

I. GEOGRAPHY OF RECREATION AND TOURISM: THEORETICAL AND PRACTICAL ISSUES

[Smyrnov I.G. Academic \(general\) sociology as the basis of sociology of tourism](#)

Shown the value of academic (general) sociology as a basis of sociology of tourism. Outlined the content and the main representatives of European and American sociological schools. Given features of development of sociology and sociology of tourism in Ukraine

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Key words: academic (general) sociology, sociology of tourism, of European and American sociological schools

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[Bets M. T., Brunets B. R. Principles of creation formation of tourist infrastructure](#)

The article considers the essence of the concept of the infrastructure, in particular elements of shaping it as an integral system. Generally, the concept of the tourist infrastructure and the principles of its formation, namely the stability, integrity, functional necessity and complementarity. Allocated macro-, meso - and micro-level of significance of an impact on its development and the responsibility for formation.

Key words: infrastructure, tourism infrastructure, principles of formation, macro-, meso-, micro level of tourist infrastructure, and tourism.

[Udovychenko V. V., Skliarenko V. S. Methodical aspects of evaluation of recreation loads: problems and applied line of researches](#)

The conception of recreation loads, types and geoecological principles of their achievement according to the key attitudes realization of rational recreation nature management are formulated and considered in this article. The key methods and methodical perspectives of estimation of recreation loads are analyzed and determined.

Key words: recreation loads, geoecological principle, rational recreation nature.

[Iliakova O.Y. Event tourism evolution](#)

This article the fastest growing segment of the tourism industry-“event tourism” and definition of the term. The author describes the main features and advantages of this respectively new type of tourism and proves its attractiveness and success on the market.

[Penderetskyi O. V. Cluster approach to industrial tourism](#)

Cluster approach for development of industrial tourism in our country. It is shown that identification of tourism cluster (resources, structure, boundaries, type) required in the process of formation, development and further improvement. Important are the relationships between its elements, which are based not only on the economic benefit members of the cluster, but also focused on development and implementation of quality travel services that meet the needs of both tourists and area.

Keywords: industrial tourism, tourist cluster, members of the cluster, habitat cluster linkages, tourism product.

[Beydick O.O., Syrovets S.Y. Comparison of the Adriatic tourist mezoarea and Greece](#)

*The comparative characteristics of the Adriatic tourist mezoarea and Greece, requested heopol
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ional geographic
characteristics of
the territory and
monitoring
fundamental
structural and logical
model for evaluating
factors
of
recreational and
tourist
complexes.*

*Key words: World Heritage sites, specific resource and tourism space, geopolitical perspective,
structural and
logical model
, factors
of
recreation.*

[Ivlieva O.V. Arkhipova O.E. Recreational potential of the Taganrog bay](#)

*In the assessment of recreational potential of Taganrog Bay coast is a geomorphological
approach. As major indicators of recreational attractiveness were considered a recreational
vessel beaches, geomorphology, human-caused pollution of beaches beaches.*

[Kizyun A.G. Tourism in the revival and protection rural landscapes of Podilia](#)

The role, importance and possibilities of tourism in the revival of abandoned and retain existing rural landscapes skirts are considered in this article. The main way of reviving villages in the region on the basis of recovery available to them original and unique objects are identified and validated. Among the most promising: the combination of the «two cultures», «roadside village» village as an open air museum, part museumification of village, creating specialized museums in the villages, and also considered the possibility of investment and involvement of private individuals. The possibility of the revival of villages in the process of reorientation of business people sat under the influence of tourism and recreation are not ruled out, as well as the construction of new villages for tourism and recreation.

Keywords: tourism, recreation, rural, rural landscape, renewal, Podilia.

[Strashevsk L.V. Sights skirts as objects of scientific tourism](#)

*The prospects for the development of Podolia scientific tourism. Especially attractive is the geo site
s
(national
terminology –
geological monuments
) , the concentration
and diversity
of
the region
are extremely high.
The general
methodological procedures
for the organization and
conduct of
scientific
geological
excursions.
Using these
techniques
are
scientific description
of two
g
eosite
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:
Horayivka
a
outcrops
and
Nyrkiv
canyon.

Keywords: geosite, Podolia, scientific tourism, Horayivka outcrops, Nyrkiv canyon.

[Docenko V.F.](#) , [Arpul O.V](#) , [Bodnar N.P](#) , [Emchuk T.V](#) , [Dudkina O.O.](#) **Developing of a chain of restaurants in the Capital region Ukraine**

*The problem of the status and prospects of the restaurant industry of Kiev. Presented modern methods and means of improving the existing restaurant business.
Proposed priorities for the further development of
restaurants
in
capital region.*

Key words: restaurant industry, Capital region.

[Yacenko A.D.](#) **Methods recreational studies in reafforesting landscapes of the north-western Azov region**

The article examines the main approaches to research in silviculture recreational landscapes northwest Azov.

Key words: stability silvicultural landscape, recreational digression, pedestrian accessibility, attractiveness.

Romaniv P.V. Aspects of bicycle tourism in Ternopol region

The features and place of cycling tourism in the system types of sport tourism are detection. Investigates aspects of cycling tourism in the Ternopil region at national and trans-European level: problems and perspectives of the organization. A number of regional tourist cycling routes are proposed.

Keywords: cycling tourism, sport tourism, Ternopil region.

Erko I.V., Erko A.V . Current situation and prospects of development of tourist infrastructure in Volyn region

The article analyzes the current state and prospects of development of tourism infrastructure Volyn region and highlights main lines of development

Keywords: tourism infrastructure, Volyn region

Topornitskaya M.Y. Territorial organization and prospects of development of ethnic festival tourism in Lviv region

Progress of festivals trends are educed in the Lviv area and the geospatial features of organization of ethnic festival tourism are described in a region. It offers specific recommendations for future development of ethnic festival tourism in Lviv region.

Key words: ethnic tourism, ethnofestival, ethnofestival tourism, festivals classification, geography of ethnofestival tourism.

Radchenko O.M. Marketing communication in ecological tourism of Cherkasy region

The article is devoted to the current state of marketing communications in ecological tourism of Cherkasy region, which has significant cultural, historical and environmental potential. Public relations and advertising activities of tourist agencies and public organizations, which promote ecological tours and environment protection, have been analyzed.□□

Keywords: marketing communications, ecological tourism, Cherkasy region, ecological tour

Kornilova V.V. Prospects of tourism development in industrial centres centers with historical and cultural heritage (evidence from Konotop in Sum'ska region)

In the article, the prospects of tourism development in Konotop (Sum'ska oblast) – the modern industrial center with rich historical past and cultural traditions have been researched. The author's recommendations on creation of a town's brand and local tourist product have been drawn up. The development of tourist sphere is a priority direction of the oblast's development strategy. An implementation of the given suggestions will contribute to fulfillment of long-running strategic tasks on an oblast level.

Key words: historical and cultural heritage, town's brand, historical and memorial complex, museum of regional ethnography, monument, sanctuary, landscape object, development of tourist sphere, tourist route, Cossacks traditions.

II. REGIONAL AND HUMAN GEOGRAPHY: TOPICAL ISSUES CURRENT PROBLEMS OF HUMAN GEOGRAPHY AND AREA STUDIES

Oliynik Y.B., Shevchuk S.M. Methodological principles of historical and scientific research in social human geography (Evidence from schools of thought study)

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The article explores the importance of the study schools in the Ukrainian human geography as one of the central problems of its history. In the context of an interdisciplinary approach identifies the key stages of research schools. Allocated and reasonably self-contained three hierarchical levels (empirical - factual, theoretical - historical and scientific and science of science) study of schools in the Ukrainian human geography. Study of scientific approaches to human and geographical characteristics of schools, and is compared basic concept the history of Ukrainian human geography

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scientific school
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and
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scientific direction
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Key words: scientific school, scientific direction, Ukrainian human geography.

[Smyrnov I.G., Mikhailenko T.I., Smatok O.V. Formation of clusters in the services sector according to Porter M.](#)

The features of the processes forms cluster's form in services. Displaying differences between strong and weak ties in clusters and different types of reactions business

partners (
strong ties
- reaction
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voice
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weak links
- reaction
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exit
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The essence of
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Project
cluster analysis
of the U.S. economy
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(English
- Cluster Mapping Project),
developed
at Harvard University
under the direction of
M. Porter
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Key words: cluster's form, scope of services, cluster's analysis, Michael Porter.

[Kiptenko V.K. Thematic - subject nature of the strategic geography as a scientific and educational direction](#)

There are considered the staged issues of theoretical and methodological basis of strategic geography formation as academic and educational domain.

Keywords: strategic geography, theoretical and methodological basis.

[Bilous L. F. : Data–a nalysis of remote sensing applications in geographical research](#)

The question of GIS creation for the European ecological management is discussed. Data of remote sensing are defined as a source of information on geosystems and ecological conditions of regions. The question of national classification of geosystems for the analysis of data of remote sensing is defined as actual. The technique of the landscape and geoinformation analysis of data of remote sensing is offered.

Key words: data of remote sensing, geosystem, classification of geosystems, landscape and geoinformation analysis of data of remote sensing.

[Knish M.M., Kotik L.I. The globalization of terrorism](#)

The interpretation of the concept of «terrorism» in the scientific literature was approaches, attention to the appearance of terms

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international*

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transnational*

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and
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new
terrorism*

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was
drawn*

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The modern
geospatial
organizing
terrorist activities
in the world and
the trends of its*

further development were analyzed.

*The role of
anti-terrorism legislation
in addressing
the problem of terrorism
in the world was highlighted.*

*Keywords: globalization, terrorism, terrorist activities, international terrorism, transnational terrorism and
new
terrorism, anti-terrorism.*

Malinovska O.Y. Low cost airlines: specific of activity and geography of transport

There were looked out the business-models of low-cost airlines, the history and specific of their activity.

Key words: business-model, low-cost airlines.

Nich T.V. Geography intellectual capacity

The peculiarities of formation of the intellectual potential of the region and its structural features

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Analyzed the
formation and development of
intellectual potential,
its components
depending on the level
of socio-economic
development of the region
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Key words: intellectual capacity, intellectual resources, innovative potential.

Sytnik O.I. Zavalla as a typical item of old industrial areas of central Ukraine: functioning, problems and ways of optimization

In article features the formation and development of industrial Zavallivsk item Kirovograd region, which has the features of old industrial areas. Much attention is paid to the issue operation Zavallivsk graphite deposit, subjective and objective factors present conditions of urban rubble and Zavallivsk Graphite Mill, outlined ways to optimize them.

Key words: old industrial area, industrial Zavallivsk item Zavallivsk Graphite Mill, anthropogenic landscapes, investment, industrial tourism.

Mezentseva N .I., Bazar D .E. Labor market of Ternopil region: current state and issues

The levels of employment and unemployment at the labor market of Ternopil region are characterized. The factors of the regional labor market conjuncture are determined. Groups of local labor markets in terms of intensity are distinguished. Problems in the functioning of the labor market of Ternopil region are exposed.

Key words: labor market, region, employment, unemployment, local labor market.

Ermakov V.V. Territorial structure of industrial production Poltava province in the second half of the nineteenth century

This article discusses the features and basic forms of the territorial structure of industry of Poltava region since the reform of 1861 in accordance with the different phases of development

of capitalist relations.

Key words: territorial structure, industry, stage of capitalism, industrial society.

[Kvasnevska O.O . Anthropogenic toponimika of the Vinnytsya and Khmel'nitstky regions](#)

Research history and development of anthropogenic toponymy of the Vinnytsya and Khmel'nickoy areas is analysed during great while, the value of man is rotined in forming and development of anthropogenic toponimiv, and also influence of environment on the feature of settling and forming of settlements of his separate regions. Influence of historical epoches is considered on forming of features in local toponymy, and also value of old descriptions of territory, chronicles, works of the first historians and geographers, cartographic materials. Transformation of one toponimiv is rotined in other, as they changed in time. Formation of the anthropogenic names is analysed from activity of man and from an environment.

Key words: anthropogenic toponymy; Podil'ske Pobuzhzhya; place-names; natural habitats; names own.

III. NATURAL GEOGRAPHY: THEORY AND PRACTICE

[Hanmagomedov H.L. Zonal landscape-forming components of a small area](#) □ □

Studied on the example of the middle part of the river basin Ulluchay (Republic of Dagestan, Russia) of the soil and vegetation components of the landscape-as an example of a small area.

Key words: small area, landscape-zonal component Ulluchay basin, vegetation.

Havrilenko O.P. Methodology of ecogeographical research

The methodological framework and main research methods of ekogeography are considered. Ecogeography – scientific discipline, which solves environment optimization problems on the theoretical landscape basis. Ecogeographical research in nature and subject remain geographical and by end-goals – ecological. So important is the integration of specific geographical and environmental disciplines methodologies together in a coherent transdisciplinary science. Meaningful ecogeographical research should include steps aimed at meeting both of the society needs and to control the practical results introduction.

Key words: nature using, ecogeography, zoning, forecasting, systems analysis, structural-functional organization, methodology.

Volkova L.A. Generalized estimation of danger of region for the residence of population on the basis of medical and ecological indexes

Estimation of medical and ecological risk of region is done. An estimation is conducted on the basis of complex of separate and generalized indexes of ecological situation of region.

Key words: medical and ecological risk of region, ecological situation of region.

Zhirkova I.I., Zhirkov K.I. About the main questions and problems of rational use of lake resources northeast of Russia

In article authors considered the main directions of use of lakes and lake resources in the territory of Yakutia. Long-term strategy of an intensification and expansion of such works is planned further.

Trofimova T.P. From history of hydrochemical researches in Yakutia

In this article the history of formation and development of hydrochemical researches in the territory of Yakutia is considered. The role of some researchers in development of a science of hydrochemistry in a zone of cold regions is opened.

Kosyak D.S. Theoretical bases regarding development of typical charts and constructions of engineering and biotechnical arrangement of water conservation zones and protected shoreline belts of the rivers of Ukraine

The main development stages of typical schemes and designs of engineering and biotechnical ordering of the water preserving zones and coastal protective strips of the rivers of Ukraine are defined, relevance concerning their development and deployment is proved.

Key words: typical schemes and designs of engineering and biotechnical ordering of the water preserving zones and coastal protective strips of the rivers, renewal of landscape structure of the river pool, optimum woodiness, forest belt, zaluzhennost, woodiness, phytomelioration, timber actions, agrotechnical .□□□□□□□□□□□□□□

Kholodenko V.S. Modern methods of establishing environmentally acceptable minimum water flow in the rivers of Pripyat Polissia of Ukraine

Installing environmentally acceptable minimum water flow in the rivers Pripyat Polissya of Ukraine by various modern techniques and their rationale.

Key words: water consumption, water intake, water content of rivers, flood, flow rate of water self-healing.

Ryabokon O.V. Major natural conditions for formation of natural anthropogenic landscape

The article deals with the place and significance of natural-anthropogenic landscapes in the structure of modern landscapes, human's role in stimulation of processes which lead to formation and development of natural-anthropogenic landscape complexes. The author of the article characterizes geological-geomorphological and hydra-climatic conditions for formation of natural anthropogenic complexes in details.

Key words: landscape, natural-anthropogenic landscape, anthropogenic landscape, history of development.

[Basyuk T.O. Prediction of the Cherniatsky reservoir bank transformation under the conditions of rising water](#)

The estimation and forecasting of processes pereformirovki shores of the reservoir at representative sites. A complex of nature and water conservation measures to prevent and reduce the negative effects of flooding, flooding and destruction of banks.

Key words: forecasting, pereformirovki shores of the reservoir, of nature and water conservation