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### TOURIST AND EXCURSION RESOURCES OF DESNIANSKIY RECREATIONAL ROUTE

*Every year river cruises are becoming more common, as river corridors have strong potential for recreation and tourism: architectural, historical and natural attractions are concentrated on their banks and in the port cities. Nevertheless major rivers have a huge resource and recreational potential as compared to small and medium-sized rivers, their tourist-recreational "luggage" is remarkably more modest. At the same time historical and national patriotic significance of small rivers sometimes is not inferior to the potential of major rivers. It's worth noting that it is the medium and small rivers that often bears a recreational load that overpasses similar load on the major rivers. Materials of the article, based on the field researches and processing of an array of relevant publications and monographs, are dedicated to the systematization of ideas about the natural, architectural, historical and cultural resources of the Ukrainian part of the river Desna (Kyiv and Chernihiv region) – the largest left tributary of the river Dnipro. It's suggested structural logical model of the hierarchy of fundamental world recreational and tourist resources, where banks of rivers, lakes and artificial lakes occupy the third of six levels. We systematized the ideas about the natural, architectural and historical sites that are visible from the board of the ship passing along the river Desna route and it was explained the sequence of its passage. Quantitative and qualitative indicators and characteristics of the tourist tour route on the Desna river is the basis for the comprehensive assessment of recreational and tourist potential of the Desnianskii recreational corridor, appropriate managerial decisions in through the lens of economic and ecological policies and regional (local) planning and design. River cruises and guided tours on the major and medium rivers of Ukraine, with its language, food and leisure particular characteristics, come to be certain alternative to the traditional Ukrainian tourist's voyages to Egypt, Turkey, the Mediterranean Europe or Thailand.*

**Keywords:** river cruises, Desnianskiy recreational route, historical, cultural and natural recreation and tourism resources.

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### GLOBALIZATION: THE GEOGRAPHICAL NEXUS

*Geography as both a discipline and wide discourse explicitly aims to conceive the Earth as a whole. Human geography contributed a lot to the critical study of globalization. However, the academic inquiry suggests the lack of conceptualization, which can serve as a readable scholarly framework, teaching and learning in particular. This article scopes the weave of terms related to globalization and geography based on the Dictionary of Human Geography. Acknowledging the reservations of the Dictionary of Human Geography itself and understanding the limitations of the survey based on yet one dictionary this article ponders on the foundations, which can framework the geographical approach to globalization. Focus on detecting the key concepts mentioned in the topical article, clarifying their interpretation and logical context for geographical nexus paves the way for platforming the systemized and generalized conceptualization. The basic concepts of economics and social sciences design the 'flat-world' metaphor. The last serves to the vital task of human geography aimed to disclosure of taken-for-granted geographical imaginary and an investigation of its (often unacknowledged) effects, thus, geographical conceptualization of globalization. Geographic arguments serve as an integral part of the logic of the 'flat-world' geographic imaginary of globalization debunking. The evolution of academic responses to the 'political version' of the world's general state suggests essence, limitations and further development of skeptical, parameterized, geographically sensitive approaches, and counter-hegemonic critique of neo-liberal globalization. The disciplinary nexus of globalization implicitly refers to economic, industrial and agricultural, population and labor, urban and rural, regional, contrapuntal and feminist geographies. Moreover, the context of the above consideration reinforces the role of human and physical the geographies and the formal theories of location and spatialization, in particular. Notions of spatial organization, place-transcending and place-remaking dynamics deterritorialization and reterritorialization, etc. suggest the need for further reverse exploration of over thirty geographical concepts and terms – the space, the place, the territory, etc. – in the context of globalization discourse. The mental map of the conceptual framework of globalization and geographical nexus summarizes the key findings.*

**Key words:** globalization, geography, conceptual framework.

**Introduction.** Geography, human in particular, contributed a lot to the critical study of globalization [6,viii]. The Dictionary of Human Geography (further the DHG) [6] refers over 80 publications having 'globalization' in their titles. One can hardly pretend to review the huge number of other scientific works related to the topic.

The ongoing formation of geography has been intimately involved with the changing capacity to conceive the Earth as a whole [5; 6, p.290]. However, the academic inquiry suggests the lack of systemized and generalized conceptualization, which can serve as a readable scholarly framework, teaching and learning in particular.

Thus, this scoping study aims to trace the weave of contemporary geographic knowledge and globalization discourse. The encyclopedic format of the DHG seems to facilitate this purpose, yet uneasy one. The objectives focus on detecting the key concepts mentioned in the topical article, clarifying their interpretation and logical context for geographical nexus. Following the DHG format the capital letters mark the concepts in this text while underlining flags the geographically sensitive notions and terms. The DHG serves as the key bibliography source added by just several presumably important to this article references.

Acknowledging the reservations of the DHG itself [6, p.289] and understanding the limitations of the survey

based on yet one dictionary this article ponders on the foundations, which can framework the geographical approach to globalization.

**Key findings.** The 'GLOBALIZATION' article references 35 terms including 13 of them further mentioned in the index part of the DHG among related 89 items in total. The basic concepts of economics and social sciences design the 'flat-world' metaphor [7; 8] (Table.1).

The evolution of academic responses to the 'political version' of the world's general state suggests essence, limitations and further development of skeptical, parameterized, geographically sensitive approaches, and counter-hegemonic critique of neo-liberal globalization (Figure 1).

The logic of debunking of the myths of the globalization (new-ness, inevitability, leveler effect) DISCOURSE includes geographical arguments as an integral part. The last serves to the vital task of HUMAN GEOGRAPHY aimed to disclosure of taken-for-granted GEOGRAPHICAL IMAGINARY and an investigation of its (often unacknowledged) effects [6,p.282], thus, geographical conceptualization of globalization.

GEOGRAPHY contributed to knowing and rendering the world and variable intersections between CAPITALISM, WAR and GLOBALIZATION by development of its sub-fields including inculcation of 'SENSE OF PLACE' and

production of allegiances, connections and divisions within it [9; 6, p.291]

The GEOGRAPHICAL IMAGINARY represents the spatial ordering of the TAKEN-FOR-GRANTED WORLD [6, p.282] as a concept inspired itself by HUMANISTIC GEOGRAPHY [6, p.741] and used in DHG 'GLOBALIZATION' in relation to the logical paradox of the instrumental political use of the neo-liberal discourse of globalization [6, p.309]. The last deliberately replaced CAPITALISM in the 1980s and 1990s [6, p.59] and, emphasizing free-MARKET notion, constituted a driving idea behind globalization understood as unstoppable global INTEGRATION [7; 8]. The notion of the historical irony of globalization's myths and further elaborations of academic approaches [e.g. 16] argue for earlier globe-spanning ECONOMIC INTEGRATION since 'the need of a constantly expanding MARKET for its products chases the bourgeoisie over the entire surface of the globe' [18, p.38] as a result of IMPERIALISM. In addition to skeptics and other scholars reasoning the geographical considerations inure disavowal of the ideas about the role of border-

crossing TRANSNATIONAL CORPORATIONS and free market fundamentalism.

Since the 1970s geographers have been particularly concerned to address the relations between SPACE, environment and the reproduction of capitalist system [6, p.62]. The geographical conceptualization of GLOBALIZATION inherently embraces the re-reading of CAPITALISM based on the 'spatial fix' (FRICTION OF DISTANCE) concept [12]; explorations of ways in which CAPITAL as a social relation has spatial and ecological expressions (e.g. geography of ACCUMULATION or INDUSTRIAL DISTRICTS) [6, p.59]; representations of space-nature-capitalism triumvirate on spatial division of labour, UNEVEN DEVELOPMENT (thus, AREAL DIFFERENTIATION; INEQUALITY, SPATIAL); trajectories of capitalism, neo-liberalism (free MARKET), and DEVELOPMENT, etc.[6, p.62]. Explicitly, changes in the nature of global capitalism raise issues of interconnectivity, involving people, things and other FLOWS (TRANSNATIONALISM) crossing the cultural and/or territorial borders (TERRITORY, TERRITORIALITY, TERRITORIALIZATION) of the NATION STATE.

**Table 1. Conceptual framework of GLOBALIZATION [6, 7, 8, 10, 11-15, 16, 17, 18]**

Terms and approaches	Concepts	Logic context
DISCOURSE	GLOBALIZATION	Political version
MODERNIZATION		
	<b>INTEGRATION</b>	
	CAPITALISM	
	<b>NEO-LIBERALISM</b>	
	TAKEN-FOR-GRANTED WORLD	
		Historical irony
		Flat world' -myths
		new-ness
		Inevitability
		leveler
	MARKET	universal inter-dependence of nations
		Logical paradox
<b>GEOGRAPHICAL IMAGINARY</b>		TAKEN-FOR-GRANTED WORLD
Academic responses		
1. Skeptical: globalization is nothing but hype	<i>ECONOMIC INTEGRATION</i>	limitations
	IMPERIALISM	
	<b>TRANSNATIONAL CORPORATIONS</b>	limitations
2. Parameterized globalization: the widening, deepening and speeding up of global interconnectedness	<b>TRANSNATIONALISM</b>	limitations
	<i>EXCEPTION, SPACE OF</i>	
	UNEVEN DEVELOPMENT	
	<b>TIME-SPACE DISTANCINATION</b>	
3. Geographically sensitive approach: new forms of uneven development created by capitalism	<i>TIME-SPACE COMPRESSION</i>	end of geography disclosure
	<u>FRICTION OF DISTANCE</u>	
	CAPITAL	
	ACCUMULATION	
	<b>GEOPOLITICS</b>	
	<b>GOVERNANCE</b>	
	INTERNATIOTAL MONETARY FUND	
	COMMODITY CHINS	
	<b>TRADE</b>	
	<b>CONSUMPTION</b>	
	<b>GLOCALIZATION</b>	
<b>LOCAL-GLOBAL RELATIONS</b>		
4. Repudiation of 'impact model' of globalization: counter-hegemonic critiques of neo-liberal globalization	HEGEMONY	debunking strategies
	PRIVARIZATION	
	<b>ETHNOGRAPHIES</b>	
	POWER-GEOMETRIES	

**Legend:**

**INTEGRATION** – referenced both in the DHG 'GLOBALIZATION' article

*ECONOMIC INTEHRATION* – not referenced in the DHG 'GLOBALIZATION' article but listed in the index to DHG

MARKET – referenced in the DHG 'GLOBALIZATION' article but listed in the index to DHG

ACADEMIC RESPONSES to 'FLAT-WORLD' GEOGRAPHICAL IMAGINARY					
1. Sceptical		2. Parameterized		3. <u>Geographically sensitive</u>	4. Counter-hegemonic critiques
Globalization is a myth, nothing but hype		A process which embodies a transformation in the <u>spatial organization</u> of social relations and transactions.. generating <u>transcontinental or interregional</u> flows and networks of activity, interaction and the exercise of power'		New forms of uneven development involving both <u>deterritorialization</u> and <u>retorritorialization</u> created by capitalism	HEGEMONY DISCOURSE
<u>globe-spanning</u> ECONOMIC INGTEGRATION IMPERIALISM	limitations	global networks parameters: extensity, intensity, velocity and impact global integration dynamics globally shared forms of common fate	limitations	capitalism shrink distance <u>TIME-SPACE COMPRESSION</u> <u>deterritorializing efforts</u> FRICTION OF <u>DISTANCE</u> <u>reterritorializing</u> <u>spatial fix</u> CAPITAL ACCUMULATION	forced PRIVATIZATION of public goods and <u>spaces</u> <b>ETHNOGRAPHIES</b> of the ties between <u>places</u> and people
<u>border-crossing enterprise</u> <b>TRANSNATIONAL CORPORATIONS</b>	NETWORKS		<b>TRANSNATIONALISM</b> <b>discrepant cosmopolitanism</b> EXCEPTION, <u>SPACES OF</u>		UNEVEN DEVELOPMENT <b>TIME-SPACE DISTANCIATION</b> end of geography
				COMMODITY CHAINS <b>TRADE CONSUMPTION</b> <b>GLOCALIZATION</b> <u>LOCAL-GLOBAL RELATIONS</u>	
					real POWER-GEOMETRIES

**Legend:**

**INTEGRATION** – referenced both in the DHG 'GLOBALIZATION' article

*ECONOMIC INTEHRATION* – not referenced in the the DHG 'GLOBALIZATION' article but listed in the index to DHG

MARKET – referenced in the DHG 'GLOBALIZATION' article but listed in the index to DHG

*Political version* – logical context

***Spatial fix*** – presented in italic in the DHG 'GLOBALIZATION' article

Geographically sensitive – geographical nexus

Figure 1. Mental map of globalization and geographical nexus conceptual framework [6, 7, 8, 10, 11-15, 16, 17, 18]

Explicitly INTEGRATION takes place through – not merely over – TIME and SPACE [6, p.387] accentuating the varied porosity of PLACE both benefiting and enriching the explorations of AREAL DIFFERENTIATION; INEQUALITY, SPATIAL together with geographically sensitive images of the NORTH-SOUTH and 'the new IMPERIALISM' [13].

Geography – as both a discipline and wide discourse – forged the IMPERIALISM inherent meaning as unequal human and territorial relationships, usually in the form of EMPIRE [p.373]. Yet, it contributed critical approaches by a large literature on the specificity of imperial power, relations between the phases of capitalist accumulation and forms of imperialism, cycles of global dominance. It also spurred interdisciplinary interest in the culturally and spatially constructed nature of Western knowledge about the 'Other' (ORIENTALISM) and the locational platforms of IMPERIALISM based on mobilization of web and NETWORK concepts [6, p.373-374].

NETWORK(s) represent a particular kind of spatial arrangement that consist of a collection of linked elements which typically exhibit a decentered and non-hierarchical form [6, p.498]. In fact, the topological METAPHOR of the network presumes various analytical undertakings, both explicit and implicit, in relation to INFRASTRUCTURE, SOCIAL NETWORKS, ACTOR-NETWORKS and network-based models of organization merging the distinctive features of the first two approaches, as the nature of collectives from the informal and local to formal and global are increasingly seen as exhibiting this kind of form [2].

The above context reveals grounds for considering globalization as 'a process which embodies a transformation in the spatial organization of social relations and transactions – assessed in terms of their extensity, intensity, velocity and impact – generating transcontinental or interregional FLOWS and networks of activity, interaction and the exercise of power' [16, p.16]. The exhaustive study of consequential global interconnectedness [Held et.al.] so far serves as an empirically rich platform of understanding the role of global integration in creation of globally shared forms of common fate and varied sorts of space-spanning networks over time [6, p.310].

Further exploration of globalizing society [e.g. 2,3,4] in terms of accelerated FLOWS (economic, cultural and social) mediated by information technologies reveal the growth of networked enterprises, global processes of SOCIAL EXCLUSION and the changing nature of TIME and SPACE, IDENTITY AND STATE formation. Such considerations argument that NETWORK societies are dominated by a separation of the space of flows – the globalized and accelerated domains that are orchestrated through new information and communication technologies – from space of places – geographically confined sources of individual and collective IDENTITY [6, 498]. In addition to clear notion that 'the space of flows is not placeless' [2, p.416], considerations of how the flows create geographical integration and differentiation at the very same time [1] countering of the end of geography argument [6, p.258].

The last recalls the conceptual reasoning of the TIME-SPACE COMPRESSION (and its corollary/dual TIME-SPACE EXPANSION) missed in reflections of TIME-SPACE DISTANTIATION and TIME-SPACE CONVERGENCE [6, 757-761]. Together with the critique of COSMOPOLITANISM and idealistic TRANSNATIONALISM notions the elaboration of EXCEPTION, SPACES OF concept clarify the new forms of UNEVEN DEVELOPMENT involving both deterritorializing and reterritorializing [11; 12; 15] sense of GLOBALIZATION. The last further actualizes considerations on the role of tensions between place-transcending and place-remaking dynamics on a global

scale [Harvey, 2004b] together with explorations of the diverse forms of contemporary BORDER hardening and interest to GLOCALIZATION as a way of exploring reciprocal LOCAL-GLOBAL RELATIONS [6; p.310].

The invoked focus on how globalization HEGEMONY as a neo-liberal DISCOURSE both works and breaks down in practice [10] inspired development of strategies for debunking the inevitability ideology and opened ground for clearing the real POWER-GEOMETRIES [6, p. 311].

Following the above logic geographical context of the representations related to AMERICAN EMPIRE, PAX AMERICANA, the idea of the WEST, EUROCENTRISM, the idea of AFRICA, the idea of the MIDDLE EAST as well as the NORTH-SOUTH CONCEPT (another GEOGRAPHIC IMAGINARY in certain sense) interweave the need for re-reading of interpretations of CIVILIZATION, CORE-PERIPHERY MODEL, and WORLD-SYSTEM ANALYSIS in particular.

In addition to the indexed by the DHG appeal to imaginative geography, the disciplinary nexus of globalization implicitly refers to economic, industrial and agricultural, population and labor, urban and rural, regional, contrapuntal and feminist geographies. Moreover, the context of the above consideration reinforces the role of human and physical the geographies and the formal theories of location and spatialization, in particular.

**Conclusions.** Geographic arguments serve as an integral part of the logic of the 'flat-world' geographic imaginary of globalization debunking. Geographically sensitive interpretations clear the way for conceptualization of globalization, which shall benefit from further research of geography and its sub-fields contribution to the explanation of globalization. Presented above logical context and geographical nexus needs further reverse exploration of the geographical concepts and terms (over 30, the SPACE, the PLACE, the TERRITORY, etc. in particular) in the context of globalization discourse. Thus, a readable scholarly framework of globalization and geographical nexus requires further elaboration in order to serve comprehensive capacity to conceive the contemporary state of the world.

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### ГЛОБАЛІЗАЦІЯ: ГЕОГРАФІЧНИЙ НЕКСУС

*Зміни у здатності цілісно уявляти Землю вимагають від географів осмислення концептуальних засад глобалізації. Ця стаття презентує огляд понять (концептів), пов'язаних з глобалізацією та географією, на основі Словника Гуманітарної Географії. Географічні інтерпретації торують шлях до концептуалізації глобалізації, яка сприятиме подальшому вивченню внеску географії та її напрямів у пояснення глобалізації, що прислужиться розробці чітких наукових засад, зокрема у викладанні та навчанні.*

*Ключові слова: глобалізація, географія, концептуальні засади.*

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### ГЛОБАЛИЗАЦИЯ: ГЕОГРАФИЧЕСКИЙ НЕКСУС

*Изменяющиеся возможности целостного видения Земли требуют от географов осмысления концептуальных основ глобализации. Эта статья презентует обзор понятий (концепций), связанных с глобализацией и географией, на основе Словаря Гуманитарной Географии. Географические интерпретации прокладывают путь к концептуализации глобализации, способствующей дальнейшему изучению вклада географии и ее направлений в пояснении глобализации, что послужит разработке четкой концептуальной научной основы, в частности в преподавании и обучении.*

*Ключевые слова: глобализация, география, концептуальные основы.*

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## ЛОГІСТИЧНИЙ ЧИННИК СТАЛОГО РОЗВИТКУ ТУРИСТСЬКИХ ТЕРИТОРІЙ (ДЕСТИНАЦІЙ) НА ПРИКЛАДІ МІСЬКОГО ТА СІЛЬСЬКОГО ТУРИЗМУ

*Розкрито логістичний підхід для досягнення стійкого розвитку туристських територій (дестинацій) на прикладі міського та сільського видів туризму, включаючи практичний матеріал з найбільш популярних туристських дестинацій (міст) України – Києва та Львова. Логістичний підхід заснований на застосуванні концепції просторового регулювання туристських потоків у містах і сільських районах, розробленою одним із авторів (Смирнов І.Г.) та концепції реверсивної логістики для переробки відходів у містах, обсяг яких закономірно збільшується після відвідувань туристів. Виконано порівняння логістичних особливостей міського і сільського туризму з метою забезпечення їхньої сталості. Розроблено наукові та практичні основи зворотної екологістики (реверсивної логістики), тобто логістики переробки відходів, що залишаються після перебування туристів у міських і сільських пунктах призначення. Запропоновано математичний підхід до екологістичної оптимізації повторного використання відходів (їхньої рециркуляції) у дестинаціях міського та сільського туризму.*

*Ключові слова: сталий туризм, туристська дестинація, міський туризм, сільський туризм, логістичний чинник.*

**Постановка проблеми.** Сталий розвиток туризму вимагає забезпечення сталості в туристському розвитку туристських територій, які в сучасній туристській термінології називають дестинаціями. Найбільш популярні дестинації в пізнавальному туризмі – це міста з їхніми історико-архітектурними туристськими ресурсами, а у відпочивальному (рекреаційному) туризмі все більш затребуваним є відпочинок у сільській місцевості, тобто сільський туризм. Із збільшенням їхніх масштабів зростає кількість туристів у відповідних дестинаціях, отже, збільшується туристське навантаження на їхню ресурсну базу, що загрожує сталості розвитку туризму. З цими проблемами вже зіштовхнулись у своєму туристському розвитку такі великі міста України, як Львів та Київ, проблема є актуальною і для інших відомих туристських регіонів і центрів України, які останнім часом активно розвивають як міський, так і сільський та агротуризм. Цей розвиток має базуватися на "зеленому", або екопідході, коли розвиток туризму не повинен шкодити навколишньому середовищу і, насамперед, ресурсній базі туризму відповідних дестинацій. У цьому контексті зростає актуальність логістичного підходу для досягнення сталого розвитку як міського, так і сільського туризму. Такий підхід полягає на застосуванні концепції геопросторового регулювання туристських потоків (тобто туристського навантаження на ресурсну базу туризму) в містах і сільських районах. Ця концепція була розроблена одним із авторів (Смирнов І.Г.) та викладена в його навчальному посібнику "Маркетинг туризму" (2016), а в даній статті ця концепція розповсюджується

на міський та сільський види туризму і поєднується з концепцією реверсивної логістики, яка має метою застосування ефективних сучасних технологій рециркулювання (утилізації) відходів, обсяг яких закономірно збільшується в дестинаціях міського та сільського туризму із зростанням в них кількості туристів.

**Літературні джерела** з теми, статті в основному належать закордонним дослідникам Л.Хартмуту [1], Г.Нойенфельду, О.Розе [2], Д.Клюку та Х.Кестеру [3], Л.Ломіне, Дж.Едмунду [10]; автору [8;9;12;13]; Н.Антонюк, О. Краєвській [7]. Використано також інтернет-джерела [4; 5; 6; 11].

**Метою статті є** розкриття сутності, впливу та застосування логістичного чинника з метою сталого розвитку туристських територій (дестинацій) на прикладі міського та сільського туризму.

**Виклад основного матеріалу.** Міський туризм (англ. City Tourism, нім. Stadttourismus) – новітнє поняття та концепція, що сформувалося у світовій туристській науці і практиці наприкінці ХХ ст. Перші наукові праці з цього напрямку належать німецьким ученим Л.Гартмуту, Г.Нойенфельдту та О.Розе (1980–1990). Так, словник Л.Гартмута (1997) визначає міський туризм як "короткострокове (зазвичай 1–4 дні) відвідування міста з таких причин: а) інтерес до історії або культури; б) участь у подієвих заходах; в) придбання різноманітних товарів. Часто така подорож здійснюється у формі екскурсії на вихідних і може відбуватися як індивідуально, так і в групі; як організовано (через турфірми та з екскурсоводами), так і самодіяльно" [1].