

ECONOMIC AND GEOGRAPHICAL ASPECTS OF THE DEVELOPMENT OF YACHTING AS A PROMISING SPORTS TOURISM IN THE WORLD

ЕКОНОМІКО-ГЕОГРАФІЧНІ АСПЕКТИ РОЗВИТКУ ЯХТИНГУ ЯК ПЕРСПЕКТИВНОГО СПОРТИВНОГО ТУРИЗМУ У СВІТІ

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The trend for the progressive development of tourism in the context of modern world realities has undergone certain strength tests. Forcibly impaired mobility in the post-pandemic period has given rise to the search for various forms of tourist and sports recreation that promote health, among them – yachting. This type of sports tourism has a unique history, traditions, stable socio-economic basis and stimulates the development of the infrastructure of economic support. Accordingly, the work reflects the essence of yachting, factors and experience of its development in the leading countries of the world as a phenomenon of modern society and an activator of the economic growth of sports tourism. The fundamental international importance of yachting is traced in the aspect of sports and tourist mobility of the population of states. Positive organizational shifts in Ukraine are noted, the purpose of which is to solve existing problems in the development of sports water tourism in order to popularize it.

Key words: sports tourism, water tourism, yachting, yacht tourist, infrastructure.

Тренд на поступательное развитие туризма в условиях современных мировых реалий претерпел определенные испыта-

ния на прочность. Вынужденно нарушенная мобильность в пост-пандемический период вызвала к жизни поиск различных форм туристско-спортивной рекреации, способствующих укреплению здоровья, среди них – яхтинг. Эта разновидность спортивного туризма имеет уникальную историю, традиции, стабильный социально-экономический базис и стимулирует к развитию инфраструктуру экономического сопровождения. Соответственно, в работе отражена сущность яхтинга, факторы и опыт его развития в ведущих странах мира как феномена современного общества и активатора экономического роста спортивного туризма. Прослеживается важное международное значение яхтинга в аспекте спортивно-туристической мобильности населения государств. Отмечаются положительные организационные сдвиги в Украине, целью которых является решение существующих проблем в развитии спортивного водного туризма с целью его популяризации.

Ключевые слова: спортивный туризм, водный туризм, яхтинг, яхтенный турист, инфраструктура.

Тренд на поступательний розвиток туризму в умовах сучасних світових реалій зазнав певних випробувань на міцність. Вимушено пригальмована мобільність у пост-пандемічний період викликала до життя пошук різноманітних форм туристично-спортивної рекреації, що сприяють зміцненню здоров'я, серед них – яхтинг. Цей різновид спортивного туризму в світі має потужну історію, сформовані традиції, соціально-економічний базис, є чутливим до бізнесових та організаційно-управлінських змін і стимулює до розвитку інфраструктуру економічного супроводу. Такі особливості дозволили розкрити економічні переваги яхтингу, його вплив на розвиток суміжних галузей. Наголошено на унікальності взаємозв'язку з природним середовищем берегової зони, її рекреаційним розвитком та інфраструктурним наповненням. Відповідно, в роботі відображено наукову сутність яхтингу, за результатами аналізу вітчизняних і зарубіжних джерел зазначено аспекти, що потребують термінологічних уточнень та технологічної деталізації. Виявлено економіко-географічні чинники, що впливають на розвиток яхтингу. Розкрито досвід його розвитку у державах світу, серед яких ключовими туристичними адресатами є Великобританія, Німеччина, Італія, Франція, Іспанія, держави Скандинавії, Туреччина, Таїланд тощо. З урахуванням гостроти моменту зазначається важливість пропозиції яхтингу як феномену сучасного суспільства та активатора економічного зростання спортивного туризму. Відображено міжнародне значення яхтингу щодо спортивно-туристичної мобільності населення держав та регламенту різноманітних міжнародних заходів. Україна розглядається як перспективна держава у світлі світової туристично-спортивної практики, що володіє потужним рекреаційним ресурсом узбережжя, морськими і річковими акваторіями. Економічний аспект розвитку яхтингу в державі сприятиме пошуку інвесторів, активації нових бізнесових проєктів в межах рекреаційних узбережних зон, що збільшать кількість обладнаних яхтових портів у відповідності до існуючих світових стандартів. Також, наголошується на позитивних організаційних зрушеннях в Україні, що мають на меті розв'язати низку існуючих проблем в розвитку спортивного водного туризму з метою його популяризації.

Ключові слова: спортивний туризм, водний туризм, яхтинг, яхтовий турист, інфраструктура.

Problem statement. The dynamics of development of the world society, taking into account the challenges and threats of recent years, requires a rethinking of the importance of certain categories of life. These include, in our opinion, "tourism", "sports" and "health". It is sports tourism that is at the intersection of the tourism industry and the national system of physical culture and sports. Social, sports, health-improving, recreational, cognitive, educational, economic functions are implemented with its help. Unfortunately, in the previous period a significant part of the tourist market participants underestimated the role and functional significance of sports tourism referring to the assumption of the lack of a "market format" in this type of recreation. However, the situation is changing, this model of active recreation will soon have its stable seg-

ment in the proposals of travel agencies. At the same time, sports tourism is an active, sometimes elitist, and often extreme type of travel. That is why stereotypes still overwhelm some of its species, thus slowing down the development of a certain sports and tourism segment. A striking example is sailing sports tourism or, in particular, yachting. It is undeniable that the development of sports tourism concurrently performs a number of functions: it contributes to the diversification of economic activities, positively motivates people interested in sports tourism of different ages, contributes to the preservation of the environment and monuments of nature and architecture, cultural heritage, health nation and promotes a healthy lifestyle. The fact that, first of all, at least an active person has to be engaged in sports tourism is pointed out; secondly, even the

first involvement in sports tourism will motivate a person to change something in his life, move more, train, improve his physical shape, change oneself and the world around [1; 2]. The specific difference of water tourism from other sports is to overcome artificial and natural obstacles during a hike or competition, interaction with the aquatic environment. In sailing tourism, this specificity is manifested to a greater extent, as there is a need to constantly train and compete in different, sometimes rough waters. Partners of sailing sports tourism can be considered athletes of sailing, Olympic sports, as well as athletes of water sports, including water tourism. In this regard, the direction of attracting various professional and age categories of people to sailing tourism needs to be intensified. This will enable one to join the best world trends and traditions, strengthen the economic, socio-cultural, recreational and health-improving, tourist-geographical, sports functions, which corresponds to the conceptual foundations of sustainable development of society.

Analysis of recent research and publications.

The study of the development of yachting as a promising sport tourism is of a multifaceted nature due to which it falls into the interdisciplinary plane of scholarly interests of scientists and practitioners in the field of sociology, economics, tourism management, recreational geography, economic and social geography, architecture and urban planning, landscape urbanism, geography of sports etc. Thus, the relevant issue is covered by the works of national authors V. Babaritska, O. Beydik, I. Berezhna, O. Lyubitseva, O. Malinovska, V. Matsola, V. Rudenko, T. Tkachenko. Among the authors of the “near” abroad, it is noted the works dealing with tourism, recreation and tangential aspects: I. Balabanov, Yu. Vedenin, I. Zorin, V. Kvar-talnov, V. Preobrazhensky; in order to understand the economic aspects and the depth of the studied tourist segment in the world experience, the scientific achievements of F. Kotler, K. Cooper, D. Fletcher, D. Gilbert, S. Vanhill, N. Leiper et al. were useful [1; 3]. Questions on improving activities in the sports tourism industry were raised in the scientific works of the following researchers: A. Vinogradov, Yu. Grabovsky, O. Dmitruk, V. Nechaev, P. Pasechny, O. Plugar, A. Skaliy, B. Fadeev, Yu. Fedotov et al. Technical aspects of coastal design in the context of the development of yachting infrastructure, protection of natural coastal areas are considered by T. Smirnova, I. Lazareva, E. Volkova. The issues of referring to natural and climatic factors in architectural and landscape design, the spatial organization of coastal territories and recreational zones of cities, problems of landscape arrangement and construction and technical development of coastal territories [4] were studied. However, there are no systemic generalizations of the world experience in the development of certain types of sports tourism, water tourism, yachting; the issues of determining the influence of sailing and sports tour-

ism on the socio-economic development of Ukrainian regions in accordance with the existing tourist potential are poorly studied. Therefore, scientific research and generalizations of the subject plane of these issues acquire their relevance.

Setting objectives. The study of sailing tourism, yachting in the format of sports tourism allows us to find out not only the theory of the issue, the terminological apparatus but also to reveal the organizational, methodological and technological features of its development, contributing factors. The use of the world experience of the leading states and the Ukrainian realities will help to find out its prospects in the economic and tourist-geographical scientific sense.

Presentation of the main material. The beginning of the new millennium was marked by the growth of the world tourist movement. Under the influence of the rapid development of information and communication technologies and international financial relationships, tourism has become one of the most profitable areas of the international economy. According to the UN World Tourism Organization (UNWTO), about 880 million people travelled around the world in 2009, however, since 2010, the indicator has been growing by about 4% annually. Accordingly, in 2015, the number of international tourists increased from the previous year by 4.4% and amounted to 1.18 billion people; in 2019, the number of international tourist arrivals was about 1.5 billion, which is 4% (54 million) more than in 2018. The pandemic year 2020, according to rough estimates, led to a decrease in the number of arrivals by almost 1 billion and losses to the tourism sector of about 1.1 trillion dollars (together with the involved spheres – 2.4 trillion dollars). Accordingly, the return to the 2019 level in terms of the number of international arrivals will take approximately 2.5 to 4 years [3; 10]. At the same time, rapid growth and well-founded expectations make it possible to identify tourism as a reliable sector of the global economy. This proves the need to develop new types and forms of tourism, even despite the uncertainty and social upheaval in the face of global threats and challenges.

At the present stage, when analysing the state and prospects of the formation of sports tourism, first of all, its social nature should be marked. Sports tourism is considered an obligatory component of the national concept of physical culture and sports and is focused on improving health, the formation of physiological, moral, volitional and mental capabilities of a person by involving one in sports trips of varying complexity and sports tourism competitions. Moreover, it is an important means of promoting an increase in the social and labour activity of people, satisfying their moral, aesthetic and creative needs, the vital need for mutual communication, the development of friendly relations between people and the strengthening of peace.

The newest active form of recreation, unlike many others, is easily accessible to the public. Due to the

changes in the public life in the last decade, the economic motivation for the development of creative sports activities takes on new meanings. It is impossible not to notice how a healthy and active lifestyle is coming into fashion not only among the wealthy strata of the world community. Ongoing differentiation of the types of tourism and sports activities continues, giving rise to new traditions and trends. Sports water tourism, including yachting, is gradually gaining wide popularity in the world. It is generally accepted that yachting originated in European countries having special landforms and long coastlines, among the following: Scandinavian states, Great Britain, Denmark, Greece, Italy, the Netherlands and others. The peculiarities of the geographical location, first, contributed to the development of navigation both for research purposes and in commercial affairs. Over time, in the process of improving the speed and maneuverability of military and fishing vessels, ship "races" began to be held. Such traditions were especially encouraged in Greece, Denmark, the Kingdom of Great Britain, which subsequently even contributed to the progress and diversity of shipbuilding. This was the impetus for the creation of special ships intended exclusively for regattas and recreational sailing. Such floating facilities became known as yachts. Traditionally, a significant part of the population of "sea" countries is engaged in yachting. In this regard, a system of water routes and services for water tourism is developed along the sea coast and in the lake-river network of many European countries. The historical tradition has become entrenched and influenced the fact that these countries have a strong experience in organizing yacht ports, marinas and other yacht infrastructure facilities.

Until recently, the word "yachting" was associated exclusively with spectacular sports. However, in modern conditions, yachting is a special and promising direction for the development of tourism and the promotion of a healthy lifestyle, which is constantly changing, acquiring new features and functions. Consideration of specific issues of yachting tourism requires some terminological clarifications: yachting is a leisure activity that includes water sailing and, to a greater extent, yacht tourism. Yachting tourism is a type of recreation that provides for the participant's temporary travel outside the permanent place of residence outside of activities related to earning income in the host country for the purpose of traveling and using his own or leased yacht (sailing, motor-sailing, motor). It is important that it is a small boat, a yacht, that acts as a place for a tourist to spend the night. A yacht harbor is a coastal part of the water area protected from waves, which serves as a place for safe anchorage of yachts. A yacht marina is a specially equipped harbor, within which the crews of yachts, boats and other small vessels are provided with a variety of maintenance services. A yacht tourist is a person who visits a place, country of temporary stay

for the purpose of travel, sailing, outside of activities related to receiving income from sources in the country of temporary stay, for a period from 24 hours to 6 consecutive months; at the same time, the means of transportation and the main place for overnight stays is a sailing, sailing-motor or motor yacht, owned or leased [5; 7; 9]. In the context of modern technical requirements, as a rule, a marina is considered as an integral multifunctional object and is characterized by its own structure and compositional solution; it is functionally self-sufficient and significant in terms of the area involved. Modern yachting is a separate industry that requires certain technical, organizational prerequisites, the creation of an appropriate system of infrastructure facilities. Such a system includes all the necessary complex of elements for the purpose of servicing people and floating equipment and is adapted to the natural characteristics of the territory-water area, economic, social, recreational, geopolitical and other factors. At the same time, yachting is one of the most environmentally friendly forms of recreation. According to The Guardian, Microsoft founder and one of the richest men on the planet, Bill Gates, has ordered the world's first hydrogen-powered eco-yacht worth \$ 644 million. The yacht is promised to be launched in 2024. It is noted that the design of the new vessel was developed by the Dutch company Sinot, which presented it in the fall of 2019. The 112-meter yacht can accommodate 14 travelers and 31 crew members. The yacht's infrastructure is designed in such a way that it includes five decks, a spa, a swimming pool, a helipad and a gym. Of course, such a yacht will primarily perform the functions of recreational and tourist entertainment, holding events, thematic walks, and the like.

In recent years, cruise and tourist yachting has already become available not only to the wealthy but also the general public. According to experts, this type of tourist and sports activities and entertainment is becoming democratic; at the same time, in terms of comfort, it can compete with a beach holiday. An ordinary tourist in the absence of appropriate sports skills, if desired, can choose such a form of complicity in yachting, which will help to join the "process" and get not only the experience of "water sports life" but also realize recreational and tourist option. Nowadays, tourist yachting is the most widespread in the Mediterranean countries; it is readily practiced in the Caribbean, Thailand, Australia, Turkey, Greece, Croatia, USA, Poland, Bulgaria, Italy, Holland, Germany and many other countries of the world. It is becoming more profitable and economically feasible to develop this direction of the tourism industry. "Yachting is an international phenomenon, a movement without geographical boundaries; millions of yachts and even more yachtsmen sail the ocean, sea and river expanses on them. There are thousands of marinas in the world and their number is constantly growing" [8; 9].

Considering the economic prospects of yachting, it is conceptually important to take into account the world experience, according to which, in the 2020 (pandemic) year, the turnover of marinas in the Black Sea coast of Turkey amounted to about \$ 2 billion dollars per season. Accordingly, by 2023, the annual revenues from yacht tourism in the country should reach 10 billion dollars. Under certain conditions, these funds could remain within the country, increasing the revenue of companies and tax revenues to the budgets. For example, Russian citizens annually spend about 200 million Euros on yacht parking and maintenance in Turkey, Greece, Spain and other countries. The economic effect only from services for the accommodation of ships with an average cost of a yacht parking, a length of up to 15 meters, will be about 10-11 thousand dollars per year. Provided that the marina is 80% filled with yachts, an economic effect of more than 90 million dollars is expected annually.

According to the survey of the state of yacht infrastructure by Astramarinas (Spain), there are about 4,000 marinas in Europe, and 320,000 yachts are represented in Spain. An interesting observation is that they do not always "float", most of the yachts are used as shelter on the water. According to European statistics, the yacht leaves the port for about 6 days a year, the rest of the time it is in port. Accordingly, it makes economic sense to look for the functional purpose of the yacht infrastructure during the "stops" throughout the year. The corresponding experience already exists among the states of the world. Thus, according to the BBC information channel, the Thai authorities allowed tourists (spring 2021) upon arrival in the country to serve mandatory quarantine on yachts. It is planned that this will make it possible to additionally earn about \$ 58 million on yacht tourism. This step of the country's government is aimed at reviving the tourism industry, which has been hit hard by the pandemic. The yacht quarantine program will allow tourists with a negative coronavirus test to serve out isolation on board a yacht or small cruise ship [9; 10]. Note that since April 2021, Thailand has mitigated the quarantine conditions for people who have a confirmation of the absence of the disease, they will serve quarantine for 10 days, not 14 as it was before. According to the government program, the "casting" of yachts for a test launch was started, and about a hundred units of floating equipment of the forced "infrastructure" are expected. Tourists on such ships will be forced to wear a "smart" bracelet that will track vital signs of the body and monitor the whereabouts of a person. An interesting fact is that in January 2021, the Thai government allowed tourists to serve mandatory quarantine on golf courses. Thus, even in the extreme conditions of tourism development, a well-thought-out algorithm for attracting tourist infrastructure and means of transportation

(in particular, yachts) will preserve the traditions and reputation of the industry.

The popularity of yachting and water activities requires the creation of special yacht ports and marinas in many parts of the world. For this reason, there is a developed yachting infrastructure on the sea coasts and in the lake-river system of the leading tourist powers – the USA, Canada, France, Great Britain, Germany, Denmark, Netherlands, Italy, Spain, Greece. At the same time, the organization of yachting objects in the architecture of space in world practice is characterized by diversity in planning solutions, in the functional structure of the coastal zone, and the like. The territory-water area of the coastal recreational zone requires a clear organization. World experience proves the need for development and coverage of issues of architectural and planning organization of facilities for servicing the recreational fleet in coastal areas. Even in the "maritime" states, the existing scientific and practical information on this topic needs to be updated and reviewed from the point of view of modern process technology. Moreover, the existing "key" concepts (marina, yacht harbor, yacht club, port) are often interpreted in different ways and not always clear as not in all "tourist" countries, due to certain political and socio-economic transformations, it was possible to preserve or develop all the traditions of yachting. In the states of transitional economy, as a rule, a full-fledged system of water tourism with the appropriate infrastructure has not yet been formed. The Baltic states, Bulgaria, Croatia, Slovenia keep a positive trend in this sense, and Ukraine has all chances in the near future.

Great Britain has an interesting and useful experience in organizing the process of yachting and yacht ports due to its island position. The system of tourist services on water sea and river routes has existed in the state for over 65 years. At the same time, the places of anchorage of ships were historically formed on the territories of former fishing villages, ship docks, ports or individual berths. With the change in function of these facilities since the end of the twentieth century, most of the anchorages and industrial docks have been transformed into ports and marinas; subsequently, comprehensively adapted for yachting. The basic structural components of the yachting system are the marina and the yacht port, as they serve the yachting tourism and sports industry. Functionally, the facilities are focused on comprehensive servicing of the yachting sector with the subsequent formation of buildings and structures, infrastructure and maintenance of the fleet vessels, corresponding to the architectural environment. If the yacht port is functionally limited and provides only minimal yacht service, the marina provides services of the highest technical level (crane equipment, launching and lifting of vessels, transportation to storage, maintenance or repair sites). Typically, the marina provides commercial ser-

vices for tourists, shops, restaurants, cafes, as well as customs and police services. It provides the navigation area with everything necessary for the compulsory voyages for yachts with their crews and the convenient organization of sailing routes (sailings) to other harbors and countries. So, Great Britain in the north of Europe has excellent water communication with Ireland, Denmark, the Netherlands, and in the south – with France, Italy, Spain. Some of the ports are united in associations such as Premier Marinas Limited, which since 1994 has united the eight best ports in the south of England. Thanks to this, a year-round high-quality service for yachts and yachtsmen was carried out. The service provided by the association includes: fuel and water refueling, electricity charging, parking, berth service, Internet, WI-FI, port and anchorage security, pilotage services, a sailing school, an electronic navigation system, etc. [10; 11]. The choice of the location of the marina and yacht port directly depends on a number of geographical features of the coastal strip, in particular, the convenience of the geographical location. At the same time, there are a number of prerequisites, including: transport, social, functional and commercial, urban planning, economic, climatic (weather), recreational and tourist, historical, hydrogeological features of the water area and the coast, etc. It is the world experience that makes it possible to single out the urban planning requirements for the placement of marinas, among them:

- privileged transport and geographical position in relation to large settlements;
- the distance over land between yacht infrastructure facilities and cities should not exceed 80 km;
- an extensive transport network and the availability of public transport in the recreational area of the space are considered a positive advantage;
- the recommended distance between individual marinas should not exceed 20-30 miles, which is about half of the daily sailing of the yacht;
- organizational and infrastructural opportunity for sports training, walks and international competitions;
- the proximity of historical sites, cultural, architectural, landscape and other monuments;
- developed water communication, availability of a branched waterway in order to expand the geography of travel;
- modern technical and technological level of development of the existing and geographically accessible production infrastructure in order to enhance the safety of the process, and many others.

An interesting fact is that a non-governmental document created by the Association of Yacht Ports of Great Britain and based on the generalization of the experience of their construction remains a useful practical algorithm. It refers to the so-called "Practical recommendations for the design, construction and operation of marinas and yacht ports on the sea coasts and inland waters" [10; 11].

The development of world yachting is associated with international organizations. The system of interaction of professional yacht tourism with the international institutional environment has its own history and certain experience. In particular, the creation of the International Yacht Racing Union (IYRU) began in 1904 and is associated with the Yacht Racing Association (now the Royal Yacht Association). It was the secretary of the Yacht Racing Association who wrote a letter to the French Yacht Club in which she expressed her desire to hold a conference with the aim of developing international rules for racing yachts. The rules must be acceptable to all European countries. The consequence was the International Conference on Yacht Measurement in London (1906), at which the counter rule was developed. The date of creation of the International Yacht Racing Union (IYRU) is October 14, 1907. In 1996 IYRU changed its name to International Sailing Federation (ISAF) almost twenty years later (November 14, 2015) ISAF changed its commercial name to World Sailing. World Sailing is currently best known to sailors for the definition of the Rule of Sailing (RRS). It is an international standard that is used to define the rules of the competition and the format in which races are held. Since the yachting tradition has developed over the centuries in the UK and the Netherlands, the schools in these countries are considered some of the best in the world. To be eligible to operate a yacht, you must obtain an international qualification. In order to obtain a certificate, you must go to the Royal Yachting Association. Its main office is located in the English county of Hampshire, and representative offices are scattered around the world. The document from RYA is a quality mark that guarantees respect in any port [8-10]. There are also alternative proposals, for example, a school in Turkey (Marmaris) where the basics of yachting can be understood in a week. The training provides for three stages – practical, theoretical and higher; it is the latter that guarantees the yachtsman unlimited rights in the management of the ship and in crossing borders.

The geography of world yachting at the present stage is extremely diverse and attractive. When choosing a state and region for water tourism, it is worth paying attention to a number of important factors, both economic, business, tourism and infrastructure, and financial, social, security, political, and the like. For example, there are charter companies operating in the selected area that will provide the vessel. It is also worth critically assessing the participants' capabilities, their physical condition, endurance and choosing the safest area. From the point of view of physical-geographical, socio-economic, business and tourist aspects, the best countries for yachting in the world at the present stage are France, Italy, Greece, Turkey, Croatia, Spain, and numerous islands, among which the Spanish Canary and Balearic Islands stand out. France is one of the most developed yachting states in the Mediterranean and is distinguished by a large number of high-tech

marinas. During the yachting season, it is possible to combine sea tourist trips and excursions to small resort towns (Nice, Cannes, Antibes, Guiera, Saint-Tropez, Saint-Raphael). In recent years, the theme of yachting trips has expanded significantly and provides tourists with an idea of the style and way of life of the French, about the history, traditions and culture of the country. Italy is distinguished by the largest number of yachts per capita, unique enterprises producing both "middle" class vessels and luxury individual orders. Undoubtedly, the advantages of the country's 5000-mile coastline are enhanced by the presence of convenient natural bays and built harbors with quality sports and tourism infrastructure, washed by several seas. The best waters for yachting are on the west coast from Liguria to Sicily. There are rocky shores, many different islands, natural and cultural attractions. The east coast is less diverse, but has excellent sandy beaches. The waters in the Ligurian and Tyrrhenian Seas are perfectly developed and include the so-called "elite" stops in travel: Sardinia, Capri, Amalfi, Liparskiye Islands. It is a group of volcanic islands listed as a UNESCO World Heritage Site, and there is an active volcano on the island of Stromboli. At the same time, Greece is one of the best countries for yachting. There are several thousand islands in the three seas. Thanks to this natural feature, the chosen route will be extremely varied, with long or short transitions, with an overnight stay on a yacht, with visits to historical sites. The most popular areas include the Ionian Islands, Rhodes, the Cyclades and Dodecanese archipelagos, Crete, the eastern Sporades and the Peloponnese coastline. The Canary Islands and sea cruises to the Canary Islands have already become an attribute of a beautiful life. Every active tourist in Spain, European countries, seeks to experience the pleasure and happiness of a unique yachting. Historically, the Canary Islands are called "the island of happiness" and "a piece of paradise on earth" [8]. Yacht cruises to the Canary Islands open up endless ocean spaces, on these islands there is eternal spring. In Croatia, marinas are located near old cities with centers of modern art, ancient Roman buildings and other attractions. The yachting season starts in May and lasts until September. In autumn and winter, it is inconvenient to swim because of the strong wind, however, in summer the sea is calm for sailing on a yacht this is the best time. In the world of yachting, Turkey is great for beginners. The fact that the coast has many bays, coastal bays and small marinas makes it easier for yachting tourists to communicate with the sea. You can make a stop at almost any point on the coast. The marinas in this country are well equipped thanks to 30-years yachting development. The active yachting season lasts from April to November, during this period a traditional sailing regatta takes place in Marmaris; there is an opportunity to take part in an amateur regatta. Another interesting event of the active season is the yacht competition in Bodrum.

In Thailand, yachting is better developed in three regions, these are Phuket, Koh Samui and the Ko Chang archipelago. Phuket has vertical precipitous islands, while the Koh Chang archipelago contains more gentle volcanic islands with rich vegetation. There are practically no places for racing due to the small size of the water area. The main advantage of the state is that the yachting season can last a whole year. Difference in wind can be an obstacle – in spring and autumn the southern monsoons change to northern ones, so heavy rain is possible. At the same time, summer and winter differ only by a couple of degrees depending on the temperature regime. So, yachting all over the world influences the expansion of travel geography; also, it is a business with a large stable income. According to Turkish yacht managers, it is yachting that contributes about a quarter of all tourism revenues to the state budget. Greece has only the yacht charter business, in which more than 5,000 yachts bring in more than \$ 2 billion a year.

In Ukraine, sports tourism is developing mainly thanks to amateur tourists, although companies offering active recreation have appeared. Sports water tourism belongs to non-Olympic sports, which is one of the most massive and popular in the system of the Ministry of Education and Science of Ukraine. It unites more than 100,000 amateur athletes among students, has its own characteristics in the construction of the training process, competitive activity. Sports yachting in Ukraine is handled by the national body "Sailing Federation of Ukraine" that regulates the holding of competitive events in the Olympic yacht classes. On August 10, 2021, summing up the results of the Ukrainian Cup in Olympic yacht classes dedicated to the 30th anniversary of Ukraine's Independence took place. Despite the clearly expressed sporting bias of sailing tourism, it cannot be viewed solely as a competition between athletes to improve their capabilities. This is a special form of direct communication with nature, an opportunity to feel your strength, taming its elements. Yachting in Ukraine is currently underdeveloped. The country has many resources for its development, but the legislation does not actively contribute to the massive arrival of yachtsmen from other countries. Therefore, it is necessary to reconsider the situation that has developed around yachting, identify the shortcomings and solve them. With the change in economic realities, the nature of the use of the existing sports infrastructure, sports facilities, sports schools, and the like has also changed significantly. An important organizational mission belongs to yacht clubs, which are not numerous in Ukraine. As you know, the oldest in the state is the Nikolaev Yacht Club founded in 1887. Even then, it subordinated both boats and sailboats of a special design and yachts. The club has a glorious history which is continued by modern yachtsmen and amateur tourists from the founder (naval officer Yevgeny

Golikov) [8; 9]. Since 1994, the annual ecological regatta "Cup of the Kinburn Spit" has been held on its basis. The objective state of affairs in affected due to the change in the forms of ownership of individual economic entities. For example, in the past, in water sports, the development of coastal territories in most cases was carried out with the assistance of the state; centers for sports and tourism training have been created, and sailing schools have often fulfilled the mission of the basic infrastructure for conducting educational and training sessions. Due to the partial transfer of the initiative to private investors, the organization of the interaction process, the forms of holding sports camps and competitions have changed somewhat, unfortunately, not always for the better. Accordingly, as a result, the requirements for the form and maintenance of water-sailing and tourism facilities have changed. Undoubtedly, yachting for Ukraine is a promising direction of tourism. Thus, the popular Mediterranean Sea is already "mastered" by yachtsmen, so they are looking for new experiences. Ukraine is a new destination for European yachting, it is not difficult to get into the state using the Turkish straits. It is easy to go to other seas washing Europe. In addition to the picturesque sea coast, Ukraine is interesting for yachtsmen because there is an opportunity to pass through its territory along the Dnieper water area. It is possible to go down the Danube, for example, from Germany, and go through the Ukrainian part of the delta to the Black Sea, there are enough options for routes and travel.

The state desperately needs a positive experience in the development of yachting already now, this trend has been outlined in Nikolaev region and Nikolaev city. Recently, at an online conference with the symbolic name "United by Rivers" (June 25, 2021, at the initiative of Nikolaev City Council and under the framework of the "Join us!" and small-sized shipping in Ukraine [6; 8; 9]. In order to develop the water-sea complex, the corresponding infrastructure and yachting, it is necessary to improve regulation and adjust it to European requirements. This will help attract additional investment for the tourism development of coastal areas. Representatives of local authorities and water transport of the coastal cities of Ukraine – Odessa, Kherson, Nikolaev, Kakhovka, Skadovsk, Dnipro, Cherkasy, Zaporizhzhia, Kyiv, Mariupol – gathered in Nikolaev. The event was also attended by representatives of the State Regulatory Service of Ukraine, the State Service of Maritime and River Transport of Ukraine, scientists, tourists, athletes and public activists. The result was an agreement on the development of proposals for the deregulation of the water industry in Ukraine, their implementation, which will contribute to the development of coastal recreation, sports water tourism and yachting. Ukraine has every chance of becoming one of the leading states of European yachting in the future.

Conclusions. 1. Sports tourism in the world is becoming especially popular and includes not only the sports component but also the mental spiritual sphere, the way of life of travel enthusiasts themselves. Sports tourism and yachting belong to the social type of sport, they are enjoyed by generations of middle-class people, in particular, young people, students, intellectuals, teachers, doctors and more.

2. Yachting has a powerful history of its development, which intertwines different times, world events and countries. Its development is influenced by a number of factors of natural-geographical, social, economic, recreational-tourist, infrastructural, managerial, business, political character. Despite the global geographical spread of this type of sports tourism, it has the best experience in such leading countries as Germany, Italy, Great Britain, Greece, Turkey, Spain, Thailand, Scandinavian countries, etc. In modern conditions, the chance to become a "state of yachting" appears in Ukraine.

3. Review of foreign practice allows noting the deep experience and experience of the specifics and typology of water tourism as recreational and tourist sports, yachting architecture, organization of the natural environment and rational development of coastal areas, the predominance of social orientation of the environment, space objects on development of sports tourism and yachting. Foreign experience should be taken into account and applied to the Ukrainian realities of yacht tourism development.

4. In modern socio-economic realities, yachting is becoming a segment of the tourism industry, which involves various participants: yacht owners and tenants, yacht parking and maintenance companies, shipbuilders, yacht equipment manufacturers, yachtsmen's associations, insurance agencies, advertising companies. All this has a decisive impact on the strategy of yachting development and needs to be taken into account.

5. The development and popularity of yachting in the world give reason to believe that the architecture of the coastal space and yacht service can stimulate a new form of economic and environmental activities to meet the recreational needs of the population. The process of organizing spatial and coastal infrastructure should take into account the principles of accessibility, functional perfection and seasonality. At the same time, the factor of the natural environment remains decisive, which requires consideration of geological, hydrological, climatic, biological features of the space "territory-water area" within the recreational coast and between yacht ports in order to preserve landscape integrity.

6. In times of unforeseen threats and challenges of pandemic and post-pandemic nature, humanity will not stop contributing to the development of scientific, practical and amateur attention to water sports tourism and yachting, as the phenomenon of a healthy lifestyle is on the way to new tourist prospects.

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