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TO OUR READERS

Dear Reader,



this journal, the "Scientific Letters of Academic Society of Michal Baludansky", has been conceived by the founders of the Michal Baludansky International Academic Society as a printed platform for exchanging knowledge between university scholars and experts of different countries who take a keen interest in the life and activity of the outstanding scientist, educationalist and statesman Michal Baludansky. The fifth issue of «Scientific Letters of Academic Society of Michal Baludansky» in 2016 includes the work of staff and post-graduate students of the Volodymyr Hnatiuk Ternopil National Pedagogical University and the members of the All-Ukrainian Union of Economists.

Volodymyr Hnatiuk Ternopil National Pedagogical University is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers.

Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality "Gold Fortuna".

The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 full-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs.

The University provides opportunities for professional mastering specialities and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

The All-Ukrainian Union of Economists – is a Ukrainian social organization, which counts more than 400 doctors and candidates of sciences by the state on December, 1 of 2010 and has regional organizations in all Ukrainian regions.

The Union was created on the principles of economic patriotism by the Ukrainian scientists.

The main aim of the Union is a maximum assistance of the Ukrainian social and economic development.

One of the major priorities of the Union is a popularization of advanced innovative ideas of domestic economic science, development of economic offers for quality increase of the Ukrainian social life, independent examination of the Ukrainian economic legislation.

The Union has conducted a lot of conferences and round tables, which were devoted the most actual economic questions.

The Union created its own project of the Strategy of socio-economic development of the country "The New Economy". The practical realization of this project will provide intense economic increase, high life level of the population and leads Ukraine to the forward positions of the world economy.

The social organization "The All-Ukrainian Union of Economists" is entered by the Ukrainian Department of Justice into the accounting book of social organizations.

Michal Varchola, editor

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THE DEVELOPMENT OF EXTREME TOURISM IN TERNOPIL REGION

Flinta Natalya

Annotation

The article attempts to define the essence of the concept of "extreme tourism". It determines the main motives of tourists' engagement in extreme tourism. It features classification of the main types of extreme tourism, analyzes underlying conditions and factors of its development in Ternopil region. It is concluded that Ternopil region has excellent prospects for development of extreme tourism in Ukraine with attracting both domestic and foreign tourists.

Keywords: extreme tourism, Ternopil region, cave, alloy, seasonality, prospects.

РОЗВИТОК ЕКСТРЕМАЛЬНОГО ТУРИЗМУ В ТЕРНОПІЛЬСЬКІЙ ОБЛАСТІ

Флінта Наталія

Анотація

У статті зроблена спроба визначити суть поняття «екстремальний туризм». Визначено основні мотиви туристів, які займаються екстремальним туризмом. Подана класифікація та основні види екстремального туризму. Проаналізовано основні умови і чинники розвитку основних видів екстремального туризму в Тернопільській області. Зроблено висновок про те, що Тернопільська область має великі перспективи для розвитку екстремального туризму в Україні із залученням як вітчизняних так і іноземних туристів.

Ключові слова: екстремальний туризм, Тернопільська область, печера, сплав, сезонність, перспективи.

Every year the number of people involved in extreme tourism grows. By some estimates, the share of this segment accounts for over 10% of the tourist market in the world, and the growth rate of extreme trips is above the average growth rate of tourism in general. People of different ages and professions get involved in extreme tourism. They have different social status, cultural and physical levels. Some foreign experts explain the phenomenon of extreme tourism as a change in morals and tastes that occurred in the West in recent years.

Adventure tourism has been developing at an ever-increasing speed recently. It's a niche in tourism that integrates all types of trips that involve active modes of transportation and recreation in nature, aimed at getting new feelings, experiences, improving fitness and athletic performance achievements. Extreme tourism belongs to one the most dangerous types of tourism and in particular, it is aimed at letting one feel the danger. All kinds of threats in extreme tourism can be classified by the nature of the phenomenon and the role of tourists in a dangerous situation. The history of extreme tourism is closely linked with the history of extreme kinds of sports. Currently, extreme tourism includes various sports recreational activities associated with risk and is a fascinating phenomenon

One should note the ambiguity of interpretations of the essence of the concept of "extreme tourism" by modern scientists.

Extreme – outstanding, extraordinary actions usually associated with a threat to life. Some modern sports that have been actively developing since the 1950s, gradually became to be called extreme. These sports include BMX, trial, skateboarding, snowboarding, parachute jumping, climbing. New extreme sports emerge every day. They are characterized by a high degree of danger to life and health of the athlete, a large number of acrobatic stunts, high adrenaline, which is released during exercising.

The traditional interpretation of extreme tourism is adduced in Great Encyclopedic Dictionary edited by Lapina. I.K. «Extreme tourism – a type of tourism, in one way or another associated with risk» [1, 1148].

Extreme tourism – the kind of tourism that is associated with some risk, extremely high physical or mental exertion in the super heavy conditions.

Ukraine with its resource potential is a country of almost unlimited possibilities for the organization of active and extreme rest. Extreme sports are a new competitive advantage for any tourist destination or route. Ukraine has many options for the building such routes, but currently, all of them are in the state of advanced development.

Choosing a place for recreation tourist think not only about sights and conveniences but also about the ways of spending their free time, i.e. offered entertaining services. If multiple options available (especially for young people) except for climate and sights, active kinds of leisure are also taken into account.

The demand for extreme types of recreation is formed first of all by tourists. Second of all it is a new type of leisure. Third of all extreme sports are the best way of relieving stress and getting rid of excessive amounts of energy, which are typical for middle-aged people.

It is well known that many tourists like travels with some elements of extreme. This can be explained by many reasons: some look for new ways to express themselves, others (the majority) desires to get their dose of adrenaline. Any kind of activity can be extreme if different from routine activities, e.g. the one that causes a burst of emotions, so-called positive stress (for certain categories of people horseback riding or flying on airplanes or small aircraft are extreme). Activity is one of the best ways of relieving stress.

Extreme trips can be organized by entrepreneurs, small companies or sports federations. And their agents, who work directly with the clients, can be hotels, tour agencies, and entrepreneurs. That is exactly how this business is organized worldwide. In Ukraine, tour operators find it hard to attract foreign tourist because of the imperfections in the work of hotels, restaurants and organization of entertainment, which is the biggest problem.

Many extreme activities are also a breathtaking show, which is observed by one who wasn't brave enough to take part.

Extreme tourism is about overcoming yourself, your insecurities, experiencing physical stress and a lot of unique feelings.

Thus tourists are driven by different motives:

- the desire of adventure;
- a challenge to oneself;
- the desire to stand out;
- being first;
- extreme sports provoke a high adrenalin rush.

It should also be taken into account that there are many classifications of extreme tourism.

Extreme tourism divides into such kinds:

- air;
- terrestrial;
- water;
- mountain;
- exotic.

The most important thing in extreme tourism is the

availability of natural conditions for the selected type of holiday and experienced organizers. All extreme tourism routes have different categories of complexity. Most do not require years of experience and thorough training, and usually are suitable for any healthy active person.

The essential attributes of extreme tourism are equipment, clothing and proper shoes that make extreme tourism expensive. But tourist's life largely depends on them, so one should not save money by sacrificing safety.

It is clear that the development and implementation of extreme tourism tours are highly necessary. They also require a comprehensive and detailed approach. Therefore, extreme tourism develops in extraordinary pace, new tours are developed to impress tourists, because extreme is a sport and it's great that more and more people are willing to exercise.

Studying the development of extreme tourism, it should be taken into account that this requires the development of a tour.

Development of tour consists of such stages:

- choosing the destinations;
- building hierarchy of destinations;
- choosing the start point;
- choosing the end point, after what the development of route scheme and its optimization are performed.

It is impossible to estimate the exact number of tourist interested in extreme activities. But from publications devoted to this topic, we know that in Europe about 30% of holidaymakers at least once a week, go on a jeep safari, rafting, a trip on a yacht and more. With the economic development of society increases the number of types of recreation (including extreme ones) and the number of people wishing to diversify their leisure with unusual experiences.

Ternopil region has all the necessary resources for the development of extreme tourism.

Ternopil region is very favorable for the development of speleotourism: over 100 karst caves, including the world's longest gypsum cave "Optymistychna" (212 km), the richest in Ukraine for archaeological sites cave Verteba (8 km), adapted for mass excursions cave "Cryshdaleva" (22 km), the vertical cave "Perlyna" and others. They are located in Prydnistrovyi and are also important objects of extreme tourism. [3; 97]

Such type of speleotourism as cave investigation gained popularity only in the early 20th century and became especially popular in the middle of the last century.

In Ukraine, the cave began mastered later. The first information about the cave Mlynky appeared in the local newspaper "NoveZhyttia" on June 25, 1960. In the early 1960s Ternopil section of speleologists led by V.O.Radziyevskiy, conducting exploration of karst area and taking into account stories from residents stumbled upon the entrance to the maze of previously unknown Holubyh Ozer. The entrance to the

cave was inaccessible because of periodic floods and silt. As speleologists went through the first kilometers of the cave, maps of the Blyzhniy region appeared. The later opened regions were: Dalniy, Zhovtneviy, Zymovakazka, etc. In the cave were found a lot of unique karst forms: stone pipes, huge rooms, underground lakes. There were established periods of lifting and lowering of the water level in the cave. Later the mire by the entrance of the cave was undermined, and there was installed a pipe with a ladder to help prevent silting. Currently, the total length of the cave labyrinth is over 120 km. The greatest value and beauty of the cave, as you might have guessed from its name, are the underwater lakes.

With the start of these discoveries began an intensive development of adventure tourism in the Ternopil region.

Ternopil region concentrates the fifth part of all natural resources accrued in Ukraine. There are more than hundred of sites caving. Mountain ridges, canyons, waterfalls, unique even by world standards geological walls and vegetation, availability of almost all types of mineral waters, climate close to the subtropical Mediterranean – it all forms investment attractiveness of tourism and recreation industry of Ternopil region. The list of objects large enough, so we'll consider most important, famous and attractive for tourists.

Alloying is the kind of sports that smoothly turns into extreme tourism – alloying on special boats (rafts, kayaks, catamarans) in Ukraine has a promising future to be used widely as a travel service. Ukraine is covered with a dense network of large and small, lowland and mountain rivers. This enables us to actively develop water tourism. And the variety of recreational resources, historical and cultural heritage allows tourists to choose the route of alloys. Lowland rivers without steep rapids and waterfalls (Desna, Dnister, Siverskyi Donets, Psel, Vorskla) are perfect for calm alloys for beginners and family recreation.

Pivdennyi Bug is more suitable for a more active alloy. It has simple water obstacles – thresholds and rifts. For the most daring – sport rafting on mountain rivers of Ternopil (Cheremosh, Dnister, etc.). Alloy tours are mainly the following types: a day trip (500 UAH) and multi-day tour (750 UAH and more). [4]

During the multi-day tours, tourists get to remote parts of the mountains with untouched nature, pitch a camp as they progress through the river and explore the wild surroundings nearby the camp.

Under the influence of Western tourism culture, river alloy is often identified with the word "rafting", but rafting is just a type of alloy done on a rough river on rafts (inflatable boats). Only 10% of all alloys in Ukraine are done on rafts (rafting is more popular in foreign resorts). Most of the alloys are done using mainly special catamarans and kayaks.

Table 1 Caves of Ternopil region

Name	Length, m	Location
Verteba	7 800	v. Bilche – Zolote
Vitrova	1 700	v. Korolivka
Dzhurynska	1 135	v. Nahiriany
Krystalichna	23 000	v. Kryvche
Mlynky	40 000	v. Zalissia
Ozerna	120 000	v. Strilkivtsi
Oleksynska	1 244	v. Oleksyntsi
Optymistychna	212 000	v. Korolivka
Perlyna	240.3	v. Kryntsylyv
Slavka	9 100	v. Kryvche
Tymkovaskelya	1 180	v. Kryvche
Uhryn	2 120	v. Uhryn
Yuvileina	1 500	v. Sapohiv

Water tourism in Ukraine is gaining popularity. Every year there are new routes of alloys. But despite this trend, there is still more room for growth. The existing natural potential is not used to its full capacity - a maximum of 10%.

Water tourism requires a much smaller investment than other extreme kinds of tourism. Catamaran cost is around \$ 600-1000, triple kayaks - \$ 300-400. However, the water business has its own features. First of all, the boats used for alloys must meet the high standards of quality and safety, especially in the case of unprepared tourists with no experience of managing such funds. The main problem of modern Ukrainian alloys is in use by some operators of substandard tourist boats.

Second of all, the business created only on the basis of boating will have a pronounced seasonality. Water sports is probably the only form of recreation, typical only for the

summer season. [2]

Thus, we can conclude that Ternopil region as a region with many attractive natural - geographical conditions has excellent prospects to become a center of extreme tourism in our country.

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