

http://doi.org/10.17721/1728-2721.2022.82.8
UDC911.3:316+338.48+379.8

K. Dolhova, PhD Geography
ORCIDID: 0000-0002-2348-6395
National Pedagogical Dragomanov University, Kyiv, Ukraine

CONCEPTUAL FOUNDATIONS OF HUMAN-GEOGRAPHICAL STUDY OF THE COMPLEX OF CHILDREN'S TOURISM (ON THE EXAMPLE OF THE CECT CLUSTER OF UKRAINE)

Nowadays it is extremely important to consider children's tourism through its various types, including resort and health-improving, cognitive-event children's tourism (CECT). The last one could be the basis for the knowledge development about the history of Ukraine, popularization of our state traditions and customs, nurturing the values of the Ukrainian people among children. The important role of interdisciplinary toolkit, in particular in the study of geospatial processes and relationships, ensures the effectiveness of research on the geospatial organization of children's tourism and its various types in particular, the functioning, problems and prospects of children's tourism at national, regional and local levels, which is especially important in the context of social transformation, including decentralization, as well as against the background of current situation in Ukraine.

The purpose of the study is to determine the conceptual foundations of human-geographical study of the complex of children's tourism, and the main tasks – to outline the typical functional-component and territorial-cluster structures of the CECT cluster based on the Ukrainian experience of organizing specialized tourist services for young tourists. The research methodology includes the use of methods of content-analysis of relevant foreign and Ukrainian publications, comparison, systematization, generalization, graphical and comparative-geographical methods, cluster approach and statistical analysis of factual information from open sources.

The place of the CECT cluster in the complex of children's tourism structure is substantiated. The conceptual provisions of the study of the complex of children's tourism have been improved by defining the typical functional-component structure of the CECT cluster, which includes the interaction of customers (commissioners) of relevant tourism services, primary tourism enterprises and related secondary, tertiary, as well as management, educational, research establishments, organizations and institutions, based on direct and inverse, information, operational and management links, that is providing the formation of cognitive-event specialization tourist product for young tourists. The typical territorial-cluster structure of the functional children's tourism cluster as substantiates territorial clusters on national (NTC), trans-regional (TRTC), regional (RTC) and local (LTC, LTSC) taxonomic levels is proposed, which are based on organizational and managerial links, similar natural and socio-geographical conditions of the relevant tourist and recreational areas, as well as on the basis of analysis of the intensity of vertical and horizontal human-geographical links that arise between the subjects of the functional cluster. Besides, examples of the functional CECT cluster of Ukraine are given.

Keywords: children's tourism, complex of children's tourism, cluster of cognitive-event tourism, CECT cluster, socio-geographical research of tourism

Introduction. Given the strong resource and socio-economic potential for the development of children's tourism, as well as the request of Ukrainian society to raise a healthy, active, intelligent and inquisitive younger generation, the phenomenon of children's tourism in Ukraine needs a thorough study to understand its functioning. Nowadays it is extremely important to consider children's tourism through its various types, including resort and health-improving, cognitive-event children's tourism (CECT). The last one could be the basis for the knowledge development about the history of Ukraine, popularization of our state traditions and customs, nurturing the values of the Ukrainian people among children. The important role of interdisciplinary toolkit, in particular in the study of geospatial processes and relationships, ensures the effectiveness of research on the geospatial organization of children's tourism and its various types in particular, the functioning, problems and prospects of children's tourism at national, regional and local levels, which is especially important in the context of social transformation, including decentralization, as well as against the background of current situation in Ukraine.

Analysis of recent studies and publications. The study of the children's tourism phenomenon dates back to the formation of sightseeing in Ukraine and the organization of mass tourist trips around the world, active research in terms of Human Geography dates the 20th century end. In particular, researchers from The United Kingdom (Turley, 2001) and The USA (Gaines & Hubbard, 2004) have studied the socio-spatial features of children's tourism services. Other English scientists works are devoted to highlighting the relationship between place and space in children's tourism, such as: J. Norton, P. Kraftl, N. Carr, S. Holloway, G. Valentine (Carr, 2002; Horton & Kraftl, 2006), for the first

time Chinese scientists (Kao-Chin Wang, An-Tien Hsieh, etc.) have substantiated the essence of tourist space as a plane of organization of children's tourism services (Wang, 2004).

Ukrainian researchers take into account issues related to the territory tourism potential, the geospatial organization of the complex of children's tourism, children's tourism infrastructure. Geographers have studied the children's tourism as a tourist and local history activity are revealed by O. Kolotukha (Kolotukha, 2005) and V. Redina (Redina, 2000), foreign and domestic experience in organizing children's health-improving and recreation – O. Malynovska (Malynovska & Dolhova, 2013), the history of children's tourism developing – N. Kotsan, A. Yavorska (Kotsan & Yavorska, 2015), V. Kostashchuk (Kilinska & Kostashchuk, 2010). In recent years, there has been analyzed the functioning mechanism of the cluster of resort and health-improving children's tourism of Ukraine as a part of the complex of children's tourism of Ukraine, and there has been improved the methodology of Human Geography research of such a functional cluster (Dolhova, 2019).

Content analysis of foreign and Ukrainian publications showed that researchers did not focus much in their studies on children's tourism, such as CECT, considering it only through the tourist and local lore activity (Kolotukha, 2005) or family recreation (Horton & Kraftl, 2006). At the same time, it could be considered insufficiently disclosed the possibilities of interdisciplinary toolkit for children's tourism studying, in particular its cultural, cognitive and event subspecies, whose services are a significant part of a specific tourism product for young tourists.

The purpose of the study is to determine the conceptual foundations of human-geographic study of the complex of children's tourism, and the main tasks – to outline

the typical functional-component and territorial-cluster structures of the CECT cluster based on the Ukrainian experience of organizing specialized tourist and recreational services for young tourists.

Methodology and methods. Theoretical and methodological developments of: E. Kotlyarov on the concept and essence of recreational complex (Kotlyarov, 1978), O. Topchiev on the principles of recreational complexes, clusters and cycles (Topchiiev, 2005), M. Pistun on the foundations of human-geographical relations underlying the allocation of territorial and complex-proportional structures of human activity (Pistun, 1996), O. Beidyk on the concept of territorial recreational complex (Beidyk, 1997) were the basis for defining the conceptual provisions and improving the human-geographical toolkit for the CECT cluster studying. In order to achieve to the purpose of this article, there are used content analysis methods to study foreign and Ukrainian publications related to children's tourism and its types, methods of comparison, systematization, generalization and graphics to reveal the essence and determine the typical functional-component structure of the CECT cluster. There are used the cluster approach and comparative-geographical method, statistical analysis to substantiate the territorial-cluster structure of the functional CECT cluster on the example of the Ukrainian experience in children's tourism.

Statement of basic materials. CECT is a type of children's tourism, which provides a temporary organized departure of a young tourists group with a leader outside the place of permanent residence for educational and entertainment purposes. This type of children's tourism usually includes the following subspecies for the purpose of young tourists travel: cultural-cognitive (school) and event tourism (Dolhova, 2019). According to F. Shandor and M. Klyap, "school tourism" involves tourism and local lore activity at school, aimed at meeting pupils' recreational needs, and event tourism – a trip that is timed to a specific event (Shandor & Klyap, 2013). The essence of school tourism should be revealed through the children's learning and recreation, the functions of which (cognition and education) are usually realized during extracurricular activities through the development of cultural and cognitive travel routes for young tourists. Event children's tourism meets the children's recreational needs, especially in entertainment, it involves organized attendance at social events aimed at children, which are often attended as part of extracurricular activities. Thus, CECT provides organization of the tourist services commissioned by secondary education institutions, higher education institutions of I-II levels of accreditation and out-of-school education institutions.

According to the functional purpose of different levels of tourist and recreational processes organization are determined the complex, subcomplex, cluster and subcluster of children's tourism (Dolhova, 2019). Besides, the subcluster of children's tourism is a component of the cluster, which includes the cooperation of some of its functional entities and corresponds to a highly specialized tourist and recreational cycle. The cluster of children's tourism is a group of enterprises, organizations, institutions that provide, control or coordinate the provision of tourist and related services to young tourists, while implementing several related tourist cycles. The subcomplex of children's tourism is a group of clusters that specialize in serving young tourists in one direction of the tourist flow (Dolhova, 2019). Moreover, grouping on the basis of specialization of enterprises that provide the same tourist and related

services to meet young tourists' needs, where the combination of such services is a specialized tourism product allows to identify a number of functional elements of children's tourism, including the CECT cluster, subclusters of cultural-cognitive (school) and event tourism, as well as their components. The typical functional-component structure of the CECT cluster is presented in Fig.1.

Human-geographical research also involves the disclosure of the concepts of the territorial CECT cluster, its structure and principles of organization. As well the territorial complex of children's tourism is considered as a form of geospatial organization of children's tourism, which involves the interaction of geographically localized enterprises and institutions, their use of particular area natural and human-geographical conditions to meet young tourists' needs (Dolhova, 2017). The territorial CECT cluster can be a form of geospatial organization of the functional CECT cluster, which provides close human-geographical links between geographically localized enterprises and institutions that use the natural and human-geographical potential of a particular area to meet young tourists' needs in knowledge, education and recreation.

The system of patterns, principles and factors underlies the geospatial organization of the economy, including the complex and functional clusters of children's tourism. Thus, the main laws are rationality, which means the effectiveness of the interaction of territorial formation elements for children's tourism needs, complexity, implemented through the optimal functioning of all components of children's tourism as a multifaceted territorial formation, zoning, which reflects the spatial distribution of children's tourism. There are principles of the geospatial organization the relevant functional cluster of children's tourism, that are territorial specialization and complexity, environmental friendliness, improving the social living conditions of people and achieving a high level of social development, state support (Ishchuk, 2011; Oliinyk, 2011). In our opinion, the best territorial specialization of children's tourism can be reflected through a typical territorial-cluster structure of the corresponding functional cluster. The elements interaction of such a structure through horizontal and vertical, direct and inverse (provision and consumption of services) links, which may vary in intensity, may reflect the geospatial organization of the CECT cluster. Besides, territorial clusters should be allocated taking into account the organizational and managerial links inherent in CECT, the similarity of natural and human-geographical conditions of the relevant tourist and recreational areas, which are used to meet children's needs.

According to M. Porter's theory of competitive advantage, clusters can cover the territory from one city or region (region, state) to a country, and sometimes several neighboring states (Porter, 2005). M. Rudneva systematizes the concept of industrial (local), regional, interregional, international, cross-border clusters on the basis of territorial division (Rudneva, 2010). That is the CECT cluster on a territorial basis can operate at the micro-, meso-, macro-level. The common human-geographical features indicate the existence of horizontal links that arise between the elements of the territorial cluster, and which can be assessed on the principle: the links are more intense, if the share of domestic young tourists is greater in relation to incoming tourists. Also domestic young tourists should be considered those who travel through the territory of the administrative-territorial unit of permanent residence, and incoming – those who travel outside the place of permanent residence.

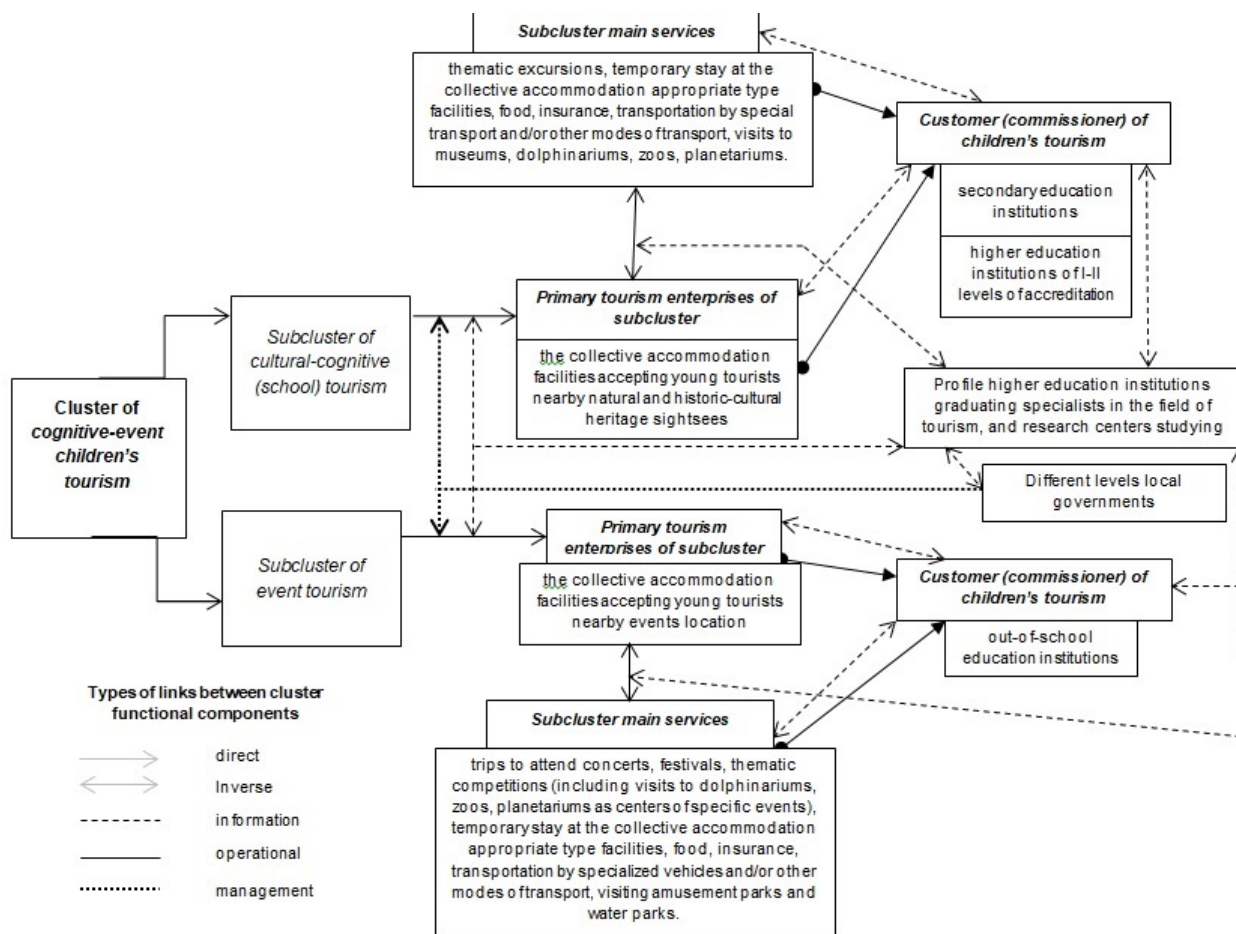


Fig. 1. Typical functional-component structure of the CECT cluster

So, in order of decreasing intensity, horizontal connections can be: 1) permanent (the volume of cognitive-event services satisfies needs of only domestic young tourists – the share of served domestic young tourists is about 100 %); 2) periodic (the volume of cognitive-event services satisfies needs of domestic and incoming young tourists – the share of served domestic young tourists is not less than 75 %); 3) episodic (the volume of cognitive-event services satisfies needs of domestic and incoming young tourists – the share of served domestic young tourists is not less than 50 %). The closeness of vertical connections within each territorial cluster directly depends on the functional interaction of primary tourism enterprises and related secondary, tertiary, and management institutions. There is the larger the share of highly specialized cluster members and the smaller the number of enterprises that provide similar services, organizations and institutions that perform similar functions, those is the stronger the connection between them and the cluster core. Accordingly, we can distinguish local subcluster (LTSC), local (LTC), regional (RTC), trans-regional (TRTC) clusters and national (NTC) cluster of CECT (see tab.1).

In Ukraine, examples of such typical territorial-cluster structure elements of the functional CECT cluster can be (each of the territorial clusters includes activities of collective accommodation facilities in accordance with table 1):

- Volodarskyi local subcluster, which is formed by attraction to the local specialized CECT point Volodarka (Kyiv

region), there is the park "Sakura Island" on an artificial island in the middle of the Ros river, that is a popular destination for young tourists in recent years.

- Bila Tserkva local cluster, which is formed by attraction to the local wide profile CECT center Bila Tserkva (Kyiv region). This territorial cluster specializes in organizing cultural-cognitive and event tourism services for children: excursion routes cover the natural-geographical and historical-cultural potential of Bila Tserkva district and young tourists can be involved in thematic events of local importance, such as an Exhibition-competition of Decorative-applied Arts and Crafts "Beauty at the hands of young people", Balloon Festival "Alexandria extravaganza", etc.).

- Zakarpatskyi regional cluster, which is formed by attraction to the regional wide profile CECT center Uzhgorod (Zakarpattia region). This territorial cluster specializes in organizing cultural-cognitive and event tourism services for children: excursion routes cover the natural-geographical and historical-cultural potential of the Zakarpatskyi region, and young tourists can be involved in thematic events of regional importance, such as gastronomic festivals to the "Count's muffin", that deepens knowledge about the traditions and culture of the region, etc.).

Table 1. Taxonomy of the CECT territorial cluster

Geospatial organization level	Territorial-cluster structure element	Functional core	Functional features	Sings of the territory tourist potential
Micro-level	Local subcluster (LTSC)	local specialized CECT point	it is the settlement territory with one collective accommodation facility accepting young tourists, and also with a part of the enterprises, establishments accompanying its activity	there is one natural/ historical-cultural heritage sightsee or one event that is organized for children on a regular basis on the territory
	Local cluster (LTC)	local specialized or wide profile CECT center	it is the administrative district territory, where the interaction of a set of collective accommodation facilities accepting young tourists, and related activities of enterprises, institutions and establishments, forms the regional tourism product	tourism product corresponds to one or more subtypes of children's tourism. There are a set of natural and historical-cultural heritage local importance sightsees and/or the organization of at least two thematic events on a permanent basis on the territory.
Meso-level	Regional cluster (RTC)	regional wide profile CECT center	it is the administrative region territory, where the interaction of a set of collective accommodation facilities accepting young tourists, and related activities of enterprises, institutions and establishments, forms the regional tourism product	tourism product corresponds to all subtypes of children's tourism. There are a set of natural and historical-cultural heritage regional importance sightsees and/or the organization of regional importance events set on a permanent basis on the territory.
	Trans-regional cluster (TRTC)	trans-regional wide profile CECT center	it is the territory of a group of regions that are similar in human-geographical potential, where the interaction of collective accommodation facilities accepting young tourists, and related activities of enterprises, institutions and establishments, forms the trans-regional tourism product.	tourism product corresponds to all subtypes of children's tourism. There are a set of natural and historical-cultural heritage trans-regional importance sightsees and/or the organization of trans-regional importance events set on a permanent basis on the territory.
Macro-level	National cluster (NTC)	national wide profile CECT center	it is the state territory, where the interaction of collective accommodation facilities accepting young tourists, and related activities of enterprises, institutions and establishments, forms the national tourism product. It determines the place of the state in the international division of labor.	tourism product corresponds to all subtypes of children's tourism. There are a set of natural and historical-cultural heritage national importance sightsees and/or the organization of national importance events set on a permanent basis on the territory.

- Carpathian trans-regional cluster, which is formed by attraction to the trans-regional wide profile CECT center Yaremche (Ivano-Frankivsk region). This territorial cluster specializes in organizing cultural-cognitive and event tourism services for children: excursion routes cover an area with significant natural and geographical resource potential of the Ukrainian Carpathians, historical and cultural potential of Zakarpattia, Chernivtsi, Ivano-Frankivsk and Lviv regions, as well as young tourists can be involved in trans-regional thematic events, that often include travel to competitions in orienteering, ballroom and modern dance, art competitions, etc.).

- the National cluster of Ukraine, which is formed by attraction to the national wide profile CECT center Kyiv. The following territorial cluster specializes in organizing cultural-cognitive and event tourism services: excursion routes cover the entire territory of the country, which has a natural-geographical and historical-cultural potential, and young tourists travel to participate in All-Ukrainian and International festivals, competitions, that are devoted to the diverse development of the children, for example, "Talented Children of Ukraine", "Creative Vacation", "Bookmania", "Art Mosaic", "New WAVE", etc.).

Conclusions. The conceptual principles of human-geographical study of the complex of children's tourism are based on determining the features of its geospatial organization. Given the specificity and functional purpose of

different levels of tourist processes organization, the human-geographical provisions of the complex of children's tourism can be used in the study of other functional clusters of children's tourism, which are formed around children's travelling. Besides, along with the cluster of resort and health-improving children's tourism should be considered the CECT cluster, which provides the organization of tourist services for secondary schools, higher education institutions of I-II levels of accreditation and out-of-school education. The typical functional-component structure of the CECT cluster consists of the interaction customers (comissioners) of relevant tourism, primary tourism enterprises and related secondary, tertiary, as well as management, educational, research establishments, organizations and institutions, based on direct and inverse, information, operational and management links, that is providing the formation of cognitive-event specialization tourist product for young tourists. Taking into account the organizational and managerial links inherent in the CECT, the similarity of natural and human-geographical conditions of the respective tourist areas, as well as based on the analysis of the vertical and horizontal human-geographical links intensity between tourism entities, it is possible to offer a typical territorial-cluster structure of the functional CECT cluster: local subcluster(LTSC), local (LTC), regional (RTC), trans-regional (TRTC) clusters and national (NTC) cluster. There are Volodarsky local subcluster, Bila Tserkva local

cluster, Zakarpatskyi regional cluster, Carpathian trans-regional cluster and the national cluster of Ukraine as the examples of the territorial-cluster structure elements of the CECT cluster of Ukraine.

References

1. *Beidyk, O. O.*, (1997). Ukrainsko-rosiiskiy slovnyk terminiv i poniat z heohrafiy turizmu i rekreatsiinoi heohrafiy [Ukrainian-Russian dictionary of terms and concepts on Geography of Tourism and Geography of Recreation]. Kyiv, "Kyeviskyi un-t". Retrieved from: <http://www.geograf.com.ua/glossary/termini-z-galuzi-turizmu-ta-rekreatsiji/teritorialno-rekreatsijnij-kompleks-trk> (In Ukrainian).
2. *Carr, N. A.*, (2002). comparative analysis of the behavior of domestic and international young tourists. *Tourism Management*, 23 (3), 321-325. DOI: 10.1016/S0261-5177(01)00089-9
3. *Dolhova, K.*, (2017). Klasterna model terytorialnoho kompleksu dytiachoho turizmu ta rekreatsii v Ukraini [Cluster model of children's tourism and recreation territorial complex in Ukraine]. *Economic and Social Geography*, 78, 47-52. DOI: 10.17721/2413-7154/2017.78.47-52 (In Ukrainian).
4. *Dolhova, K.*, (2019). Terytorialna orhanizatsiia klasteru kurortno-ozdorovchoho dytiachoho turizmu Ukrainy: avtoref. dys. kand. heohr. nauk: 11.00.02 [Geospatial organization of the cluster of resort and health-improving children's tourism of Ukraine]. Kyiv: Taras Shevchenko National University of Kyiv (In Ukrainian).
5. *Gaines, B. L., Hubbard, S. S. et al.* (2004). An analysis of children's programs in the hotel and resort industry market segment. *International Journal of Hospitality & Tourism Administration*. 5 (4), 85–99. DOI: 10.1300/J149v05n04_05
6. *Horŭon, J., Kraftl, P.*, (2006). What Else? Some More Ways of Thinking and Doing 'Children's Geographies'. *Children's Geographies*, 4 (1), 69–95. DOI: 10.1080/14733280600577459
7. *Ishchuk, S. I., Hladkyi, O. V.*, (2011). Heohrafiia promyslovkyh kompleksiv [Geography of industrial complexes]. Kyiv: Znannia (In Ukrainian).
8. *Kilinska, K., Kostashchuk, V. et al.*, (2010). Teoretychni ta prykladni aspekty rekreatsiinoho pryrodokorystuvannya v Ukraini [Theoretical and applied aspects of recreational nature management in Ukraine]. Chernivtsi: Yuriy Fedkovych Chernivtsi National University (In Ukrainian).
9. *Kolotukha, O. V.*, (2005). Dytyacho-yunats'kyi turizm v Ukraini yak terytorial'na sotsial'no-ekonomichna systema: problemy ta perspektivy rozvytku: avtoref. dys. kand. heohr. nauk: 11.00.02 [Children's tourism in Ukraine as a territorial social and economic system: problems and prospects

of development]. Kyiv: Taras Shevchenko National University of Kyiv (In Ukrainian).

10. *Kotlyarov, E. A.*, (1978). Geografiya otdyia i turizma: Formirovanie i razvitie terytorialnykh rekreatsionnykh kompleksov [Geography of leisure and tourism: Formation and development of territorial recreational complexes]. Moscow: Myisl (In Russian).
11. *Kotsan, N. N. & Yavorska, A. V.*, (2015). Istoriia rozvytku dytiachoho turizmu v Ukraini [History of children's tourism development in Ukraine]. Retrieved from: <https://internationalconference2014.wordpress.com/2015/12/18/> (In Ukrainian).
12. *Malynov'ska, O.*, (2008). Heohrafiya dytyachoho turizmu [Geography of children's tourism]. *Regional Studies. Geography. Tourism*, 44, 3–5. (In Ukrainian).
13. *Malynov'ska, O., Dolhova, K.*, (2013). Rynok dytiachoho turizmu: Innovatsiini formy orhanizatsii vidpochynku [Children tourism market: the innovation forms of organization of the rest]. *Geography and tourism*, 24, 60-68. (In Ukrainian).
14. *Oliinyk, Ya. B., Smyrnov, I. H.*, (2011). Mizhnarodna lohistyka [International logistics]. Kyiv: Obrii (In Ukrainian).
15. *Pistun, M. D.*, (1996). Osnovy teorii suspilnoi heohrafiy [Fundamentals of Human Geography Theory]. Kyiv: Vyshchashkola (In Ukrainian).
16. *Porter, M.*, (2005). Konkurentsya [Competition]. Moscow: Publishing House of "Vilyams" (In Russian).
17. *Redina, V.*, (2000). Kraieznavcha poshukova diialnist uchniv u pozashkilnomu zakladi [Local lore research activities of schoolchildren in out-of-school institutions]. *Geography and basics of economics at school*, 1, 34-35. (In Ukrainian).
18. *Rudneva, M. H.*, (2010). Klasteri yak ob'ekt vyvchennia kraioznavstva [Clusters as the object of country studies research]. *Geography and Tourism*, 6, 76-79 (In Ukrainian).
19. *Shandor, F. F., Kliap, M. P.*, (2013). Suchasni riznovydy turizmu [Modern types of tourism]. Kyiv: Znannia (In Ukrainian).
20. *Topchiiev, O. H.*, (2005). Suspilno-heohrafichni doslidzhennia: metodolohiia, metody, metodyka [Human Geography research: methodology and methods]. Odesa: Astroprint (In Ukrainian).
21. *Turley, S.*, (2001). Children and the demand for recreational experiences: the case of zoos. *Leisure Studies*, 20 (1), 1-18. DOI: 10.1080/02614360122877
22. *Wang, K. C. et al.*, (2004). Who is the decision-maker: the parents or the child in group package tours? *Tourism Management*, 25 (2), 183–194. DOI: 10.1016/S0261-5177(03)00093-1

Надійшла до редколегії 09.04.22

К. Долгова, канд. геогр. наук

Національний педагогічний університет імені М. П. Драгоманова, Київ, Україна

КОНЦЕПТУАЛЬНІ ЗАСАДИ СУСПІЛЬНО-ГЕОГРАФІЧНОГО ВИВЧЕННЯ КОМПЛЕКСУ ДИТЯЧОГО ТУРИЗМУ (НА ПРИКЛАДІ КЛАСТЕРУ ППДТ УКРАЇНИ)

Сьогодні вкрай важливо розглядати дитячий туризм через призму його різнопрофільних видів, зокрема курортно-оздоровчого й пізнавально-подієвого (далі – ППДТ). Останній може стати вдалим підґрунтям для розвитку знань з історії України, популяризації традицій і звичаїв нашої держави, плекання цінностей українського народу серед дитячого населення. Вагома роль суспільно-географічних методик у міждисциплінарному інструментарії, зокрема у вивченні геопросторових процесів та зв'язків, забезпечує ефективність дослідження особливостей територіальної організації дитячого туризму й різних його видів, зокрема особливостей функціонування, проблем і перспектив розвитку комплексу дитячого туризму на національному, регіональному та локальному рівнях, що особливо важливо в умовах суспільної трансформації, у тому числі децентралізації, а також на тлі сучасних подій в Україні.

Метою дослідження є визначення концептуальних положень суспільно-географічного вивчення комплексу дитячого туризму, а завданнями – окреслити типові функціонально-компонентну й територіально-кластерну структуру функціонального кластеру ППДТ на основі вивчення українського досвіду організації профільних туристично-рекреаційних послуг для юних туристів. Методика дослідження передбачала застосування методів контент-аналізу профільних закордонних та українських публікацій, порівняння, систематизації, узагальнення, графічний і порівняльно-географічний методи, кластерний підхід і статистичний аналіз фактичної інформації з відкритих джерел.

Обґрунтовано місце кластеру ППДТ у структурі комплексу дитячого туризму. Удосконалено концептуальні положення вивчення комплексу дитячого туризму шляхом визначення типової функціонально-компонентної структури кластеру ППДТ, що охоплює взаємодію замовників відповідних турпослуг, первинних туристичних підприємств і суміжних їм вторинних, третинних, а також управлінських, навчально-наукових установ. Функціонально-компонентна структура на основі прямих і зворотних виробничих, інформаційних та управлінських зв'язків передбачає формування турпродукту пізнавально-подієвої спеціалізації для юних туристів. Також запропоновано типове територіально-кластерну структуру функціонального кластеру ППДТ: локальні підкластери (ЛПТК), локальні (ЛТК), регіональні (РТК), міжрегіональні (МТК) кластери та національний (НТК), які виділено з урахуванням організаційно-управлінських зв'язків, схожості природних і суспільно-географічних умов відповідних туристсько-рекреаційних територій, а також на основі аналізу інтенсивності вертикальних і горизонтальних суспільно-географічних зв'язків, які виникають між суб'єктами функціонального кластеру. Наведено приклади територіально-кластерної структури функціонального кластеру ППДТ України.

Ключові слова: дитячий туризм, комплекс дитячого туризму, кластер пізнавально-подієвого туризму, кластер ППДТ, суспільно-географічне дослідження туризму.