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EXCLUSIVE TOURISM IN THE EUROPEAN REGION AND ITS INFORMATION SUPPORT

In this article appearance of the new tourist direction – exclusive tourism (which is in a status of the active development now) has been considered. But at present this tourist direction is not study yet. The main objective of the research of exclusive tourism is the territorial and object analysis of opportunities of its development in the European region, and a status of its information support as well.

In the article it is covered use of the modern form of the organization of cartographical information on the basis of ArcGIS Online web services. Types of the web applications Story maps were analyzed, and on the basis of it those which are the most suitable for creation of tourist web maps of exclusive resources of the region of Europe are chosen. As practical implementation of the research, web maps of exclusive tourist resources, objects and means of placement were created and published.

At the end of the article the results are summed up: the web maps created with use of the software of ArcGIS Online represent result of the research of exclusive tourist resources of the European region; further web maps will serve as cartographical content on the website which will be devoted to exclusive tourism of Europe; the website will fully allow to label necessary information on this tourist destination and it will be useful both to the representatives of the tourist organizations, and the tourists themselves.

Keywords: exclusive tourism, information, web service ArcGIS Online, a web map applications Story maps, website.

Юлія Прасул, Олена Думанова. ЕКСКЛЮЗИВНИЙ ТУРИЗМ У ЄВРОПЕЙСЬКОМУ РЕГІОНІ ТА ЙОГО ІНФОРМАЦІЙНЕ ЗАБЕЗПЕЧЕННЯ

В статті висвітлено появу нового туристичного напрямку – ексклюзивного туризму, який на даний час не досліджений. Розглянуто використання сучасної форми організації картографічної інформації на основі веб-сервісів ArcGIS Online. Проаналізовано веб-додатки Story maps та обрано ті, які максимально підходять для створення туристичних веб-карт ексклюзивних ресурсів Європейського регіону. В якості практичної реалізації дослідження було створено та опубліковано веб-карти ексклюзивних туристичних ресурсів: об'єктів інтересу і засобів розміщення, які в подальшому слугуватимуть картографічним контентом на веб-сайті, який присвячений ексклюзивному туризму Європи.

Ключові слова: ексклюзивний туризм, інформаційне забезпечення, веб-сервіс ArcGIS Online, веб-карта, додатки Story maps, веб-сайт.

Юлія Прасул, Елена Думанова. ЭКСКЛЮЗИВНИЙ ТУРИЗМ В ЄВРОПЕЙСЬКОМУ РЕГІОНІ І ЕГО ІНФОРМАЦІЙНЕ ОБЕСПЕЧЕННЯ

В статті розглянуто появу нового туристичного напрямку: ексклюзивного туризму, який на даний час перебуває в стані активного розвитку, але при цьому залишається незрозумілим. Також в статті освітлено використання сучасної форми організації картографічної інформації на основі веб-сервісів ArcGIS Online. Проаналізовані веб-додатки Story maps і на основі цього обрано ті, які максимально підходять для створення туристичних веб-карт ексклюзивних ресурсів Європейського регіону. В якості практичної реалізації дослідження були створені та опубліковані веб-карти ексклюзивних туристичних ресурсів: об'єктів інтересу і засобів розміщення, які в подальшому будуть слугувати картографічним контентом на сайті, який присвячений ексклюзивному туризму Європи.

Ключевые слова: эксклюзивный туризм, информационное обеспечение, веб-сервис ArcGIS Online, веб-карта, приложения Story maps, веб-сайт.

Problem statement. A tourism tendency in the XXI century – identity, the increased demand for comfort and exclusive routes which are developed at desires of clients. Now in a priority of tourists are their own preferences and ambitions, they are not interested in tourist routes which are used by the majority, they aim at novelty and uniqueness in everything. Such changes in the tourist sphere promoted emergence of a new profitable type of tourism – exclusive (VIP-tourism).

Information support can be considered as the real resource of any territory today, and its thematic orientation as an important prerequisite of social and economic development of the country [4].

Characteristic feature of tourist activity (including its exclusive types) is the abundance and a variety of information streams which are characterized by continu-

ous updating and high speed of exchange transactions. Information interrelations exist between all participants of the tourist market, at the same time special value is given to information which is intended for end users (tourists). It is caused by peculiar features of a tourist product and need of providing the fullest information for potential tourists. Quality of information support of tourism is an important factor which directly influences both the quality of tourist products and the services [3]. Proceeding from it, it is possible to draw a conclusion that information component has a special value for development of exclusive tourism, in particular, providing cartographical online.

Analysis of latest studies and publications. For long time, in classification of tourism along with mass tourism there has been allocated the elite tourism

intended for wealthy clients – the upper class in system of social hierarchy and VIP-persons with increased requirements to quality of the provided services.

But now there are no thematic publications, including, the monographs devoted to the matter. Besides, the concept of exclusive tourism has been changed. Not ranks of society became the base of it, but careful approach to development of individual tours to the places which are characterized by limited availability has changed either over time. Despite the available demand in this segment of the tourist market, there is no information base of exclusive types of tourism either.

The formulation of the article objective. Thus, the main objective of the research is the territorial and subject analysis of opportunities for development of exclusive tourism in the European region and development of recommendations about its information support, namely mapping of tourist resources on the basis of the ArcGIS Online web service.

Main contents of research. Exclusive (elite) tourism is an individual tourism with providing a totality of services (including exclusive) and high comfort which is focused on consumers with high income level (so-called VIP clients). In classification of types of tourism exclusive tourism holds a certain intermediate position between all kinds of tourism, it can have characteristic features of any kind (including the thematic direction) tourism, but at the same time the main criteria are the cost, limitation of access, feature and individuality of a route which is offered [2]. Feature and identity of a tourist route is provided, first of all, with tourist resources: natural, public, infrastructure with relevant requirements to them. Among the main properties of exclusive tourist resources, it should be noted uniqueness and attractiveness of an object, its prestigious, insufficient study, low-popularity, inaccessibility (physical, gender, religious, status, economic, etc.), the accompanying additional services. All resources have to correspond to limitation conditions for general use. Functionally tourist resources provide the VIP client all classical services: treatment, rest, knowledge of the nature, culture and history of the territory of visit.

Exclusive tourism is almost not investigated by scientists, and the burning issue which is slowing down its development is the insufficient information base, especially at a combination with other factors (lack of any statistical information and systematization; complexity of separating exclusive (elite) from individual tourist routes; quick emergence of the new types of tourism claiming to the status of exclusive).

The European region is characterized by the geographical availability, favorable climate, versatile tourist programs, rich cultural heritage developed tourist infrastructure, the European quality of service and peculiar traditions. Rational use of these components provides full satisfaction of needs of foreign tourists and brings a considerable economic benefit. But the statistical analysis of spatial distribution of the international tourist traffics (according to UNWTO [1, 6]) has shown that Europe as the tourist macroregion is characterized by low rates of a gain indicators of tourist activity, positive dynamics of tourist flows only in the Southern Mediter-

anean and Northern subregions, gradually yields a leader position on all indicators of tourist activity, but keeping the first places in rating on tourist competitiveness. At the beginning of the 21st century the European region has undergone considerable negative fluctuations on two main economic indicators – by the number of the international tourists and according to the income from implementation of tourist activity. According to UNWTO [6] in the long-term forecast growth rates of number of foreign tourists and the income from tourist branch are considerably slowed down. Since 2010 stable raising of indicators of development of tourist branch, though the slowest for Western and Central Europe is observed so far. Western Europe is characterized by tourist resources of high prestige and quality. The chance of correction of this situation in development of exclusive tourism – individual VIP-tours is left to us.

The most important motivation for carrying out of any tourist journey (including an exclusive one) – is the wish for seeing famous creations of nature or of human genius in their natural state. Some monuments of the world value upgrade the rating of the area, become a tourist brand of the country. France, Austria, Switzerland, Italy, Great Britain are among the countries – leaders in natural exclusive tourist resources (landscape, water, balneal). Germany, Norway, Iceland, Hungary, Croatia have powerful natural potential. The greatest concentration of the most prestigious historical and cultural objects (for example, the Palace of Versailles, the Antwerp Diamond Museum, the Dalí Theatre and Museum, etc.) which are expedient to involving in exclusive tourism, is characteristic of France, Great Britain, Italy, Spain, Russia, Germany. The territory of Europe is rich in exclusive event tourist resources (film festivals, musical festivals, gastronomic festivals of high cuisine, fashion weeks, sports competitions, carnivals) which have proved as the most popular, prestigious and exclusive (such as Cannes Film Festival, Rock Am Ring, Formula 1, Carnival of Venice, others) and which are in demand with VIP-tourists. Doubtless leaders as to carrying out such measures are France, Italy, Great Britain, Germany (however some measures are little-known beyond the borders of the given country and that prevents an active development of this trend). Infrastructure resources are used both for ensuring vital needs of tourists, and for leisure actions (flights by helicopters, in space, visit of the thrown industrial facilities or gold mines, shopping travel, military actions, a Spa procedure, etc.). The most expensive hotels, restaurants, resorts are located in Switzerland, Germany, Great Britain, France, Austria. Thus, a number of the countries of the European region (France, Great Britain, Italy, Germany and some others) are characterized by high concentration of complexes of exclusive tourist resources of various type. At the same time unsatisfactory information support slows down obtaining the additional considerable income.

Modern technologies of cartographical services in the Internet give wide opportunities for receiving and spreading important and necessary cartographical information.

Their development promoted the appearance of new approaches to creation maps and reflection of thematic

information which activate new research in tourist field, related with creation date bases in virtual environment and recruit a large number of specialists from different countries of the world. For the purpose of creation of web maps for needs of exclusive tourism, the universal ArcGIS Online service was chosen which allows to group in the interactive map the cartographical image, the informative text, an interesting photo and video content, at the same time, it becomes more visual and clear for the user (tourist).

Web maps are the documents of ArcGIS which are sent to the set of cartographical or GIS services, which can be used on any client of ArcGIS: in applications, web applications, mobile devices and by means of ArcGIS Explorer Online. Every web map consists of one or

several cartographical web services which can be combined, creating different maps [5]. Such maps are convenient as they can be spread for the general access to ArcGIS for Desktop, or on own server with the subsequent viewing through the Internet, without setting at the same time the software of ArcGIS.

Web maps are made on the basis of the universal template (tab. 1) and, depending on the object to be solved, a suitable functionality and specialized tools are added to them:  (possibility of loading on own web server),  (constructor for making up a story with the help of simple interface),  (possibility of placement on ArcGIS Online),  (possibility of use on mobile devices).

Table 1

Types of the Story maps applications and their features

Name of the application	Characteristics
Story Map Tour 	It is expedient to use during the route presentation with illustrative and video maintenance. Each object has the geolocation and headings connected with the interactive map.
Story Map Journal 	The tourist map – a set of multimedia pages. It is expedient to use for connection of a cartographical, text, illustrative and video information with big data array.
Story Map Shortlist 	Thematic information is provided by bookmarks (restaurants, hotels, monuments, etc.). After movement according to the map bookmarks are updated according to flowing a map extent.
Story Map Countdown 	In a basis – the list of thematic elements of information on each of them visualized on the web map and in pop-up windows; there is a possibility of transition between the main map and the map locator.
Story Map Playlist 	An opportunity to study elements of thematic contents, using the map and the list of preview with headings and sketches.
Story Map Basic 	The simple interface with the only obligatory element - the map. Detailed information on certain objects can be obtained from additional pop-up windows.
Story Map Series 	A series of maps can be represented in the form of set of tabs with additional panels for placement of the text or other elements (configuration with tabs), the expanded panel for the choice of the necessary map with the accompanying elements (configuration in the form of scrolling of a tape), a set of buttons with serial numbers on which the history is created (configuration with buttons).
Story Map Swipe 	Allows to reflect two video maps or two layers in one web map. Users can move so-called «blind» for comparison of thematic information from two layers in one territory.
Story Map Spyglass 	Allows to reflect two video maps or two layers in one web map that gives the chance in more detail to analyze the obtained information, using the Magnifying glasses function.

For the solution of a goal of the research from all types of the Story maps applications it is the most expedient to use from our point of view Story Map Tour (for creation of web maps of tourist resources of exclusive tourism) and Story Map Journal (for creation of the web map of infrastructure facilities for VIP-tourists). Both appendices have identical additional functions and opportunities, such as: loading on own web server, placement of the web map in ArcGIS Online networks and its use in mobile devices, a combination of a large number of information (on volumes or types of representation).

Possibilities of representation of the cartographical presentation in the form of a set of multimedia pages, bindings of thematic objects on geographical coordinates, creation of multimedia stories with a combination of the text, image and video (especially if there is a big data array), the designer for work simplification (espe-

cially a pier experience with web maps) cause the choice the Story Map Tour application.

Use of the Story Map Journal application (during creation of the web map of objects of tourist infrastructure of VIP-tourists) is caused by opportunities of a geographical binding to the address, but not on geographical coordinates, obtaining information separately over the countries (level of provision with the available infrastructure resources), placement of a large number of information (the text, a photo, video, references to a resource with its active involvement), unlimited functionality when using in own account during creation of the web map by special inquiry, general availability in full.

Generalized all-maps, plans of the cities and space pictures can act as a geographical basis for creation of tourist web maps. The choice of a geographical basis of the web map is connected with her appointment –

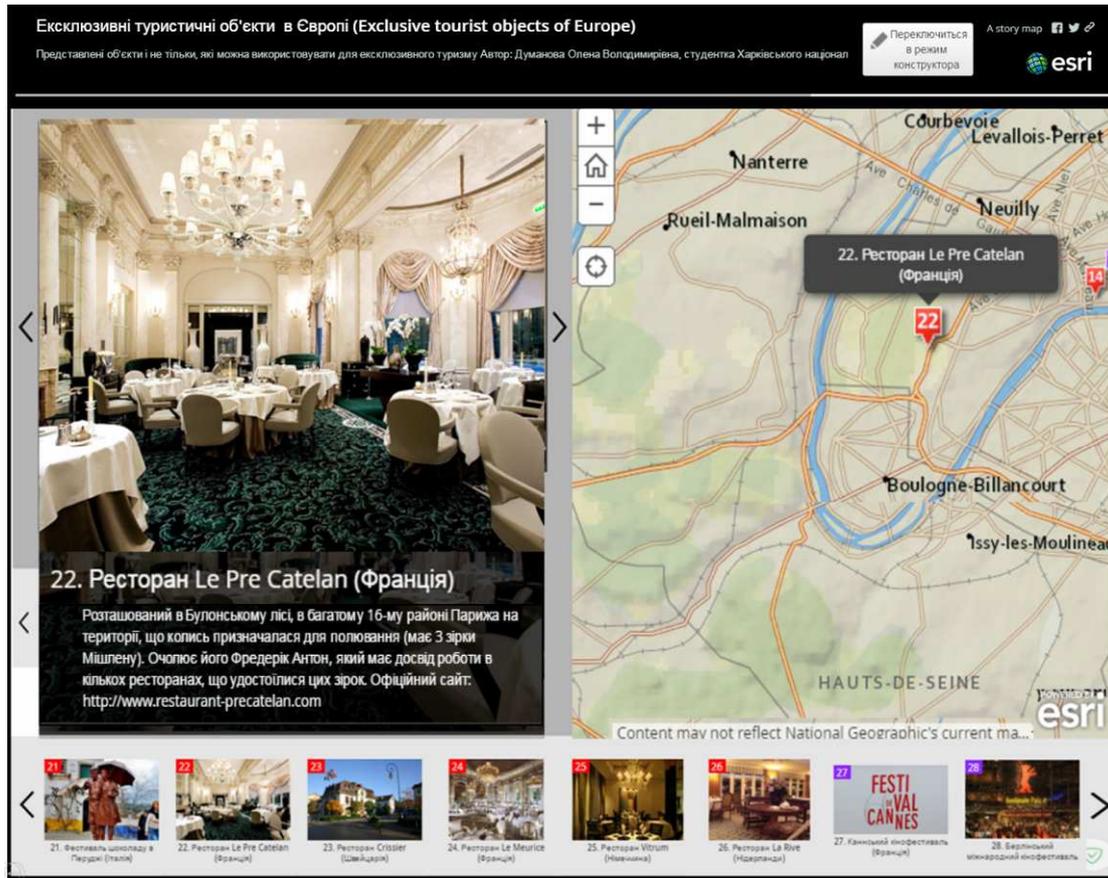


Fig. 1. Exclusive tourist objects of Europe (fragment)

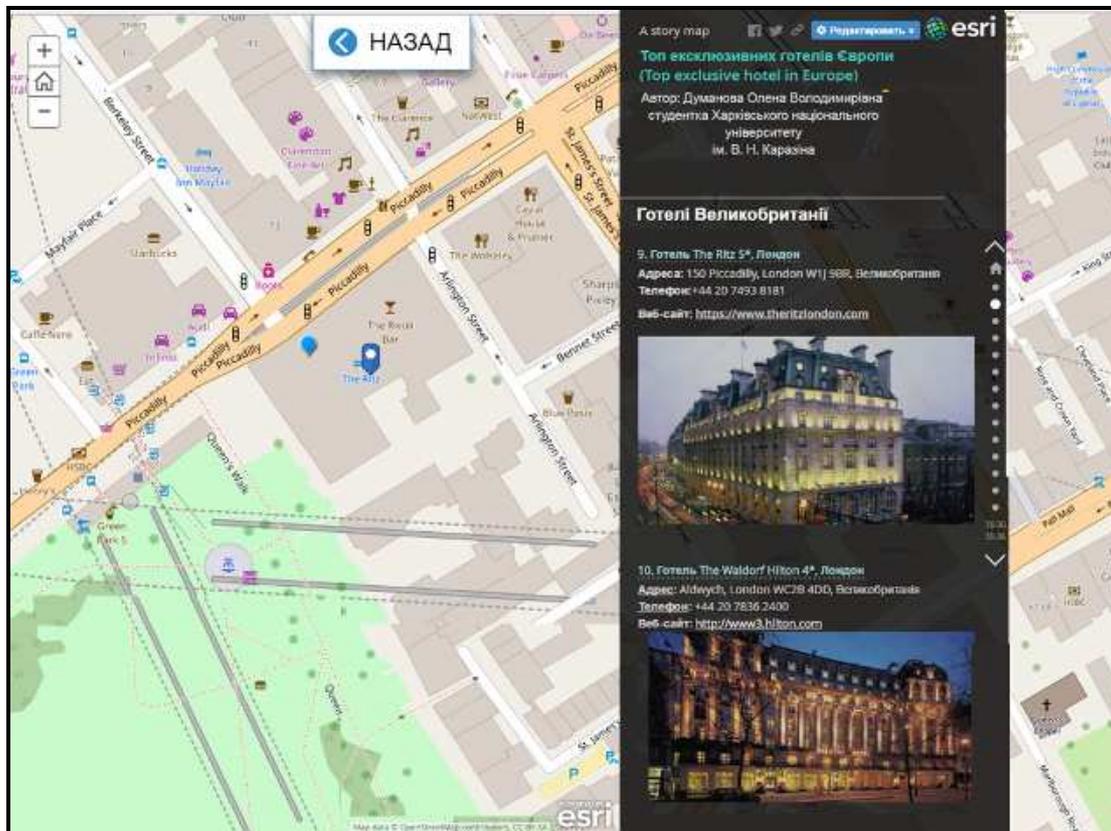


Fig. 2. Top exclusive hotels in Europe (fragment)

to be a source to diverse information for search of necessary objects, laying of a route or orientation.

As for a geographical basis, and thematic contents of tourist web maps as an obligatory element rather large volume of explanatory texts with reference to the official sites acts (if there is); characteristics, geographical coordinates or detailed addresses of exclusive tourist objects; color illustrations and video files. The placed information on the map gives the chance to both the tourist, and the tourist organization to find a tourist object, to order service (thanks to the reference to the official site), to plan a travel.

As practical realization of this research 5 web maps on the basis of the application with the Story Map Tour template are developed: «Exclusive tourist objects of Europe» (fig. 1); «Flora and fauna components exclusive tourist resources of Europe»; «Top of exclusive water tourist resources of Europe»; «Top-10 of the balneological resorts of Europe»; «Top-20 of landscape tourist resources of Europe».

On the basis of the Story Map Journal application and its template the «Top exclusive hotels in Europe» web map has been created (fig. 2).

Conclusions and prospects. The web maps representing result of the research of exclusive tourist resources (natural, historical and cultural, infrastructure), created with use of ArcGIS Online, contain exhaustive, modern information, serve as means of promoting of an

exclusive type of tourism. However, the principal value of the created cartographical content consists in use of the submitted database to be used by the tourist organizations in their activity and VIP-tourists when planning own tour.

As the need for reliable information constantly grows and specialists of tourist branch often lack for reliable, urgent and exhaustive data, creation of system which will solve a problem of collecting and use of information in the field of exclusive tourism will become a main goal of further researches. The website (will be used by the tourist organizations which are engaged in exclusive tourism in the region of Europe), the main task of which is ensuring quick access for the user to urgent information will act as such system. Creation of the website will be a necessary step which will allow to place all necessary information as to exclusive tourism: the basic facts about the tourist region; the available tourist objects of exclusive tourism; placement conditions; additional cartographical information. The website will be focused first of all on virtual tourists and potential consumers of services of exclusive tourism; representatives of the tourist organizations; the scientists wishing to be engaged in this direction, to supplement information and to present exclusive tourism more fully in the sphere of tourist branch. Cooperation with the tourist organizations for more detailed and full studying of this direction of tourism is possible in the long term.

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