

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

### **Smirnov I.G., Golovko V.V. Multinationals in tourism : sectoral and regional characteristics**

*Revealed the modern features of development, branch and regional development and activity of TNC in tourism.*

*Key words: tourism multinationals, tourism market, tourism industry.*

### **Mechkovska O.A. Methodological bases of study of the spatial structure of tourism**

*The article describes the theoretical and methodological basis of a comprehensive analysis of the economic and geographical tourism space, allowing a developed tourist image of the region or country, and to identify current trends in the development of tourism.*

### **Zarya I.V., Borisiuk O.A. Competitiveness of air transport in the context of cooperation with travel agencies**

*The role air transportation system of Ukraine as part of the tourism infrastructure, problems and prospects for further development of tourism in the context of cooperation between tourism enterprises of air*

carriers.  
Much attention  
in the article  
is paid to  
competitive  
air transportation  
system of Ukraine  
with its  
factors  
, functions,  
structures and  
patterns of  
territorial  
organization.

*Key words: air transportation system, tourism infrastructure, competitiveness, a tour company.*

**Zima O.G., Lola Y.Y., Gyla N.V. Formation of the information environment of national tourist industry**

*It was considered elements of the information environment in tourism due to their integrated hierarchical levels, compiled and analyzed the rating of Ukrainian tourism portals visit and made suggestions to improve the formation of the information environment of tourism industry.*

*Key words: tourist information environment, automation of travel companies, travel portals, global reservation system, ranking travel portals.*

**Voronin I.M. Analysis of the real estate market in the national hotel industry**

*In this article is analyzes the hotel's segment of the property market in Ukraine. Identified the problems and the main directions of further development.*

*Key words: hotel industry, the property market.*

**Shulga V.P. Strategic management of eco-tourism development in the context of natural resource use**

*The new approaches to strategic management of ecotourism development in national parks are considered. A concept of ecotourism management in the Sumy region is provided.*

*Key words: ecotourism, strategic management, rational nature using.*

**Zaria I.V., Melnyk A.M. Features of the subsequent development of the tourism industry in the context of the development of information and computer technologies in tourism**

*In the article are examined questions, related to the role and influence of computer information technologies on the process of development of tourist activity. The features of transition of the use of the informative systems are examined in a tourist sphere on the new paradigm of development in the globalizing world.*

*Key words: tourism activity, information system, tourism, globalization.*

**Basiuk D . I . State and prospects of ukrainian- argentine tourist cooperation**

*The paper considers the socio-economic conditions of cooperation between Ukraine and the Argentine Republic in the field of tourism, the main types of tourism products in the Ukrainian market of Argentina, outlines future prospects for ukrainian-argentine international tourist exchanges.*

*Key words: Argentina, tourism potential, argentine-ukrainian international tourist exchanges.*

**Timoshenko Y.A. Tourism exhibitions as an actual modern marketing decision**

*The article describes the travel exhibition as the most effective marketing solution in today's economy. Was articulated and reasoned determination of the impact of various factors on the effectiveness and appropriateness of participation in exhibitions of travel companies and calculated parameters of economic performance.*

*Key words: exhibition, exhibitional marketing, tourism.*

**Beliakova A. E. Factors of emergence of reclamations in the travel company**

*The article describes the factors that contribute to the formation complaint at the tourist company, which in turn are divided into two groups: that have arisen from the tourist and that of the tourist enterprise.*

*Key words: complaint, factors, tourist, travel company, complaint, range of services, claim.*

**Pasichnyc V . R. , Sushyk O .G. , Terletsky V .K.. The rural green tourism as a factor of the revival of the Ukrainian village and restructuring of the rural economy**

*Displaying the current social and economic situations of the Ukrainian village. Considered the rural green tourism as a factor in the revival of country areas and to reduce unemployment in the country side. There are priorities, forms and streams of influence rural tourism on the development of agricultural areas are viewed in the article.*

*Key words: rural tourism, agritourism, depressed territories, the restructuring of the rural economy.*

### **Olishevskaya Y.A., Panchenko V.V. Theoretical aspects of rural tourism**

*In the article are summarized the approaches to the definition of "rural tourism" and its associated kinds of tourism, revealed the difference between these concepts. Are analyzed the regulatory framework control of rural tourism. Proposed own approach to the determining ratio between rural tourism , ecotourism, agritourism, agriecotourism and green tourism.*

*Key words: rural tourism, ecotourism, biological tourism, natural tourism, green tourism, farm tourism, agritourism, agriecotourism, argofarmsteads, means of accommodation.*

### **Yacenko A.D. On the definition of « recreational use of forests »**

*In this article examines the basic principles and approaches on the definition of «recreational*

*use of forest»  
by various scholars, both domestic and foreign.*

*Key words: recreation, recreational use of forest.*

**[Sparaga T.I. Mikhaliuk M . M . Development of preconditions and current status of Hasidic pilgrimage to sacred places](#)**

*The analysis of development preconditions as well as current status of Hasidic pilgrimage to sacred places is observed. The features of location and preservation of these objects in Ukraine are investigated.*

*Key words: Hasidic pilgrimage, Hasidic sacred places, prospects of Hasidic pilgrimage development*

**[Kodinec I.V. The presence of the Austrians in Ukraine as a tourism resource of ethnogenic tourism](#)**

*A tourism resource base of ethnogeny tourism destinations is being analyzed. The preconditions for the development of ethnogeny tourism on the territory of Ukraine on the example of Austrians are being determined.*

*Key words: Austrians, ethnogeny, tourism, resources.*

**[Kornilova N.V. Event tourism in Ukraine](#)**

*In this article, the peculiarities of even tourism in Ukraine on the example of festival movement development have been analyzed.*

*Key words: event tourism, event resources; gastronomic, ethnic, historic, art, music and theme festivals.*

**[Radchenko O.M. Social networks in the tourism of Ukraine](#)**

*The article tells about the current use of social networks in the tourism of Ukraine and attempts to define the ways of its improvement.*

*The presence of touristic operators in the most popular social media is analyzed.*

*Key words: social network, Facebook, MySpace, social bookmarking.*

**[K a zakov V.L. Speleological mining sites of origin in the structure of extreme speleotourism \(example Krivbass\)](#)**

*The possibility of the development of sports speleotourism based on artificial cavities mining origin, lit database speleostologicheskikh Krivbass objects, determining their complexity, assess the potential for the organization speleopohodov various difficulty.*

*Key words: tourism, sports tourism, caving, speleostologiya, Kryvbas.*

**[Penderecki O.V. Industrial tourism cluster of Carpathian region](#)**

*The article examines the cluster approach in industrial tourism. The basis is the creation and implementation of a unique product that has no physical form, but capable of developing and improving involve many other sectors, including small and medium enterprises.*

*Key words: industrial tourism, competition, small and medium business, cluster, cluster approach.*

**[Uvarova G.Sh. The recreational use of the Desna river](#)**

*The article analyses the current conditions of recreation in the Desna river basin, determines the ways of further development of the recreational activities taking into account the principle of the sustainable use of natural-aquatic complex of the river and its preservation.*

*Key words: recreation, Desna, recreation activity, natural-aquatic complex.*

**[Pankiv N.M. Socio-economic preconditions of small historic towns of Ivano-Frankivsk region as a factor of the tourism development of settlements](#)**

*It was analyzed the content of socio-economic infrastructure of small historic towns of Ivano-Frankivsk region in the context of the territory. It was found the role of socio-economic factors in the development of towns in general and tourism including. It was clarified the major socio-economic problems of the studied settlements.*

*Key words: small historic towns, social infrastructure, economic conditions of the tourist infrastructure.*

**[Lubitseva O.O., Zaleshik V.V. Tourism and recreation zoning of Luhansk region](#)**

*Analyze the current infrastructure of tourism, historical, cultural and recreational potential of Lugansk region,  
a scheme  
of recreation*



and tourism  
zoning and  
identify areas  
of specialization  
designated areas  
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**Zavarica G.M. Development of rekreaciynikh possibilities of the Lugansk area**

*In the article the question is about development of rekreaciynikh possibilities of the Lugansk area. Main attention is spared suggestions on the use of local natural resources with the purpose of development of internal tourism.*

*Key words: climatic resort, tourist image, kumisoterapiya, ipoterapiya, psammoterapiya, terrenkur, glinolikuvannya, hydropa*

**Pleshivcova M.V. Trends in the world development of the spa industry and the problems of establishing of the national industry of health tourism in Crimea**

*In the article the problems of the medical tourism terminology are highlighted, the trends of the SPA-industry development are mentioned, and the basic problems of formation SPA-tourism in Crimea are analysed.*

*Key words: spa tourism, wellness, spa, sanatorium development trends, tourist flow.*

[Shyvala Y.A . The geography of rural tourism in the Ukrainian Carpathians](#)

*The article defined the features of the geography of rural tourism. Analyzed the main regularities of spatial distribution of rural homesteads in the Carpathian region.*

*spati*

*The analysis of the services provided to tourists in the Carpathian rural homesteads*

*. Identified the analysis of the territorial organization of rural tourism farmsteads in the Ukrainian Carpathians.*

*Key words: rural tourism, farmstead, Ukrainian Carpathians*

[Zavadovskiy T.B. Key aspects of promotion city of L ' viv](#)

*The aim of the article is the research of marketing and promotion of L'viv, marketing planning, tourist inquiry on city promotion, analysis of city marketing and promotion and their influence on tourism development, working out of recommendations, practical mechanisms of realization and realization concept of marketing.*

*Key words: L'viv promotion, marketing, tourist product advertisement, tourist services.*

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

### **[Oliyynyk Y.B., Shuman S.H. The problem of financial support of Regional Development of Ukraine and ways to its solution](#)**

*The problems of financial support of regional development are shown in the article. The ways of sustainable financial development and effective use of finance in the priority direction of region development are substantiated.*

*Key words: regional development, financial support, financial resources.*

### **[Smal V.V. Development of the knowledge economy in Ukraine and European Union: comparative analysis](#)**

*The paper presents results of the research devoted to the analysis of indices of Ukraine knowledge economy development in comparison with European Union countries. The most problem knowledge-based spheres, which need state support are revealed.*

*Key words: European Union, knowledge economy, knowledge-based sphere.*

### **[Stafiychuk V.I. Political and geographical analysis of development strategies Ukraine and Russia](#)**

*The were analyzed the foreign economic and foreign policy doctrines of Ukraine and Russia. The attention was paid to the differences in the strategies of economic, political and social life and the importance of the transition to the generally accepted norms of relationships.*

*Key words: strategy of development, domestic and foreign policy, Ukraine-Russia relations.*

[Beydick O.O., Syrovets S.Y. Comparison of tourist mezonegion Russia and Belarus and the Central](#)

*The comparative characteristics of tourist mezonegioniv Russia and Belarus, and the Central European*

*,  
offered  
geopolitical and socio-economic  
regional geographic  
characteristics of  
the territory and  
the fundamental  
monitoring  
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.*

[Nych T.V. Factors of the formation of the intellectual potential of a region](#)

*The article disclosed system factors shaping intellectual potential. Preconditions for Economic and Social Development of Regions.*

*Key words: factors shaping, intellectual potential, region.*

**[Oliylyk S.L. Self-organization in social system](#)**

*Society as difficult social system with difficult structure which various elements form, components, divisions is considered. The main modern mechanism and means for optimization and maintenance of steady functioning of public system is population self-organization,*

*Key words: population self-organization, social system, sustainable development.*

**[Braychevski Y.S. Problems of regional polarization of socio-political development in Ukraine in international literature](#)**

*The article offers an overview of international publications on polarization of socio-political development in Ukraine, particularly on electoral cleavages factors, and compares discussion themes with those of domestic research.*

*Key words: regional polarization, electoral cleavage.*

**[K limchuk B. P. Regional proportions of integrated development of Volyn region](#)**

*The socio-geographical analysis of complex-proportional development of Volyn region was done.*  
*The*

*disparities of social development in the region  
was revealed.*

*The  
territorial withdrawal on the level of comprehensive development of Volyn region  
was discovered.*

*Key words: complex-proportional development, social development, Volyn region.*

**[Mironyuk N.V. Historical and geographical factors of the Volyn region cultural sphere](#)**

*Proved the importance of historical and geographical factors on the functioning of the cultural sphere.*

*We characterize  
the conditions  
of  
culture*

*Volyn region  
throughout  
historical time.*

*Singled out seven  
historical periods  
forming*

*cultural sphere  
mezorehionu*

*which coincide  
with political  
stages.*

*Analyzed  
that  
the development of culture  
conditions*

*were characteristic  
of each  
historical period  
and how*

*they influenced the  
current situation  
in the cultural*

field

mezorehionu

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Most attention

is paid to

the Soviet

period

, due

to the fact

that at this

time

the formation of

a network of

institutions

and

cultural sphere,

which has been preserved

in its

majority

and

still

functioning

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The prospects

for further research

historical

features of the

cultural

industry

Volyn region

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Key words:.. historical and geographical factors, historical periods, historical conditions, culture and

ral institutions

, component structure

of the cultural

sphere.

**[Ilyiv O.M. The current territorial organization of secondary education institutions in Volyn region](#)**

*The component structure of secondary education has been analyzed; the current status of secondary education institutions' development has been defined; the level of development of secondary education in regions has been defined; the rates of secondary education institutions' location inequality and their sufficiency among the population have been calculated.*

*Key words: secondary education institutions, secondary education institutions' sufficiency rate, coefficient of educational institutions' location inequality, localization index.*

**Savchuk I.G. Natural factors influence of contemporary Zakarpattya region's international railway communication**

*Analyzes the current development of Zakarpattya region's international railway communication*

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Disclosed  
affected  
by  
natural  
factors.  
Displaying  
important  
problem  
i  
does not allow  
an increase in  
passenger traffic  
in international rail  
way  
communication  
.*

*Key words: international railway communication, Zakarpattya region's, natural factors.*

**Chikaylo Y.I. The spread of modern naturally-technogenic processes within the**



## Eurocorridor Lviv–Krakovets

*The development of modern exogenous processes within the eurocorridor were briefly characterized in the article*

*. The geomorphologic*

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*n the map of quaternary deposits. The features of distribution of*

*the*

*quaternary deposits*

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*re considered and*

*distribution in them*

*the unfavorable phenomena. The indexes of accumulation of heavy metals*

*in the soils near highway were*

*analysed*

*.*

*Key words: geomorphological area,s exogenous processes, quaternary deposits.*

## **III. NATURAL GEOGRAPHY: THEORY AND PRACTICE**

**Salikhova E.V., Savostina O.A., Stanchenko L.Y. Ecological and hydrochemical conditions of kaliningrad hydrological objects**

*The article presents results of visual researches of coastal areas of Kaliningrad: historical recreation water objects. In the focus of the study are some aspects of hydrochemical conditions.*

**Volovik V.M. Tafal landscapes of cemeteries**

*The article analyzes the concept of ethnocultural landscape as a selection region. Ethnocultural landscape is seen as an object of study of regional ethnocultural L  
andscape. Emphasized the superiority of an interdisciplinary approach, taking into account the achievements of physical geography, history, ethnology, geopolitics, social and economic geographers.*

*Key words: cemetery, tafal landscape, cultural landscape, ethnocultural landscape, region.*

**Smirnov Y.V. Analytical overview of the European classification systems of land resources**

*Considered the basic European classification systems of land resources. Analyzed the possibilities of their use in mapping of land resources of Ukraine.*

*Key words: land resources, mapping, classification.*

**Volkova L.A. Naturally-economic use of earth (on the example of catchment area of the little small rivers of the Rivne region)**

*The estimation of structure of the use of earth is conducted for the catchment area of the little small river. The features of the naturally-economic use are set for Polesye and part of forest steppe of area*

*Key words: catchment area of the little small river, use of earth, forest, earth of the use in agriculture, arable lands, industrial and populated territories.*

**[Kiriluk O.V., Kiriluk S.M. Hydromorphologic-geoecological monitoring of small river](#)**

*Practical importance of dissertation concludes the possibility of the proposed monitoring and algorithm application in order to solve methodological and applicative problems connected with the operation of systems “basin-river-man” and “basin-river-bed” in the view of contemporary action and human needs; necessity in modification of customer-type stereotypes for natural resource use as well as provision of recommendations regarding revitalization of basin systems and small rivers.*

*Key words: monitoring, basin-river-bed, for natural resource use.*

**[Dibrova I.O. Model identification of Kyiv reservoir coastal zone geosystems](#)**

*It was elaborated the procedure for identification of geo-systems of large plain reservoirs coastal zone aimed to geo-ecological nature management optimization. Identification procedure was tested as a whole with satisfactory results using created information basis for coastal zone of Kyiv reservoir.*

*Key words: Kyiv reservoir, reservoirs coastal zone, nature management optimization*

**[Gromyk O.M. The content of radionuclides in soils of Manevychi administrative district](#)**

*The density of contamination of soils and plants in the towns of Volyn region is considered. The fact is revealed that sod-podzolic sandy, sandy loam and peat-bog soils undergo the maximum contamination.*

*Key words: radioactive pollution, soils, vegetation cover, settlement.*

[&nbsp; Slizka K.P. Definition of heat wave](#)

*Considering the steady increase of dangerous and especially dangerous meteorological phenomena in the world, the review of the scientific literature about the study of phenomenon of heat waves in XXI century was made. Need of such researches in Ukraine in connection with the big influence of high temperatures on human health, agriculture and infrastructure is noted.*

*Key words: heat wave, the classification of heat waves, hot period, warm period.*