

У контексті європейської інтеграції та соціально-економічного розвитку у світі пріоритетом в освіті кадрів туризму в Україні є неперервна підготовка фахівця.

Таким чином, сучасна професійна освіта фахівців для сфери туризму як наукова проблема має такі пріоритетні завдання:

- модернізацію системи управління організаційно-педагогічної роботи в туризмі;
- інтенсифікацію делегування педагогічних функцій і повноважень усім рівням туристської освіти;
- компетентну організацію, відкритість і доступність педагогічного процесу та туристської справи;
- використання дискусійно-проблемного методу обговорення програм підготовки кадрів;
- визначення особистої відповідальності кожного педагога за спеціальністю та профілем підготовки фахівців.

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**THE CURRENT STATUS OF ALTERNATIVE KINDS OF TOURISM
IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT:
THE CASE OF FOREIGN EXPERIENCE**

O. O. Голян

**СУЧАСНИЙ СТАН РОЗВИТКУ АЛЬТЕРНАТИВНИХ ВИДІВ
ТУРИЗМУ В КОНТЕКСТІ СТАЛОГО РОЗВИТКУ
(НА ПРИКЛАДІ ІНОЗЕМНОГО ДОСВІДУ)**

The birth of alternative tourism was due to high criticism for mass tourism and its negative effects on destination areas. Alternative tourism emphasized the idea of preserving social, natural and historical assets of tourist destinations. Hence, it was considered as the main factor in tourism development. As a consequence of alternative tourism, the concept of sustainable tourism was used as the main goal for tourism development.

Nowadays, all travellers who do not undertake a normal type of vacation are lumped together under the general heading of alternative tourism. Some really do appear to suggest that anything other than mass tourism should be graced with the alternative label. There are a number of themes that recur in many discussions on alternative tourism. Firstly, alternative tourism is applied to tourism which does not damage the environment, is ecologically sound, and avoids the negative impacts of many large-scale tourism developments undertaken in areas which have not previously been developed. Secondly, alternative tourism is thought to consist of smaller scale developments, or attractions for tourists which are set in villages or communities and organized by them. These are seen as having fewer negative effects - social or cultural - and a better chance of being acceptable to the local people than mass tourism. Thirdly, there is the question of who benefits. Certain kinds of tourism are called alternative because they are not exploitative of the local people, because the benefits flow to local

residents, or in general to poorer communities. Conventional tourism demands large scale organization and resources not usually available locally, or even in the country: as a result its rewards flow away to distant townsfolk, or abroad. Finally, a shared perspective with “Alternative Development” is an emphasis on cultural sustainability. Tourism which does not damage the culture of the host community is often called alternative: more than that, Alternative Tourism may actively try to encourage a respect for the cultural realities encountered by the tourists through education and organized “encounters”.

Spain as one of the leading countries in beach tourism made lot of progress in developing alternative forms of tourism in relation to changing global tourism trends. For the diversification of tourism activities and prolongation of the tourist season, the focus was on developing sports holidays, especially, nautical and adventure sports, cultural tourism, business tourism, health tourism, and rural tourism and holiday homes. But mostly, Spain focused on golf and skiing despite that Spain did not have the technical quality and the suitable infrastructure available to contribute to the quality program of Spanish tourism.

Greece was facing similar phases of tourism development as Spain, but at a much later date. National Plan for Regional Development focused on the development of golf tourism, marine tourism, conference tourism, and thermal tourism (i.e., spas and thermal springs), winter tourism and ecotourism.

Slovenia was trying to promote itself both as sea-sun-sand type of tourism, and used alternative tourism activities with newly determined tourism policies, while Croatia had used alternative activities (i.e., cultural tourism) to replace mass tourism activities.

The demand for alternative forms of tourism is on the increase. Whether this is due to the root causes when the consequences of market demand are considered. With increasing demand for alternative forms of tourism, tourism developments will be dedicated to providing alternative travel experiences. The way they are planned and managed will be an important area of tourism development research in the future.

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THE GLOBAL TRENDS OF WELLNESS TOURISM

C. C. Ростовцев

ГЛОБАЛЬНІ ТРЕНДИ ОЗДОРОВЧОГО ТУРИЗМУ

According to the Global Wellness Summit, the fast growing health tourism market is expanding 50% faster than other tourism industries and expected to generate about \$700 billion profit in 2018. The field of wellness tourism reaches out 15% of world travels and it is considered as one of the most lucrative directions — wellness travelers spend 130% more than average traveler.