

I. НАУКОВІ ДОСЛІДЖЕННЯ ДЛЯ ПОТРЕБ ТУРИЗМУ

Олійник Я.Б. ГЕОГРАФІЧНА НАУКА – РОЗВИТКОВІ ТУРИЗМУ

The questions of payment of geographical science are examined in development of issues of the day of development of tourism in a current period.

Соколова О.І. СПІВПРАЦЯ НАУКОВОГО ЦЕНТРУ РОЗВИТКУ ТУРИЗМУ З ГЕОГРАФІЧНИМ ФАКУЛЬТЕТОМ КИЇВСЬКОГО НАЦІОНАЛЬНОГО УНІВЕРСИТЕТУ ІМЕНІ ТАРАСА ШЕВЧЕНКА

Любіцева О.О. НАУКОВЕ ЗАБЕЗПЕЧЕННЯ РОЗВИТКУ ТУРИЗМУ В УКРАЇНІ

The question of necessity of development of scientific researches were put for the requirements of tourism in Ukraine.

Yatsenko B.P., THE PRESENT STATE AND PROBLEMS OF IMPROVEMENT OF THE EDUCATION SYSTEM OF TRAINING THE SPECIALISTS FOR TOURISM MANAGING

The article deal with the problem of training the specialists of tourism managing for the system of tourism industry. There are offer the model of specialist for tourism managing and principal scheme of proper bachelor and master special training program.

Кіптенко В.К.Малиновська О.Ю. КОНЦЕПЦІЯ ПРОГРАМИ ФОРМУВАННЯ І ПРОСУВАННЯ ТУРИСТИЧНОГО ІМІДЖУ НА ЦІЛЬОВИХ СЕГМЕНТАХ

The results of the programmes for promotion of image of Ukraine are analyzed. Based on the analysis of competitiveness

, SWOT of the environment for tourism, factors of image development as well as marketing elements of tourism image (5 "A" of tourism product) the basic provisions of tourism image of Ukraine formation and promotion are stipulated.

II. НАУКОВО-ПРАКТИЧНІ ПРОБЛЕМИ РЕКРЕАЦІЇ ТА ТУРИЗМУ

Підлісецька І. О., ТЕОРЕТИКО-МЕТОДОЛОГІЧНІ РОЗРОБКИ ДОСЛІДЖЕННЯ ОБ'ЄКТІВ ІСТОРИКО-КУЛЬТУРНОГО ПРИЗНАЧЕННЯ

The theoretic-methodological investigation development of historical and cultural study. The article deals with the study of historical and cultural objects. Some methods, means and ways of the study were considered by means of different sciences: history, culturology, archeology, architecture, recreational geography, etc. Special attention was paid to the cartographic technique of study and the use of modern geographic information system technologies.

Redko T. V. METHODOLOGY OF BEHAVIORAL RESEARCH

The article spotlights problems connected with methodology development of quantitative estimation for qualitative exponents of perception of geo-informational environment. On the ground of author's research are presented most efficient methods and its characteristics.

Сировець С.Ю. СУСПІЛЬНО-ГЕОГРАФІЧНІ АСПЕКТИ РЕКРЕАЦІЙНО-ТУРИСТИЧНОЇ ДІЯЛЬНОСТІ

Basic positions of forming of recreation and tourism activity were analysed in Ukraine. Strategic tasks and basic constituents of recreation and tourism activity were explored. The strategic directions of development of recreation and tourism

activity according to the requirements of sustainable development of tourism were formulated.

Бейдик О.О. ЕКОЛОГІЧНІ ЧИННИКИ В РОЗВИТКУ РЕГІОНАЛЬНОЇ РЕКРЕАЦІЇ

The influence of ecological factors upon the progress and structure of recreation in the regions of Ukraine is observed. The classification of factors of the formation of ecological conditions upon the territory is introduced. According to the character of their aggregate influence upon the formation of recreative system seven regions of Ukraine are introduced, on which data about potentially dangerous objects is introduced.

Смирнов І.Г. ЛОГІСТИКА РЕСУРСНОЇ БАЗИ ТУРИЗМУ ЯК ЧИННИК ЙОГО СТАЛОГО РОЗВИТКУ

Shown importance, essence, ways and concrete methods of logistical estimation of recreational – touristic resources. All that is considered as contents of tourism resource base logistics, which in its turn is part of logistics of tourism's componential structure. Key words: tourism, logistics, resource base, sustainable development, logistical potential.

Uliganets S.I. ТУРИСТСЬКИЙ ІМІДЖ РЕГІОНУ

The essence of the conception of the tourist image of the region, its significance in modern life are formed and based in the article. The methods and the ways of creating of the style and their possibility used in the course of correction, a tourist style of a region were analyzed in this article.

Карасьова К. Л. СУЧАСНИЙ СТАН ТУРИЗМУ У МІСТІ КИЄВІ

The modern consisting of tourism in Kyiv city is reflected in the article. Considerable attention is spared to hotel service and excursion service in the capital.

Zaleshchik V. V. The conditions of development of recreation on Luhansk region

Natural, cultural and historical, socio-economical conditions of recreation in Luhansk region are considered

Бейдик О.О., Майборода Н.В. АРХІТЕКТУРНО-ІСТОРИЧНІ РЕКРЕАЦІЙНО-ТУРИСТСЬКІ РЕСУРСИ (НА ПРИКЛАДІ НЕКРОПОЛІВ УКРАЇНИ)

The role of necropolises as an important component of tourist resource is observed. The analysis of retrospection, territorial dissemination, and functional structure of necropolises in Ukraine has been carried out.

Viktoriya Patsyuk S. INDUSTRIAL TURISM AND IT'S CONDITIONS

The maintenance and features of industrial tourism are considered in the article. It contains main moments and specific qualities of the world experience of tourism. The perspectives of development of problem are analysed.

Sichuk Denis.G GEOGRAPHY OF WINE TOURISM

Wine tourism was formed as early as 20 age in Italy and occupies an important place in a tourist infrastructure and for today. This type of tourism is marked the wide enough natural habitat of distribution (Italy, France, Bulgaria, Georgia, Germany, Romania, and others like that), many-sided nature of vine making traditions, large variety of winy holidays and festivals, individual going near a tourist and his taste. Probing wine traditions and taste qualities of wine, tourists study history, culture, prominent places of certain territory parallel.

Kryshtapovych M.O. Gambling tourism in Ukraine

This article relates to gambling tourism, as an instrument of tourist attraction, its influence on a tourism market as well and development in future.

The issues of the resource potential, modern state and functioning peculiarities are discussed for the two resorts. The system of criteria is proposed to characterise the resorts, and the comparative analysis is made.

Key words: SPA resorts, "Skhidnytsia", "Martsialnyye Vody", the system of criteria to characterise the resorts, comparative analysis.

Смирнов І.Г. ЛОГІСТИКА ГОТЕЛЬНИХ ПОСЛУГ У ТУРИЗМІ

Shown essence and special features of hotel services logistics as integral part of logistics in tourism – the newest scientific and practical direction in touristic activity's researches.

Новикова В. І. ГОТЕЛЬНО ГОСПОДАРСТВО ЯК СКЛАДОВА ТУРИСТСЬКОЇ ІНФРАСТРУКТУРИ

Hotel enterprises are characterized in the context of tourist service, their peculiarity as an important component of infrastructure of tourism is shown. The approaches to the hotel classification are generalized; the excursus in the history of scoring hotels in Ukraine and all over the world is made. The problems of the development of native hotel economy are shown. Current tendencies of the development of hospitable industry in the world are introduced.

Tetyana Leonidivna Nosovska PERSPECTIVES OF LOW-COST AIRLINES OPERATION FOR TOURISM IN UKRAINIAN AVIATION MARKET

Perspectives of implementation and increase of effectiveness of budget model usage in passenger carriage airline service were considered from the point of view of further development of tourist sphere in Ukraine. Major discrepancies between low-cost and traditional carriers were disclosed as well as their advantages and disadvantages for Ukraine based on world experience.

III. АКТУАЛЬНІ ПРОБЛЕМИ ГЕОГРАФІЇ

Gladkey Alexander V. The peculiarities of delimitation of POLYCENTRIC industrial agglomerations of Ukraine

The methodical approaches to delimitation of polycentric industrial agglomerations based on investigation of agglomeration effect of the territory are disclosed. The borders of Donetsk-Makyivka industrial agglomeration using above-mentioned model are defined.

Kiriluk Olena Volodymyrivna Theoretic-methodological base of anthropogenic transformation determination of small RIVER BASIN

In the article approbation of methods of Shischenko P.G. and Institute of Geography of RAS is conducted in relation to the degree of anthropogenic transformation the territory of Gukiv river basin. Concordantly first the mean value is 5,91, and on the second – 736,589 marks.

Макаренко П.О. Інноваційна та логістична складові автомобілебудування: суспільно-географічний аспект

Innovations are the major factor of development of motor industry. In industrially advanced countries of an innovation in this area make approximately 18 billion dollars. Development of

motor industry of Ukraine at the present stage depends on efficiency of introduction of innovational programs. At this point there is a transformation of a principle "just-in-time " in more progressive - "just-in-sequence". SCM includes not only a "traditional" logistics, but also corresponding productions, information and cash flows.

Ivan Lopatkin O., THE TERRITORIAL STRUCTURE ANALYSIS OF THE KIEV OBOLONSK' DISTRICT SERVICES SPHERE

The providing level of the Obolonsk' district inhabitants by the complex of public services is analyzed. The peculiarities of service establishments locating all over the territory are found. The specificity of territorial structure of the service sphere is set. The elements of structure and their specialization are explored. The directions of the service population improvement of the district are proposed.

Стафійчук В.І., Черненко Л.В. ІТАЛІЙСЬКА ШКОЛА ГЕОПОЛІТИКИ

The main Italian geopolitical concepts in the article were analyzed.

Svetlana Klimenko Ю. The civilization aspect at the Union of the South American Nations geopolitical vectors formation

This article has been shown to the dominant effect of the civilization aspect to the geopolitical sphere to be within the competence at the Union of the South American Nations