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DEVELOPMENT OF ACTIVE TOURISM IN UKRAINE

Active tourism plays a significant role in the development of the tourism business. In fact, it is one of the most accessible and popular forms of recreation, knowledge and study of the world around.

The relevance and expediency of scientific research in this area are due to the social significance and relevance of the problem of forming and cultivating a healthy lifestyle, ensuring its physical and health.

Recently, the term "active tourism" has become especially popular. And researchers of international tourism note that in recent years there has been a trend towards the formation of active (or adventure) tourism as a separate segment of the industry. In recent years, Ukraine has undergone positive developments in this area, including the emergence of specialized tour operators for active tourism, the opening of new active recreation facilities, the emergence of rental and service of tourist equipment, expanding specialized accommodation. However, among domestic tourists there is no increase in demand for active recreation. For the most part, active tourism in Ukraine is individual in nature, developing within tourist clubs or circles. Examining the modern scientific literature on the interpretation of the above term, we conclude that active tourism is a type of tourism that involves certain physical activities using active means of transportation, mainly in areas with unique landscapes and preserved natural environment.

Many regions of Ukraine are ideal for active tourism due to the diverse landscape - the alternation of lowlands and mountains, swamps and plains, steppes, forests and mountains and more. Consider the main types of active tourism: hiking,

mountaineering (including mountaineering), water, cycling, skiing, climbing, caving, diving, horseback riding, aeronautics, sailing, rope jumping, multi-race, canyoning, event.

The Carpathians are young mountains with altitudes up to 2061 m, covered with forests. Dense network of fast mountain rivers. High concentration of nature reserve facilities. The unique ethnic color of the region, preserved characteristic folk crafts. Original wooden architecture of churches and houses. Types of active tourism: hiking, biking, skiing, water, climbing, ecological, equestrian, paragliding, multi-race, event.

Transnistria is a flat area with deep river valleys in the form of canyons. Interesting geological features of the canyon walls (rock outcrops, grottoes, caves, waterfalls). Podolsk Tovtry - the remains of an ancient coral reef. The special climate of the region due to the specific relief. A large number of locks. Caves in gypsum strata with a considerable length of passages. Types of active tourism: water, hiking, cycling, aeronautics, horseback riding, ecological, paragliding, event, archeological.

Pobuzhya is a flat part of Ukraine, where the oldest geological formation comes to the surface - the Ukrainian Crystal Shield, in the form of granite rocks, rapids on the Southern Bug River and its tributaries. Remains of old mills in the valley of the Southern Bug. Archeological and historical monuments. Types of active tourism: water, climbing, hiking, cycling.

The Black Sea coast is an area with flat relief and steppe vegetation, limited to the south by the Black and Azov Seas. Shallow estuaries with long sandy spit - nesting sites for many species of birds, including rare ones. A large number of protected areas where steppe plant communities and wetlands and traces of ancient cultures are protected. Types of active tourism: ecological, birdwatching, sailing, water, archeological, paragliding, diving, cycling, event.

Tourist territories of Ukraine have more than sufficient potential for the development of active tourism. For example, more than twenty rivers in different

regions are used for rafting and rafting on catamarans, rafts, kayaks and kayaks. Of particular interest is the tourist area of Transnistria, where rivers flow in picturesque deep canyons up to 200 m high.

The season for rafting and catamaraning in Ukraine begins in late April. During this period, the most impressive porous areas of the Prut, Black Cheremosh, Black Tisza with stormy cold water, high rapids, gullies and incredible drive are popular. In summer and autumn, the most popular are the Dniester with a huge green and red canyon, the Southern Bug with stormy granite rapids, Sluch with clear water, the Seversky Donets with melancholy chalk Holy Mountains, Desna with ancient vegetation and countless lakes and many others. In addition to water tourism, our country has a wide range of diving opportunities.

There are interesting places in other parts of the country: the Black Sea coast near Odessa, the Kherson region, the seabed near the island of Snake hide ships, planes, amphorae of ancient and medieval times. Some freshwater bodies of Ukraine are also interesting for diving. In particular, whole villages were flooded by the waters of the Dnieper reservoirs, and the remains of the village are hidden under the waters of the Dniester reservoir. Bakota, which in the period XI-XIV centuries. was a large city of Galicia-Volyn principality. In total, Ukraine's underwater archeological heritage includes almost 900 monuments, and about 1,000 have not yet been explored.

Thus, Ukraine has all the prerequisites for the promotion and rapid development of active tourism. The development of tourism in Ukraine needs support, coordinated development within the entire tourism industry of the country. Active tourism is one of the priority areas of domestic and foreign tourism in Ukraine, one of the most sustainable types of tourism markets. The success of tourism development directly depends on the level of state support in this industry.

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