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*ПРИРОДООРІЄНТОВАНИЙ ТУРИЗМ ТА АУТДОР-РЕКРЕАЦІЯ ЯК ІНТЕГРАЛЬНІ ПОНЯТТЯ
АКТИВНИХ ВИДІВ ТУРИЗМУ ТА РЕКРЕАЦІЇ*

Мета. Метою статті є спроба впорядкування дефініцій щодо активних видів туризму та рекреації з пропозицією об'єднувального терміну для видів туризму, що пов'язані з подорожами в природному середовищі.

Методика. Для окреслення об'єктно-предметної області дослідження розвитку активних форм туризму та рекреації, з'ясування сутності основних термінів та понять застосовувалися загальнонаукові методи – діалектичний, індукції та дедукції, а для аналізу понятійно-термінологічного апарату дослідження – системно-структурного аналізу та синтезу. Із наукових підходів наскрізне значення мають системний та геопросторовий підхід.

Результати. Аналіз співвідношення понять щодо активних форм туризму та рекреації, дав можливість зробити висновок, що всі вони застосовують для їх позначення терміни, які відображають тенденцію зростаючого інтересу та дбайливого ставлення до природи. Саме тому їх слід відносити до природоорієнтованого туризму, під яким слід розуміти будь-який активний вид рекреації, подорожей, здійснюваних безпосередньо в малозміненому природному середовищі, поза техногенних ландшафтів. В межах природоорієнтованого туризму виділено блок активного туризму, розуміючи під ним такий, який при подоланні туристських маршрутів використовує активні засоби пересування та подолання перешкод (пішки, на байдарках, лижах, велосипедах тощо). Блок активного туризму поділяється на три сегменти – спортивно-оздоровчий туризм (спортивно-рекреаційний туризм) → спортивний туризм → екстремальний туризм. Спортивний туризм виступає центральною ланкою блоку активного туризму, це – вид активної рекреаційно-туристської діяльності, яка здійснюється в природному середовищі, і полягає у проходженні туристських спортивних маршрутів з подоланням різноманітних перешкод (перевалів, вершин, порогів, каньйонів, печер тощо) різними засобами пересування із використанням спеціальних технічних прийомів і спорядження. Західним аналогом спортивного туризму слід визначати пригодницький туризм. Окремо слід розглядати об'єктно-предметну область активної (аутдор) рекреації, яка, на протигагу активному туризму, носить локальний характер.

Наукова новизна полягає у впорядкування дефініцій щодо активних видів туризму та рекреації з пропозицією об'єднувального терміну для видів туризму, що пов'язані з подорожами в природному середовищі, та окремо видів активної рекреації.

Практична значимість. Апробована методика може бути використана для подальших досліджень активних видів туризму та рекреації, що пов'язані з подорожами в природному середовищі.

Ключові слова: активний туризм, спортивний туризм, пригодницький туризм, екстремальний туризм, активна рекреація.

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*NATURE-BASED TOURISM AND OUTDOOR RECREATION AS INTEGRAL CONCEPTS OF ACTIVE
TYPES OF TOURISM AND RECREATION*

Objective. The purpose of the article is to try to organize the definitions of active tourism and recreation with the proposal of a unifying term for types of tourism related to travel in the natural environment.

Methods. To outline the object and subject area of the study of the development of active forms of tourism and recreation, to clarify the essence of basic terms and concepts, general scientific methods were used – dialectical, induction and deduction, and to analyze the conceptual and terminological apparatus of the study – system-structural analysis and synthesis. Among the scientific approaches, the systemic and geospatial approaches are of cross-cutting importance.

Results. The analysis of the correlation between the concepts of active forms of tourism and recreation made it possible to conclude that they all use terms that reflect the trend of growing interest and careful attitude to nature. That is why they should be referred to as nature-based tourism, which should be understood as any active type of recreation, traveling directly in a little-altered natural environment, outside of man-made landscapes. Within the framework of nature-based tourism, the block of active tourism is distinguished, meaning one that uses active means of transportation and overcoming obstacles (on foot, kayaking, skiing, bicycles, etc.) when overcoming tourist routes.

The active tourism block is divided into three segments: sports and recreation tourism (sports and health tourism) → sports tourism → extreme tourism. Sports tourism is the central link of the active tourism block; it is a type of active recreational and tourist activity that takes place in the natural environment and consists in passing tourist sports routes with overcoming various obstacles (passes, peaks, rapids, canyons, caves, etc.) by various means of transportation using special techniques and equipment. Adventure tourism should be considered as a Western analogue of sports tourism. The object-subject area of active (outdoor) recreation, which, unlike active tourism, is local in nature, should be considered separately.

The scientific novelty is to organize the definitions of active tourism and recreation with the proposal of a unifying term for types of tourism related to travel in the natural environment and separately types of active recreation.

Practical significance. The tested methodology can be used for further research on active tourism and recreation related to travel in the natural environment.

Keywords: active tourism, sports tourism, adventure tourism, extreme tourism, active recreation.

Problem statement. Active means of transportation of tourists in the natural environment and the necessary route technologies are increasingly used in tourism practice. In this regard, definitions such as “active tourism”, “adventure tourism”, “sports tourism”, “sports and health tourism”, “sports and recreation tourism”, “extreme tourism” are widespread in the modern scientific tourism literature. Often, the subject areas included in the definitions used by different authors overlap and intersect. There is confusion and ambiguity in the interpretation of certain terms, and a difference in definitions in domestic and foreign tourism terminology. The unifying point is that all of the above types are realized in the original or little changed natural environment and reflect the trend of growing interest in nature and careful attitude to the environment, based on the concepts of sustainable, balanced tourism development. Hence, there is a need to understand the existing subject terminology regarding active forms of tourist movement, primarily in the natural environment, and to systematize the types of tourism associated with such movement as a global, geospatial phenomenon.

Analysis of recent research and publications. The analysis of recent research and publications shows the growing interest of scientists in the issues of active tourism and recreation. In addition to the author's own research, these are primarily the works of domestic scholars V. Abramov, M. Gamkalo, V. Zigunov, I. Zigunova, V. Kazakov, I. Kolotukha, etc., which attempt to streamline the existing tourism terminology of the active segment of the tourism industry. In general, the analysis of recent studies and publications shows the significant potential of active tourism and recreation as an innovative direction of tourism development, but also emphasizes the need for further research to understand its full impact and optimal use.

Identification of previously unresolved parts of the general problem. The importance of the conceptual and terminological apparatus at the initial stage of the study of any social phenomenon or process is extremely important. After all, it sets the research algorithm and defines its basic definitions. In addition to streamlining the conceptual apparatus in the field of active tourism and recreation research, there is a need to introduce a single general concept to denote travel in the natural environment. In addition to the above-mentioned varieties of active forms of tourism in nature, there is a wide range of terms that characterize partly different, but in many respects close to each other forms of tourism with the following names: ecological, green, alternative, responsible, wild, soft, etc. All of them use terminology to define them, which reflects the trend of growing interest in nature based on the concepts of sustainable, balanced tourism development. The existence of this interest is directly related to two global trends in tourism development – globalization and ecologization. Along with the global spread of high-tech standardized tourism services, there is also a diversification of demand, which is expressed in the demand for alternative types of tourism to the generally recognized ones. In this situation, it is necessary to actualize the new qualities of the tourism product, which can be introduced into it due to the regional, environmental and cultural specifics of a particular tourist region.

Formulation of the objectives of the article. The purpose of the article is to try to organize the definitions of active tourism and recreation with the proposal of a unifying term for types of tourism that are somehow related to travel in the natural environment.

Summary of the main material. According to the author, the following common features can be distinguished which characterize the types of tourism with an active mode of movement, taking into account the general features of tourism (place of stay of a tourist, duration of stay and activities in the place of temporary stay):

- active nature of tourist activities;
- focus on natural resources, holding events in the original or little changed natural environment;
- mostly route-based nature of the events;

- the need for a significant territorial resource;
- Specific requirements to the natural environment – low population, undeveloped territory, remoteness from centers of settlement, etc;
- specific connection with the tourism industry;
- dependence on the transport development of the region (Kolotukha, 2015).

In the opinion of some scholars and the author, it may be appropriate to use the terms “nature tourism” or “nature-based tourism”, which are already found in tourism research, but do not have a clear emphasis and a clear definition. In general terms, they should be understood as any type of active recreation, traveling directly in the natural environment, outside of man-made landscapes.

It should be noted that in the Western scientific tourism literature, the concepts of *nature tourism* and *nature-based tourism* can often be found. For example, the Texas Wildlife Association defines *nature tourism* as responsible travel in natural areas that preserves the environment and improves the well-being of the local population. This is tourism based on the natural attractions of the area. Examples include birdwatching, landscape photography, stargazing, camping, hiking, hunting, fishing, and visiting nature parks, etc. (Texas Wildlife Association, 2023). Australian scientists R. Buckley and A. Coghlan define *nature based tourism* as a broad term that covers all types of tourism focused on wild or natural areas (Buckley, Coghlan, 2012). The similarity of definitions, in our opinion, indicates the synonymy of the terms “nature tourism” and “nature-based tourism”.

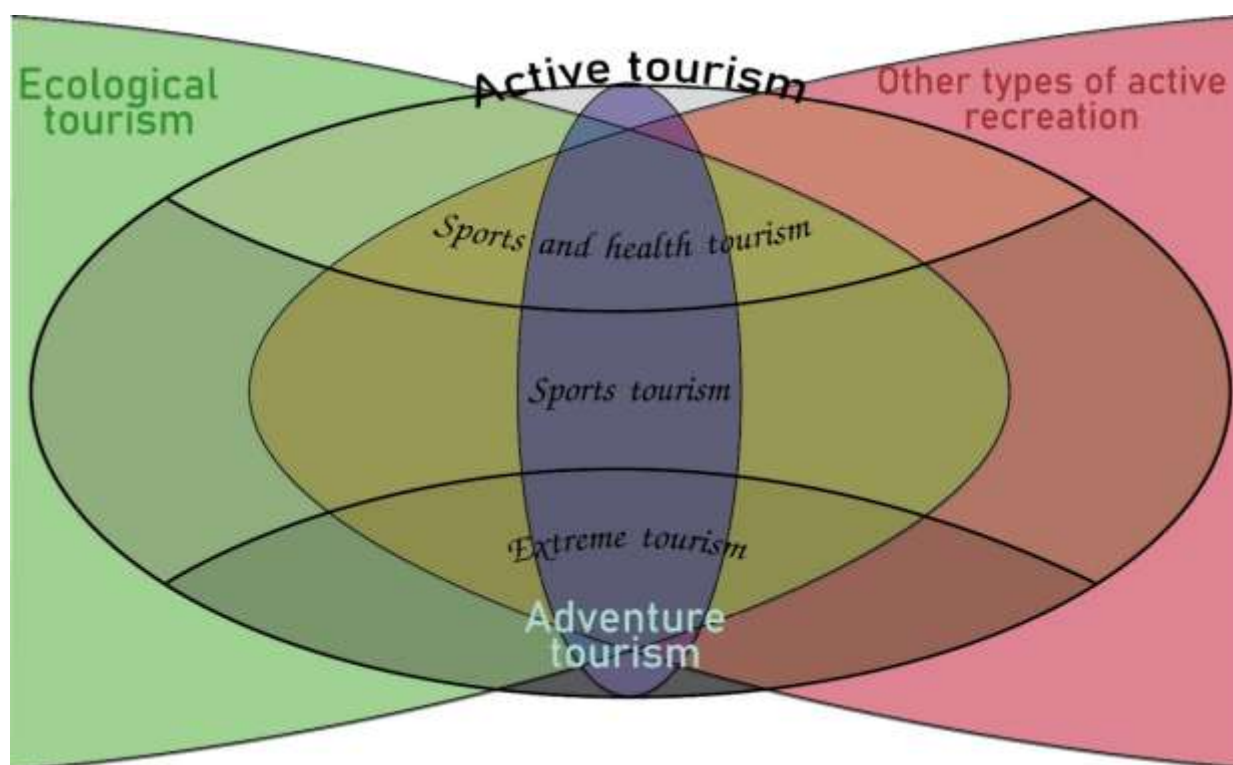
All of the above definitions interpret the main concept quite specifically, which allows to include in its structure a variety of types and forms of tourist and recreational activities, gives a clear indication of the main resource used – little-altered or wild nature, which is also the main purpose of the trip. Such tourist activities imply that tourists stay mainly in natural landscapes little changed by humans, but may not exclude visits to a number of natural and anthropogenic complexes, such as rural areas, ski centers, nature parks, etc.

Having analyzed the correlation between the concepts of “active tourism”, “adventure tourism”, “sports tourism”, “sports and health tourism”, “sports and recreation tourism” and “extreme tourism”, we can conclude that all of them are distinguished by such a criterion as the purpose of the trip. All of these types of tourism, along with responsible, alternative, sustainable, ecological, wild, green, soft, etc., use terms that reflect the trend of growing interest and careful attitude to nature. That is why, in the author's opinion, they should be attributed to nature-based tourism, which should be understood as any active type of recreation, travel carried out directly in a little-altered natural environment, outside of man-made landscapes (Kolotukha, 2024).

Taking into account the main unifying feature, the following general characteristics of nature-based (nature) tourism can be distinguished:

- it is based on the direct use of natural resources;
- it requires a natural and environmentally friendly environment, natural landscapes little changed or undeveloped by humans, and natural objects preserved in a more or less original form;
- it is ecologically oriented - based on a careful attitude to nature and the socio-cultural environment, and should contribute to their protection;
- its development should not contradict the interests of the local population and should contribute to the preservation of the socio-cultural environment of the region where the tourist is staying;
- educational nature of travel - it is characterized by the focus on gaining new knowledge about nature and the world around us during the trip;
- it can be carried out both in amateur and organized form, which makes it a more flexible sector of the tourism market, socially oriented, accessible to the majority of the population;
- it should be a cost-effective type of nature and land use that stimulates sustainable development of the region where it is carried out (Kolotukha, 2015).

In his previous studies, the author examined the correlation of concepts in nature-based tourism (Fig. 1) (Kolotukha, 2015).



Source: Kolotukha, 2015

Figure 1. Correlation of concepts in nature-based tourism

Within the framework of nature-based tourism, the author distinguishes a block of active tourism, understanding it as one that uses active means of transportation and overcoming obstacles (on foot, kayaking, skiing, bicycles, etc.) when overcoming tourist routes.

The active tourism block is divided into three segments – sports and health tourism (sports and recreation tourism) → sports tourism → extreme tourism. The analysis of the concepts of “sports and health tourism” and “sports and recreation tourism” gave grounds to consider these concepts almost identical, because they use similar activity forms (simple hikes), take place in a pristine or slightly modified natural environment, and have a health and recreational effect.

The central link of the active tourism block is sports tourism, a type of active recreational and tourist activity that takes place in the natural environment and consists of passing tourist sports routes with overcoming various obstacles (passes, peaks, rapids, canyons, caves, etc.) by various means of transportation using special techniques and equipment. In Ukraine and a number of post-Soviet countries, sports tourism is a non-Olympic sport that has all the official attributes of a sport. People engaged in sports tourism are motivated to improve their sports skills, fulfill the requirements for qualification and obtain the appropriate sports categories and titles. At the same time, sportsmanship has its own specifics – it is the mastery of various tourist techniques and tactics used to successfully overcome tourist hiking routes, various natural obstacles and distances of tourist competitions. At the present stage, sports tourism is developing in two directions: route tourism (passing routes of tourist and sports hikes) and competitive tourism (preparation and participation in competitions in sports tourism techniques). The Sports Tourism Federation of Ukraine is responsible for the development of sports tourism in Ukraine; the International Sports Tourism Federation is responsible for the development of sports tourism in the world.

There is a difference in approaches to the definition of sports tourism in the domestic and Western scientific tourism literature. Western tourism experts define sports tourism as trips for the purpose of participation of athletes and fans in sporting events, support of favorite sports teams and athletes at the Olympic Games, world championships and cups, European championships, rallies, etc. This definition of sports tourism is also supported by the World Tourism Organization (UNWTO, 2023). In our opinion, such an interpretation of sports tourism should be defined as a subtype of event tourism, giving it the name sport-event tourism.

Taking into account all species and classification features, a species structure of sports tourism was developed, which currently includes more than 60 species and subspecies (Kolotukha, O., Kolotukha, I., 2022). Thus, sports tourism in Ukraine has a clearly defined regulatory framework, a developed

classification of routes, a gradation of the complexity of tourist obstacles, and sports standards. Therefore, all active tourist activities that do not “reach” the level of sports tourism in terms of parameters and intensity are classified by the author as sports and recreational tourism.

Instead, extreme tourism should include types of travel that exceed the normative requirements of the sports travel classifier, as well as forms of high-risk activities that are carried out during sports trips or specialized competitions.

In economically developed countries, active tourism, similar to sports tourism, is developing at the amateur level and is a type of active, often extreme, recreation. In Europe, the United States, Canada, Australia, New Zealand, and a number of other countries, this type of tourism is also practiced, but it is not a sport. No tourist teams are formed here, no official competitions are held. In this case, we are talking about the so-called adventure tourism, traveling in natural areas, scouting, etc. In this case, forms of active tourism with a vivid cognitive component form a block of adventure tourism, which can be implemented in sports and recreation, sports or even extreme content. According to the requirements of the World Adventure Travel Trade Association, any tourist activity can be classified as adventure tourism if it includes at least two of the three features: physical activity, cultural exchange or interaction, or immersion in the natural environment (Global Adventure Travel Trade Association, 2023).

The subject fields of active tourism and ecotourism (Fig. 1) partially overlap, as active tourism is often realized in an untouched or little-altered environment and is ecological in nature. Ecotourism, on the other hand, can use both active forms of tourism – hiking, nature excursions, etc. and passive forms – animal and plant observation, rural green tourism, visits to natural parks, etc.

Active tourism is superimposed on other types of active recreation and sports that use tourism as an intermediate product in terms of realizing the ultimate goal or goals of the trip – mountaineering, rock climbing, skiing, diving tourism, etc. According to the author, a synonym of the concept of “active recreation” is the concept of “outdoor recreation” (various forms of recreational activities carried out in the natural environment), which is quite popular in the Western scientific tourism literature.

Table 1.

Types of local active (outdoor) recreation

<i>Land</i>	<i>Air</i>	<i>Water</i>	<i>Snow (winter)</i>
tubing	base jumping	big wave riding	aero boarding
zorbing	wing suit	wake boarding	naturbahn
kite tracking	gliding	wake surfing	skeleton
land kiting (land boarding)	ground launch	hydrofoil	kite skiing (kite snowboarding)
land gliding	hang gliding	jet boarding	snow tubing
long boarding	jet packing	kite surfing	snow boarding
rock boarding	kiting	kite sailing	snow blade
sand boarding	kite boarding	paddle boarding	snow kayaking
skul boarding	paragliding	power skying	snow mobiling
free boarding	parasailing	sail boarding	snow rafting
mountain boarding	sky diving	surfing	snow skating
jibbing	speed gliding	flow riding	speed riding
	speed flying		
	fly boarding		
	hand gliding		

Source: Kolotukha O., Kolotukha I., 2022

The types and subject fields of active (outdoor) recreation, which is local in nature, as opposed to active tourism with its components, which has a deep route basis, should be considered separately. In this context, the author understands active recreation as the process of using the means, forms and methods of physical culture and sports aimed at meeting the needs for active recreation, recuperation, entertainment and personal development in free and specially allocated time. The content of active recreation is specially organized aerobic motor activity in combination with anaerobic activity, which is carried out with relatively low intensity in the form of physical exercises, change of activities, motor games and entertainment, etc.

A number of tourism researchers refer to active (sports and extreme) tourism as some local types of active recreation, extreme entertainment associated with a certain risk to life. The author estimates that there are more than 50 such extreme types of active recreation. They can be divided into 4 groups: land,

air, water and snow (winter) (Table 1). However, these types of active recreation and extreme sports in no way fall under the concept of tourism, they are local in nature, while active tourism with its components has a deep route basis (Kolotukha O., Kolotukha I., 2022).

The definitions of all these types of local active (outdoor) recreation are presented in the electronic Dictionary-Handbook at the link (Kolotukha, 2024).

Conclusions. The analysis of the correlation between the concepts of active forms of tourism and recreation made it possible to conclude that they all use terms that reflect the trend of growing interest and careful attitude to nature. That is why they should be referred to a single generalizing concept – nature-based tourism, which should be understood as any active type of recreation, travel carried out directly in a little changed natural environment, outside of man-made landscapes. Within the framework of nature-based tourism, the block of active tourism is distinguished, meaning one that uses active means of transportation and overcoming obstacles (on foot, kayaking, skiing, bicycles, etc.) when overcoming tourist routes. The block of active tourism is divided into three segments: sports and health tourism (sports and recreation tourism) → sports tourism (the western analog of which is the so-called adventure tourism) → extreme tourism. The object-subject area of active (outdoors) recreation should be considered separately, which, in contrast to active tourism, is local in nature.

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