

THE POTENTIAL OF SPORTS TOURISM IN THE ECONOMIC DEVELOPMENT OF TERRITORIES

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Sports tourism is an independent and socially oriented sphere, a way of life for a significant part of society. Unlike other sports, sports tourism is a social sport. It is engaged in by layers of the population that do not have large profits; it does not require relatively large material costs. The process and the routes themselves take place in a natural environment, no expensive stadiums or special gyms are required.

In the context of the European process of decentralization and the development of local self-government in Ukraine, these factors determine the relevance of studying the role of sports tourism in the economic development of regions and territorial communities.

Some aspects of the economic significance of sports tourism are developed by N.V. Aksonova, I.B. Berezhna, N.O. Bondar, O.I.O. Malinovskaya, V.I. Matsola, N.I. Moiseeva, V.P. Rudenko, T.I. Tkachenko. Until the beginning of the XXI century. scientific works were devoted to the study of tourism in general, where the analysis of the species structure of tourism was generalized. In the course of such studies, general approaches to the definition of sports tourism as a complex phenomenon were not developed, the interpretation of sports tourism as a form of mass recreational activity based on the use of technologies of a specific kind of sport – "sports tourism", was largely preserved. And only in recent years, scientific interest in studying the specifics of certain types of tourism has begun to grow, focusing on their use as technologies for the development of tourism and territories. With regard to sports tourism, this stage, in fact, led to an even more fragmented approach, which was expressed in the consideration of active tourism and its individual types in the context of the sports technologies used. However, special works devoted to the study of the impact of sports tourism on the economic development of territories and territorial communities are practically absent.

However, today, despite the potentially great opportunities, sports tourism in Ukraine is underdeveloped. The difficulties encountered in the development of sports tourism, primarily related to economic problems of society, as well as the almost complete lack of state and public support for this sport, imperfection, and in some cases the lack of modern regulatory – legal, methodical and information base, which would take into account its realities, as well as internal organizational problems in the tourist – sports movement, which have accumulated in recent years.

The subject of research in this scientific work are the factors of sports tourism that affect the economic development of individual territories, regions and territorial communities in Ukraine.

As you know, sports tourism is a type of tourism that involves overcoming the route in an active way, ie without the use of motor vehicles, relying only on their own strength, realizing the skills and abilities of walking, skiing, rafting and boating, riding bicycle, etc. Sports tourism has the characteristic features of a kind of sport – competitive activity, as a result of which human capabilities are compared, sports titles and categories are assigned. Currently, in sports tourism there is a well-developed regulatory and legal framework related to the organization and conduct of sports trips, tourist competitions and other events. According to the level of accessibility, it belongs to the social, according to the form of the organization – to the amateur, according to physical activity – to the active, according to the composition of the participants – to the group.

Tourism as a special field of activity enjoys a reputation as a source of short-term income and a generator of longer-term investments – something that the economy of any region needs, so the importance of cultural tourism for the development of the territory can hardly be overestimated. The socio-cultural resources and opportunities for tourism development existing in the region, as well as the relations formed in the process of developing tourism activities, have not been studied sufficiently. The sphere of sports tourism should be considered as a base that creates the necessary conditions for improving the quality of life of people, organizing recreation and leisure. It is during the transitional period of the formation of market relations that it is necessary to find a place for this sphere in the regional economy. This is due to the great importance of the services of the branches of the social and domestic tourist infrastructure in the life of the population.

Sports tourism is not only a nationwide sport in Ukraine that reflects our national traditions. It contains not only a sports component, but also a special spiritual sphere, and the way of life of the tourists themselves. It is an effective means of spiritual and physical development of a person, fostering a respectful attitude towards nature, mutual understanding and mutual respect, since it is based on real acquaintance with life, history, culture, and customs. Sports tourism, according to its goals, can have a sports, cognitive, educational, research, environmental orientation and their combination, and also carries out a variety of sports, health-improving, recreational, cognitive, educational, economic and other functions. By the type of events, sports tourism realizes its goals in organizing and conducting travel, sports trips, competitions, rallies, expeditions, extreme sports tours, sports and tourism schools for the training of guides and instructors of sports tourism.

Hiking trips can provide essential information and knowledge on ecology and environmental protection. Raising people's love for their homeland is inextricably linked with a complex of educational and organizational environmental protection measures. It is necessary to pay attention to two main aspects of nature conservation in tourism activities. The first of them is educational work, which includes conversations about nature conservation, methods of organizing sports trips, on the one hand, and the practical implementation of environmental measures when organizing halts and overnight stays, on the other. The second aspect is a set of organizational and technical measures to establish the material base of environmental protection work (marking and equipment of weekend hiking routes and training routes for multi-day hiking; equipment improvement). Sports tourism is not only a nationwide sport, it is a social movement that unites sports, spirituality, and patriotism. Sports tourism has a pronounced military applied value. The social nature of relations in tourism requires collectivism, mutual assistance, and self-sacrifice from the participants in the name of a common goal.

Therefore, speaking about sports tourism, we are talking about fostering not only courage, but also national civic consciousness. Unlike many other sports, sports tourism does not require large material expenditures from the state, because, first, it develops in the existing environment and does not require significant investment for tourism activities; secondly, the provision of these measures is largely carried out by the forces and means of the tourists themselves; thirdly, a public system of training and retraining of tourist staff has already been formed and is operating, which can continue to function effectively with minimal state support. Developing on the border of sports and leisure, in the natural environment, sports tourism, through the promotion of a fairly "cheap" but effective recreation, promotes the development of domestic tourism. This, in conditions of low material incomes of the majority of the population of Ukraine, gives it a social priority [3, 6].

During the hikes, participants can also acquire new knowledge and skills in photographing and conducting route observations (detailed collection and processing of information about the hike, systematic meteorological observations, landscape photography). The acquisition of the skills of route observation, first for educational purposes, and then in the order of educational and research work, in the future, turns out to be an effective form of preparing tourists to perform serious tasks of scientific and public organizations and institutions. A well-written hike report helps and promotes tourism and a specific tourism product.

Today, sports tourism has become one of the most representative sectors of the world economy. This is evidenced by data from the World Tourism Organization (UNWTO): in 2019, almost 880 million people traveled worldwide. According to forecasts, in 2025 the number of tourists compared to 2019 will increase by 4% (131 million people), and in 2030 will exceed 1.6 billion people.

Currently, millions of people travel across countries and regions in order to take direct part in sports and entertainment events directly related to sports. Such significant migration is of great economic importance for the economy of the host country (or region).

First of all, positive changes affect labor markets. In particular, new jobs are being created in many sectors of the economy, the infrastructure of the tourist complex, the quality of customer service, the region's balance of payments and many other micro- and macroeconomic indicators are improving.

Let us consider in more detail the mechanisms of the impact of sports tourism on the economy of a country or region that regularly hold certain sports events.

Transport system. Obviously, the masses of fans, athletes and coaches need to somehow move to the venue. The transport system performs the function of delivering people to their destination. Thus, fans, athletes, coaches, technical personnel, sports journalists and commentators for a certain period of time become passengers on sea, river, air, rail and road transport. By satisfying the needs of passengers in transportation, the transport system, in return, makes a profit from ticket sales. Transport companies pay taxes from the profits earned, which replenish local budgets and enable the authorities to improve the welfare of the population living in the region.

In addition, creating a demand for transportation, sports tourism forms the basis for creating new jobs in transport – new routes are being created, traffic flows are increasing, new railway stations are being built. At the same time, an increase in demand for labor leads to an increase in wages in this industry.

Hotel business. Sportsmen and fans who have arrived at the venue of the competition need to stay somewhere for temporary accommodation. Services for the provision of temporary housing are provided by a hotel complex, which includes hotels with a different range of services and quality of service, motels, campings and tourist centers. The demand presented by fans and athletes for the services of the hotel complex ultimately transforms into new jobs, brings the host region cash and foreign exchange earnings, since tourist fans, as a rule, combine attending sports events with recreation, excursions, shopping and cultural leisure. Naturally, they spend money on all these events, which remains in the region.

Souvenir and excursion business. Sports lovers arriving at the competition venues want to buy some souvenirs to remember the trip, the host city, sports club, team, a particular tournament, sports facility, player or coach, sports industry enterprise. These requests are satisfied by the souvenir and excursion business. Collecting badges, stamps, logos, autographs of athletes, mascots of competitions, elements of sportswear of celebrities, small copies of cups, etc. can be distinguished as a separate direction.

Athletic facilities. Holding modern major competitions (championships, cup matches, sports days, Olympiads) is unthinkable without appropriately designed and built sports facilities – stadiums, swimming pools, cycle tracks, racetracks, ski jumps, gyms and other components of the sports infrastructure. The newest sports facilities of this type are usually technically complex conglomerates. Their production requires a lot of intellectual labor and capital. This circumstance directly affects the market value of sports facilities – the price of modern sports complexes and facilities is tens of millions of dollars, and the cost of large facilities can reach hundreds of millions and even billions of dollars.

Of course, financial investments in modern sports facilities are not easy and expensive, and therefore all the nuances of projects in this area are carefully prepared and calculated. However, the benefits of such investments are usually many times the costs. Moreover, the benefits are twofold. Firstly, investments made in sports facilities bring direct profit and pay off within the next 4-5 years. Secondly, they are of an indirect nature, that is, in the intervals between major competitions, the constructed sports facilities are used by local athletes and athletes, which strengthens their moral and physical health and leads, ultimately, to an increase in labor productivity and an increase in the well-being of citizens of a given territory.

In addition to the spheres of the economy noted above, sports tourism also has a beneficial effect on other sectors of the economic complex. In particular, the demand from tourists for souvenirs, food, excursions, entertainment leads to a significant development of trade and entrepreneurship in the service sector, in the settlement and banking sector, in the advertising business and in public catering. Obviously, all the demand is reflected in the creation of new jobs and an increase in the level of wages.

Statistics show that sports tourism has recently shown very high growth rates in world tourism. Moreover, at a time when many traditional tourism activities are in decline, sports tourism continues to thrive with steady growth. Leading analysts predict record growth in sports tourism revenues, while in some countries, sports provide up to 25% of all tourism receipts. The World Tourism Organization has recognized sports tourism in general and predicts that winter and water sports will become the most important segments of the tourism market. Thus, sports tourism is regarded as a factor in the sustainable development of a tourist destination [2].

The growing relationship between sports and tourism has led to an intensification of the search for opportunities to combine their potential in stimulating the socio-economic development of individual territories. Sports tourism, even without taking into account the social component of its development, can become a leading component of increasing the efficiency of destinations in new promising markets by modernizing the tourist offer, ensuring a high degree of tourist satisfaction, and thereby making a significant contribution to the socio-economic development of territories. This is of particular relevance in the context of increasing attention to the development of inbound and domestic tourism.

The tourist destination is a decisive element of the tourist system. It can be described as a center (territory) with all kinds of amenities, facilities and services to meet all kinds of tourist needs. In other words, a tourist destination includes the most important and decisive elements of tourism that tourists need. The region of the tourist destination is one of the most important in the tourist system, since the tourist destinations themselves and their image attract tourists, motivate the visit, thus activating the entire tourist system.

Sports tourism is definitely an integral part of a tourist destination. The territory of our country, its natural resources, landscape – all these components can turn Ukraine into one of the leading sports destinations in the world. However, the development of sports tourism is not sufficiently provided with relevant statistical, empirical and theoretical studies.

The inclusion of the region in the tourist markets requires not only material and labor resources, but also a clear understanding of the principles of business strategy, the nature and characteristics of the formation of a network of tourist facilities, the definition of sports tourism as a factor in preserving the environment, and the revitalization of the regional economy. This determines the relevance of supplementing the economic program of the local government with a thorough study of options for the development of the tourist structure.

The most important socio-economic and cultural consequences when considering sports tourism as an important object of cultural policy in the region and the correct organization of tourism activities will be:

- health improvement of the population, transition from spiritual impoverishment to the stage of active cognition;
- raising the prestige of the region, intensifying contacts, including international ones;
- preventing further environmental degradation;
- receiving independent from the center sources of financial receipts to the local budget;
- creation of new jobs.

Thus, the main motive for doing sports tourism is: developing and increasing the level of knowledge, skills, skills to overcome natural obstacles of various forms of natural relief; the main result of the lessons is sports improvement in the broadest sense of the word, including physical and spiritual improvement. Understanding the purpose of amateur and sports tourism from a social point of view has been developed for decades and is currently associated with: with an effective means of life support for the population; with aesthetic and moral-strong-willed education; with knowledge of history and modernity, cultures and customs of the local population; with respect for nature and respect for national traditions. The study of the prerequisites for the development of domestic sports tourism in our country requires taking into account the important socio-economic features of the current stage of its development, which determine the relatively low potential of tourist mobility of the population.

The following factors can be attributed to the prerequisites for the priority development of domestic sports tourism:

- sports tourism is health tourism in nature;

- democracy (general availability) of a significant part of sports tourism, primarily associated with active route hiking forms that have a long tradition in Ukraine;
- resources for sports (active) tourism, especially in its recreational form, are everywhere in our country;
- the development of sports (active) tourism meets the solvent needs of the majority of the Ukrainian population, the ordinary level of development (infrastructure, marketing, logistics, etc.) of diverse and rich tourist resources of most territories;
- a high degree of compatibility of sports tourism in all its diversity with other types of tourist activities popular among the Ukrainian population, first of all, cultural, cognitive, nature-oriented, rural, and recreational on the basis of joint use of the resources available in the destination;
- routes of sports tourism (water, hiking, motorcycle tourism, etc.) allows to involve in tourism products numerous and diverse cultural, historical and natural resources, which today are outside the scope of tourist attention, including domestic tourism. This entails a second set of socio-economic consequences associated with the socio-economic development of old and new tourist destinations;
- possibilities of reorientation of a part of the high-income population of the country, which traditionally uses outbound tourism.

Taking into account the specificity and variety of goals to be solved in the development of sports tourism, the effectiveness of the concept implementation will largely depend on the optimal combination of state, public and private principles and interests, possibly realized in the form of mixed co-founding.

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