TOURISM AND ITS TYPES

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Tourism is defined as the act of travel with the intentions of recreational pleasure. The World Tourism Organization defines a foreign tourist is someone who spends a minimum of 24 hours and maximum of six months in a country other than his own, living in hotels or other commercial accommodations where he pays in his own currency. A foreigner who comes and works in a country to make a living or to study is not counted as a tourist. This definition is accepted by about 110 countries. The term “tourist” brings out the following three distinct elements of tourism: 1) involvement of travel by none and residents; 2) stay of temporary nature in the visited area; 3) stay not connected with any activity involving earnings [1].

Tourism is the act of paying money to go from one place to another to see different and unique sights, has been a fact of civilized life since approximately the 12th century. Of course, back in those days it was basically the upper, upper classes that had the time, the money, and the interest in travelling from one spot to another. The word “travel” comes from the medieval English word “travail” which means suffering great hardship and that is a very good description of travel in its earliest days. Much has been written about the journeys of Marco Polo, who until recently was considered the world's first tourist. The advent of air travel in the 1930's heralded the true beginnings of what is called "tourism" today. People move from all around the country, whether by plane, boat, car, bus or train. The World Tourism Organization claims that tourism is currently the world’s largest industry. With annual revenues of almost 3 trillion, its economic impact is second to that of only the weapons industry. There are different types of tourism that can be enjoyed:

1. Extreme tourism or shock tourism is a type of niche tourism involving travel to dangerous places (mountains, jungles, deserts, caves) or participation in dangerous events. Extreme tourism overlaps with extreme sport. The two share the main attraction – “adrenaline rush” caused by an element of risk, and differing mostly in the degree of engagement and professionalism. While traditional tourism requires significant investments in hotels, roads, extreme tourism requires much less business jump-starting. In addition to traditional travel-based tourism destinations, various exotic attractions are suggested, such as ice diving in the White Sea, or travelling across the Chernobyl zone. The demand for extreme tourism in Ukraine is greatly increased. Tourist's firms actively offer rafting, travelling on horseback, by bicycle and motorcycle. More and more people are attracted by rafting, diving, pleasure flight on balloon and many others. Ukrainians are testing their nerves more and more often nowadays [2].

2. When people are motivated to travel in order to see the cultural heritage of their own country or those of foreign countries it is termed cultural tourism. It involves visiting ancient
historical monuments, places of religious interest, art galleries, museums, theaters or operas. It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities and their lifestyle. On the positive side are the unique cultural practices and arts that attract the curiosity of tourists and provide opportunities for tourism and economic development. On the negative side is the issue of how to control tourism so that those same cultural amenities are not destroyed and the people do not feel violated [1].

3. **Ecotourism** involves travelling that does not pose a threat to the environment, such as safari in Kenya. Ecotourism integrates tourism with ecology, offering wide varieties of landscapes and activities, including unspoiled beaches and coral reefs with productive marine systems, for scuba-diving enthusiasts; vast limestone caverns in highlands with trekking, mountain biking, sailing, rafting and other travel opportunities. Ecotourism (also known as ecological tourism) is a form of tourism that appeals to ecologically and socially conscious individuals. It focuses on volunteering, personal growth and learning new ways to live on the planet. It typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation and creation of economic opportunities for the local communities. Number of fans of ecotourism grows everywhere each year. This kind of tourism return people sick and tired of cities, forces and energy during contact with the nature and observation of it [2].

4. **Educational tourism** developed because of the growing popularity of teaching and learning of knowledge, and enhancing technical competency outside the classroom environment. In the educational tourism, the main focus of the tour or leisure activity includes visitation of another country to learn about the culture of the visited country (Student Exchange Program and Study Tour) or to work and apply their learning inside the classroom in different environment (International Practicum Training Program) [2].

**Literature**


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