

I. PROCEEDINGS OF INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE «UKRAINE

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ITALY

:

COOPERATION IN TOURISM

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[Lyubitseva O.O., Motuzenko O.O. Innovation in tourism education](#)

The mission of the national tourism education is a preparation of specialists kreativnihю That is the path of innovative development of education

in tourism. Innovative direction of education in tourism has master's programs

, which give the right to receive two diplomas : the national and European

. The article examines the experience of Kyiv Taras Shevchenko University and the University of Macerata in Italy.

[Cristina Santini, Alessio Cavicchi, Isabella Crespi, Valentina Andriani Sustainable development and enterprises' choices in the wine industry: a case-study in the italian](#)

context

An emerging interest in sustainability in the wine industry is demonstrated by at least 3 patterns: a) a growing body of academic literature on this research issue, b) the rise of new academic journals and scientific communities in social science fields, c) the birth of many university research centres and institutes for a joint evaluation of costs and benefits, especially in the so-called New World wine countries. Thus, winery owners and managers are considering the effectiveness of sustainable practices and if it is worth the time and resources to be sustainable oriented. Talking about sustainability opens up a multitude of research issues, especially in wine, where being sustainable is often misunderstood for being organic or biodynamic. From the literature, it emerges that one of the key questions research should address is: "Under what conditions does sustainability happen?" This is strongly related to the awareness and the attitudes towards environment and sustainable development by the most attentive managers in the wine chains. The wine industry is particularly suitable for research on this issue, and the stream of research about firms' internal and external dimensions of sustainability needs to be explored in depth. In particular, this paper will focus on the intersections among structural aspects (external drivers), cultural aspects (internal drivers) and the agency (enterprise choices) involved in enterprises' strategies of action.

The aim of this paper is to investigate managerial customs and attitudes toward sustainability in a group of Italian «green» wineries. In accordance with the Theory of Reasoned Action and the concept of «agency» a semi-structured questionnaire has been developed and in-depth interviews have been carried out with 8 wine entrepreneurs and managers. Results show the possibility of a responsive set of choices by managers, mainly determined by cultural values of the company, and of the social context as well.

[Gavriluk A.M., Kozlovskiy E.V. Innovative aspects of the tourism industry development in Ukraine](#)

The article is devoted to innovations in the domestic tourism industry, particularly the issues of tourist clusters formation in Ukraine and the development of international, interregional cooperation in the sphere of tourism.

Keywords: innovations, public policy, tourism, cluster, regional cooperation.

Aleksandrova A.Y., Himchenko O.A. Host tourism as innovation form of tourism (economic geographical analysis)

The article deals with geography of innovative form of tourism - □ hospitality exchange in the world. The essence and features of host tourism are revealed. One of the travel networks - «CouchSurfing» - is examined in details. Reasons for regional disparities in host tourism development are analysed with the use of mathematical statistics and sociological polls methods.

Dehtyar N.A. Innovations in tourism industry as the way of increasing the level of the state economic safety

Priority directions of innovation activity in tourism industry are defined according to the tasks of state regulation of tourism sphere; threats to the economic security of Ukraine, provoked by uncontrollable foreign economic operations in tourism sector, are identified and the ways to prevent them are suggested.

Chornenka N.V. The role of innovation in shaping tourism and recreational attractiveness of cities

This article deals with the role of innovation in shaping tourism and recreational attractiveness of cities as an example of the Lviv; the analysis of the basic conditions for innovation; the basic direction of innovations and presents proposals to increase the attractiveness of cities with new ideas.

Keywords: innovation, tourism, tourist attraction, urban area.

Smyrnov I.G. Innovation in tourism : a marketing mix

Classical model of the marketing mix (complex) 4p and its modification 6p, 7p and 4C are

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attention to the

peculiarities of

the tourism industry

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service sector

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Proposed original

innovative

model of

marketing mix

in tourism,

which, on the

one hand,

takes into account specific characteristics

of sustainable tourism

with its

obligatory

binding

and attention to

touris

t resources

, on the other

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it is

based on classic

model of marketing

mix.

[Korobeynikova Y.S., Murava Y.I . Innovation in tourism in the context of balanced development of tourist destinations](#)

Problems of the balanced development of the tourist destinations are considered in this article.

The main objective of the research is analysis of the indicators of tourism development in the Carpathian region and Ivano-Frankivsk region as factors that influence the environmental situation in tourist destinations. The most dynamically tourism is developing in Ivano-Frankivsk region which is represented by the mountain tourist destinations that are vulnerable to human impact. The main environmental impacts are changes in primary landscapes, water pollution and air pollution.

The main directions of innovation in the tourism industry should be the use of technologies and methods for minimization of environmental pollution which is economically beneficial to all stakeholders of the tourism process: travel agents, tourists and locals.

Key words: tourist destination, tourist flows, environmental impacts, pollution, water consumption, energy-saving technologies.

[Malinovskay O.Y., Dolgova K.S. Child's tourism market: the innovation forms of organisation of the holiday](#)

There were looked out the condition, tendencies, problems and perspectives of development of the market of child's tourism and the innovation forms of organization of the rest for children. There were reveal the special facilities for children and the results of international cooperation

between Ukraine and others countries in the field of child's tourism.

Key words: child's tourism, facilities for children.

[Smal I.V. Tourism human weakness](#)

The article discusses the features of specific types of tourism, united under the common title «tourism human weaknesses». The attempt of character grouping of tourism aimed at the social and physiological needs of particular groups of consumers.

Keywords: tourism, shocking, curiosity, reflection.

[Smyrnov I.G., Karyagin Y . O . Innovation in the hospitality industry : logistics supply](#)

This article is devoted to direction not disclosed in the literature - logistics in the hospitality industry particularly, supply logistics in the hotel industry. Shown the essence and types of links between hotel companies and suppliers, structure and functions of hotel's logistics department methods and standards of hotel material resources inventory management (MRI) ways to improve support of MRI on logistics.

[Smal V.V. Tourism in Italy: trends, challenges and ways of overcoming the problems](#)

The features and trends of tourism development in modern Italy are examined in the paper. The main problems of the tourism sector growth as well as the measures taken by stakeholders to address these challenges are analyzed.

[Lyubitseva O . O . Prospects for the development of wine tourism in Ukraine : th](#)

[e global context](#)

The article deals with the formation of the organizational foundations for the development of wine tourism in Ukraine

*,
creation of tourist products
and
wine tourism
associations.*

[Udovichenko V . V ., Nakonechna V . R . g eographical aspects of forming and developing the ethnic tourism in Ukraine](#)

The key geographical aspects (climatic, hydrological, landscape) and their influence on forming ethnic group of Ukrainian and developing ethnic tourism in Ukraine are considered in this article; problems and recommendations about development of this sector of tourism activity are depicted.

Key words: ethnic tourism, ethnic groups, embroidery, garments.

[Motuzenko O.O., Lipova M.O. Winegastronomic tourism as a means to support national manufacturer by the example of the Odessa region](#)

The article focuses on Types of wine gastronomic tourism in the Odessa region as a means to support domestic producers by integrating enogastronomichnoho block in the scene resources.

Keywords: tourism, tourism enogastronomichnyy, Odessa region, Odesa, event resources, event tourism.

[Beydik O . O . Syrovets S . Y . « Italian factor » in the history of Kyiv and Odessa](#)

The role of immigrants from Italy in history, socio-political, cultural and economic development of the leading tourist centers of Ukraine Kyiv and Odesa.

Keywords: homogeneous, biosocial recreational resources, socio-political, cultural and economic ties of immigrants from Italy, Kyiv, Odesa.

[Uvarova G.S. International integration for tourism staff training](#)

The article analyses the opportunities of international integration in special tourism education by means of creation of international educational clusters, which functions are to intensify the students' practical training, to implement the Double Degree project, to provide additional tourism education.

Key words: tourism education, innovation model of a specialist in tourism, educational cluster, application-oriented education, additional tourism education.

[Stepanec N.P. Professional competence of tourism professionals](#)

The paper identified and justified occupational competence of professionals in tourism in Ukraine, identified the contradictions in their formation and ways of improving the scientific and

methodical set of disciplines.

Keywords: competence, professional competence, national industry standard, educational systems disciplines.

[Doan P.V., Kiptenko V.K. Digital transformation: Google Earth in Education and Training for Travel and Tourism Industry](#)

The experimental experience of practical classis in the course «Research Methods in Tourism» presents benefits and problematic issues related to integration of Google Earth as education and training instrument, which represents digital transformation and develops research methods and geographical information skills of students.

Key words: digital transformation, Google Earth, tourism, research methods, education and training.

[Voronin I.I. GPS-excursions – a new trend in the organization tourism](#)

This article analyse the employing of one of the innovative technologies in tourism – GPS-navigation. As an example, consider the organization of GPS-excursions.

[Shparaga T.I., Tertychna Y.V. Tourism cluster on the basis of religious architecture in the Ternopil region](#)

The article analyzes the essence of tourism cluster. Developed theoretical model of it. Deals with the provision of Ternopil region sacred resources. Conducted SWOT-analysis and identified strengths, weaknesses, opportunities and threats in this cluster. Analyzed the relationship inside the cluster. Is emphasized the feasibility of cluster based on sacred architecture Ternopil region.

Keywords: sacred architecture, tourism cluster, tourism cluster sacred architecture central core, southern core.

[Uliganets S.I.](#) [Basuyk D.I.](#) [Melnyk LV.](#) [The role of tourist image for Zakarpattay region development](#)

The paper formulates the essence of the concept and image of tourism in the region, its importance in modern life.

The methods and mechanisms of image formation and their applicability in the process of correcting the tourist image of the region

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Keywords. Image, the image of the region, the reputation of the region, the country's brand image in the region, the tourist image of the region

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

[Bobrovitsky A . V .](#) [Formation of the international financial system as the main factor of integration of the](#)

[different levels of economic development](#)

Publication is devoted analysis of world financial system evolution from ancient times to present as main factor of integration processes on the regional and world wide level as alternative solution to military competition. There was attempt to classify countries due to their level of participation in financial systems and integration processes. Classification is an opportunity to estimate level of integration of countries and their influence on world integration process; role of countries in the development of world integration process.

[Smyrnov I.G . , Shmatok O.V. Restaurant logistics: information component](#)

Shown essence and importance of logistics information component in the restaurant industry, particularly in relations with suppliers. Proposed the variant of logistics mix for restaurant logistics. Presented restaurant companie's logistics cycle with the release of material, information and financial flows. Grounded logistic scheme of information interaction «restaurant -supplier» on the basis of EDI. Displayed innovative features of information logistics in restaurant business on the transfer of logistics functions to the person responsible for the quality of the final product (chef), and on effective implementation of control functions by head (director) of institution.

Key words: information logistics, logistics cycle of restaurant, system of electronic document flow EDI, logistic functions of the director of restaurant and chef.

[Gapchenko O.I. Global digital divide and its measurement](#)

The article analyzes the phenomenon of the digital divide as one of the main problems of the worldsystem` development; geospatial features of this problem.

Key words: digital divide, world system, geospatial features.

Sergienko O.P. Globalization of MENA region

The article examines globalization processes in MENA region, based on analysis of Index of Globalization. It observes cause-effect nature of globalization processes that currently take place in the region and determines religious impact.

Zastavetska L.B. Territorial organization of settlement systems: basic laws and principles

The article describes the basic geographic laws and laws that affect the formation of regional settlement systems, describes the main approaches to the allocation of social and geographical laws. Foremost among them, according to the Ukrainian geographers are genetic laws - territorial division (differentiation) Labour and territorial integration (combination) of Labour. They are the basis for the emergence of specific forms of settlement and agriculture, territorial settlement systems.

All times manifestation laws are laws, and social and geographical laws - social and geographical patterns. Patterns of settlement of territorial organization as objectively existing, necessary and essential relationships between the phenomena and processes of social life, reflecting the internal processes of settlement, the relationship between the parts of the process, especially settlements and territorial settlement systems at different levels. Provide such basic patterns of territorial organization of settlement: progressive centralization of progressive organizing, lax entry subsystems in the system, under the territorial structures of settlement and economic systems and more. In the matter of territorial organization of society in general and resettlement in particular emit more and principles - the installation society in which taking practical (managerial) decision. This approach of society to implement the relevant laws and laws regarding rational spatial organization of the settlement.

Keywords: system of settlement, territory, territorial organization of settlement, geographical laws, geographic patterns, principles of population settlement.

Vavriniv L.A. Quality of life as a factor of social behavior of Ternopil region population

In the article the size of profits and charges, salary of the inhabitants of Ternopil region have been analysed and it is ascertained that average nominal month salaries of hired workers are the lowest in Ukraine. It is cleared up that the householding charges of urban population are much bigger than the charges of rural ones. The greater part of consumer charges are spent on food products. Thus it is confirmed that Ternopil region is an area with not high level and quality of life that is due to the small profits of population ,great part of charges spent on the commodities of daily necessity, a high unemployment rate. These factors cause the increase of indices that characterize the asocial behavior of people.

Key words: quality of life, profits of population, charges of population, asocial behavior, unemployment, criminality.

Ilyash I.D., Dudarchuk K.D. Application of mathematical methods in the research of socio-economic development of city settlements of the region

Some aspects of demographic, economic and social development of city settlements of the Ternopil area are analysed by the chain of mathematical methods which are used in publicly geographical researches. The clusterization of city settlements of area is carried out after the levels of similarity of signs them industrial and social development, by populousness. The intercommunications between the levels of industrial and social development, populousness and estimation of functions of cities of region are found out.

Keywords: city, socio-economic development, method, populousness, intercommunication.

Ermakov V.V. Placing crafts Poltava after the agrarian reform of 1861

*The article deals territorial aspects of handicrafts Poltava region after the peasant reform of 1861
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are determined by
the main centers
and*

areas
of concentration
handicrafts

Key words: handicrafts, sectoral structure of cottage industries, handicraft centers, areas of handicrafts

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[Bashtova M.O. Territorial organization of the Southern coast of Crimea winemaking](#)

The main aspects of territorial organization of the Southern coast of Crimea winemaking have been considered. The factors affecting the industry have been analyzed and its current state, the main problems and prospects have been described.

Keywords: winemaking, viticulture, Southern coast of Crimea.

III. NATURAL GEOGRAPHY: THEORY AND PRACTICE

[Tadeusz Ciupa¹, Roman Suligowski, Tadeusz Biernat. The hydrographic tourist attractions in the protected areas of the Świętokrzyskie Province](#)

In the study there has been presented the analysis of the spatial differentiation of the hydrographic values comprised of different forms of nature preservation in the Świętokrzyskie Province. There have also been demonstrated the possibilities of their utilization for the development needs of tourism and recreation. A part of hydrographic objects is situated within the reach of legally protected areas, which in the Świętokrzyskie Province, occupy as far as 65% of its areas. Here are situated 1 national park (the Świętokrzyski National Park), 9 landscape parks, 70 nature reserves, 19 protected landscape areas, over 750 nature monuments, 9 nature-lands cape complexes

, 90 ecological croplands and 10 documentation stations.

The conducted analysis indicates

that on the protected areas of the Świętokrzyskie Province there are valuable and numerous hydrographic objects of

running and standing waters,

which can be, and already are, utilized in tourism and recreation.

Key words. hydrographic objects, protected areas, tourism and recreation, the Świętokrzyskie Province

Katarzyna Koper . Quarries as geotouristic objects – presented on the basis of post-mining object from the Świętokrzyskie (Holy Cross) Mountains (Central Poland)

This paper presents the geotouristic attractiveness evaluation of given quarries situated in the Świętokrzyskie Mountains. Their geotouristic potential comprising accessibility for touring, scientific and educational values as well as visual values, has been assessed. The level of research object geotouristic arrangement was also analyzed. On the example of the study objects, features enforcing the assumption that quarries may constitute geotouristic attractions have been pointed out. Creating the geotouristic arrangement of post-mining objects such as preparing a information about quarries which will be formulated in a very approachable way for tourists, especially for those who do not have a specialized knowledge of geology and geomorphology is a condition for their use in geotourism.

Key words: geotourism, geotouristic objects, geotouristic attractiveness, quarries, Świętokrzyskie Mountains (The Holy Cross Mountains)

Martynyuk V.O. Esthetic-landscape features of lake Nobel and the perspectives of it using in recreational activities

The original map of landscape structure of the natural aquatic complex of lake Nobel (projected national park «Nobelskyy») was represented as results of field researches. Some morphological-morphometric and landscape metric characteristics of aquatic complex were calculated, the types of landscape view were defined, the attention was focused on panoramic and sectoral morphological landscapes. It was offered to develop certain types of recreation

(recreational, treatment and prevention, and cognitive science, and others), tourism (ecotourism, photo- and videotourism, rowing, sailing, surfing, diving etc.) at the lake Nobel.

Voloncevich O.O. Problems of a landscape differentiation of ornithocomplexes in Kharkiv city

In the article the method of city biotopes differentiations by degree of anthropogenic transformation of landscape were presented. The main features of bird distribution during the reproductive period in the territories with homogeneous landscape were described.

Keywords: ornithocomplex, ornithofauna, landscape, anthropogenic transformation of a landscape, the natural landscape, the changed landscape, the urbanized landscape.

Shevchuk O.V. To a question of morphological description method of natural and anthropogenic modified caves environment

In the article the author's approach to the description of the morphology of natural and man-made environment changed caves is proved. The basic techniques for working with author's classifications of caves morphology, describe d.

Keywords: karst caves, morphological description, method.