

UDC 796.51-053.81(510)

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Evaluation of the level of development of sport tourism China and Europe

Abstract. Purpose: to evaluate the level of development of sport tourism China and Europe. **Material and Methods:** analysis and generalization of literature and electronic sources, official web-sites. **Results:** a significant increase in the number of tourists in recent years. The level of development of sport tourism is constantly growing and shows mass popularity among the population. **Conclusions:** the development of sport tourism in Europe more than in China. Improvement of forms of organization and means of sport tourism will attract more people.

Keywords: sport, tourism, heritage, UNESCO, China, Europe.

Introduction. The tourism industry is a whole interdisciplinary complex and plays an increasingly prominent role in the socio-economic system of the world. Currently, outbound tourism is one of the most dynamically developing spheres of business. Rational means of the organization of people's free time at all socio-economic structures is a sports and Wellness tourism (WTO), the development of which is provided by various public associations, organizations and unions at the state and social basis [2; 5].

Youth SWT, unlike other sports is one of the most effective health technologies. Taking into account that young people are the future generation of the country, it is very important not to forget about their physical education. It is to increase the gene pool of the country and there is a SWT. Under sports tourism refers to travelling, Hiking and other recreational activities for spiritual and intellectual development of man and society.

Purpose. The purpose of the study is to evaluate the level of development of sport tourism China and Europe.

Objectives of the study:

1. Based on the analysis of literary sources to consider the objects of tourism China and Europe for the development of sport tourism among the youth and other segments of the population.

2. To determine the level of development and the role of sport tourism for the population of China and Europe.

Material and Methods: analysis and generalization of literature and electronic sources (books, articles, dissertations and abstracts of conference proceedings), analysis of official web-sites.

Research results and their discussion. Tourism is one of the most important aspects of modern economy, aimed at meeting human needs and improving the quality of life of the population. In contrast to many other economic sectors, tourism does not lead to depletion of natural resources. Being export-oriented sector, tourism shows greater stability in comparison with other branches of the unstable situation on the world markets [6].

It was found that the most rational way of organising free time of youth is a SWT. A substantial core of education in SWT is the combination of physical and moral education. Here is the physical perfection of a person with a simultaneous improvement of its moral sphere: consciousness, behavior, feelings, attitudes. The research allowed to determine the conditions that

increase the efficiency of the educational potential of SWT [1].

The world of SWT, being interesting, accessible and cheap school of survival and adaptation to stressful situations, at the same time creates the conditions for preparing the younger generation to serve in the army, to resolve questions and to vocational training, work-related rescue squads, and other human activities in extreme conditions. In addition, SWT is a source of creation of special intellectual product for the sphere of the theory of tourism, defining the strategy, tactics, technique of travel, the development of new tourist routes, the creation of modern equipment.

By definition of the World Tourism Organization (WTO), tourism is the aspect of the form of human recreation in their spare time, affecting the health, physical development of a person associated with movements outside the permanent place of residence. Tourism is a multifaceted phenomenon: it is a journey, leisure, pleasure, as well as activities aimed at the organization and implementation of tourist services [6].

The main content of sports tourism is overcoming the natural barriers natural terrain. These obstacles represent a great variety: rock, snow, ice, water hazards and many other types, types and forms of natural obstacles.

Technical progress and the monotony of life, the abundance of stress have a negative impact on the health and psyche. In recent years, interest in tourism has shifted from passive «beach» recreation for active types and forms of tourism, which is one of the effective means of stress relief (hiking, skiing, water, horse, mountain, and others). They include activities and travel, entertainment, sports, requiring considerable physical stress [9].

Sports tourism is becoming an increasingly popular sport. The experience shows, SWT occupies an important place in the life of modern society. Mankind throughout the centuries of history had a peculiar desire to know the world around us. This has always contributed temporary movement or the movement of a person in a different country, continent or place other than his usual place of residence.

While in 1950, the number of tourists worldwide was 25 million, according to WTO data, in 2006 there were registered 846 million tourists arrivals, and from 2012 this number has exceeded 1 billion tourists and is constantly increasing. This resulted in the creation of the world tourism market, which involves almost all countries [7].

China, with its ancient history and culture, natural attractions has rich tourist resources (historic sites,

[dx.doi.org/10.15391/sns.v.2014-6.025](https://doi.org/10.15391/sns.v.2014-6.025)

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cultural traditions, national cuisine, martial arts, chinese circus, opera and others). In different regions of China, there are substantial differences in the availability of historical, cultural and natural tourist resources. Most of them placed in the South-Eastern provinces of the country, which include Jiangsu province, where the city, the existing more than 2,5 thousand years – Suzhou, Yangzhou, Nanjing, Zhenjiang and other Attractions that attract tourists. The most interesting for tourists unique historical, cultural and natural values. For example, in Suzhou these objects are widely known ancient canals and the historic gardens – the world cultural heritage [10].

Most often, the China visit neighbors tourists from Japan, South Korea and countries in Southeast Asia. Lately, experts say the increasing number of tourists from Europe and North America [2].

China is the third area (9,6 million km²) country in the world after Russia (17,07 million km²) and Canada (9,98 million km²). Europe square is about 10 million km², with a population of over 730 million people, in contrast to China with a population of 1,3 billion people. In Europe a small area concentrated a large number of countries with open borders [3].

International tourism in the world is very uneven, which is explained primarily by the different levels of socio-economic development of countries and regions. The greatest development of international tourism has received in Western European countries. The share of this region accounts for about 60% of the world tourist market, more than 18% of the world tourism market accounted for the Asia-Pacific region, less than 17% of the market in America, and about 8% of the market to Africa and the middle East together [7]. Countries in East Asia and the Pacific, which includes China, evaluated in the long term score is higher than inbound tourism.

The world tourism organization published a report with data for 2013 on the most visited countries. The rating was headed by France, in second place – the USA, the third – Spain (tab. 1) [7].

Europe is the main tourist region of the world and will retain its leadership, despite the fact that its share in tourist arrivals has been steadily declining: 1970 – 68,2%; 2000 – 57,7%; 2020 (forecast) 44,8 percent. According to the forecast, China by 2020 will become the leading tourist destination in the world, ahead of the three leaders – France, USA and Spain [7].

Tourist resources are a national treasure. However, some of them of special importance attributed to objects and monuments of world importance. This list establishes and annually updates UNESCO. Tourist resources is a

combination of natural and artificially created person object, suitable for the creation of the tourist product, which represents the range of services provided by the tourism enterprise citizens. They are natural, historical, socio-cultural objects, other objects that can satisfy the spiritual needs of the consumers of tourism services, to assist in the reconstruction and development of their physical and moral forces. Thus, in the tourism industry organically combined natural and socio-economic factors.

According to the official source [10], in the list of UNESCO world heritage site (data for November 2014) includes 936 properties, of which 725 cultural, 183 natural and 28 mixed, that is, created with great skill by nature and man. China has 47 tourist objects – 33 cultural, 10 natural and 4 mixed, but still 47 objects on the commission to UNESCO.

As mentioned above, the area of Europe is approximately equal to the area of China, and the population is less than half. According to the same source [10], in the list of world heritage in Europe at the moment is 409 cultural, 53 natural and 10 mixed, and 540 of the objects under consideration. Quantitative potential of tourism resources in Europe according to the world heritage list of UNESCO listed in tab. 2.

European countries are conveniently located relative to each other – have a common border, which mainly take place in easy to overcome natural boundaries. Geographical proximity and a dense network of communication make the trip from one country to comfortable and affordable. On a relatively small area centered about 40 States, each of which has a distinctive history and culture. Tourist activity Europeans identifies significant urbanization and population density, ethnic and religious mosaic, excellent hotel and transport infrastructure, high level of education.

Tourism development in Europe are conducive to cultural and historical factors. The countries of this region have made a decisive contribution to the development of modern civilization. Nowhere in the world there is such a high saturation of architectural, historical and cultural monuments of various epochs. In Europe you can visit a variety of objects, ranging from the Neolithic sites of ancient people, to ultra structures of London and Paris. That is what determines popularity of tours in European countries. In Europe, widespread beach, recreational, educational, business, sports and adventure tourism.

Conclusions. It is established that the level of development of SWT in Europe is more developed than in China, which is justified by the geographical position, the

Table 1
The most visited countries in the world (WTO report 2013)

Place	Country	Tourists, mln. hmn.	Place	Country	Tourists, mln. hmn.
1	France	84,7	6	Turkey	37,8
2	USA	69,8	7	Germany	31,5
3	Spain	60,7	8	United Kingdom of Great Britain	31,2
4	China	55,7	9	Russia	28,4
5	Italy	47,7	10	Thailand	26,5

Table 2
Quantitative potential of tourism resources in Europe

№	Country	Cultural	Natural	Mixed	Considered
1.	China	33	10	4	47
2.	Austria	9	–	–	11
3.	Azerbaijan	2	–	–	10
4.	Albania	2	–	–	4
5.	Andorra	1	–	–	2
6.	Armenia	3	–	–	4
7.	Belarus	3	1	–	10
8.	Belgium	11	–	–	16
9.	Bulgaria	7	2	–	13
10.	Bosnia and Herzegovina	2	–	–	8
11.	United Kingdom of Great Britain and Northern Ireland	23	4	1	14
12.	Hungary	7	1	–	11
13.	Germany	36	3	–	9
14.	Greece	15	–	2	15
15.	Georgia	3	–	–	16
16.	Denmark	3	3	–	9
17.	Ireland	2	–	–	7
18.	Iceland	1	1	–	7
19.	Spain	39	3	2	27
20.	Italy	46	4	–	41
21.	Kazakhstan	3	1	–	13
22.	Cyprus	3	–	–	12
23.	Latvia	2	–	–	3
24.	Lithuania	4	–	–	1
25.	Luxembourg	1	–	–	–
26.	Malta	3	–	–	–
27.	Netherlands	9	1	–	9
28.	Norway	6	1	–	6
29.	Poland	13	1	–	4
30.	Portugal	14	1	–	11



continuation of table 2

№	Country	Cultural	Natural	Mixed	Considered
31.	Republic of Macedonia	–	–	1	3
32.	Republic of Moldova	1	–	–	2
33.	Russian Federation	16	10	–	27
34.	Romania	6	1	–	14
35.	San Marino	1	–	–	–
36.	Serbia	4	–	–	11
37.	Slovakia	5	2	–	14
38.	Slovenia	2	1	–	3
39.	Tajikistan	1	1	–	16
40.	Turkey	11	–	2	52
41.	Ukraine	6	1	–	15
42.	Finland	6	1	–	6
43.	France	35	3	1	38
44.	Croatia	6	1	–	17
45.	Montenegro	1	1	–	6
46.	Czech Republic	12	–	–	18
47.	Switzerland	8	3	–	1
48.	Sweden	13	1	1	1
49.	Estonia	2	–	–	3
Total		409	53	10	540

quantitative potential of tourism resources and motivation of the population.

The process of attracting all age groups to different types of tourism requires improvement forms of organization and means of sport tourism.

In terms of improvement of sport tourism is quite promising is the formation of a recreation system of physical education, aimed at the realization of human poten-

tial, the formation of the harmony of the physical, spiritual and mental development of the individual throughout the life-work activities.

Prospects for further research. Increased recreational activity in the framework of sport tourism will improve physical fitness and vitality, which are the basis for improving the health of people. Further research will allow you to set the value of each type of tourism at any age.

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Received: 18.11.2014.

Published: 31.12.2014.

Анотація. У Лінна, Брусенцев В. О. Оцінка рівня розвитку спортивно-оздоровчого туризму Китаю і країн Європи. **Мета:** оцінити рівень розвитку спортивно-оздоровчого туризму Китаю і країн Європи. **Матеріал і методи:** аналіз та узагальнення літературних і електронних джерел, офіційних веб-сайтів. **Результати:** виявлено достовірне збільшення кількості туристів за останній час. Рівень розвитку спортивно-оздоровчого туризму постійно зростає і свідчить про масову популярність серед населення. **Висновки:** розвиток спортивно-оздоровчого туризму в країнах Європи більше, ніж у Китаї. Удосконалювання форми організації й засобів спортивно-оздоровчого туризму залучить більше населення.

Ключові слова: спорт, туризм, спадщина, ЮНЕСКО, Китай, Європа.

Аннотация. У Линна, Брусенцев В. А. Оценка уровня развития спортивно-оздоровительного туризма Китая и стран Европы. **Цель:** оценить уровень развития спортивно-оздоровительного туризма Китая и стран Европы. **Материал и методы:** анализ и обобщение литературных и электронных источников, официальных web-сайтов. **Результаты:** выявлено достоверное увеличение количества туристов за последнее время. Уровень развития спортивно-оздоровительного туризма постоянно растёт и свидетельствует о массовой популярности среди населения. **Выводы:** развитие спортивно-оздоровительного туризма в странах Европы больше, чем в Китае. Совершенствование формы организации и средств спортивно-оздоровительного туризма привлечёт больше населения.

Ключевые слова: спорт, туризм, наследие, ЮНЕСКО, Китай, Европа.

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Стаття надійшла до редакції: 18.11.2014 р.

Опубліковано: 31.12.2014 р.

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Бібліографічний опис статті:

Wu Linna. Evaluation of the level of development of sport tourism China and Europe / Wu Linna, V. Brusentsev // *Слобожанський науково-спортивний вісник*. – Харків : ХДАФК, 2014. – № 6(44). – С. 129–133. – dx.doi.org/10.15391/snsv.2014-6.025

