

Significance of Extreme Tourism and Its Development Opportunities in Ukraine

Olena Chookhina, Olena Kokhan

National University of Food Technologies, Kyiv, Ukraine

Introduction. In the world market of tourist services the extreme tourism is very popular, as it does not require the significant financial costs and enables to increase the offers of holiday packages, associated with active travel. Ukraine has significant potential for the development of extreme kinds of rest, but it is not developed enough.

Materials and methods. Theoretical and methodological basis of research is the system analysis of the problems of ensuring the competitiveness of the tourism industry. Theoretical principles of economic science in the field of the effectiveness of extreme tourism and management of tourist flows have been used for research.

Results. Ukraine with its resource potential is a country of almost unlimited possibilities for the organization of active and extreme rest. Entertainment extreme is a new competitive advantage for any tourist places or routes. In Ukraine there are many places for the development of such areas, but today they are mostly in a state of advanced development. That is why the study of the problems of extreme tourism and forecasting further development require detailed study. This kind of tourism opens most beautiful parts of the world, offers incredible opportunities, but always associated with danger, and therefore requires good physical and psychological preparation. The most popular kinds of extreme tourism: speleotourism, rafting, mountaineering and rock climbing.

Considering the extreme tourism scale in Ukraine, we should mention some regional aspects. According to many authors, promising areas for the development of extreme tourism in connection with suitable natural conditions, climate and topography are the Ukrainian Carpathians and Precarpathians. The place of Safari in the region are: Vyzhnytsya national park, national parks "Huzulschyna" and CBR. Aeronautics is promising to be developed near the canyon valley of the middle reaches of the Dniester River with beautiful views of historic sites of Khotyn and Kamenets-Podolsk fortresses. Sports and extreme tourism are important means of promoting social and labor activities that promote friendly relations between nations and strengthen peace.

One of the most extreme destination in the world is located in Ukraine. The guided tours offer a safe passage through one of the most dangerous places on earth. Forbes magazine has named Chernobyl one of the most unique places to visit and more and more people then find their way into the hastily abandoned houses and weathered buildings. Visitors are driven by bus to the "forbidden zone" to where only people with special permission are allowed.

Conclusions. Despite the potentially great opportunities available, its social and economic importance, extreme sports and tourism in Ukraine are underdeveloped. Difficulties encountered in the development of extreme tourism are related to economic problems of society, as well as the almost complete absence of the state and public support of sport, imperfection and, in some cases, lack of modern regulatory-legal, methodological and information base. The most promising regions of extreme tourism in Ukraine are the Ukrainian Carpathians, Chernobyl and Pripyat, the Dniester and Dnieper rivers with their rapid waters and lush valleys. The development of new, modern forms of extreme tourism such as base-jumping and free ride will bring new tourists to the regions and promote their development.