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ОГЛЯД ТУРИСТИЧНОЇ ІНДУСТРІЇ ІНДІЇ ТА АНАЛІЗ ТУРИЗМУ В ГІМАЧАЛ-ПРАДЕШ СФОРМОВАНИЙ НА ОСНОВІ ВІДГУКІВ СПОЖИВАЧІВ

Мета роботи – оцінити рівень задоволення туристів щодо привабливості туристичного регіону Шімла в Індії. Методи. Для реалізації мети використані різні види опитування (цілеспрямованого, випадкового). Результати. Встановлено, що регіон Шімла в Індії оцінюється туристами як задовільний в контексті індустрії туризму. Це на думку туристів вимагає суттєвого покращення сервісних стандартів обслуговування туристів.

Ключові слова: туризм, задоволення потреб клієнта.

The aim of the article is to assess the level of satisfaction of tourist and to identify the area requiring special attention at Shimla the tourist city in India. The authors find the customer satisfaction level by using different types of analysis based on random people. The article helps the tourism industry in Shimla by determining the customer satisfactory level thus helping the tourism industry by making changes that are required to improve the service standards.

Key words: Tourism, Himachal tourism, swot analysis, customer satisfaction.

Introduction. Within the Asia-Pacific region, the Indian sub-continent is well poised to take advantage of the boom in the tourism sector. Tourism is a very complex industry due to its multiple activities that satisfies the need of the tourist. Tourism includes transportation, accommodation, food, catering, tourist attraction as well as organizers like tour operators and travel agents. Moreover, a tour consists of different requirements of different people and it is not a homogeneous product. Tourism is a fast growing economic activity in many countries around the world and plays an important role in the economic and technological development of nations. The tourism is undergoing a sea change with the revolutions in communication and information technology. Everybody in the tourism industry will have to change and rediscover its place in newly defined value chain. The role and the service offerings will undergo a big change in the present cyber world. Therefore in the new millennium, most of

the countries including India are spending millions of dollars for the revamping of the existing facilities or the creation of new ones [9].

Tourism companies play a great role in the economy of the country like INDIA. Government is making many efforts to boost the tourism activities. Infrastructural development is given utmost importance in the recent BUDGET so that more and more foreign tourist will be attracted. Following points clearly shows that tourism sector is of very much importance and helps major role in the development of economy.

- It is India's second largest foreign exchange earning activity after Gems & Jewelry.
- It is also world's largest EXPORT industry.
- It is largest employment generating industry in India.
- There is high rate of contribution of tourism towards GDP.
- It also helps to increase the activities of other industries like Transportation, Communication, Hotels, etc. [1].

India is a democracy at its best with more than 1000 million people steering the path of progress. This vast land with its enormous diversity of history, people, culture and human life, makes for a product mix that can take in almost the entire world. The rich beauty of its ancient monuments, the beat and rhythm of its folk and classical dances, its colorful crowded bazaars, the grandeur of its snow-capped mountain tops, the quiet back waters and beautiful beaches and above all its friendly and charming people make India a land of tourist paradise. It is also a secular country with a heritage of an all encompassing ancient culture and cosmopolitan tinge. Despite these favorable factors, the international tourist traffic to the country still continues to be comparatively less though there has been considerable growth over the years and it has emerged as one of the largest foreign exchange earners of the country [8].

The Indian government, in order to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This ministry recently launched a campaign called "Incredible India!" in order to encourage different types of tourism in India [2].

Tourism is one of the fastest growing industries in the world. The number of tourists worldwide has been registering phenomenal growth and it is expected that this number would shortly touch 1.5 billion. Tourism contributes about 11% of the world workforce and 10.2% of the global gross domestic product. The dynamic growth of this industry is evident from the fact a new job is added to the sector every 2.5 second. This pattern and dynamic character of the Sector necessitates the policy to adapt to the changing environment. Policies are products of time and circumstances, available resources and technologies and most importantly, the needs of the stakeholders [10].

Methodology. The methodology adopted for the present work is as below. Here an attempt is made to assess the level of satisfaction of the tourist by noting their views regarding the various facilities. For that purpose, six important factors were selected which influence the level of satisfaction. To conduct a sample survey a questionnaire was prepared and filled up by tourist a few tourists were interviewed. About 100 tourists at the period of winter season were asked to mention their views about the facilities by stating excellent, good, satisfactory and unsatisfactory. These views were converted into numerical values set as 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 for unsatisfactory. The factor wise level of satisfaction is calculated and tabulated. The factor wise average values are calculated. These average values see then utilized to calculate satisfaction index. Following formula is used for calculation of satisfaction index.

$$Sti = \sum \frac{Mi \times Ni}{N}$$

Where,

S_{i} = Satisfaction index for I^{th} factor

M_i = Numerical values for the particular level of satisfaction for the I^{th} factor.

N_i = Number of respondents deriving the particular level of satisfaction for the I^{th} factor.

N = Total number of respondents for that factor for all level of satisfaction.

Finally ranks are given to these satisfaction indices.

Data analysis. During the survey the information regarding the number of tourists, sex-wise classification of tourists, their nationality, purpose to visit, expenditure incurred on transport, food and beverages, accommodation, entertainment and shopping etc. Besides this, their reactions about the existing facilities and suggestions for improvement therein were also gathered from the tourists. The data so collected and its analysis and results etc. are presented in this report [7].

Nationality-wise distribution of tourists. Out of total 100 tourists surveyed 82 were Domestic and 18 were International (tab. 1).

Table 1

Nationality	No. of Tourists	Percentage
1.	2.	3.
Domestic	82	82
International	18	18
Total	100	100

Source – Based on author's own research

Sex-wise distribution of tourists. Out of total tourists surveyed 63% (tab. 2) were male and 37% were female. The flow of male tourists was comparatively less than the females [11].

Table 2

Sex-wise	No. of Tourists	Percentage
1.	2.	3.
Male	63	63
Female	37	37
Total	100	100

Source – Based on author's own research

Age-wise distribution of the tourists. Total tourists in the age group of 18–22 is 9% and between 23–30 is 36% tourist, in the age group of 31–40 there are 24% tourist and 16% tourist are above age of 50 (tab. 3). So it was seen that most of the tourist are the age group of 23–30 [3].

Marital status-wise distribution of tourists. The table below gives the marital status-wise distribution of domestic/International visiting Shimla. The table reveals that the percentage of un-married tourists is 44% to total tourists and 56% are married tourists (tab. 4).

Table 3

Age-wise distribution of the tourists

Age years	No. of Tourists	Percentage
1.	2.	3.
18–22	9	9%
23–30	36	36%
31–40	24	24%
41–50	15	15%
>50	16	16%
Total	100	100%

Source – Based on author’s own research

Table 4

Marital status-wise distribution of tourists

Marital status	Domestic	Inter-national	Total tourists	Percentage
1.	2.	3.	4.	5.
Married	46	10	56	56
Un-married	36	8	44	44
Total	82	18	100	100

Source – Based on author’s own research

Educational qualification-wise distribution of tourists. The information as gathered from the tourists parties surveyed shoes that educational qualification is 12% undergraduate 43% graduate, 28% post-graduate, and 17% others subjects (tab. 5).

Table 5

Educational qualification-wise distribution of tourists

Educational Qualification	No. of Tourists	Percentage, %
Under Graduate	12	12
Graduate	43	43
P.G	28	28
Others	17	17
Total	100	100

Source – Based on author’s own research

Main motive/purpose of visit. Tourists visit different places with different purposes. The information about the purpose of visit collected from the sample tourists has been shown in the table below (tab. 6):

Table 6

Distribution of main motive/purpose of visit

Purpose of Visit	No. of Tourists	Percentage, %
Tourism & Entertainment	76	76
Business	4	4
Educational Trip	2	2
VFR *	12	12
Any Other	6	6
Total	100	100

Source – Based on author’s own research, * Visiting with friends & relatives.

Factor wise Level of Satisfaction. Level of satisfaction is a state of mind. Six important factors which influence the level of satisfaction are identified as could be seen from the Table I. To conduct a sample survey a questionnaire was prepared and filled up by tourists. The tourists were asked to indicate the level of satisfaction they derived in respect of each factor by stating excellent, good, satisfactory and unsatisfactory. Factor wise level of the tourist is assessed by collection the information given by them (see Table I) The category wise percentage reveals that the facilities provided at Shimla are noted excellent (19.5%), good (29.5%), satisfactory (32.5%) and unsatisfactory (19.5%). Therefore the level of satisfaction of the tourist is high. Only 19.5% tourist told that facilities are not satisfactory [4].

Factor wise Average Values of Satisfaction. Factor wise average values are calculated. For that purpose the tourist were asked to assign points (out of maximum 10) for the particular level of satisfaction they derived from each factor. To ensure uniformity a forced distribution of points was adopted for convenience. Namely 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 points for unsatisfactory. The average values for the different level of satisfaction for the different factors are given in table see (tab. 7, 8).

Table 7

Factors wise values						
Sr no	Factor	Excellent	Good	Satisfied	unsatisfied	total
1	Accommodation	18	12	62	18	100
2	Transportation	14	46	25	15	100
3	Recreation	38	25	17	20	100
4	Parking	08	24	35	33	100
5	Food & drinking water	12	23	42	23	100
6	Shopping facilities	37	41	14	08	100
	Average (%)	19.5	29.5	32.5	19.5	100

Source – Based on author's own research

Table 8

Factor wise average of satisfaction (Mi)					
Sr No	Factor	Numerical value for excellent	Numerical value for good	Numerical value for satisfied	Numerical value for unsatisfied
1	Accommodation	9.07	6	4.75	2.08
2	Transportation	8.59	6.38	4.25	2.09
3	Recreation	9.92	7.51	5.72	2.75
4	Parking	8	6.17	4	2.11
5	Food & drinking water	8.52	7.20	5.20	2.25
6	Shopping facilities	9.80	8	5.89	2.35

Source – Based on author's own research

These average values are the utilized to calculate satisfaction indices. The ranks are given to these factors which indicate the priority of the factors (tab. 9).

From the above table it is observed that the satisfaction index for accommodation works out as 4.77, for transportation 5.21, for Recreation 7.17 for parking 4.22, for food and drinking water 5.38, for shopping facility 7.91 These satisfaction indices are weighted by given ranks to these factors (see Table 9). It is observed that shopping facility received rank 1st.

It is known from the study that purchasing of items of various varieties is found on large scale by tourist. Though the shopping facility received first rank there is a habit of dual pricing system and bar-gaining is common.

Table 9

Satisfaction index			
Sr No	Factor	Satisfaction index	Rank
1	Accommodation	4.77	5
2	Transportation	5.21	4
3	Recreation	7.17	2
4	Parking	4.22	6
5	Food & drinking water	5.38	3
6	Shopping facilities	7.93	1

Source – Based on author's own research

Recreation received rank Second Tourism and recreation is very intimately related concepts. It is known from the study that in Shimla the recreational activities most enjoyed by tourists are visits to picnic spots, horse riding etc. Food and Drinking water received third rank. The level of satisfaction of the tourists is high on this count but during the survey period it is found that the sanitary conditions apart from quality of food were poor. Availability of good quality drinking water has been one of the problems.

It is common experience that in summers the supply of clean potable water falls short for below the demand. The variety and quality of food served by the restaurants in the town is also not up to the satisfaction of tourists. Transportation received the fourth rank means with relatively medium contribution to the level of satisfaction. Shimla is well connected by road to other parts of Himachal. There is a very heavy rush of tourists most of the time [6]. During peak tourist season, the transport services come under strain. This may cause transport problems to and from connecting station. Accommodation facilities received fifth rank because the accommodation facilities are not satisfactory. Most of the tourists adjust their accommodation on lodging but the condition of the lodge is filthy and unhygienic. Sanitation facilities are unsatisfied. Some tourists complained that they are taking high charges and not providing facilities due to high stain on accommodation facilities during season. The problem facing accommodation establishment is due to the fluctuation in demand. This problem is especially acute during season time. A flood of tourist enters the city causing demand for accommodation and thereby creating a shortage of accommodation. Rise in demand prompts to exploitation.

Parking facilities received sixth rank because parking facilities are not sufficient during summer. Some roads are narrow designed for a limited traffic and also creates parking difficulties [5].

Conclusion.

Shimla has many places of tourist interest. In order to mass attractive and friendly environment for tourism, it is essential to provide various facilities provided to them and also to find out some important causes for dissatisfaction and areas requiring special attention.

The level of satisfaction of the tourist by noting their views about the facilities provided to them is assessed. The factor wise satisfaction index is calculated reveals the fact that in general the tourists are satisfied with the existing facilities at Shimla.

Still is worthwhile to identify the areas requiring special attention. It is send already that there is a general dissatisfaction about accommodation and parking facilities. In Shimla, the recreational activities most enjoyed by tourists are visits to picnic spots, horse riding. The scope of recreational facilities needs to be expanded as the present places of recreation becomes over crowded during peak season. During peak season, it is a common complaint that the hotel industry provides inadequate facilities as compared to the rates charged. The variety

and quality of the food served by the restaurants in the town is also not upto the satisfaction of a large section of tourists. In addition to these problems some problems of environmental concern also arise due to overcrowding waste disposal and noise pollution by vehicles.

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**ПЕРСПЕКТИВНІ НАПРЯМИ НАУКОВОГО СУПРОВОДЖЕННЯ
РЕАЛІЗАЦІЇ НАЦІОНАЛЬНОЇ СТРАТЕГІЇ З ОЗДОРОВЧОЇ РУХОВОЇ
АКТИВНОСТІ В УКРАЇНІ НА ПЕРІОД ДО 2025 РОКУ
“РУХОВА АКТИВНІСТЬ – ЗДОРОВИЙ СПОСІБ ЖИТТЯ – ЗДОРОВА НАЦІЯ”**

На основі системного опрацювання наукової літератури, інформаційних ресурсів мережі Інтернет та документальних джерел, передового зарубіжного та вітчизняного досвіду з використанням методів порівняння та зіставлення, теоретичного прогнозування та моделювання визначено перспективні напрями наукового супроводження реалізації Національної стратегії з оздоровчої рухової активності на період до 2025 року “Рухова активність – здоровий спосіб життя – здорова нація”. Це актуалізує науковий пошук за сформованими напрямками задля підвищення рівня залучення населення до оздоровчої рухової активності, що сприятиме розв’язанню гуманітарних і соціально-економічних проблем для особи, суспільства та держави. Дослідження окреслених питань потребує міждисциплінарного підходу з використання теорій, концепцій, категорій та методів широкого спектру різних галузей науки та наукових дисциплін.

Ключові слова: оздоровча рухова активність, національна стратегія, наукове супроводження.

On the basis of the systematic studying scientific literature, information resources of the Internet and documentary sources, the best international and domestic experience using the comparative method, the theoretical prognosis method and the modeling method we identified the perspective directions of scientific support of implementing the national strategy on health-enhancing physical activity in Ukraine for the period till 2025 “Physical Activity – Healthy Lifestyle – Healthy Nation”. It actualizes the scientific research using the defined directions to increase the level of community involvement for health-enhancing physical activity, which will contribute to the solution of humanitarian and socio-economic problems for individuals, society and the state. The study of identified problems requires an interdisciplinary approach using theories, concepts, categories and methods of a wide range of different branches of science and scientific disciplines.

Key words: health-enhancing physical activity, national strategy, scientific support.

Постановка проблеми та аналіз результатів останніх досліджень. Значимість рухової активності для життєдіяльності людини підкреслюється з давніх часів. Достатньо згадати давньогрецького філософа Аристотеля, який стверджував, що життя вимагає руху і ніщо так не виснажує та не руйнує людину як тривала тілесна бездіяльність.

На сучасному етапі постіндустріального, інформаційного розвитку цивілізації посилюється протиріччя між біологічною сутністю людини і умовами життя, які вона створює. Характерним трендом є недостатня рухова активність людини.