



## Special Types of Tourism And Prospects For Its Development

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**Abstract:** *Territory as a tourist destination is a physical space with administrative and/or analytical borders or without them, in which the visitor can spend the night. It is a cluster (co-location) of products and services, as well as activities and experiences in the tourism value chain and the basic unit analysis in tourism. The destination includes various stakeholders parties and can be networked to form larger destinations.*

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### INTRODUCTION

Tourism in the modern world is manifested in various phenomena, connections and relationships, which determines the need for its classification, i.e. grouping according to separate homogeneous features, depending on certain practical goals.

The most common classification of tourism is its division into types, categories, types and forms. The type of tourism is determined by the nationality of the tourists.

In accordance with the WTO recommendations for a particular country, the following types of tourism are distinguished:

- domestic tourism - travel of citizens within the state borders of their own country;
- inbound tourism - travel of non-residents within the state borders of any country;
- outbound tourism - travel of residents of one country to any other country.

These types of tourism are combined in different ways, forming the following categories of tourism:

- tourism within the country includes domestic and inbound tourism;
- national tourism includes domestic and outbound tourism;
- international tourism includes inbound and outbound tourism;

These categories can be used for a single country, for a region within a given country, or for a region that includes several countries.

The functional classification of types of tourism is determined by the purpose of travel. In accordance with these features, the following main types of tourism are distinguished:

- recreational;
- health-improving;
- informative;
- business;
- sports;
- ethnic;



- religious;
- transit;
- educational.

The most common are recreational and educational tourism.

Recreational tourism is very diverse and may include entertainment programs, hunting, fishing, musical and artistic creativity, attending sports events as a spectator, etc.

Medical and health tourism is determined by the need to treat various diseases and improve the body after illnesses. Here we can talk about tours with an exclusively therapeutic purpose, for the treatment of any serious diseases, rehabilitation after injuries, accidents, surgeries and health-improving tours, in order to maintain youth, beauty and health, relieve stress and fatigue.

Cognitive (excursion) tourism includes trips to get acquainted with natural and historical and cultural attractions, museums, theaters, traditions of the peoples in the visited country. The trip may include educational and recreational purposes at the same time.

Business tourism covers travel for official or professional purposes without receiving income at the place of temporary residence. To this type of tourism, the WTO includes trips to participate in congresses, scientific congresses and conferences, production meetings and seminars, fairs, exhibitions, salons, as well as to negotiate and conclude contracts, install and adjust equipment. Business tourism includes: business trips, congress and exhibition tourism and incentive tourism (incentive - incentive, motivation). Incentive tourism is a trip provided by the management of the company to its employees for free as a reward for good work. Incentive tours usually provide good quality all-inclusive service. The total share of business tourism is from 10 to 20% in the international tourist volume.

Sports tourism involves travel for sporting events in certain countries and regions. It, in turn, can be divided into professional and amateur tourism. As "special types of tourism" we are interested in amateur tourism, which can be subdivided as follows: winter and summer, as well as water, air, desert and mountain sports.

Ethnic tourism pursues the goal of visiting the place of birth or origin of the family, as well as the place of residence of relatives and / or relatives. This type of tourism is called nostalgic (nostalgic tour). This type of tourism is of priority importance for countries where large diasporas of people from other countries live. For tourists from Germany, for example, trips to the Volga region are popular, and for tourists from Finland - to Karelian land, Lake Ladoga (about 500 thousand Finns were forced to leave these places during the hostilities of 1939-1945). Ethnic tourism is also widespread among the Chinese, whose diaspora numbers more than 60 million people.

Religious tourism is based on the religious needs of people of different faiths. Religious tourism can be called the oldest, its roots go back to time immemorial. It has two main varieties: pilgrimage tourism (the spiritual and pilgrimage direction should be singled out separately) and religious tourism of an excursion-cognitive orientation. Religious tourism in individual denominations has its own characteristics.

Transit tourism, in accordance with the WTO recommendations, includes two varieties:

- movements of air passengers who do not enter the country, but only make a transfer to a connecting flight;
- movements of tourists traveling to their final destination with a short stopover to connect flights in third countries.

Educational tourism involves tours lasting from 15 days to 3 months in order to improve skills or deepen knowledge in certain disciplines. The most popular at present are educational tours with



the aim of learning foreign languages or deepening the knowledge of a foreign language.

Depending on the method of organization, organized and unorganized tourism are distinguished. Organized tourism involves a travel program for the tourist / tourists, developed and organized in advance by a travel company, according to their wishes and budget. The travel company pre-books and pays for all tourist services along the entire route, draws up all the necessary travel documents.

**Main part.** According to the sources of financing, tourism can be divided into commercial and social types.

Commercial tourism is focused on the receipt of profit by tourist enterprises, it is the main source for the development of the production of services. In an effort to maximize profits, travel companies are constantly looking for the most optimal combination between the amount of costs and the final price of the tour product. The tourism services they provide are mainly targeted at middle- and high-income clients.

Social tourism is subsidized from funds allocated for social needs in order to create conditions for tourism for certain categories of citizens. Subsidies are allocated from both state and non-state funds, as well as charitable organizations. The Manila Declaration states that "social tourism is a goal towards which society should strive for the benefit of less well-off citizens."

The concept of social tourism is based on three main principles:

- 1) providing recreation for each member of society by involving low-income people in the tourism environment;
- 2) subsidizing tourist trips for poor citizens;
- 3) participation of state, municipal and public structures in the development of tourism.

This concept has been put into practice in Switzerland, Germany and France using vacation checks. In Russia, this type of tourism is implemented through social insurance funds and is represented primarily by medical and health tourism.

Recently, new types of tourism have appeared and are in demand: ecotourism, agrotourism, exotic adventure and extreme tourism.

The emergence of these new types of services on the market is due to many factors: scientific and technological progress, which provides more and more new opportunities for organizing trips, urbanization, in connection with which there is a desire to relieve stress and abstract from the routine of life, and with a certain stable income level that allows you to travel, there is a satiety from standard tourist programs.

The main goal of ecotourism is to familiarize tourists with natural values, environmental education and education of people. A feature of the organization of this type of tourism is to ensure minimal impact on the natural environment when organizing trips, creating a network of ecological hotels, providing tourists with environmentally friendly food, etc. Ecotourism includes visits to ecologically clean natural areas (reserves, wildlife sanctuaries, botanical gardens, national parks) not altered or minimally altered by human activity. Within the framework of ecotourism, eco-educational tours, tours in ecosystems, and photo hunting can be distinguished.

Agritourism (rural tourism, rural tourism) includes tourists visiting the countryside for the purpose of recreation and / or entertainment in ecologically clean (relative to urban settlements) areas. The prerequisites for its development, distribution and increasing popularity are: the growing level of urbanization, the availability of recreation for many at a low price, the possibility of eating environmentally friendly and healthy fresh products, the desire to be in nature.

The main motives for choosing a holiday according to the type of rural tourism can be considered the following:



- lack of funds for recreation at an expensive fashionable resort or hotel;
- an established way of life in rural areas;
- the need for recovery in the climatic conditions recommended by the doctor;
- proximity to nature and the opportunity to spend a lot of time outdoors, in the forest;
- the opportunity to eat environmentally friendly products;
- an urgent need for a calm, measured life;
- the opportunity to join another culture and customs.

The organization of agro-tourism is provided by the following tasks: the creation of special "tourist villages", the formation of "rural tours" with accommodation and meals in village houses (families) located in ecologically clean areas. Agritourism "one day" is widespread in Canada and the United States. People can come to the countryside to the fields and plantations and collect the amount of fruit or vegetables they need. On the one hand, this is a kind of recreation and entertainment for people from the city, on the other hand, it saves their money (fruits and vegetables, when picked on their own, will cost much less than when they are bought in stores), and allows farmers to avoid the cost of transportation and harvest sales. In the United States, for example, young people before the Halloween holiday prefer to go out of town for a picnic with a company or family and choose their favorite pumpkin for a popular holiday on the field.

Exotic adventure and extreme tourism is associated with visiting exotic places (islands, volcanoes, waterfalls, deserts, etc.) and adventure activities (jeep safari, rafting, diving, elephant, camel, balloon tours, etc.).

**Conclusion.** It is difficult to say what the most popular type of tourism is, as this can vary depending on factors such as location, time of year, and personal interests. However, some of the most popular types of tourism include beach vacations, city breaks, cultural and historical tourism, and nature and wildlife tourism.

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