

PROBLEMS AND PROSPECTS OF FILM-TOURISM DEVELOPMENT IN UKRAINE

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Tourist industry has tremendous potential, as evidenced by the large number of forms and types of tourism. They arise as a result of the expansion of the industry and interest in its development. This is the reason for the creation of a new, but very promising type of tourism - cinotourism.

Film tourism is a kind of tourism, the purpose of which is to visit the locality, associated with television and film industry. The first manifestations of film tourism can be spotted on the territory of the United Kingdom, in addition this type of tourism supported and expanded in their baggage states, such as: France, USA, Tunisia, Greece, Czech Republic and others. The relevance of this topic lies in the new founding of film tourism on the territory of Ukraine as a priobytovyh and cultural and cognitive type of tourism.

In order for the film tourism to develop and to attract visitors to Ukraine, it is necessary to understand the potential that the state of the film industry itself. The poetic nature of Ukrainian films of the 60-70s was manifested in the plasticity, imagery and breadth of artistic mastership, which created "music for the eyes". This was connected not only with the plot, but also with the selection of the location of uninhabited Ukraine, its steppes, lanes and mountains. O. Dovzhenko was the most outstanding representative of Ukrainian "masterful filmmaking". In honor of his name famous awards and prizes in the world of cinema and the modern studio were named.

Famous pages by O. Dovzhenok's "Earth" and "Bukovina" were filmed on the territory of Ukraine, and the places of filming are well preserved for today. The film "Earth" was filmed on the territory of the Poltava region, namely the village of Yareski on the river Psel. So you can see the traditional Hutsul territories and peculiarities of their way of life while traveling through Bukovina, near the village of Chervona Dibrova in the Chernivtsi region.

Paradzhanov's "Shadows of Forgotten Ancestors" is one of the most famous Ukrainian films, the place where it was filmed is a famous tourist destination. Hutsul khati in the village of Krivorivni Ivano-Frankivsk region receives a large number of tourists who fall in love with Ukrainian cinema. And in Verkhovin, in the house of Sergei Paradzhanov, a museum of the film "The Legend of Forgotten Ancestors" was enlarged.

The prospect of growing cinotourism lies in a new way to create tours and in the consolidation of this type of tourism as a self-sustaining and progressive. Taking into account the current state of the cinema industry and the interesting

destinations connected with it, it is possible to create cinematographic tours of Ukraine.

One of the projects on the development of such tours in Ukraine is "Along the scenes of "Taras Bulba". This project offers a tour of four cities, where the battles and the most important scenes of the feature film "Taras Bulba" took place. Among these cities and major film residencies are: Kiev (Kiev-Pechersk Lavra) - Zaporizhzhya (Khortytsia Island) - Kamyianets-Podilsky (Kamyianets-Podilsky Fortress and adjacent territories) - Khotyn (Khotyn Fortress).

Thus, it is possible to make conclusions that cinotourism is a promising and innovative area of scientific research and tourism practice in Ukraine, which has a certain material resource base. The originality of film tourism is manifested in the process of transferring the real life of the tourist in the virtual space of film, familiarization with the share of the main characters and their performers, which is manifested in the process of staying in the places of filming. To attract tourists and ensure the further development new technologies of involvement can be used: using geokeshingu (search for territory) and questing (search for the object). However, a significant part of the objects of film tourism in Ukraine, in general, is not in the eyes of tourists because of the lack of information about the location and active advertising within the country and beyond its borders.

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