

Historical conditions of Ukraine's tourism and recreation sector formation and its development in the era of sustainable multimodal mobility

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Abstract. The purpose of the proposed article is to show the history of the formation of the sphere of tourism and recreation of Ukraine in the context of world trends. **Methodology** is based on application of such scientific methods, as literary, historical, chronologic, dichronic (method of division into periods), approach of the systems, content- and content-analysis, that did possible complex study and selection of the basic historical stages of development of tourism and recreation. **Scientific novelty.** The authors considered the main approaches to the periodization of the formation of tourism and the tourism industry in Ukraine and the main stages of the development of the field of tourism and recreation from the earliest times. It is emphasized that the formation of tourism and recreation in different geographical regions of Ukraine had certain features, and this industry can take place according to the following main models. **Conclusions.** The processes of the origin and development of tourism and recreation in Ukraine and the world, the emergence of tourist enterprises, the creation of international tourist organizations, and the globalization of tourism are highlighted. The analysis of the points of view of foreign and domestic authors on international tourism market research made it possible to substantiate the historical aspects of the development of the field of tourism and recreation as a factor in the European integration of Ukraine, as well as to determine the current directions of development of the field of tourism and recreation in the context of European integration processes in Ukraine.

1 Introduction

Tourism in Ukraine has gone through the same stages of development as tourism in European countries. And at first he was characterized by travel, which has its own ancient and interesting history. In the past, as now, many of our compatriots traveled to holy places. We learn about the first of them from the short notices "Tales of past years", "Kyiv-Pechersk Paterik". One of the first pilgrim travelers should be called St. Anthony from

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Chernihivshyn - the founder of the Kyiv-Pechersk Monastery, who went to the East in the XIth century. Another famous compatriot of ours, a famous traveler of the beginning of the XIIth century, Danylo, a hegumen from Chernihiv Oblast, spent more than two years in Palestine. He is also interesting because after his trip he left a description of it in his own hand. In the following centuries, pilgrimage in Ukraine developed and acquired an organized character. Constant interest in it led to the creation in 1885 of departments in dioceses that were engaged in familiarizing people with the past and present of the Holy Land. With an active pilgrimage, our compatriots also honored the spiritual affirmation of national holy places. The first such holy place in Ukraine was the Kyiv-Pechersk Lavra, later the Pochaiv Lavra, as well as many other wonderful shrines - monasteries, cathedrals, churches, which attracted hundreds of thousands of believers. Pilgrimage contributed to the creation of a whole service system, had its own infrastructure: guest houses, food outlets, and even accompanying guides [1, p. 72-73].

The current situation in the world and in Ukraine determines the special relevance of the study of the problems of achieving sustainable socio-economic development of the country, as one of the real factors of which in the modern world recreation and tourism are considered as spheres of extremely important socio-economic activity. The consequences of the war are a decline in production, a reduction in jobs, and inflation. As a result, the state budget does not receive significant funds, and recreation and tourism do not require significant investments and, compared to other sectors of the economy, are developing quite quickly, which will make it possible to create new jobs in a short period of time and significantly fill the budget. Recreation and tourism stimulate the development of other industries, such as food and light industry, construction industry, trade, transport and communication, etc. An important social aspect of the development of recreation and tourism is the powerful impact of tourism and recreation activities on human development, ensuring the health and recreation of the population, conducting meaningful leisure time. Ukraine has a huge potential for the development of recreation and tourism, represented by various tourist and recreational resources. At the same time, the realization of this potential, its use to expand the possibilities of human development, and to solve the social problems of the population is urgent. Therefore, the deepening of the theoretical and methodological foundations of the study of the social aspects of the development of recreation and tourism as a significant segment of the world economy, the determination of measures to improve the functioning and prospects of the development of the tourism and recreation industry, the improvement of the social effectiveness of recreation and tourism in Ukraine and the world is one of the most important current problems of modern economic sciences.

2 Materials and Methods

A comprehensive study of the historical stages of the development of tourism and recreation requires the use of appropriate scientific methods, including literary, historical, chronological, periodization methods, event and content analysis. The use of the literary method, which consists in the study of sources of information related to the topic, was of primary importance for conducting scientific research. Thanks to this method, it was possible to carry out a scientific study of the formation of the historical stages of the development of tourism in Egypt and their main characteristics. The historical method was also applied, which made it possible to conduct a retrospective analysis and establish cause-and-effect relationships related to the peculiarities of the formation and evolution of the historical stages of the development of tourism and recreation. The use of the chronological method contributed to the study of the evolution of the first trips from and to the state, the birth and development of organized tourism in the world and in Ukraine. The method of periodization was used to highlight the historical stages of the development of tourism in

the state and justify their expediency. In the process of writing the article, a systematic approach was also applied, which involves the study of the origin and evolution of tourism in the state as a holistic, systemic phenomenon. The application of this method helped not only to study the peculiarities of the development of tourism and recreation at various historical stages, but also to analyze its peculiarities at the present stage, taking into account the main interrelated prerequisites and factors - historical, political-right, socio-economic, cultural, etc. During the writing of the article, content and event analysis was also applied. Content analysis is based on the study of official information materials, and event analysis is a method of studying public information based on research and systematization of events in international relations. The use of these methods made it possible to comprehensively consider all possible factors of a political, historical, cultural and economic nature that had a direct impact on the history of the development of tourism and recreation, which was used during the writing of the article.

3 Results and Discussion

It is methodologically justified that the history of tourism and recreation in Ukraine is studied in the context of the general process of formation and evolution of world tourism, which covers all historical eras - from the slave society to modern civilization. Indeed, tourism and recreation in Ukraine are products of long historical development. As you know, the process of a person's knowledge of the surrounding world is closely related to travels, hikes, and journeys. Ukraine has a favorable geographical position, which causes the growth of interest of the local Ukrainian population both in the lands of their homeland and in the surrounding countries since ancient times.

The American researcher J. Walker substantiated the technical-industrial (economic) approach to the periodization of the history of tourism, the criterion of which was the development of vehicles used during travel, dividing this process into five periods: pre-industrial, when the simplest means of transportation were used; the period of railway transport; the period of road transport; the period of jet airliners; period of sea cruises. Therefore, in the conditions of globalization, transport plays the most important role in the tourist industry. So, the history of the development of world and domestic tourism can be divided into five main periods:

1. The early historical period before 1841.
2. 1841 to 1914 - the period of formation of organized tourism.
3. 1914 to 1945 – formation of the tourism industry.
4. 1945 to 1991 - the period of mass tourism.
5. 1991 globalization of the tourist industry - to the present day.

The period of transition to sustainable development is characterized by a change in the philosophy of tourism product production, the worldview foundation of which is the values and criteria of humanism and environmental friendliness, ensuring sustainable and balanced economic development of tourism enterprises on this basis. The logic of changes in the sector of tourist services can be defined as the individualization of needs - the expansion of demand - the diversification of supply with the final formation of the so-called differentiated tourism in the conditions of a safe environment and quality service.

As you know, the prerequisites for the development of tourism and recreation date back to ancient times, starting with 776 BC, when thousands of fans from Hellas and other Mediterranean countries gathered for the Olympic Games every year. Thus, Greece is considered the birthplace of sports tourism. During the era of the Roman Empire, forms of mass recreation were born, the vivid examples of which were games and gladiator fights, which were arranged by the rulers and were entertainment for the lower strata of society. Today, the ancient Roman slogan: "Bread and spectacle!" remains a reminder of the battle

games. [2, p. 83]. However, we emphasize that recreational activities took on organized forms in ancient Egypt, when, with the selection of social castes of nobles, priests, and the pharaoh's divine family, the question of organizing their leisure time arose. Health and leisure recreation traditions close to those of ancient Egypt became widespread in the Middle Ages (civilizations of Sumer, Akkad, Assyria, Babylonia, Media, Persia), the countries of Eastern Asia and the Middle East, ancient India and China. By "importers" of goods for recreational consumption and technologies of recreational leisure to the European countries of the Mediterranean in the 3rd - 2nd millennium BC. sailors performed. Forms of recreational activity in the ancient period were health bathing in sacred lakes and springs. Information about "sacred fountains" at temples, which were used by local residents, can be found in the ancient Indian epic "Rigveda", ancient Chinese treatises; Palestine and neighboring Syrian kingdoms [3, p. 9-10].

In Europe, the traditions of resort recreation spread with the Great Greek colonization of the Mediterranean. For example, Ancient Greece is considered the Motherland of spa business, where the tradition of spa water treatment was described in detail. Greek scientists have left us evidence that the thermal springs on the Greek islands attracted patients from the most distant regions of the Roman Empire at that time.

Indeed, ancient Greece is the birthplace of the world's first documented balneological resort, *Thermae*. Later, the Roman Empire inherited the best traditions of the Hellenic system of leisure values and built its own concept of life on this basis, where recreation, along with education and work, occupied one of the leading places. In the I century B.C. the Roman spa physician Archigenes developed the world's first classification of mineral waters. In IV-II centuries. b.c. the world's first resort settlements began to appear all over Italy. Separate residential and temple complexes, villages and towns acquired and developed a resort function as the basis of economic growth. In the Roman Empire, the idea of resort islands was realized - quiet (sparsely populated), isolated from the hustle and bustle and problems of everyday life on the mainland. The most famous among them are the volcanic islands of Ischia and Capri, which are still developing as fashionable thermal spa complexes. The ancient Romans formulated the axiom of maintaining a healthy lifestyle, which has become a catchphrase these days. The Latin word "health through water" is the basis of the most progressive modern technologies of spa health and relaxation [4, p. 12].

However, later on, the decline of progressive ancient culture, the period of the "dark ages" and the formation of barbarian kingdoms, the growth of the ideological pressure of Catholicism, which condemned and brutally persecuted any manifestations of care for sinful human flesh, the cynical planting by papal fanatics of the dogma that man comes to this the world is for suffering and in this life is not a place for rest and entertainment, nullified the idea of organized resort and recreational leisure. In fact, organized resort and recreational activity as such has ceased to exist on the territory of Europe. The spontaneous use of the waters of local healing springs by individual communities for self-treatment did not stop even in this day of cultural decline[4, p. 13].

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Over time, significant changes in the social and economic development of medieval states, the strengthening of the positions of the secular authorities gradually led to the emergence of a network of health centers and entertainment for the titled elite. Country residences of feudal lords were built around the exits of mineral springs in France, Germany, and Italy, and villages grew up, which until the XIV - XV centuries gradually turned into well-known resort towns (Evian, Vichy, Baden-Baden, Wiesbaden, etc.). The era of cultural renaissance in Europe weakened the inquisitional terror of the Catholic Church and made it possible for some educated representatives of society to get acquainted with the monuments of the ancient medical heritage in monastery libraries and to start experiments to study the healing properties of the surrounding nature. One of the first in this field was the Italian monk J. Savonarola, who in the XV century. prepared and managed to publish the "Treatise on Italian Mineral Waters" - the first medical and resort guide with a description of the healing properties of mineral waters and methods of their external use for therapeutic purposes [4, p. 57-58].

Starting from the XVI century the majority of mineral springs known to the population became the private property of monasteries, the healing effect of mineral waters was associated with the patronage of saints. At that time, a network of monastic and secular balneological resorts was formed in Europe, and the resort business itself was separated into an independent branch of economic specialization and a separate direction of official medicine. In the XVI century one of the first university courses of lectures on medical resort science is published - the treatise "Seven books about warm waters" by the Italian doctor G. Fallopius. In general, Italians traveled a lot around the world, and some of them maintained ties with the Black Sea coast, where already from the XII century. there were many Genoese and Venetian colonies.

The healing potential of various regions of Ukrainian lands was of great importance for the development of tourism and recreation. Zokrema, Morshyn, Nemyriv, Polyana, Sinyak, Lyuben already in the XVI century. were known for their healing water deposits. At the end of the XVI century one of the first medical complexes was built in Western Ukraine.

In the XVII century In France, a special commission began operating at the royal court, which supervised the development of the resort business in the country and oversaw the opening of new resort establishments. Similar government structures soon appeared in Great Britain, Prussia and Austria. During the period of the Enlightenment, its representatives sought to rebuild all social relations on the basis of reason, "eternal justice", equality and other principles that, in their opinion, stem from nature itself, from the inalienable "natural rights" of man. The work "Description of Ukraine, several provinces of the Kingdom of Poland, stretching from the borders of Muscovy to the borders of Transylvania, together with customs, way of life and warfare" by Guillaume de Beauplan, in which a lot of space is devoted to the natural and geographical conditions of the Middle Dnieper, has become very valuable in European countries. and Crimea [5].

With the advent of railways and steamships, the development of capitalist relations and communication infrastructure, trips "to the water", to rest by the sea and to visit famous European cities or exotic overseas countries-colonies became the norm of life not only for the nobility, but also for the middle and petty bourgeoisie, the intelligentsia and in general all educated townspeople (organized recreational tourism). Naturally, during the Age of Enlightenment, tourism as a social phenomenon became one of the many ways of investing money to meet the needs of rational rest, entertainment, religious appointments, treatment and recreation. This was facilitated by the rapid development of large-scale industrial production, the development of service areas, and the increase of free time, the rational use of which has become an urgent social problem. Later, during this period of development of civilization, tourist activities began to bring profit, and services became an object of purchase and sale.

At that time, resorts for the treatment of patients with tuberculosis, gastrointestinal disorders, skin diseases, musculoskeletal disorders, etc. were distinguished. Along with public counters, there are facilities for improving the health of certain age groups of people. So, for example, in 1792, on the initiative of the English doctor R. Russell, the world's first children's resort was opened in Margit.

Ukraine also has outstanding scientists of the 18th century. Vasyl Hryhorovych-Barsky (1701-1747), who spent half of his life in wanderings, occupies a significant place among them. He traveled to Austria, Hungary, Slovakia, Italy, Greece, Syria, Turkey, Romania. These travels were reflected in his description of 1,600 printed pages with 150 of his own drawings, which survived seven editions. We should also mention the world-famous traveler-researcher, ethnographer and public figure Mykola Miklukho-Maclay (1846-1888), who devoted a significant part of his life to anthropological and ethnographic research of the population of Southeast Asia, Australia and the islands of the Pacific Ocean. He was the author of about 160 works, the vast majority of which are devoted to the anthropological and ethnographic characteristics of Papuans and other peoples of the specified region; this traveler also left diaries of his long travels. The results of M. Mykluho-Maclay's scientific research are still of great scientific importance today [6, p. 121].

One of the most prominent researchers of Slavic antiquity was Khodakovsky (real name – Alam Chernetskyi, 1784-1825). His ethnographic journeys passed through Volhynia, Podillia, Kyiv Oblast, Galicia, and the northern provinces of Russia. It was under their influence that members of the "Russian Troika" Yakiv Holovatskyi, Ivan Vahylevych, and Markiy Shashkevych were the first to raise the issue of organizing ethnographic trips in the western Ukrainian lands and traveled a lot on the territory of Eastern Galicia, Northern Bukovyna, and Transcarpathia.

Since 1717, the first state measures on the exploration of mineral springs and their exploitation for medicinal purposes began on the territory of Ukrainian lands. The construction of spas, hotels, guest houses was carried out, the commercialization of the resort business took place, research and the search for new deposits continued.

In the XIX century thanks to the industrial breakthrough, the so-called "transport revolution" takes place, which fundamentally changed people's perception of distances and travel. In 1830, steamboat connections between Europe and the USA became regular. Railway transport appeared almost at the same time. Soon, the railway network connected different regions of the planet, and the invention of the telegraph in 1837 made it possible to make rail and water transport permanent.

A significant achievement in the XIX century. it also happened that recreational tourism itself was formed at this time as an independent highly profitable branch of the economy. To serve the ever-growing tourist flows in all European countries, intensive construction of hotels, boarding houses, sanatoriums, access roads was carried out, along with the intensification of the use of existing ones, new resort resources were dynamically developed.

Since 1863, the first mountain climate and ski resorts (Chamonix, St. Moritz, Davos, Innsbruck, etc.) have been operating. The phenomenon of resort urbanization arose, when it was the influx of tourists that determined the dynamics of the development of European cities. In the 19th century, the familiar concepts of "resort" and "sanatorium" appeared. In particular, the term "sanatorium" to denote a specialized medical and spa facility (from the Latin sanó - to treat, heal) was first used in Germany in the 1880s after the German doctor Bremer created a "Closed medical institution for tuberculosis patients". where the treatment method was based on the triad of health-improving factors: "treatment with air, rest and dietary nutrition". Areas where sanatoriums with favorable natural conditions for treatment were located were called resorts[7, p. 93].

In 1851, the firm "Thomas Cook and Son" was officially founded, which became the world's first full-service commercial tourist enterprise. Also, Karl Riesel's travel agency (Germany, 1854) and "Risebureau Stangen" (Germany, 1863) were established [8, p. 31]. Knowledge about tourism expanded as tourist flows expanded, the number and types of tourist destinations (destinations) increased, the types of tourism diversified, and its impact on the communities receiving tourists: nature, culture, social sphere, etc.

At that time, a period of cultural and national revival took place in Ukraine, and the intelligentsia, advocating for the preservation of the traditions of the people, the elevation of national consciousness, put forward the slogan - "Know your country." The entrepreneurial activity of the members of the "Russian Troika" had a great influence on the members of the "Prosvita" society and the student youth. Thanks to excursions organized by students, research scientists, the nature of the native region was studied, ethnographic, folklore material, etc. was collected. For example, speaking about Ivan Franko as an outstanding writer, teacher, philosopher, we note that he was an outstanding organizer of many scientific and educational trips and excursions. In 1883, Ivan Franko organized the "Ethnographic Circle for Studying Life: People's Worldview", later the "Circle for Traveling to Other Lands". The result of his constant travels were numerous publications of folklore and ethnographic materials, theoretical works on ethnology and ethnography [9, p. 67].

Among the Western Ukrainian cities at the end of the 19th century. Lviv becomes the leading center for the study of Ukrainian folklore through travel and excursions. In particular, the Ethnographic Commission, which was created in 1898 at the scientific society named after T. Shevchenko. Ivan Franko, Volodymyr Hnatiuk, Filaret Kolessa, Fedir Vovk and others took an active part in it. The materials collected by the commission were printed in 38 volumes of the Ethnographic Collection and 20 volumes of Materials for Ukrainian Ethnology.

Tourist associations were an important component of the development of tourism and recreation in Ukrainian lands at that time. One of the first such societies was founded in Kyiv in 1885. At that time, the Crimean peninsula, which attracted the accessibility and picturesque scenery of its mountains, was gaining more and more popularity among travelers. In the mid-1880s in Yalta, on the initiative of a small group of local intelligentsia, which included doctors, engineers, teachers, naturalists, mountaineers, the "Group of Lovers of Nature, Mountain Sports and the Crimean Mountains" was organized. The members of the group were primarily interested in the geography of the Crimean Mountains, the history of the region, its flora and fauna. To satisfy their interests and for active recreation, members of the circle began to organize excursions.

The founders and members of this club laid a solid foundation for the development of mountain tourism in Ukraine. The administrative center of the Crimean Mountain Club was located in Odesa. The club's charter, which was approved on January 25, 1890, also defined its activities: 1) scientific research of the Taurian (Crimean) mountains and dissemination of collected information; 2) encouragement to visit and research these mountains and facilitate the stay in them of naturalists and artists who go to the mountains for scientific or artistic purposes; 3) support of local branches of agriculture, horticulture and small mining industry, 4) protection of rare species of mountain plants and animals.

In 1894, a new statute was approved that expanded the scope of the Crimean Club, recognizing it as an independent public-scientific association, and the club's goal was also to study the Crimean foothills, steppes, and seas. According to the charter of 1901, this association was given the right to open branches not only in Tavria province, as it was before, but also throughout the Russian Empire, and the club's symbols were approved. The natural interest of researchers in the neighboring Caucasus forced the club to expand the

range of its activities, and it later became known as the Crimean-Caucasian Mountain Club [1, p. 110].

The club had several branches, the main ones being Sevastopol and Yalta. In addition to them, at different times Katerynoslavsk, Gagrynske, Bessarabske, Bakuske, Rigaske, Feodosske operated. In the activities of the club, two main directions can be distinguished: scientific research on local history and the development of tourism in Crimea. The most interesting in terms of local history was the excursion and tourist activity of this society. The founders of the club believed that the results of scientific research in Crimea should become the property of wide circles of the public, they considered tourism as a means of popularizing and spreading knowledge of geography, history, ethnography, and natural sciences. The Yalta branch played a special role in the development of tourism and excursions in the Crimea. Having started with the organization of excursions for several dozen of its members, in 1896 it organized 181 excursions for 1,491 people, and in 1912 the number of excursions reached 645, and their participants - 15,229 people. In total, during its existence, the Yalta branch provided services to more than 120,000 people. [10, p. 104-105].

Excursions were carefully worked out by the club board (travel routes, stops, layovers). The club often petitioned in advance to the directors of local gymnasiums to provide a room for tourists to rest or spend the night. From year to year, the excursion routes were improved. Excursion leaders were usually members of the club who knew the area very well, and were true connoisseurs of the history of the Crimean Peninsula. Students of higher educational institutions and students of three senior classes of secondary educational institutions could participate in the excursions. Teachers of this educational institution were quite often the leaders of student excursions. It happened that the route of the excursion was submitted for approval to the trustee of the Odesa educational district, who considered overnight stops in various educational institutions, asked for excursionists. The club managed to bring its excursion activities to the proper educational level. Excursionists were enriched with knowledge from the past of the Crimean Peninsula. In the first season, members of the Crimean Mountain Club conducted eight excursions, among which was a crew excursion through Sevastopol to the Cherkessk Kermen fortress. The journey to Crimea began in Odesa, where tourists arrived by rail. After arriving in Sevastopol, excursionists were often met by a club representative who helped them get a job in some educational institution of the city. Then the participants of the tour began to explore the sights of Sevastopol. Next, the excursionists visited Balaklava, where they inspected the Genoese fortress Chembalo, then followed to the St. George's Monastery and Cape Fiolent, and later to Bakhchisarai, after which they went back to Odessa via Yalta and Sevastopol. The excursion season lasted from April to October, and the excursions themselves were divided into walking, horseback and carriage, one-day and multi-day tours [11, p. 151-152].

The XIX century in the field of tourism and recreation was also marked by the opening of iconic resorts in Ukraine. Thus, in 1810, entrepreneur Yosif Hekker created the "Truskavetske Mining Society of Good Hope" to search for natural minerals. While engaged in exploration and development of deposits, the company's employees accidentally came across deep sources of mineral water, on which the resort business later developed. The rich came with their baths, heated the water in the sun and took baths. The poor dug holes in the ground, filled them with this healing water and were treated in this way. So, the first vacationers were called "mangy" people here, because they treated scabies, various ulcers on the body and other diseases. But in 1852, Truskavets, which had already begun to gain importance as a resort, passed into the hands of a union of financiers, who saw greater profit in its industrial use and for almost three decades exploited the oil and ozokerite resources of Truskavets for industrial needs. In 1858, "Hanna" (source #8) and "Emmanuel" (source #9) were opened. And in 1861, Dr. Wolf described the therapeutic effect of

Bronislava mineral water (source No. 3). In 1861, a mud hospital was built, and treatment with peat mud diluted with mineral water began to be used for the first time. In 1892, a room for inhalations of the Washmut system was built here. And with this, Truskavets immediately rose to the level of such health resorts of European importance as Richengal and Wiesbaden. Hotels, villas, boarding houses are being built. The infrastructure is growing, a new water treatment plant is being built, and a bypass road is being built [12, p. 223].

In 1895, Truskavets was owned by the engineer Yuzef Vychynskyi, who is responsible for the development of the resort. He said that Truskavets can host about 2,000 vacationers, suggesting to use the private sector. He named the newly discovered sources after the names of the imperial couple - Maria and Ferdinand (now they are sources No. 1 and No. 7, respectively). During the time of Yu. Vychynskyi, a restaurant was built, and the city center was organized. The stream in the middle of the valley was closed at first by a wooden and later by a concrete cover. The park, which later acquired features of the English park style, was completely arranged. Overhead houses were built above the mineral springs. In 1900, a monument to Adam Mickiewicz (sculptor Tadei Baronch) was opened. At that time, the resort had, in addition to the water hospital, 13 residential buildings with 120 rooms and 14 private buildings intended for guests. This increased the attractiveness of Truskavets. In 1909, a railway with a small station was built, and already in 1912 a new station was built. Truskavets was directly connected by rail to both Lviv and Vienna, Krakow, Poznań, Prague, Warsaw, and Berlin. In 1911, Truskavets passed into the hands of a joint-stock union, which began work on the Europeanization of the resort. First of all, he electrifies Truskavets. With the help of electricity, not only the resort premises and private villas were lit, but also the streets and the territory of the park. This leads to an influx of vacationers. In 1913, Truskavets was visited by more than 5,000 people [12, p. 224].

Fascist occupation caused great damage to the resort. It lasted until August 1944. Truskavets was a military hospital, and in 1945, the well-known resort in Europe became a collective farm named after Taras Shevchenko. The post-war historical situation determined the specifics of the future life of both the city and the resort. In 1952, it left the district subordination, and later became an all-Union resort.

In the first half of the 20th century the field of tourism and recreation is undergoing another evolutionary transformation, when resorts evolve from settlements for the treatment of visitors with various ailments to centers of mass tourism for people who follow an active healthy lifestyle. In the mind of the average European, the very meaning of trips to health resorts has changed: recreational and recreational motives have replaced medical ones. During this period, the backbone of the modern geographic network of seaside and mountain resorts in Europe was formed.

Also at this time, various associations were formed that were engaged in the organization of tourism and local history work. In particular, at the beginning of the XX century. an attempt was made to organize the "Galician Tourist Association" in Kraków, but due to a number of reasons it never began to function. In May 1910, a group of travel enthusiasts from the city of Stanislav managed to found the Chornohora tourist association. According to the statute, it was designed for the participation of the Ukrainian population and set the following tasks: knowledge of the region, the mountains of Galicia, Bukovyna, the Alps and the Tatras; collection of material about these mountains; agitation and propaganda among tourists and nature researchers; cooperation with the Scientific Society named after T.G. Shevchenko in Lviv, the "Hungarian Carpathian Society" and the Polish Tatshan Society, exchange of scientific materials and work experience; provision of methodical and practical assistance when traveling [13, p. 87].

With the beginning of the First World War, the tourist association "Chornohora", like the rest of the associations, ceased to exist. After its end, the tourist and local history

movement was revived again in the territories of Eastern Galicia and took organized forms from the 1920s. In particular, the "Chornogora" society, which resumed its activities in May 1922, arranged meetings, reports, conferences, joint tourist trips, theoretical and practical classes with young people, maintained a specialist library with special literature on tourism and local history, scientific articles and descriptions tourist routes, carried out publishing activities in the magazine "Tourism and Local History", and since 1937 - in the magazine "Nasha Batkivshina". Starting from 1924, the tourism and local history society "Play" functioned in Lviv with branches in other cities. It developed active publishing activities, convened general meetings, conferences, registered historical monuments, and developed tourist routes around the native land. The "Chornohora" and "Plai" societies closely coordinated work with many cultural and educational structures, schools, which in their activities used touristic local history as the best means of national-patriotic education of the younger generation [14, p. 72].

In general, the formation of the system of tourist and excursion facilities in Ukraine in the 1920s was carried out against the background of national and cultural revival, the so-called Ukrainization, which initially stimulated the development of tourism and recreation. Thanks to the high dedication, enthusiasm, and even sacrifice of Ukrainian artists, scientists, and local historians, a powerful development of the Ukrainian language, education, literature, theater, and local history took place at that time. In the course of the national and cultural revival in Ukraine, the tourist and excursion business gained great importance, because excursions were considered an important tool and method of educational and cultural-cognitive work among broad sections of the population, especially the younger generation.

During the Second World War, the tourism industry as a whole suffered great losses, most of the tourist bases, resorts and sanatoriums were partially or completely destroyed and looted, especially in Eastern Ukraine. Global and national economic problems. The resorts of Western Ukraine were less affected, most of them continued to function. In the post-war period, all material and spiritual resources were mobilized to restore the normal life of society. Even before the beginning of the 1950s, the reconstruction of the resorts of Ukraine was actually completed. After Transcarpathia was included in Ukraine, large-scale construction of new resorts in the region began. Such resorts as Karpaty - 1948, Verkhovyna - 1958, Girskaya Tysa - 1958, etc. were built. In 1965, the Uzhgorod branch of the Odesa Scientific Research Institute of Spa Resorts was opened. In the 1960s - the first half of the 1980s, recreational and tourist services became widespread in Ukraine: the number of recreation centers, tourist facilities, health camps for children increased significantly, and the geography of trips and excursions expanded. This stage is characterized by the priority of the administrative-normative concept of the development of tourism and recreation. This concept ensured the rapid growth of social tourism, but could not ensure the growth of the quality of tourist services, which over the years has lagged far behind world standards.

One of the important prerequisites that directly contributed to the development of the tourist and excursion movement was the development of transport, which underwent a fundamental technical reconstruction in the specified period. The network of electrified railways grew significantly, which was accompanied by a constant increase in the number of transported passengers. The growth and improvement of paved highways was carried out. Thus, in Ukraine, their length increased from 47,000 km to 145,000 km in 25 years (1960-1985). Air transport gained considerable weight, the number of passengers of which increased more than six times during the same time. Convenient, relatively affordable means of transport, primarily aviation, made it possible to quickly cover long distances and in a short period of time to visit a significant number of tourist sites located in different geographical areas [15, p. 239-240].

As the cultural and educational level of the population increased, its cultural needs and outlook changed. All this strengthened people's desire to learn more deeply about the history of their native land, to get acquainted with the outstanding monuments of the past, nature, life and customs of the people in different regions of Ukraine. In addition, they saw in tourism a healthy rest, an opportunity to escape from gray everyday life, to get rid of the excessive ideologization of life. After all, to meet the growing needs of the population in tourism and recreation, Ukraine had significant resource potential, first of all, natural and cultural and educational facilities. Natural objects were extremely valuable resources in terms of tourism, especially nature reserves and national parks, which provided an opportunity to rest, improve one's health, change the environment, and toughen up. Historical and architectural reserves were created in Kyiv, Chernihiv, Lviv, Kamianets-Podilskyi, Kanev, Lutsk, Ostroh, Pereyaslav-Khmelnyskyi, Poltava, Slovyanohirsk and other cities. On their basis, entire tourist complexes emerged, which became the centers of formation of tourist and excursion flows. Museums of Ukraine enjoyed great popularity among the general public of tourists and sightseers.

In the modern conditions of the war in Ukraine, the problem of using, protecting and reproducing recreational lands is extremely important. Nature conservation objects - nature reserves, national parks, zoos - also suffered significant losses. Thus, on the territory of the temporarily occupied Kherson Oblast, as a result of military and man-made factors, the surface and underground hydrosphere, natural landscapes were comprehensively destroyed. On the coast of the Black and Azov seas, coastal mining is carried out, which in turn will carry the danger of using this territory for a long time. Boarding houses and hotels house military personnel, and some are simply destroyed. This is due to the fact that combat operations are carried out mainly in nature conservation areas, as a result of which their functioning is disrupted and cultural and historical monuments are destroyed or damaged, and biological diversity in the region decreases. Numerous objects of the nature reserve fund were damaged by the construction of fortifications, felling of forest plantations, forest and steppe fires arising as a result of ammunition explosions or deliberate arson related to the tactics of warfare.

In addition, the movement of enemy military equipment, shelling and bombing led to forest fires, which did not reach catastrophic proportions only because of weather conditions. In addition, there is always a high risk of new fires occurring in the places of hostilities. Extinguishing fires during such a period, especially in territories under the control of the occupiers, will be impossible. Fires can cause irreparable damage to the ecosystems of these areas. Natural ecosystems also suffer due to fortification construction, damage to them by explosions, military transport. A large number of rockets and unexploded ammunition are being accumulated in the specified territories. This poses a threat both to people's lives and to the natural environment, in particular to land resources, for many years [16, p. 165].

Today, despite the full-scale war, the spread of new types of tourist and recreational activities, which contribute to the implementation of its individual aspects, remains relevant in Ukraine. Indeed, means of physical recreation are used among different age groups of the population (from children to middle-aged people) and social strata of society (from schoolchildren and students to managers and leaders of large organizations and firms). Relatively new types of physical exercises and movement activities, which relieve psychological tension, form willpower and resistance to stress, have become the most widespread in the recreational activities of the population. These include bowling, paintball, billiards, base jumping, kiting, parkour, free diving. The specified types have the right to exist as independent types of motor activity, as well as additional ones, depending on the type of leisure, and their use may be fully or partially restricted, depending on the age, state of health, and physical fitness of the vacationer [17, p. 162]. The popularity of these types of

physical recreation, in our opinion, is partially explained by the political and economic situation of Ukraine, which negatively affects the psycho-emotional state of Ukrainians.

4 Conclusions

So, the conducted research made it possible to determine that the origins of tourism and recreation in Ukraine have a long history, and this industry has gone through a long path of development. Visiting other lands took place due to the need to obtain data for establishing connections, trade activities, searching for sales markets, sources of raw materials, for religious purposes, for establishing inter-dynasty and cultural ties, etc. In fact, until the XIX century. the development of tourist activity was directly related to tasks of an economic and diplomatic nature, professional activities, and needs of a utilitarian nature. The modern development of tourism and recreation in Ukraine is an important priority of the socio-economic development of the country, an important factor in the stabilization and structural restructuring of the national economy, significantly influencing the expansion of human development opportunities and the solution of social problems of the population, in particular, ensuring the health and recreation of the population, carrying out meaningful leisure. Further studies of the social aspects of the development of recreation and tourism as a component of the strategy for increasing the social efficiency of the corresponding subsystem of the national economy are promising.

The full functioning of tourism and recreation on the territory of Ukraine will be possible only after the cessation of hostilities and with the provision of a safe stay of tourists in any region, unhindered movement through the territory of Ukraine, restoration of all infrastructure, transport links and tourist and recreational resources. There are a lot of countries in the world that, after large-scale military operations, quickly restored and began to develop the tourism industry at a new level, whose example should be followed when restoring the sphere of tourism and recreation in our lands.

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