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HOTEL FOR PHOTOTOURISTS - A MODERN TREND IN THE HOSPITALITY INDUSTRY

Purpose. To consider the concept of “phototourism”, to find out its essence and difference from other special types of tourism, to characterize its classification features. To reveal the prerequisites for its development in Ukraine to increase the tourist attractiveness of the country.

Methods. For research, methods such as system-structural, abstract-logical, analysis, synthesis, generalization, observation, comparison were used; classification and literary methods. The system-structural method was used to assess the possibility of the existence of domestic hotels that will be able to provide photo tourists with services such as renting specialized photo equipment, workshops on using cameras, organizing photo tours and others. Thanks to the abstract-logical method, the theoretical aspects of the development and functioning of phototourism in Ukraine were revealed. The comparison method was used to evaluate the pricing policy of digital and film cameras.

Results. The classification of photo tours and the specific features of phototourism, which distinguish it from other types of tourism, are given. The main trends in the development and popularization of phototourism in the world and Ukraine are investigated. Foreign photo tours and their specifics are analyzed. A survey was carried out among the population of Ukraine about their interest in hotel enterprises that can provide services for phototourists, organize tours and offer specialized photographic equipment for rent. A comparative assessment of the pricing policy of various types of photographic equipment is provided, which can be used in phototours organized by a hotel company specializing in phototourism. The innovative aspects of phototourism, which can be used in practice in the domestic hotel business, are analyzed. The given examples of such phototouristic regions as Cherkasy, Carpathian, Transcarpathian and Chernigov, which testify to the potential of Ukraine as a country that has the opportunity to expand its tourism market.

Scientific novelty. Scientific novelty lies in substantiating the feasibility of creating a hotel for phototourists in Ukraine, as a new way to popularize phototourism in the hotel industry of the country. Phototourism with the use of film cameras is the newest direction in the tourism sector not only in Ukraine, but throughout the world.

The practical significance lies in the fact that the popularization of phototourism can bring the industry to a qualitatively new level in the formation of tourism offers and contribute to the creation of a modern competitive tourism product.

Keywords: phototourism, phototour, photographic equipment, hotel, film camera, digital camera.

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