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MODERN CONDINIOM AND PROSPECTS OF DEVELOPMENT OF THE SENTIMENTAL TOURISM IN UKRAINE

From the standpoint of previous research of existing Ukrainian theoretical and methodological grounds of sentimental or nostalgic notions tourism, the lack of consensus at the local researchers was detected. Moreover, an erroneous identification of sentimental tourism with ethnic tourism can explain some common objects used in the organization of tourist activity in both types of tourism, but the lack basic research at the national level for sentimental tourism was revealed.

Further study on sentimental tourism and sentimental tours organization can greatly improve situation on the tourist market of Ukraine, to become a significant factor in the branching network links the state with a wide range of countries to provide a stable income, investment income and promote the country as a whole. Conglomerate of the unique climate, natural resources, scenic landscapes and monuments left by the identity of different peoples and cultures in the Ukraine can attract an extremely wide range of tourists. Unfortunately, the lack of tourist infrastructure, outdated technologies, uncertain security level, and so on put obstacles in the way of tourism development. The state should consider tourism as its own tourist business card that ensures the implementation of the first steps of foreigners of Ukrainian origin in opening for itself of Ukraine, because the needs that are met in the sentimental and tourist activity, have a particular territorial binding and meet them in another country is impossible. That is why it is vital to an organization of this type of tourism at a high level in order to open the eyes of people from the Ukraine in their country of origin and their interest in the long state visit not only nostalgic and sentimental reasons.

Keywords: sentimental (nostalgic) tourism, ethnic tourism, SWOT analysis, sentimental and cognitive tours, organization of tourism.

Лариса Савранчук. СУЧАСНИЙ СТАН ТА ПЕРСПЕКТИВИ РОЗВИТКУ СЕНТИМЕНТАЛЬНОГО ТУРИЗМУ В УКРАЇНІ

Організація сентиментальних турів в останні десять років здійснювалась поодиноким, проте масовості цей процес не набув через необхідність у серйозній маркетинговій підтримці з боку посольств України за кордоном та фінансової допомоги з боку держави. Серйозними перешкодами на шляху розвитку сентиментального туризму в Україні є його наукова необґрунтованість, яка тягне за собою відсутність державного апарату підтримки даного виду туристичної діяльності. Із зазначеного вище можна зробити висновок про першочергову необхідність розробки та затвердження єдиної концепції сентиментального туризму та затвердження його у Законі України «Про туризм» у якості окремого виду туризму, виходячи з його специфічних мотиваційних процесів та широкого цільового ринку за кордоном.

Ключові слова: сентиментальний (ностальгійний) туризм, етнічний туризм, SWOT аналіз, сентиментально-пізнавальні тури, організація туризму.

Лариса Савранчук. СОВРЕМЕННОЕ СОСТОЯНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ СЕНТИМЕНТАЛЬНОГО ТУРИЗМА В УКРАИНЕ

Организация сентиментальных туров за последние десять лет осуществлялась одиночно, однако массовости этот процесс не получил из-за необходимости в серьезной маркетинговой поддержке со стороны посольств Украины за рубежом и финансовой помощи со стороны государства. Серьезными препятствиями на пути развития сентиментального туризма в Украине является его научная необоснованность, которая влечет за собой отсутствие государственного аппарата поддержки данного вида туристической деятельности. Из вышесказанного можно сделать вывод о первоочередной необходимости разработки и утверждения единой концепции сентиментального туризма и утверждение его в Законе Украины «О туризме» в качестве отдельного вида туризма, исходя из его специфических мотивационных процессов и широкого целевого рынка за рубежом.

Ключевые слова: сентиментальный (ностальгический) туризм, этнический туризм, SWOT анализ, сентиментально-познавательные туры, организация туризма.

Problem statement. The term "sentimental tourism" and synonymous "nostalgic tourism" in Ukrainian scientific literature are rarely used; most often this type of tourism is identified with the ethnic tourism. In terms of foreign scientific sources it is incorrect, because ethnic tourism is a special kind of tourist activity with dramatically purpose of journey, and accordingly - another consumer base. Explanation erroneous equating of the sentimental tourism can serve to ethnic tourism kinship used these types of tourist activity of the objects travel - in both cases the objects for which the journey is made by representatives of ethnic cultures and their historical and cultural experience and area of residence of these crops. On the ethnic travel, the main motive tourist stands the desire to plunge into culture of a given ethnic

group; it is regardless of which genealogical ties with this community [3]. The main condition for the sentimental tourism is personal genetic affinity of the traveler with the culture or territory of the visited ethnicity. It can be concluded that ethnic tourism, while a similar nature objects carried journey has informative character and sentimental and spiritual character.

The aim of this article is representing existing Ukrainian theoretical and methodological grounds of the sentimental tourism and to conduct a SWOT-analysis of cognitive and sentimental tours.

Review of recent research and publications. The concept of "nostalgic tourism" is present on the pages of the book of W. Kyfyak. He cites a number of reasons scientists, including L. Kyrylyuk, pointing to the

rapid development of the nostalgic tourism in Ukraine, selects one of its kinds and ethnic tourism and proposes to identify the main areas of his mass development in our state - border Zakarpattia, Lviv, Volyn. He links this type of tourism especially from visiting relatives who found themselves on different sides of the border [1]

Researcher T. Parkhomenko has similar opinion. From his point of view, nostalgic tourism can sometimes overlap with ethnic tourism, for example, when immigrants visit their ethnic homeland. Ethnic tourism satisfies the need for reinforcing national identity rights, is involvement in a social community based on common origin, identification with a particular culture. Visiting own ethnic homeland where the person was born and brought up in a different socio-cultural environment, is a kind of genetic calling - "Call of the Wild." Nostalgic tourism exclusively is the individual tourism, he chamber, compared with the ethnic tourism, it does not call national identity is - playing their own life path, attempts to overcome the irreversibility of time of spatial returning [7].

W. Kyfyak understands under ethnic tourism traveling to visit family and friends. [1] This assertion is debatable, as a scientist in his own interpretation of the essence ethnic tourism identifying the latter as nostalgic tourism. O. Malova says that "nostalgic or ethnic tourism is a type of vacation, during which the tourists learn the certain ethnic groups, of life, culture, welfare and so on" [5]. The scientist provides definition of ethnic tourism, but treats it as nostalgic.

In terms of resources, the territory of Ukraine is well equipped as a purely Ukrainian and international historical and cultural monuments that form the core of the sentimental and educational product. Another important component in shaping of the sentimental tourism potential of the state is the migration in the history of the population, which have emigration character in Ukraine that causes the formation of a huge base for nostalgic trips and is about a quarter of the total population, but extremely negative impacting on the preservation of national identity. Ukraine has an opportunity to become destinations of the sentimental travel for tourists most of its neighbors, and of course for their own emigrate Ukrainian and their descendants who keep the Ukrainian national identity.

Back in 2000, the development strategy of sentimental tourism in Ukraine was helped by the local authorities, a group of international experts and consultants. It started working in the new project of British Know-How Fund, which involved a synthesis of former achievements and search for fundamentally new approaches to the development of profitable and promising field of unconventional types of tourism. Hoped to use the experience of similar projects as the basic model, in the UK and Poland where they gave excellent results. In particular in Poland, through the development of green, nostalgic, sentimental, agricultural and other non-traditional forms of tourism, the inflow of funds in this sector has increased hundreds of times and perhaps is the most article of the significant revenue. Also thousands of high-paying jobs were created and activity of the related industries was revived [8]. In the Lviv Institute of Econ-

omy and Tourism in 2004 a research study on sentimental tourism was conducted. As a result, the "Center of nostalgic tourism" was opened on a voluntary basis. In the preparatory phase of the center, the monitoring group analyzed tourist resources of the region and their comparative advantages, the development of other types of tourism, which is closely linked with the nostalgic tourism (ethnic, ecological, religious) in order to take into account all parameters in the further development of tourism services. It was concluded that Lviv region has rich social and historical resources and attracts foreign tourists of the nostalgic reasons, since the Second World War the population was of multinational in the Galicia and constituted Ukrainian, Poles, Jews and people of other nationalities. The Poles were then a third of Galicia. The next step and an important area of the Centre preparatory work was to study the demand for nostalgic travel in areas where Ukrainian abroad and among immigrants from Ukraine - representatives of other nationalities (Poles, Germans, Armenians, Jews and so on.). Preliminary study of the demand for such services, conducted of the monitoring team of the Centre, led to the assumption that the "nostalgic" tourism has no age limit and despite the fact that such travel is carried out primarily by senior generation, their children, grandchildren and great-grandchildren who want to get acquainted with the peculiarities of culture and life of their ancestors, though with some reservations about the service and security presence in Ukraine have expressed the desire to visit the homeland of their ancestors. This is not surprising, because the nostalgic needs are view of man's spiritual needs, they are stable over time and supported by associative memory, which holds vivid memories of the past. These memories are "alife" as family legend, passed down from generation to generation; need to "re-charge" and to encourage people of the tourist travel of different age groups. Thus in the center, which put the task to investigate and develop a nostalgic tourism in the region, there is a need to develop tourism product that could meet specific needs identified above [6].

The attempt of organization of the sentimental tourism in the last decade engaged in several travel organizations from the western Ukrainian regions. In particular, the task of organization of the nostalgic tours was put under the "Return of the city between the rivers Bistrica" in 2006. The project goal is the implementation of measures to increase tourist flows in Ivano-Frankivsk region, assistance in development of excursion, the so called nostalgic tours to Western Ukraine representatives of the Ukrainian Diaspora - people from the region, with the obligatory participation in the program of stay of tourists in the capital Carpathians. The project envisaged conducting mini survey of travel companies on the subject of interest in cooperation in the field of the nostalgic tourism. The results of this survey with 207 respondents (travel companies, organizations Ukrainian diaspora and individual visitor exhibitions) demand for nostalgic tours are in 37 that said the growing interest for the sentimental journeys [2].

On the 25-26 April, 2012 in the Lviv Institute of Economy and Tourism a scientific-practical conference "Development of Ukrainian ethnic tourism: problems

and prospects" was held. The event was organized jointly with the Lviv Association of Tourism with the support of the Ministry of Education, Youth and Sports of Ukraine. The aim of this conference was to outline the concept of the ethnic tourism, which is identified with the notion of sentimental tourism and was defined as a kind of tourism that is carried out on a place of its own historical residence. The conference attracted scientists from Kyiv, Lviv, Khmelnytsky, Ivano-Frankivsk, and representatives of government, civil society organizations and travel companies – more than 120 participants. Speakers expressed broad range of topical issues including: defining and unifying concept of "ethnic tourism", justification of ethnic tourism as one of the strategic directions of state programs, the analysis presented in Ukraine ethnic tours with the introduction of these elements animation programs, studies of ethnic and cultural potential of Ukraine and the role of Ukrainian diaspora in the development and popularization of Ukrainian culture [4].

Now there are attempts of organization of the sentimental tourism in Ternopil region, which has already established contacts with representatives of tourist companies of Brazil and Poland which are ready to organize trips to the area of the Ukrainian diaspora in these countries. Sentimental tourism in Dnipropetrovsk considered as a promising direction of development of tourism due to the fact that the last 30 years Dnipropetrovsk region has left tens of hundreds of families and moved to permanent residence in Israel, USA, Germany, Australia and Poland.

To the existing problems hindering the development of the sentimental tourism, include those factors that impede international tourism in general. These problems can be grouped as follows: 1) non-compliance and insufficient development of a network of tourism infrastructure in Ukraine with international standards; 2) the lack of a coordinated system of actions to promote the tourist product Ukraine to the world market; 3) technological backwardness of tourism (insufficient use of modern science and technology); 4) low level of tourist services; 5) lagging the pace of development of the legal framework and information support of tourist activity.

Representatives of Lviv tourism organizations, including the CEO of travel company "World travels" Natalia Hrynevych "Konekst Media" noted that the lack of development sentimental tourism is based on the absence of an established cooperation with foreign travel companies, including American. In her opinion, it is necessary to organize presentations. The biggest problem in the development of diaspora tourism, marketing manager of Lviv Association of Development of tourism Andrew Matselioukh calls inadequate dissemination of information materials about Ukraine. Sentimental tourism, he outlined, helps to improve the image of Ukraine. Currently Lviv made only a few attempts establishing such contacts [2].

Sentimental tourism requires active marketing activities at the state level, which would be designed to promote this type of tourism product on the world market, as consumers, in fact, are unfamiliar with such type of tourism, and therefore not aware of the possibilities for sentimental journeys. Also acute problem is the am-

biguity in the definition of nostalgic tourism, both in Ukraine and abroad. A more substantive review of the sentimental tourism as a particular type of tourist activity with awareness of the specificity of its incentive mechanisms and objects you visit is a prerequisite for the successful introduction of the product to the international market. In the Law of Ukraine "On Tourism" both "sentimental" or "nostalgic" tourism are released. Moreover, group category of unconventional tourism not allocated, which include the sentimental tourism in the national scientific literature. This fact poses a serious problem in terms of getting state support of sentimental tourism and therefore its development. In this regard, the scientific study and the subsequent deployment of this type of tourism in the Ukrainian legislation is urgently necessary for the further development of sentimental tourism in particular and Ukrainian tourist industry in general.

As a result of the aforementioned all-Ukrainian scientific-practical conference "Development of Ukrainian ethnic tourism: problems and prospects" a list of recommendations for the development of nostalgic tourism were drawn up. They are as follows:

1) to develop the concept and strategy of ethnic tourism in Ukraine and use them to priority areas to form target State program of Ukrainian ethnic tourism;

2) to submit proposals to the Law of Ukraine "On Tourism", which clearly defines the essence and classification of ethnic tourism;

3) to begin with the formation of a working group on the development ethnic tourism involving experts from different regions of Ukraine;

4) to intensify efforts of scientists, community organizations, representatives of the national centers, tourist agencies to promote lesser-known resources ethnic tourism and development on the basis of original tourism products;

5) to promote of the development ethnic traditions and use of tourism resources leading recreational regions of Ukraine;

6) to develop animation festivals program based on Ukrainian folk amusements, games, holiday performances as promising ways to popularize the achievements of the national culture;

7) to promote and popularize ethnic souvenir brands, including "Calendar of ethnic tourism events in Ukraine";

8) to activate the Ukrainian ethnography and local history museums, historical and cultural reserves, open air museums to promote ethnic and cultural heritage of previous generations;

9) tour operators should enrich the domestic product with elements of unique ethnic and cultural heritage;

10) to develop and publish researches, textbooks and teaching materials on ethnic tourism;

11) to engage university students of the travel profile to collect the ethnographic material within the framework of scientific research studies [4].

Although we are strongly compatible with identification of the sentimental tourism with ethnic tourism, the definition of these two types of tourism was provided consistent and in accordance with the recommendations of the participants are appropriate relative to our concept of sentimental tourism.

Within the research the author selected some unsolved aspects of the problem and sentimental and cognitive tours SWOT-analysis was conducted.

Only in addressing these shortcomings and problems, the main and most important of which we believe scientific justification of the sentimental tourism and its introduction to the list of tourism in the legislation of

Ukraine, nostalgic tourism will be able to occupy a significant niche in the domestic tourism industry and appropriately meet the spiritual needs of the nostalgic nature of Ukrainian immigrants and representatives of the peoples who inhabited the territory of our country in different historical periods.

Table 1

Cognitive and sentimental tours SWOT-analysis

Strengths	Weak sides
1. Increasing interest in sentimental tourism on the world market. 2. The presence of numerous target markets abroad. 3. The presence of cultural and cognitive facilities of international character. 4. Leadership regions spread cultural and cognitive objects of the international character in the domestic market. 5. The relatively high price of tours. 6. Lack of competition.	1. Low level of development of tourism infrastructure. 2. No single scientific and methodological framework in the field of the sentimental tourism. 3. Lack of state funding of sentimental tourism industry. 4. The need for restoration of cultural and cognitive facilities of international character. 5. Backwardness of the tourism industry in innovation processes.
Opportunities	Threats
1. The entry of the new tourist markets. 2. Overcoming fears of foreign tourists to visit Ukraine due to meet the specific sentimental needs that may meet only in Ukraine. This process makes it possible to open the eyes of international tourists to the tourism industry and interested in further visits are for other purposes. 3. Expanding the range of services on Ukrainian tourist market. 4. Do innovation. 5. Ensuring cultural exchanges between countries with common historical past, the strengthening of diplomatic relations.	1. Fear of tourists to be disappointed in the sentimental satisfaction of needs (according to the University College of London, only 8% of the respondents who were engaged in sentimental tourism were disappointed when returning to places important to them). 2. The unfavorable tax policy of the state. 3. Slow growth target market. 4. The amateur nature of some types of travel, motivated sentimental needs.

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