

EXTREME TOURISM AS A MODERN DIRECTION OF TOURISM INDUSTRY DEVELOPMENT

The aim of this study was to analyze extreme tourism as a modern sector of the tourism industry, determine its socio-economic and cultural significance, and identify the key conditions for the safe and sustainable development of this type of tourism.

Extreme tourism is one of the most dynamic areas of the modern tourism industry, combining active recreation with an increased level of risk and physical exertion. Unlike traditional recreational tourism, it involves a conscious pursuit of intense emotions, overcoming natural obstacles, and testing one's own capabilities. In the 21st century, the demand for such types of travel has significantly increased due to urbanization, information accessibility, and the popularization of a healthy and active lifestyle [3, p.25].

The concept of "extreme tourism" includes various types of activities: mountaineering, diving, rafting, speleotourism, skydiving, freeride skiing, and others [1, p.31]. In particular, the development of mountaineering is associated with conquering challenging mountain routes, among which climbing Mount Everest occupies a special place as a symbol of the highest level of difficulty. In the field of water-based extreme tourism, diving in the area of the Great Barrier Reef is gaining popularity, attracting tourists with its unique marine flora and fauna [2, p. 44].

An important feature of extreme tourism is the increased level of risk, which may be associated with natural conditions, technical errors, or the human factor. Therefore, organizing such trips requires special training, certified equipment, and professional guidance from instructors. Researchers note that safety in extreme tourism is based on three main components: the tourist's physical preparation, technical support, and compliance with international safety standards [3, p.70].

The socio-economic significance of extreme tourism lies in the creation of new jobs, the development of infrastructure in mountainous and coastal regions, and the enhancement of a country's international image [1, p.85]. For example, the development of ski resorts in the Alps region contributes to attracting millions of tourists annually and generating significant foreign exchange revenues. In addition to its economic impact, extreme tourism forms a new culture of active leisure focused on self-development and responsible attitudes toward nature.

At the same time, the development of this sector requires consideration of environmental aspects. Excessive tourist pressure can lead to the degradation of natural ecosystems, especially in unique natural areas. Therefore, the modern concept of sustainable development involves combining extreme activities with the principles of minimal environmental impact. The application of environmental standards and limiting the number of tourists in sensitive regions are important conditions for preserving natural heritage [2, p.110].

Thus, extreme tourism is a promising and socially significant direction of the modern tourism industry. It combines economic benefits, personal development, and the promotion of an active lifestyle. At the same time, the effective development of this

type of tourism is possible only under the condition of ensuring an appropriate level of safety and adherence to the principles of sustainable environmental management.

REFERENCES

1. Kyfiak, V.F. Organization of Tourism Activities in Ukraine. – Chernivtsi: Knyhy–XXI, 2003. – 300 p.
2. Liubitseva, O.O. Tourism Services Market (Geospatial Aspects). – Kyiv: Alterpres, 2005. – 436 p.
3. Malska, M.P., Khudo, V.V., Tsybukh, V.I. Tourism: Theory and Practice. – Kyiv: Center of Educational Literature, 2012. – 368 p.