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ASSESSMENT OF PROSPECTS FOR THE DEVELOPMENT OF SOCIAL TOURISM IN UKRAINE

In the absence of state support, the modern independent development of tourism has led to the survival of most commercial forms and types of Tourism. In this case, the share of social tourism has fallen significantly. Tariffs for transport, food and various services continue to rise, and insufficient funding from various departments and foundations has led to a decrease in the number of potential tourists. Social tourism as a factor of development of society is not given due attention, which hides a lot of negative social aspects, these aspects indicate the relevance of this topic for Ukraine, since social tourism today is entering a new stage of development in a market economy, in the state regulation of which it is necessary to combine the application of foreign experience with the peculiarities of domestic development [8].

The main purpose of social tourism is travel and recreation of socially vulnerable segments of the population to restore working capacity, physical and moral strength.

In Western sources, the definition of social tourism was first given in 1957 by V. Hanziker: «a group of relationships and phenomena in tourism that lead to the participation of poor or otherwise infringed elements of society in the travel processes» [5].

For A. Haulat, social tourism is justified by the fact that its individual and collective goals coincide with the concept of modern society regarding the implementation of all measures to ensure greater justice, nobility and life satisfaction for all residents [6].

The most recent and more complete definition of social tourism was proposed by L. Minnaert, G. Miller and R. Maitland. They believe that: “social tourism is tourism with added moral value for the host or guest of a tourist exchange”. This definition represents social tourism more from the moral side [7].

Consider foreign experience in the field of social tourism support. An example of a high level of development of mass social tourism is the experience of industrially developed countries. So, according to the World Tourism Organization, state funding for national tourist administrations and major social tourism programs is implemented in France (national agency of vacation checks), in Spain (there is a program «Tourism for the older generation»), in the UK (the program «family holidays»), in Hungary (the system of vacation checks is used), in the Czech Republic (the program «travel without barriers»), in Italy (the revolving fund of tourist loans and savings is established) and others. In foreign countries, the right of social tourism is enjoyed by numerous categories of the population: disabled people, pensioners, the unemployed, large families, schoolchildren and students, low-income

citizens, and others. In some countries, this right is additionally enjoyed by civil servants, military personnel and their family members, refugees and internally displaced persons, and others.

As for Ukraine, the law of Ukraine «on tourism» does not mention the concept of social tourism. However, the strategy for the development of Tourism and resorts, approved by the order of the Cabinet of Ministers of Ukraine No. 1088-R dated 6.08.08, among the main directions of the strategy implementation is indicated – «to develop a mechanism for state support for the introduction of a tourist product of a social nature» [4].

Today, the development of social tourism in Ukraine and its regions is hindered by the almost complete lack of legal support for this area. The current legislation in the field of determining guarantees and benefits for the socially vulnerable segment of the population has long been outdated and may lead to paralysis of the processes of formation and development of the social tourism sector in the future. This problem could be solved by a new law that would clearly regulate the issues of social tourism, maximally fix the rights, guarantees and preferences of individual social groups for priority receipt of tourist, health-improving opportunities and benefits, which will undoubtedly have a positive impact on the formation and development of this industry, on the legal status, guarantees of the activities of trade union units themselves, and on the implementation of legally established rights and interests of all segments of the population [2].

Social tourism in general, both in the world and in Ukraine, has significant disadvantages. As a rule, this type of tourism is characterized by an average, even low quality of Service, insufficient level of staff education, and not a sufficiently developed tourist infrastructure.

For the future of Ukraine in the context of the development of the tourism industry, primarily the social direction, the following types of tourism can be considered promising:

1.Eco-Tourism. A wide variety of landscapes of picturesque nature and Ukrainian terrain determined the need to create educational environmental programs for the general population, develop tourist routes for organized groups in protected areas in order to preserve the natural environment.

2.Green (rural) tourism, which promotes the development of small businesses in agricultural regions, provides an opportunity for urban residents to actively relax in private rural farms and generates elements of environmental education, health improvement, voluntary participation in certain types of agricultural work, and rural residents – to improve their financial situation.

3.Children's and youth tourism, which contributes to the revival of national consciousness and patriotic education of children and youth, is designed to promote the upbringing and education of the younger generation by means of tourist and local history activities, the formation of a fully developed personality.

4.Tourism of the elderly (tourism of «seniors»), tourism of disabled people, which can revive the national spirit of the Ukrainian state and ensure the preservation of cultural heritage for children and youth [1].

As for the development of Tourism of the elderly (tourism of «seniors»), tourism of people with special needs, these types of social tourism in our country are practically not developing. Instead, in highly developed countries, older people's travel is massive and extremely popular and competes with youth travel. People with special needs rely only on fairly limited spa treatment, and as for their tourist services, tourist establishments, hospitality establishments, and transport infrastructure are not ready for this.

The revival and development of social tourism is a necessary condition for the recovery of domestic tourism as a branch of the market economy from the crisis state. To increase the demand for tourist services, it is necessary to make tourism mass and publicly available again, to attract those who belong to the category of the poor, and even more so to the middle strata of the population.

Therefore, it is important to make tourism accessible to everyone from childhood to old age. It is necessary to develop a concept for the development of social tourism in Ukraine, create a legislative, regulatory framework, prepare and adopt a special law on the development of social tourism. The law should define and fix the obligations of the state in this area, its responsibility for ensuring public access, and specific measures for state support. Social tourism should become the most priority direction in the state policy in the field of Tourism [3].

Analyzing the prospects for the development of social tourism, we note that the sources of its financing and material support, in addition to budget funds, can be: funds received as a result of tourist and other activities of social tourism institutions, payments in the form of social tourist rent, voluntary contributions of legal entities and individuals, including foreign ones, to support social tourism.

Summing up, we note that tourism today has the character of a social orientation of the development goals of modern society. World experience shows that social tourism implements state support measures and can successfully develop in the interests of the population. The restoration of social tourism requires innovative approaches, models, directions, mechanisms and concrete measures to solve problems related to social tourism in Ukraine.

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