

I. PROBLEMS OF DEVELOPMENT OF TOURISM IN UKRAINE AND THE WORLD

[Shishenko P.G., Oliynik Y.B., Oleshenko V.I. Ukrainian geographical society and problems of development of tourism in Ukraine](#)

The questions of participation of Ukrainian geographical society are examined in the decision of issues of the day of development of tourism in a country.

[Lubitseva O.O. To the question of terminology in tourism](#)

The question of unity is examined concept-terminology to the vehicle in scientific researches, training of personnels, and in practical activity of tourism.

[Smirnov I.G. The modern information technology's application in touristic marketing](#)

Represented main directions of modern information technology's application in touristic marketing. Proposed recommendations for Ukrainian travel bureaus considering "electronic" and "virtual" marketing and tourist products distribution channels (web-sites' creation and using, marketing strategy etc).

[Radchenko O.M. PR and advertisement of the JSC "Intourist" of the Ukrainian SSR in the 70th of the 20th century](#)

This article considers PR and advertisement of the main foreign touristic organization of the Soviet Union JSC "Intourist" in the 70th of the 20th century in Ukraine, as well as abroad. Participation in international exhibitions, cooperation with mass media, advertisement of tours to socialistic countries, polls of tourists are analyzed. It is mentioned, that the activities of the

Republican Administration were strictly regulated and centralized, and was aimed to improve the international authority of USSR and the Ukrainian SSR, with the consideration of tendencies of tourism development in the world, but was limited by lack of powers.

Malenkov R.O. Block of information about recreation and tourism in a cadastre naturally commandment of fund of Ukraine

In this article the questions open up relation to information about recreation and tourism in interactive system of cadastre of territories of naturally commandment fund of Ukraine. A problem is very actual, because of the future the planned increase of amount of objects of fund new national parks.

Doan P.V. World prospects of festival tourism of Ukraine

In this article is disclosed the concept of festival tourism as the branch of event tourism, also there is described modern state of festival tourism in Ukraine and determined prospects of its development to the international level.

Slivchak N.E. Excursion activity at school

The questions of improvement of preparation of teacher are examined for the conduct of excursion activity.

Patsyuk V.S. Analysis of world experience of development of industrial tourism

Considered question of organization of industrial tourism in the world. The analysis of him is done of a particular branch structure and becoming features are reflected.

Pestushko V.Y. The state of world tourism services market under the global economic crisis

The article is devoted to the study of the state of the modern global tourism services market. The substantial analysis of the current situation is made according to the newest statistics data; the character of changes in the state of the global tourism market is defined. The main trends of state's development are revealed as the result of global economic crisis. The main regions and countries suffered the greatest losses are indicated, the place of Ukraine at the world tourism market is determined. The feasible prospects of further development for the global international tourism market are showed.

Corotkova A.Y., Stafiychuk V.I. Tourism Development in South East Asia

The article emphasizes the specificities of current tourism development in the countries of South-East Asia.

Yacenko B.P. Cultural and ecological features of international and internal tourism of Japan

In the article probed tourist and recreation complexes of Japan, as an example of structure turistko-rekreaciynogo to the complex economic the developed country.

Matvienko V.M., Matvienko N.M. Ethnographic resources of Turkey as the component of tourist and recreation potential

Features of ethnographic resources of Turkey as by the important component of turist-recreational potential are considered.

[Zaleshchik V.V. Leisure, recreation and tourism on international experience](#)

Actual questions of leisure, recreation and tourism on international experience are considered.

II. GEOGRAPHY OF REKREATION AND TOURISM: THEORETICAL AND APPLIED QUESTIONS

[Arion O.V., Motusenko O.O., Yliganets S.I., Galatenko I.G. Tourist and recreational potential of the Pecherskiy district of Kiev city](#)

In the article was considered about recreational resources of the Pecherskiy district of Kyiv as basis of recreational activity, also were analysed recreational and tourist activity of the Pecherskiy district of Kyiv, actual and perspective directions of development of recreation and tourism within the borders of administrative district, connecting these reserches with finale of championship of Europe of 2012 from football.

[Syrovets S.Y. Recreation and tourism activity of system steady development of region](#)

Basic positions of forming of steady development of tourism were analysed in region. System of sustainble development of recreation and tourism activity in region were analysed.

[Ivanov O.V. The problems of development of yacht tourism in Ukraine](#)

The purpose of this article is to present the problems of development of yacht tourism in Ukraine and models of building the yacht clubs with European levels.

[Tertuchna Y.V. Castle tourism in Ukraine](#)

The text deals with castle tourism in Ukraine. The problem of preservation, restoration and development of the palaces complexes are considered . Examples of successful use castles in Europe economic activity is stressed. Location and architecture attractions of Ukrainian castles for visitors are highlighted. The fact that castle tourism in Ukraine has become popular destination with tourists is focused.

Macyuk O.V. Basic factors of development of tourism of South-East Asia are on the example of Tailand

The basic factors of development of tourism are selected in a region South-east Asia. Very important is research of tourist resources, infrastructure of tourism with the purpose of determination of ways of development and perfection of industry of tourism. Having the advantageous geopolitical placing, region South-east Asia owns large tourist potential, world's cultural and historical sights and tourist industry which develops.

Dmitruk O.Y., Bondarenko I.V. The sacral-balneology-ecotour “Feofaniya Magic”

The project of the sacral-balneology-ecotour is proposed.

Dmitruk O.Y., Boridchenko O.V. The botanical ecotour in the Golosyiv's forest

The conception of the botanical ecotour in the Golosyiv's forest is proposed.

Dmitruk O.Y., Galatenko I.G. The sacral-ethnographical ecotour in the Golosyiv's forest

The project of the sacral- ethnographical ecotour in the Golosyiv's forest is proposed

Dmitruk O.Y., Gondareva K.V. The zoological ecotour in the Golosyiv's forest

The conception of the zoological ecotour in the Golosyiv's forest is proposed.

Dmitruk O.Y., Kovalevich A.I. The sacral ecotour "Lisa Gora"

The conception of the sacral ecotour «Lisa Gora» is proposed.

Dmitruk O.Y., Stigun O.G. The local lore ecotour in the park "Nivky"

The conception of the local lore ecotour in the park «Nivky» is proposed.

Dmitruk O.Y., Ponomarenko D.V. The hydrological ecotour of the "Kiyv's Venetia"

The conception of the hydrological ecotour of the "Kiyv's Venetia" is proposed.

Dmitruk O.Y., Laturinskiy T.L. The historical local lore ecotour in the Koncha-Zaspa

The conception of the historical local lore ecotour in the Koncha-Zaspa is proposed.

III. ISSUES OF THE DAY OF GEOGRAPHY

Gumenuk A.E. Ilivanova I.V. Landscapes of the Cheboksarskoy agglomeration for development of the regional tourist and recreation systems and rational nature using

Slyvka R.R. Influence of international clashes on the geopolitics location of Ukraine

Influence of international clashes on the geopolitics location of Ukraine is analyzed in the paper. The term of “Geoclash Location of the State” is proposed for scientific use. Geoclash Location of Ukraine is estimated on the global, regional and local levels.

Malchikova D.S., Topchiev O.G. Territorial approach in decision geoeological problems in context of the formation geoplanning paradigms

In article on base of the study of the available experience of the decision geoeological problems in process of management territorial development is motivated need of the transition from branch approach for maintenances geoeological balance to territorial model of the development and decisions of the ecological problems.

Bilous A.V. Socio-geographical researches of the information sphere

The article "Socio-geographical researches of the information sphere" contains systematization of the major directions of domestic researches of the information sphere, which includes production, storage, processing and dissemination of information and knowledge

Logvin M.M., Shukanov P.V. Modern geodemografical problems and theory of “gold” milliard

Essence of theory opens up “gold” a milliard. Intercommunication of modern demographic processes and demographic conduct of population in the context of conception is probed. Its analysis and mechanism of realization is conducted on the modern stage.

Litovchenko I.V. Theoretically-methodological and methodic fundamentals of social and ecological division of region into districts

Theoretically-methodological fundamentals and methodic of social and ecological division into district are substantiated. New categories are offered – «social and ecological system», «social and ecological district», «anthropotecnogenic load». Principles and criteria's of social and economic division into districts are defined.

Shepetukha O.V. analysis of the higher education system in the countries of the world

There are the basic parameters of the higher education system of the countries in the world analyzed in the article and then the picture of the general tendencies of HE system's development in different countries is reproduced. On the basis of statistical data the countries-leaders are defined by the level of higher education. During research by a method of a clustered analysis the countries are divided into groups according to an integrated parameter of a HE level.

Ivanova O.S. Theoretico-methodological base of melogeography of Ukraine

In this article was defined the concept of melogeography, her structure, connection with another sciences, methods of research.

Nagorna M. M. Corporatisation of the Russian aerospace complex

The processes of fusion and takeover in aerospace industry of Russia are analyzed in the article. The corporate structure of basic suppliers and producers of aerospace industry is considered in the conditions of globalization. Probed, that today those companies make good at the oversea aerospace market which preliminary concentrated the intellectual, scientific and technical and industrial potential in form the powerful integrated structures, able to develop competitive products.

