

РЕКРЕАЦІЙНА ГЕОГРАФІЯ І ТУРИЗМ

УДК 338.483.1

DOI:<https://doi.org/10.25128/2519-4577.20.1.8>

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METHODS OF TOURIST RESOURCES EVALUATION AS A COMPONENT OF TOURISM ORGANIZATION

An analysis of the history and the periodicity of the development of methods for assessing tourist resources have been carried out. Content analysis is considered to be one of the most effective at present in promoting social networking. It has been found that quantitative and qualitative, differential and integral estimates are most often used when evaluating tourism resources. An evaluation method based on the methodological principles of content analysis and subsequent scoring is proposed. This method makes it possible to evaluate the visual tourist appeal and popularity of individual regions by the number of images of objects in their territories on certain Internet resources. Content analysis is a special formalized method of studying textual and graphical information, which consists in the presentation of information in quantitative indicators and its statistical processing. It is characterized by high accuracy and systematicity.

Key words: *tourist resources, organization of tourism, methodology, evaluation, content analysis, web site.*

Relevance of the research topic. The availability of certain types of resources is necessary for the implementation of any activity, including tourism. Tourism as an industry has a clear focus on the use of historical, cultural and natural resources. They can be used to meet the needs of society and the organization of an industry that specializes in recreational services to the population. These resources are the basis of tourism resources. Tourism resources are the basis for the successful tourism development in different regions, because they determine the specificity of tourism in a particular region or country [10].

Tourist resources are part of the tourism and recreational potential of a certain territory, which is included in the tourist product and is subject to sale for tourism purposes. Tourist resources serve as a motivational basis for choosing a specific tourism product (by type, destination, season and other features). The presence and territorial localization of natural and cultural and historical resources determines the tourist and recreational specialization of certain territories.

Analysis of recent publications on the research topic. The structure of tourist resources is well enough developed and presented in the literature (works by O. O. Beidyk, N. P. Krachilo, O. O. Liubitseva, M.S. Mironenko, I .T. Tverdohlebov and many others [3, 4, 11, 13]).

Setting the purpose of scientific research. Today, a considerable number of researchers are engaged in the analysis of tourism resources as a component of tourism organization. But there is still no clear opinion on the best method of assessing tourism resources to revitalize tourism activity in any territory. Therefore, the purpose of this article is to analyze the history and timing of

the development of methods for evaluating tourist resources and to introduce content analysis as one of the most effective methods currently in connection with the promotion of social networks.

Statement of the material. To date, a specialized and comprehensive assessment of the tourist resources of the territory is very important [14].

The evaluation of tourist resources means the procedure for determining the qualities of a recreational object, depending on the way it is used to meet the needs of recreational actors of different ranks, such as industry, society, institution, recreation, etc. Such indicators as multicriteria, historicism, ambiguity, hierarchy and object-subject character are characteristic of the evaluation [7].

The problem of evaluating tourist resources was initiated in the 1960s by Soviet and Romanian scholars. The first theoretical studies aimed at developing a methodology for integrated assessment of tourist resources of the territories are reflected in the works of I. Sandru, Yu. O. Vedenin and M. M. Miroshnichenko [16].

In the 1970s, the conceptual and categorical apparatus of recreational resource science was expanded, and basic methodological approaches to the analysis and evaluation of resources were formed. Comforts, recreational capacity, resistance to recreational loads were investigated as their properties [8]. During this period in the works of M.V. Bagrov, G.V. Kovalevsky, A.A. Minets, V.B. Nefedova, M.O. Omush, V.S. Preobrazhensky described techniques and methods of evaluation recreational areas from the standpoint of technological, medical, biological, psychological and aesthetic approaches. Valuation technology was tested on a variety of regional material.

L.I. Mukhina's research was important among the scientific achievements of the time. These studies focused on the subject-object relations in recreational assessment, the peculiarities of the use of quantitative and qualitative, partial and integral assessments [15].

In the second half of the 70-ies of the twentieth century, the evaluation of tourist and recreational resources of the territories became the subject of scientific interests of Western European scientists. Their research in this area was in the plane of spatial planning and territorial development management. The peculiarity of such estimation techniques was the predominant use in the territorial analysis of the system of so-called "operating cells" formed by equal squares of the coordinate network. Another feature was the widespread use of polling methods. Some of the approaches developed at that time were reflected in the European Charter for Regional (Spatial) Planning (the Torremolinas Charter). It is considered one of the most important system-forming documents for modern tourist activity [12].

In the 1980s, in the works of local authors there is a shift from assessing the quantity and quality of resources to identify opportunities for their development, operation and cost of creating infrastructure [11]. However, no fundamental changes have taken place in comparison with the approach of the last decade.

In the 1990s, the problem of identifying and calculating the tourism resource potential was viewed from different angles in many economic and geographical studies. The mechanism of evaluation of natural and other tourist resources is analyzed by such authors as O.O. Beidyk, L.S. Grinov, S.P. Kuzik, V.I. Pavlov, O.V. Zhivitsky and many others. The evaluation of the material and technical base of tourism was considered by L.O. Ivanova, K. Ya. Kondratiev and other specialists. However, the approaches used by researchers differed significantly and often contained opposite concepts, which made any methodological unification impossible. The Russian scientist S.V. Krivov, characterizing this period notes that "the problem of definition and calculation of tourist potential flooded geographical and economic science without any contextualization of its meaning and purposes".

In recent years, techniques have emerged in which the diversity of landscapes and their landscape-aesthetic appeal, the intensity of functioning of interurban and suburban bus routes, the density and significance of architectural, archeological, historical sites, the presence of sports sites, have begun to be used among the

evaluation factors, their type and capacity, availability and number of sanatorium establishments, hotels, cultural establishments the presence and variety of tourist routes of various types.

Also, in the last decade, GIS technologies have been increasingly used in the analysis of tourist resources, which allow not only to map the results of the assessment in a cartographic way, but also to a large extent automate the evaluation itself [7].

When evaluating tourism resources, the most commonly used types of assessments are quantitative and qualitative.

The first group includes such indicators as volume of stocks, area of distribution, period of possible exploitation, etc. In the process of such evaluation, the development of rating scales is important. However, not all scholars share this approach to the assessment of recreational resources. Most often use scales with 3-7 degrees, where the most favorable conditions are evaluated, respectively, the highest score.

The second group includes assessing the degree of propriety of the properties for a particular type or cycle of recreational pursuits, such as expressiveness, grandeur, contrast, the ability of recreational resources to evoke positive emotions, etc. Most often, the words "best", "worst", "largest", "larger", "most attractive", "moderately favorable", "more profitable" are used for such evaluation [8].

Also, the assessment of recreational resources is differential and integral. Differential assessment is given separately for each resource, for example, its peculiarities within a certain region or country as a whole. Integral assessment is given by a certain part of the territory, which differs in the homogeneity and the set of discrete distribution of different types of resources within its territory. It is the integrated assessment that allows us to identify the most optimal coexistence of different types of recreation in a particular territory [6].

To date, six major types of tourism resource assessment have been formed:

- Medical and biological evaluation of passes influence of various natural factors on the human body.
- The technological type involves the assessment of the suitability of the territory for a certain type of recreational activities: the absence of the possibility of adverse and dangerous natural processes (landslides, avalanches, ovals and villages), man-made accidents, as well as the sanitary and hygienic condition of the territories. This assessment assumes two aspects at once:

opportunities for recreation of different types of recreational activities, as well as possible prospects for engineering and development of the territory. One of the most important indicators of such an assessment is the recreational capacity of the territory (resource).

- An economic assessment that aims to reflect the economic impact that tourism and recreational resources bring to society over a given period. This estimate shows the value of natural lands and labor resources involved in recreational activities to further calculate tourist rent without which long-term exploitation of these lands is impossible, etc. Use the following methods of economic evaluation of recreational resources: rent, cost and economic - tourist improvement.

- Psycho-aesthetic evaluation is based on the emotional effect of the resource or its components on the recreation and takes into account the degree of contrast, landscape saturation, forested territory, exoticism, uniqueness, attractiveness.

- The cadastral evaluation is carried out by the appropriate official institutions and consists of a systematic summary of the territories intended for the organization of tourist activities, restoration of human health and recreation. Cadastral information is also supplemented by an assessment of the complexity of different routes and their accessibility for different groups of tourists, distance from major industrial, cultural, transport centers, etc. [12].

In the domestic and foreign science considerable experience is gained in estimating the tourist resources of the territories and spatial planning of the recreational economy on the basis of such assessment. However, no common recognized methodology has yet been established [14].

O. O. Beidyk [3; 4], M. B. Birzhakov [5], A. Yu. Alexandrova [2] propose to use the following methods for the assessment and analysis of recreational resources:

- The normative-index method is to study the actual state of a certain type of recreational resources in comparison with the normative level taken for the standard. Using this method, one can study the security of the population and those who are resting with the main types of tourist resources, meeting their needs in various types of recreational activities, etc.;

- The balance method involves comparing the availability of resources and their use. This method has been successfully used to balance land, beach, labor, etc., in researching the needs of different populations in certain types of

recreation;

- The graphical method is based on presentation of structural and dynamic composition of indicators in the form of diagrams, linear graphs;

- The cartographic method involves modeling of recreational activity with the help of recreational research maps. This method opens considerable opportunities in obtaining qualitatively new data on patterns of formation, development and dynamics of territorial recreational systems;

- The expert method is used to obtain information about the potential of the territories where the holiday is organized;

- Statistical and mathematical methods are widely used in the processing and analysis of recreational resources (averages, economic indices, correlation, regression models, etc.);

- The point estimation method is used to identify and characterize natural recreational resources that cannot be estimated by absolute quantitative values. This method can also be used in assessing the suitability of sites for the organization of recreational areas.

The point estimation is one of the most common methods for assessing tourism resources. Assessment in this method is the result of the ratio of tourism resources to recreational activities [6].

There are the following stages of point estimation of tourist resources:

1. Defining the purpose, goals and objectives of the study: when conducting the assessment, you must first determine the subject and object of assessment, their ranks, specific types of recreational activities at the evaluated objects, because different classes and different categories of recreators make their own requirements to the appropriate groups of tourist resources.

2. Selection of indicators to be taken into account in the assessment process. It is important to identify the specific requirements that the subject makes for the object and, based on them, to determine the necessary properties and indicators against which these properties should be evaluated. The list of indicators is formed on the basis of such and requirements.

3. Development of rating scales for individual indicators. This stage is the essence of evaluation. In fact, developing a rating scale comes down to choosing the number of evaluation steps, setting intervals between them, and dividing them into a measurement scale. In the process of determining the intervals of evaluation scales, in each case, linear and nonlinear relationships between measurement and evaluation, and equal

and uneven intervals are used.

4. Obtaining partial estimates: translate measured indicators into estimates based on previously developed rating scales.

5. Obtaining common integral estimates: the value of all the components evaluated in the integral estimates can be taken as one, or taken into account with the introduction of special coefficients of significance for the estimates of individual indicators. Integral scores obtained can take different forms of expression - verbal scores (eg, high-medium-low, fit - poorly - fit) and digital (categories I, II, III, points, ratings, ranks, etc.).

6. Analysis of the results [7].

Ball scores in recent years are becoming more widely used, and the methods of obtaining them are improving, but the appropriateness and correctness of their use remains a question. The characteristics of recreational resources can be measured by both relative and natural (quantitative) values. That is why for the rationalization and formalization of obtaining integral estimates of the use of scoring methods is the only possible method of evaluation [14].

Thus, the article considered the methods of analysis, evaluation of tourist and recreational resources and determining the resource and recreational rating of the territory of regions, founded by many authors.

We propose to use a method of assessment based on methodological principles of content analysis and subsequent scoring. This method makes it possible to evaluate the visual tourist appeal and popularity of individual regions by the number of images of objects in their territories on certain Internet resources.

An integral score can be determined by ranking (also on a five-point system) the sums of the components of the four scoring blocks. Thus, it is possible to evaluate the natural, socio-geographical, historical and cultural resources and visual appeal of recreational resources (by analyzing iconographic Internet content) in individual regions of any country and identify the most suitable and promising areas for tourism.

Nowadays, when information has become a major asset, methods aimed at researching its various sources are of particular importance. These include content analysis, which applies not only to documentation, but also to other data, including graphic information.

Content analysis is a special formalized method of studying textual and graphical information, which is to present information in quantitative terms and its statistical processing. The method is characterized by high accuracy and

systematicity [1].

There are two main types of content analysis - qualitative and quantitative. The first kind is related to the fixation of nontrivial utterances, linguistic intonations with an understanding of the value of the content of the message. The second type is aimed at detecting the frequency of use of certain words, symbols, topics contained in the text being studied.

Objectivity is one of the most important requirements for content analysis. Such analysis should be carried out according to strictly defined rules, its categories and definitions should be unambiguous so that any researcher on the same object comes to the same conclusions as his predecessors. This requirement poses an important problem for the researcher in the selection of categories, units of analysis and calculation [9].

The subjects of traditional content analysis are:

- documents, the content of which is investigated, makes it possible to set a clear rule for fixing the required characteristics (the principle of formalization);

- most often the subject of content analysis research are press releases, television, radio, meeting minutes, free interview data and open-ended questionnaires.

Among the stages of development and application of content analysis we can distinguish the following:

- formulation of the topic, objectives and hypotheses of the research;

- defining the category of analysis - the most general, key concepts that correspond to research objectives [1].

The common concept of content analysis involves analyzing the content of the text. We suggest using a content analysis technique to investigate the iconographic content of online sources related to regional imagery.

Iconographic Internet content is the information content of a website in the form of graphics, images, and multimedia.

The essence of the study of visual tourism resources is to conduct a quantitative and qualitative analysis of images of tourism resources of the country under study on the basis of information from selected websites.

Quantitative analysis is a definition of the total number of images that are territorially in a region, which in turn reflects the popularity of tourists. The qualitative analysis consists of dividing the pre-selected pictures into different categories (natural and historical and cultural tourist sites), which makes it possible to further reveal the tourist attractiveness of different

recreational resources.

For the study, the authors selected websites that allow the most objective analysis of their content. The main selection criteria were:

- The website has its own directory of themed photos;
- Each image must be linked to the area displayed on the map.
- A photo directory from the site is presented and viewable in Google Earth Pro layers;
- The website should be popular with users;
- Distribution to users should be characterized by globality, that is, worldwide distribution.

Two sites were identified as an example – Panoramio [18] and 360 Cities [19].

Panoramio is an American photo placement website that allows you to store their geographical coordinates. The site is integrated with Google Maps. It allows you to set the geographical location of objects in photos uploaded by users from around the world, and view photos of the

area viewed on the map. Panoramio photos are available for viewing on Google Earth – Google Earth, Google Maps, and Garmin satellite navigation devices. The site has more than 100 million photographs [18].

360 Cities is a site gallery of interactive 3D panoramas from all over the world, made with high resolution and geographic mapping [19].

Photos of Panoramio and 360 Cities are available for viewing in Google Earth. Google Earth is a computer program developed in 2001 in the United States. It displays 3D Earth images based on satellite images, as well as various types of images superimposed on the Earth's surface. Google Earth Pro has 2 layers of photos taken by users of Panoramio and 360 Cities. The program is English-speaking, translated into 45 languages, including Ukrainian [17].

According to the basic data of Internet sources, a table was created with general information about the websites used in the work, which clearly reflects the distinct and common qualities between them (Table 1).

Table 1

**General information about the websites that were used
(example of using content analysis [18; 19])**

Resource name and link	Country	Year of foundation	Type	Number of photos, million units	Number of users, millions	Map used	Language and translations
Panoramio	USA	2005	Photo website that allows you to pin their coordinates	More than 100	Over 8	Integrated with Google Maps and Google Earth Pro	English, translated into 47 languages, including Ukrainian
360 Cities	USA	2013	A panoramic photo website that allows you to pin them	More than 4,5	Over 3	Integrated with Google Maps and Google Earth Pro	English, translated into 10 languages, partly into Ukrainian

Conclusions. Alternative land use issues may arise when analyzing and evaluating tourism resources to revitalize tourism activity. This is especially true when drawing up general schemes of their development, in the process of tourist zoning and in solving other scientific and practical problems of the development of individual tourist and recreational complexes.

It is also important to choose the form of assessment correctly. The most popular at the present stage is the point and economic rating

system. If the first bit easier to compare the results obtained, the economic cost factors responsible rationale for the development and efficiency of tourism resources and territory as a carrier of goods.

Content analytics, as one of the most effective at the present time, in connection with the promotion of social networks, allows you to analyze the quantitative and qualitative indicators of the Internet content of images in any region and to score a visual tourist attraction and popularity.

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Аноація:

Зоя БОЙКО, Наталія ГОРОЖАНКІНА, Костянтин ГОРБ. МЕТОДИКИ ОЦІНКИ ТУРИСТИЧНИХ РЕСУРСІВ ЯК СКЛАДОВА ОРГАНІЗАЦІЇ ТУРИЗМУ

Проведено аналіз історії та періодики розробок методик оцінки туристичних ресурсів та впровадження контент-аналізу як одного з найефективніших методів на даний час у зв'язку з популяризацією соціальних мереж. Розглянуто методики аналізу, оцінки туристично-рекреаційних ресурсів та визначення ресурсно-рекреаційного рейтингу території регіонів, що запропоновано багатьма авторами.

При здійсненні оцінювання туристичних ресурсів найчастіше використовуються кількісна і якісна, диференційна та інтегральна оцінки. Запропоновано метод оцінки, що заснований на основі методологічних принципів контент-аналізу та подальшої бальної оцінки. Такий метод дає можливість оцінити візуальну туристичну привабливість та популярність окремих регіонів за рахунок кількості зображень об'єктів на їх території на визначених Інтернет-ресурсах.

Контент-аналіз - спеціальний формалізований метод вивчення текстової і графічної інформації, що полягає у представленні інформації в кількісних показниках і її статистичній обробці. Характеризується великою точністю і систематичністю. Доведено, що методика контент-аналізу дає змогу проаналізувати кількісні та якісні показники Інтернет-контенту зображень будь-яких регіонів та дати бальну оцінку візуальної туристичної привабливості та популярності туристичних ресурсів.

Виокремлено два основних види контент-аналізу - це якісний та кількісний. Перший пов'язаний з фіксуванням нетривіальних висловлювань, мовних інтонацій з розумінням цінності змісту повідомлення, а другий націлений на виявлення частоти використання певних слів, символів, тем, що містяться у досліджуваному тексті.

Запропоновано використання методики контент-аналізу у дослідженні іконографічного змісту Інтернет-джерел, що пов'язані із зображеннями регіонів.

Обрано веб-сайти, що дають змогу найбільш об'єктивно проаналізувати їх зміст. Основним критеріями відбору слугували наступні: веб-сайт має власний каталог тематичних фотографій; кожне зображення повинно мати прив'язку до території, що відображається на карті; каталог фотографій із сайту представлений і доступний для перегляду у шарах програми Google Earth Pro; веб-сайт повинен мати популярність серед користувачів; поширення серед користувачів повинне характеризуватися глобальністю, тобто мати загальносвітове поширення.

Для прикладу було виокремлено два сайти - Panoramio та 360 Cities.

Panoramio - американський веб-сайт для розміщення фотографій, що дозволяє зберігати їх географічні координати. Сайт інтегрований з картами Google. Це дозволяє як встановити географічне положення об'єктів на фотографіях, завантажених користувачами з усього світу, так і подивитися фотографії місцевості, що переглядається на карті. Фотографії Panoramio доступні для перегляду в геосервісах Google - Google Earth, Google Maps, а також в пристроях супутникової навігації Garmin. На сайті розміщено більше 100 мільйонів фотографій.

360 Cities - сайт-галерея інтерактивних 3D-панорам з усього світу, що зроблені з високою роздільною

здатністю та мають географічну прив'язку.

Фотографії сайтів Panoramio та 360 Cities доступні для перегляду в геопрограмі Google Earth. Google Earth - це комп'ютерна програма, що була розроблена у 2001 році в США. Вона відображає 3D-зображення Землі на основі супутникових зображень, а також різноманітні види зображень, накладених на поверхню Землі. У версії Google Планета Земля Pro нанесено 2 шари з фотографіями користувачів сайтів Panoramio та 360 Cities. Програма англійською, перекладена на 45 мов світу, в тому числі українську.

Ключові слова: туристичні ресурси, організація туризму, методика, оцінка, контент-аналіз, веб-сайт.

Анотація:

Зоя БОЙКО, Наталія ГОРОЖАНКИНА, Константин ГОРБ. МЕТОДИКИ ОЦЕНКИ ТУРИСТИЧЕСКИХ РЕСУРСОВ КАК СОСТАВЛЯЮЩАЯ ОРГАНИЗАЦИИ ТУРИЗМА

Проведен анализ истории и периодики разработок методик оценки туристических ресурсов и внедрение контент-анализа как одного из наиболее эффективных методов в связи с популяризацией социальных сетей. Рассмотрены методики анализа, оценки туристско-рекреационных ресурсов и определение ресурсно-рекреационного рейтинга территории регионов, предложенные многими авторами.

При осуществлении оценки туристических ресурсов чаще всего используются количественная и качественная, дифференциальная и интегральная оценки. Предложен метод оценки, основанный на методологических принципах контент-анализа и последующей балльной оценки. Такой метод дает возможность оценить визуальную туристическую привлекательность и популярность отдельных регионов за счет количества изображений объектов на их территории на определенных Интернет-ресурсах.

Контент-анализ - специальный формализованный метод изучения текстовой и графической информации, заключающийся в представлении информации в количественных показателях и ее статистической обработке. Характеризуется большой точностью и систематичностью. Доказано, что методика контент-анализа позволяет проанализировать количественные и качественные показатели Интернет-контента изображений любых регионов и дать балльную оценку визуальной туристической привлекательности и популярности туристических ресурсов.

Выделены два основных вида контент-анализа - это качественный и количественный. Первый связан с фиксированием нетривиальных высказываний, речевых интонаций с пониманием ценности содержания сообщения, а второй нацелен на выявление частоты использования определенных слов, символов, тем, что содержатся в исследуемом тексте.

Предложено использование методики контент-анализа в исследовании иконографического содержания Интернет-источников, связанных с изображениями регионов.

Предложены сайты, позволяющие наиболее объективно проанализировать их содержание. Основными критериями отбора служили следующие: веб-сайт имеет собственный каталог тематических фотографий; каждое изображение должно иметь привязку к территории, отображается на карте; каталог фотографий с сайта представлен и доступен для просмотра в слоях программы Google Earth Pro; веб-сайт должен иметь популярность среди пользователей; распространение среди пользователей должно характеризоваться глобальности, то есть иметь общемировое распространение.

Для примера было выделено два сайта - Panoramio и 360 Cities.

Panoramio - американский веб-сайт для размещения фотографий, позволяет сохранять их географические координаты. Сайт интегрирован с картами Google. Это позволяет не только установить географическое положение объектов на фотографиях, загруженных пользователями со всего мира, так и посмотреть фотографии местности, просматриваемой на карте. Фотографии Panoramio доступны для просмотра в Геосервисе Google - Google Earth, Google Maps, а также в устройствах спутниковой навигации Garmin. На сайте размещено более 100 000 000 фотографий.

360 Cities - сайт-галерея интерактивных 3D-панорам со всего мира, сделанные с высоким разрешением и имеют географическую привязку.

Фотографии сайтов Panoramio и 360 Cities доступны для просмотра в геопрограме Google Earth. Google Earth - это компьютерная программа, которая была разработана в 2001 году в США. Она отражает 3D-изображения Земли на основе спутниковых изображений, а также различные виды изображений, наложенных на поверхность Земли. В версии Google Планета Земля Pro нанесено 2 слоя с фотографиями пользователей сайтов Panoramio и 360 Cities. Программа англоязычная, переведена на 45 языков мира, в том числе украинский.

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Надійшла 08.02.2020 р.