economics, worthy method SWOT-analysis (in English terms: strength, weaknesses, opportunities and threats), which are useful for identifying opportunities for tourism development in a particular area, including mountain tourist centers (recreation and tourist destinations to the needs of leisure and recreation stationary) and spa resorts (recreational and tourist destinations for the purposes of rehabilitation and treatment). The term "strengths" and "weaknesses" to understand internal factors that influence the development of a certain phenomenon, process, or territory, and the concept of "chance" or "opportunity" and "threat" apply to external factors that often determine the future prospects of this phenomenon, process, or territory. S. Kuzyk [8] believes that it is appropriate to use the method of seasonal estimates of amateur tourists.

Mapping method as systematization and generalization of the results of geographical research in the form of cartographic models, maps used in virtually

all aspects and at all levels of scientific knowledge - and preparation, and analytical and generalizing, and forecasting. This card plays an important role in the mapping study spatial patterns of phenomena. Mapping method is used to prepare a cartographic basis of tourist travel and to explore the area or travel to field observations. The card is widely used and in preparation for the trip; orienteering topographical or removal of individual sections of the road route is also made using the card.

Geoinformation method has become increasingly important in geographic research, as evidenced by the work of A. Barladina [1], A.M. Berlyanta [2] and others. It is the creation of geographic information systems, which are modern means of collecting, preserving and analyzing various information about the area. This allows you to combine modeling image area (electronic display maps, charts, and kosmo- aeroimage earth's surface) with tabular data type; manage spatial and attribute data.

Conclusions. The doctrine of RTDe as interdisciplinary research direction was formed as a result of studying the interference of recreational and tourist activities and opportunities for territories that allowed to expand methodological basis of structural, social and economic geography, natural resource management and turystoznavstva.

The concept RTDe as Holistic, reveals the processes of interaction "tourist - area" with some (partial) structures, which are complementary to each other and are expressed in the form of models: evolutionary genetics, functional, structural, typological and information.

RTDe regional category as a scientific and modern form of recreation and tourist areas are object-subjective character. Found that RTDe - a certain territory or waters, where the consumption of tourist products and satisfying (due to its appeal) the needs of travelers/tourists by providing different services, terms of resources and infrastructure software, and performance management. Proved that RTDe spatial expression is the integrity of the process of the recreational and tourist use area and may be in various stages of development: the emergence, development, prosperity, stagnation, decline, disappearance.

Determined that the most suitable in the study of evolutionary and genetic models RTDe is historical and genetic clustering methods; RTDe functional model - can call modeling, explanation, analysis etc; based structural model RTDe responsible use of systemic and structural research methods; for typological model RTDe study was based on the use of the following methods: classification, typology, systematization, taxonomy, zoning, analyzing analog ranges, comparative, analytical and statistical dispatching research (fieldwork) basin, poll scoring, blank description, SWOT- and ABC analysis etc. methodological background information model RTDe defined mapping and GIS methods.

In the recreational and tourist issues geo method will help not only to trace the development of tourism, but also to get evidence-based results of its promising areas required by modern science.

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