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## CONCEPT OF SENTIMENTAL TOURISM AND ITS CLASSIFICATION

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Upon learning available foreign and domestic scientific publications in the field of sentimental tourism, the authors noted the lack of unity in judgments international researchers. Taking into account the whole of present experience to the problem research nostalgic travels was formed its own concept of the concept of “sentimental tourism”, and similar to the classifications of tourism published by P. Putsentylo and internal classification of the sentimental tourism Dale Russell; developed the internal classification of sentimental tourism by applying it in a diversity of views of Western scholars on sentimental tours and added to several new own terms. The article are characterized the features of sentimental tourism as a separate type of tourism, propose classification sentimental tourism, international cooperation and strengthening of interstate relations. For the territory of Ukraine most significant resource for the successful introduction and implementation of sentimental tourist tours is the high number of Ukrainian diaspora, which, according to various estimates, is the fourth number in the world. This fact indicates the presence of an extremely broad segment of the consumer market, which is and will be interested in the implementation of sentimental journeys to their own homeland or country of origin of their ancestors in the long run. Among other types of tourism, which attracting European tourists in our country, sentimental tourism at the level of the rural green tourism, requires the least investment for proper customer interest due to the nature of their motivational processes. In this regard, it is appropriate to initiate the review of priority development of this type of tourism, as it is able, at relatively low costs, to increased tourism revenues of the international character and to strengthen of relations with the European Community.

*Key words:* sentimental (nostalgic) tourism; sentimental and territorial tourism, sentimental event tourism, visiting relatives and friends, sentimental domestic tourism, sentimental international tourism, sentimental ethnic tourism, sentimental and cognitive tourism.

Sentimental tourism is an unexplored sector of the tourist activities and needs deeper study and classification and occupies an important place in the international tourist exchange, is a means of becoming friendly diplomatic relations between States and contributes to the preservation of ethnic identity in the face of globalization. Even his own definition of sentimental tourism is ambiguous, numerous scientific and popular sources mistakenly identify it with ethnic tourism, based on the similarity of motivation trips, which, at the same time for both types of tourism is fundamentally different.

The aim of this paper was to define the essence of the concept “sentimental tourism” and the implementation of the basic concepts of classification by type.

For the first time the concept of “sentimental journey” was used and popularized in the eponymous novel by Laurence Sterne, published in 1768, where he states that it is sentimental journey truly correspond to the concept of intimate, personal type of travel related to their own spiritual needs [9]. The study concept of the sentimental (nostalgic) tourism and its justification as a separate type of tourism started practicing at the turn of the twentieth and twenty-first centuries. Due to the novelty and lack of lighting in the scientific literature, this concept is still

no clear definition and even formulation; common is a whole system of the synonymous definitions that describe one and the same phenomenon, but in its various aspects. The most common concepts are used in the determination of travel which are based on feelings due to a particular territory and nostalgia is sentimental, nostalgic, diaspora and ancestral tourism. For the first time as a separate type of tourist activity sentimental tourism is mentioned in the article American scientists Brown Horshmana and McLaren, 2000; who formulated the concept of ancestral tourism and define it as a journey to obtain of the tourist deeper knowledge about their roots [1]. One of the first scientists who were involved in the definition and justification of the term “sentimental tourism” is Dale Russell. He sees tourism as a subspecies cognitive tourism, and brings the following definition of nostalgia tourism is a travel type, whose main objective is to meet the tourist demand for reunification with its own historical roots. In his article “Nostalgic tourism” (2008) J. Russell holds sentimental initial classification of tourism, highlighting a nostalgic tourism aimed at creating your own family tree and familiarization with the terrain on which have lived ancestors of the specific tourist and highlighting a nostalgic tourism which aims at knowledge purely history and heritage of his people in foreign country [7]. Dolphin Beshtel has engaged an interesting and original research of the interpretation sentimental tourism. His research is centred on the tragic events of the twentieth century, associated with the forced migration of peoples across the European continent due to the spread of world wars and totalitarian regimes. D. Beshtel in his book classifies the sentimental tourism, formulates and interprets it a subspecies and gives it name “nostalgic and memorial”. It results in the following definition of the concept: Memorial and nostalgic tourism is returning exiles to a loss of their own childhood, and the return of victims which survived persecution at the crash site and violence committed as a result of the totalitarian regimes of the twentieth century. As a synonym nostalgic and memorial tourism D. Beshtel uses the term “black tourism” and the sentimental tourists engaged in this type of tourist activity, calls “tourists of the memories”. She argues that if nostalgically and tourist activity aimed at visiting places which have a positive staining in the memory of tourists that the nostalgic and memorial activity contrary aims to reproduce the traumatic events that have plagued travelers and from which he is trying to get rid of through face to face with his own fear. 1989 AD Beshtel perceived as the beginning of this type of tourist activity due to the fact that this year the infamous Berlin Wall fell [3]. The study, which is intertwined with sentimental tourism activity, engaged Sridar Ramachandran (Malaysia). In his work “Visiting friends and relatives (VFR): conceptual framework Market” (2006), Professor Ramachandran trying to solve such problems as: identify potential of the market VFR-tourism; outline the possibility of tourists traveling with entertainment aim to be VFR-tourists; justify motivation VFR-tourism and its relationship with genealogy factor. That last task acquires values in terms of consideration visiting relatives and friends as a kind of sentimental tourism. According to S. Ramchandrana position, VFR-tourism is often understood only in terms of process visiting and never done the process of conceptualization of different socio-economic and socio-psychological motives that would help to better understand the essence of visiting relatives and friends as a tourist subspecies. The researcher believes that the motivation for this type of travels may be as follows: visiting relatives and friends as a primary objective and visiting relatives and friends as an additional factor in the implementation of other types of tourism (business, leisure tourism, etc.). According to the first of the motivational system S. Ramchandran provides the following types of the VFR-tourism: **visiting relatives; visiting friends; visiting relatives and friends; visiting the homeland of their ancestors**. The author notes that the latter type often called

“ethnic tourism”, “diaspora tourism” or “tourism inheritance homecoming”. All of the above definition is widely used as synonyms sentimental tourism. In other words, S. Ramchandran identifies sentimental tourism as a subspecies VFR-tourism, whose main objective is to familiarize with the culture of their own people or search a family tree [8]. US scientists Nyuland Kathleen and Taylor Karylayna identified the sentimental tourism with diaspora tourism (hereditary) and define it as tours of the Diaspora to the country of origin in order to maintain active communication with it. In her book “Ancestral tourism and nostalgic exchange: a niche of the Diaspora in the landscape development” they distinguish 4 main subtypes of the diaspora tourism: **medical and health; business; hereditary (ethnic); religious**. The above kinds of tourism are intended to attract migrants to visiting the country of origin with a dual purpose: satisfying sentimental and nostalgic needs and rest, according to available to tourist needs. It should be noted that authors’ great attention paid to the state policy in attracting the diaspora country of origin abroad to visit their homeland and invest in it. K. Nyuland and K. Taylor are positioning the countries with numerous Diasporas as developing countries and are in dire need of investments, which is highly likely to be easier to get from abroad settled migrants and their descendants that have a nostalgic link with the country of origin [5].

According to the definition S. Kuzyk, who also distinguishes this type of tourism from other, sentimental tourism – **a type of trip or vacation, during which human feelings and emotions, nostalgia is the dominant motives of the trip**. The basis of the mentioned sentiment charged desire to visit the places, which with relates the history of his people, the life of ancestors or personal stay. In his book “Geography of Tourism” (2011) S. Kuzyk separates sentimental and ethnic tourism. By leading example professor V. Kyfyaka in relation to the definition of ethnic tourism is a trip for the purpose of visits from family and friends and is associated with visits and departure to remote regions of the country or other countries. S.P Kuzyk said that “there are elements of sentiment, but in the foreground – a date with friends and family or visit their places of residence, but **sentimental tourism covers a much broader horizons, which are the basis of human feelings, emotions, nostalgia**” [12, 10]. It should be noted that in the western scientific literature the ethnic tourism interpreted differently, but also often used this term synonymous with sentimental tourism. Generally common definition of ethnic tourism sounds like a tour, the main motive of which is close contact with authentic cultures, whose cultural diversity is different from existing in the country of origin of tourists. According to the S. Murawski, most existing studies of ethnic tourism in Europe and America focuses on defining ethnic tourism as to travels to exotic and often isolated ethnic groups [14]. The difference in the definitions of ethnic tourism in the post-Soviet and European space is quite substantial.

After analysing numerous works in the field of the sentimental tourism, can be work out table of the definitions and formulate their own interpretation of this concept and, based on the investigated classifications, developed the concept of internal division nostalgic tourism (table 1).

So based on the above definitions, we formulated the concept of the concept of “sentimental tourism” and its interpretation, sentimental tourism is *a kind of tourism, which serve as motivation for the feelings and emotions associated with the desire of tourists to visit relatives and friends, their own homeland, territories connected with the history of his ancestors, the people that have a national monument of historical and cultural heritage, as well as those areas that are directly related to his residence on the territory of a state on a regular basis and within the temporary stay*.

If for ethnic tourism dominant motive is to introduce the culture of certain ethnic groups, while belonging to the said tourist ethnicity is optional, but by some definitions do not require familiarity of the traveler, than for sentimental tourism an important driving force in the implementation of the trip is the desire to feel a kinship with its own history and the history of their ancestors, or even the nation as a whole. Synonymous of the sentimental tourism is a nostalgic tourism that indicates a sense of nostalgia as the determining factor in the implementation of the trip. The concept of nostalgia (painful homesickness), illustrating the depth of motivational processes in the implementation of sentimental journeys and distinguishes this kind of tourism among others. For a meaningful separation of sentimental tourism among other types of tourism activities it is necessary hold the internal classification of this type of tourism, which will determine all the complexity sentimental tourism industry, as well as simplify and specify key concepts.

Table 1

## Published definitions of “sentimental tourism”

№	Author	Country	Definition		Year
1	D. Russell	New Zealand	Type of trip, whose main objective is to meet the needs of tourists to the reunion with its own historical roots;	-	2008
2	D. Beshtel	France	The return of migrants to their own place of residence or stay at homeland to restore the memories of both positive and negative nature;	+	2013
3	S. Ramachandran	Malaysia	Subspecies VFR-tourism, whose main objective is to introduce the cultural heritage of their own people search or a family tree of the family;	-	2006
4	K. Nyuland and K. Teylor	USA	Tour of the Diaspora to the country of origin in order to maintain active communication with it;	+	2010
5	Kuzyk S.P.	Ukraine	Kind of trip or vacation, during which human feelings and emotions, nostalgia is the dominant motifs trip. At the core of said sentiment entrusted desire to visit the place, which relates the history of his people, the ancestors of life or personal stay.	+	2011
6	Brown Horshman, McLaren	USA	Journey with the aim getting tourists deeper knowledge about their roots.	+	2000

Based on the classification of tourism, P. Putsentylo proposed in its handbook “Economics and organization of tourist and hotel business” (2007) [18] and the aforementioned classifications of the nostalgic tourism Western scholars, we developed the initial classification

of varieties of the sentimental tourism, which categorizes tourism this type: *Geographical principle, direction of travel flow, organizational form, the emotional coloration of travel and by kind of moving sentiment.*

*By the geographical principle*, which is the first in any division of tourism, sentimental tourism can be divided into: *domestic; international: inbound and outbound tourism.* *Domestic sentimental tourism* is a migration flows of people within the country of permanent residence to meet the needs of nostalgic nature, such as exploring place of residence of their ancestors, or to the knowledge of culture, life and customs of its people. This type of sentimental tourism is often used in green agriculture tourism and ethnic tourism as a means of attractions and additional services. Also, this kind of tourism is possible within trips to visit relatives and friends; or places with which a tourist relates fond memories. Domestic sentimental tourism is easier for organize and conduct versus international, making its development and bringing in the proper state of the starting point in the development of sentimental tourism as a particular type of tourism. *International sentimental tourism* is a travel of persons traveling outside the country of residence to meet the needs of nostalgic character, that is, return to homeland, place of residence of their ancestors and relatives, acquaintance with the culture of its people, represented in the monuments of historical and cultural heritage in foreign country. Development of international sentimental tourism is a priority due to the inter-ethnic character of these trips, which activates the exchange of tourists between the countries. Since in Ukraine is available numerous multinational resources of international importance, *it has the potential to transforming the Eastern European centre of the sentimental tourism.* In addition, international sentimental tourism is an important means to increase the flow of foreign currency country. *International outbound tourism can be categorized* by the direction of flow of tourists on *inbound and outbound tourism.* *Inbound tourism* designed for persons services which not living in recipient country on a permanent basis, namely foreigners wishing to get acquainted with the cultural heritage of his people in Ukraine, or the people who lived in this state in the past, but had to leave her. *International outbound tourism*, respectively, focused on Ukrainian seeking to meet of nostalgic the needs abroad.

*By the organizational form sentimental tourism, like any other kind of tourist activities are divided into: organized and amateur tourism.* By providing benefits certain organizational form of the sentimental tourism, is the logical choice patterns associated with the peculiarities of each individual customer. So, to direct migrants who want to return to their places of residence, apparently rationally will to organize a trip namely to do an amateur tourism because the main motive of the trip will visit some places associated with the life of the individual. This is a purely individual need and its satisfaction does not depend on the content of the tour or from additional services offered, etc. As for the descendants of immigrants, as well as to persons who aim to get acquainted with the culture of their ancestors and to examine the national historical and cultural attractions, appropriate to use the services of organized tourism. Formation of the sentimental tourism product in the first place should be turned to tourists who are not directly involved in migration, due to their need for professional support in a foreign country, as well as increased interest by sightseeing and excursion services during tour.

*By the emotional colouring sentimental journeys can be categorized into: sentimental memorial* (kind of sentimental tourism, whose main objective is to return tourist to the places that evoke unpleasant memories for the purpose of overcoming his own fears and emotional suffering); *sentimental and nostalgic* (a kind of sentimental journeys, during which the main goal for tourist is playback of the happy memories of childhood, youth, etc.).

According to kind of the moving sentiment the nostalgic tourism can be divided into: territorial sentimental; visiting friends and relatives (VFR); sentimental and event. Sentimental and territorial tourism is a kind of tour, whose mission is visiting their own historical homeland or historical homeland of their ancestors to quench your sense of longing for home, familiarization with the cultural heritage of his people or search their own roots. Sentimental and territorial tourism can be divided into: sentimental-ethnic; sentimental and cognitive. Sentimental ethnic tourism is a kind of sentimental tourism, which performed to tourists to return to his homeland to meet the needs of nostalgic character directly, such as dive into the atmosphere of their own childhood, youth, or any other period in life which is associated with permanent residence in a particular area. It is this kind of moving sentiment responsible the needs of direct migrants that prefer amateur travels through its clearly defined needs. Sentimental and cognitive tourism is a kind of the sentimental tourism, the purpose is to return tourists to the homeland of his ancestors, exploring its historical and cultural attractions, the territory of residence of their own people abroad and left by his cultural heritage. Moving sentiment here is a desire to gain knowledge about the history of their people and relatives or find specific residence of the ancestors. For this type of tourism is its high value content and service. The development of this type of tourism will increase sentimental organized international tours, which is a favourable factor for economic growth and diplomatic rating of the state.

Interesting results of a study conducted by Norwegian scientists in the framework of the “legacy tourism” in 2005–2009, who, by questioning 1,000 respondents sought to identify the main factors that awaken the interest of the respondents in the sentimental journeys. Most of the respondents who are already engaged to the sentimental journey, answering questions about the main goal they pursued at the implementation of this journey, said a desire to find a specific place of origin of their ancestors; try to find living relatives. [6] It should be noted that the sentimental and territorial tourism although it focuses primarily on its own immigrants and their descendants as the main segment of the consumer market, but is an important part of this type of tourist activity as organizing tours for foreign visitors, whose cultural heritage is presented within state borders as a result of complex historical processes of distribution in the territory. It is this segment of sentimental territorial largest consumer market requires a quality tour and information services through cognitive nature of the nostalgic own needs.

VFR (*visiting friends and relatives*) – it is type of sentimental tourism, which aims to visit relatives and friends, family events (festivals, weddings, funerals). The basis of this type of tourism is a sense of longing for loved ones, and certain sentimental obligations in visitors, such as the presence at weddings, funerals, important family anniversaries and more. VFR can be as domestic tourism and international tourism. Interesting is the fact that tourists traveling via VFR-visa (in Ukraine – P-2 (VU)) are not considered as a tourist of the country of origin, which greatly complicates the accounting international tourist arrivals of the sentimental character. This tourism, unlike other kinds of the sentimental tourist activity, amplified not only among the elderly but also among the middle age category. The features VFR-tourism is its pronounced seasonality that is associated with the desire to visit family during the holidays and vacations. In addition, researcher S. Ramchandran of this type of tourism notes that the traveler is not always able to choose the time of the journey due to the reliance on the date particular family celebrations (like weddings) and also due to lack of budget, which makes consumers travel to visit family or friends in “dead” season. Another important feature of the VFR-tourism is the fact that a significant number of travelers did not use the services of accommodation and

find lodging with relatives or friends. This factor prevents the statistical recording of arrivals and the process of pouring money into a local business [8, 16]. Visiting relatives and friends is a very large segment of Ukrainian sentimental tourism, which has a purely amateur character, although, of course, does not exclude the organized tours depending on the features of the trip. The huge quantitative volume of consumers of this type of tourism in Ukraine is evident through migration process that takes place in the history of the Ukrainian people and continues happen now. In early 1990 from Ukraine moved out about 7.8 million countrymen due to the difficult economic situation of the state during the fourth wave of migration. By most estimates, this number had returned on the homeland only 20 %, the rest (6,000,000) remain abroad. This, in turn, indicates the presence of a significant quantity of Ukrainian that traveling home to meet the needs of visiting their relatives [13, 16, 19]. The need for VFR-tourism is increasing over time, as well as the marginal utility services of the sentimental tourist activities. Noteworthy is the fact that at long stay the workers in a foreign country, transportation of the family there, or “throwing roots” in the host country transforms their needs for amateur visiting relatives in need of sentimental and territorial tourism of the family character. That is, we can talk about turning tourist needs over time, while maintaining the moving sentiment. Thus, if the immigrant creates a family in the host country, then it will be interesting not only to return home for visiting relatives and friends, but also show the beauty and culture of the country of origin of their husband or wife and children, for which the travel will have cognitive character. Norwegian scientists in their research determine motivation of the sentimental tourism concept of “acquired nostalgia”, which is in the presence of descendants of immigrants desire to reunite with the country of origin, suggests their future needs in the implementation of sentimental and cognitive activity when acquiring them of psychological maturity [6]. And if the family sentimental and educational tourism can still be an amateur character, the descendants of immigrants with high probability will enjoy by organized sentimental tourist services. Under this assumption, the scheme of the consumption sentimental tourism product will be as follows (fig. 1).

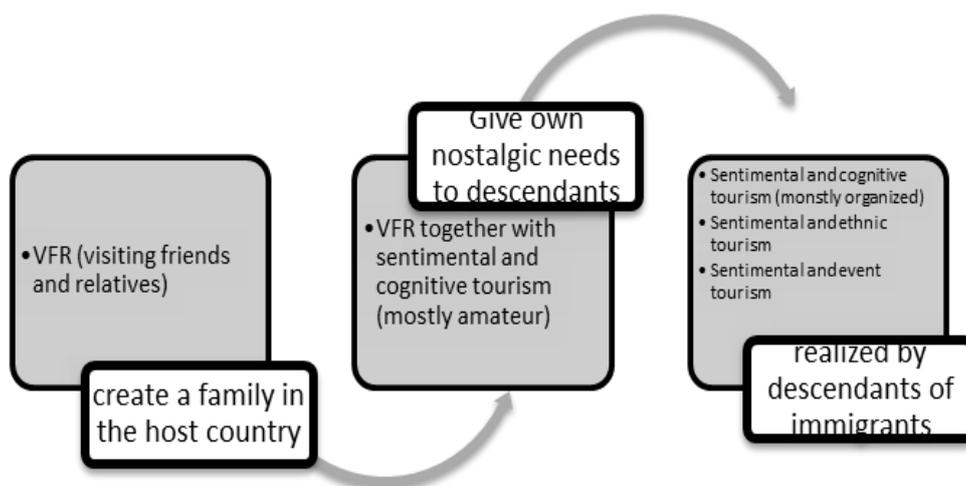


Fig. 1. Changing needs of immigrants in the types of sentimental tourism over time

According to the State Statistics Service of Ukraine, the number of people who emigrated from Ukraine increased by 157 % compared with data from 2012 and is 18.7 thousand people [15]. After analysing official statistics, the diagram of emigration of Ukrainian citizens was created, illustrating the dynamics of immigration processes in the country for the last 6 years (fig. 2).

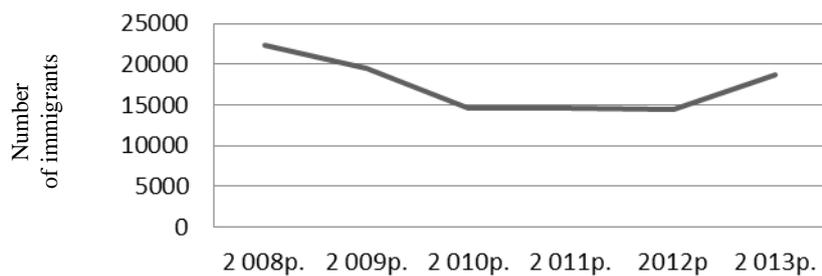


Fig. 2. Dynamics of migration of Ukrainian citizens

As seen in the fig. 2, to 2010 the number of emigrants decreased, in 2010 it stabilized for three years and in 2013 grew up. Due to economic instability in Ukraine should expect a sharp increase in the number of immigrants. Based on official data examined for 6 years, 17.4 thousand people leave Ukraine yearly. Expert data 2007 from seven EU countries show that 70 % of immigrants want to come back to Ukraine. But come back to 20 % [19]. After some simple calculations, we get about 14.000 Ukrainian who annually leave the country of origin and not returned. The figure is disappointing in terms of demographics and preservation of Ukrainian national identity, but in terms of sentimental tourism in Ukraine VFR-potential tourists increased by 14.000 yearly. If you consider that the average number of immigrants of reproductive age is about 70 % of the total number and keep in mind the mistake in the amount of half of the 20 % of those returning home, we get an average of 8.820 Ukrainian which moved out Ukraine and have the ability to start a family in the host country annually. Taking into account the demographic crisis of post-industrial countries, which usually give birth to one baby, we get 8.8 thousand annually. Descendants who, according to research motivation of the nostalgic travels by the Norwegian scientists will be interested in sentimental and territorial visiting the country of origin of one of their parents, and accordingly own. And that without immigrants, transport their families abroad. It should also be noted that in recent years has increased the tendency to travel abroad especially young people, and even predict future changes is difficult, however, reasonable to assume that this trend will continue and grow in the future. The balance of external migration of the population of Ukraine is presented on fig. 3–5.

*Sentimental and event tourism* is a kind of sentimental tourism based motivational levers of which is the desire to brush up on memory the last moments that are not related to the nationality of travelers. At the sentimental and event tourism, unlike sentimental territorial tourism, tourist motivated not need to reunification and knowledge of the country of origin, and the desire to feel again and feel the atmosphere for meaningful events that have taken place in his life and have personal character. Subspecies of the sentimental and event tourism we identified sentimental and ceremonial tourism, based on a participation of tourists in mass popular actions dedicated to certain events that are directly related to visitors and conducted in the form of

festivals, conferences. Often such actions are charitable in nature and designed to service veterans of war.

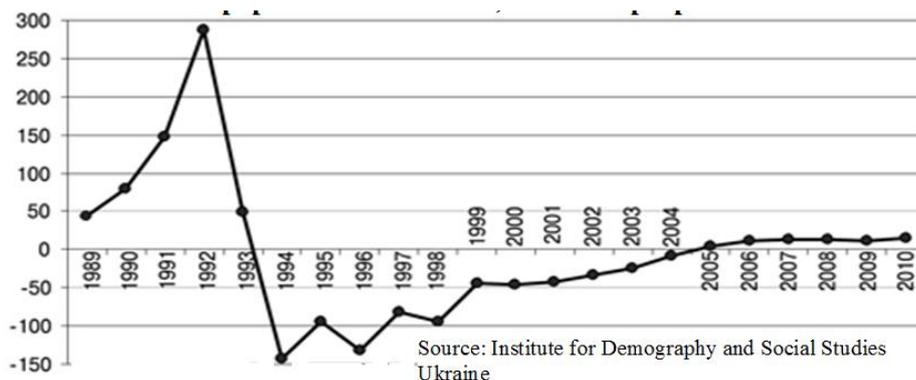


Fig. 3. The balance of external migration of the population of Ukraine, thousand people

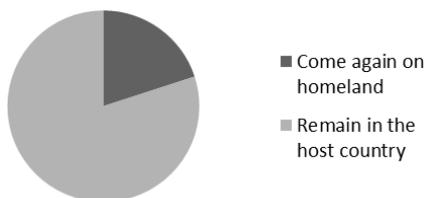


Fig. 4. Ukrainian immigrants who annually travel abroad



Fig. 5. The structure of migrants who remain abroad

Professor Adrian Fornhem with online travel resource Expedia.co.uk (booking service), recognize the sentimental tourism as a new trend in the European market and claim that about 90 % of British travelers are using their vacation to re-visit a particular country or city with sentimental reasons. In 2007 they had a sample survey of 500 respondents to determine their main motivation to exercise sentimental journeys. Results of the study are presented in table 2.

Table 2

Top 6 reasons to implement of the sentimental journeys by British tourists

Motive	Percent of answers
1. Unforgettable vacation in childhood	27.7 %
2. Resided in destinations during adolescence or study	21.5 %
3. Places of the honeymoon	5.8 %
4. Places of romantic events	5.5 %
5. Places of creative holiday (sabbatical year)	4.4 %
6. Place engagement or wedding	4.4 %

As seen from the data, the largest percentages of respondents wish to restore the memory of happy memories of childhood and student years that had lengthy character. Less same share occupied sentiments regarding specific single segments such as a wedding or honeymoon. Among the most visited destinations of the sentimental tourism Britons identified their country, and the most popular places are the traditional seaside resorts, Blackpool and Brighton. This choice was particularly popular among those respondents who wanted to relive typically British childhood. Next on the list were Madrid, Barcelona, Rome and Florence [9]. It should be noted that the survey was conducted among Britons just because more important to understand the inner sentimental tourism. Due to its own territorial isolation of the continent, the United Kingdom is not felt such a strong impact of migration in the last century, such continental Europe, so the demand for different kinds of sentimental tourism differ from the same Norwegian research 2005–2009 years.

Overall, analysed studies classification of the sentimental tourism as a particular type of tourism is as follows (fig. 6).

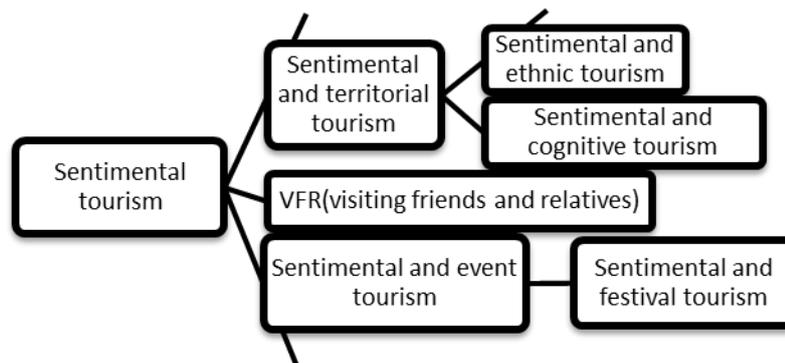


Fig. 6. Classification of the sentimental tourism

Sentimental tourism is a complex concept that is largely intertwined with cognitive, ethnic and rural green tourism, which somewhat complicates its isolation as an independent type of tourist activity. However, there are obvious differences and features of this type of tourism that go with the specificity of his motivational processes, versatility carried out on the basis of these processes trips, which we tried to follow in the current works of the world's scientists. In our own classification we tried systematize, summarize and illustrate and show features facilities such trips, which include not only the cultural heritage, but also person and memories. The last two objects of tourist activity have a purely nostalgic tourism, which again speaks about the feasibility of isolation and study it as a separate type of tourism. With deeper study of statistics of international arrivals to the territory of Ukraine, further development of the sentimental tours and their promotion in the international market situation sentimental tourism in Ukraine will be more stable, and the possibility of its becoming a separate branch of tourism activity on the Ukrainian market will increase.

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## ПРО ПОНЯТТЯ СЕНТИМЕНТАЛЬНОГО ТУРИЗМУ ТА ЙОГО КЛАСИФІКАЦІЮ

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Опрацювавши наявні зарубіжні та вітчизняні наукові публікації у галузі сентиментального туризму, констатовано відсутність єдності в судженнях світових дослідників. Взявши до уваги весь представлений досвід у проблемі дослідження ностальгійних подорожей, сформовано власну концепцію поняття “сентиментальний туризм” та, за аналогією з класифікаціями туризму, опублікованих П. Пуцентейлом, та внутрішньою класифікацією сентиментального туризму Д. Рассела, розроблено внутрішню класифікацію сентиментального туризму, застосувавши в ній розмаїття поглядів західних вчених на сентиментальні подорожі та додавши кілька власних нових термінів. У статті схарактеризовано особливості сентиментального туризму як самостійного виду туристичної діяльності, запропоновано класифікацію сентиментального туризму, міжнародної взаємодії та укріплення міждержавних стосунків.

Для території України найзначимішим ресурсом для успішного впровадження та реалізації сентиментально-туристичних турів є висока чисельність української діаспори, яка, за різними оцінками, є четвертою за кількістю у світі. Цей факт говорить про наявність надзвичайно широкого сегменту споживчого ринку, який є і буде зацікавленим у здійсненні сентиментальних подорожей на власну Батьківщину чи країну походження предків у довготривалій перспективі. Серед інших видів туристичної діяльності, що приваблюють європейських туристів на території нашої країни, сентиментальний туризм, на рівні із сільським – зеленим, потребує найменших капіталовкладень для належного зацікавлення клієнта через природу своїх мотиваційних процесів. У зв'язку з цим доцільним є розгляд ініціювання першочергового розвитку саме цього виду туристичної діяльності, адже він здатен за порівняно невисоких витрат збільшити кількість туристичних доходів міжнародного характеру та зміцнити відносини із країнами Європейської співдружності.

*Ключові слова:* сентиментальний (ностальгійний) туризм; сентиментально-територіальний туризм; сентиментально-подієвий туризм; відвідування родичів та друзів; сентиментально-внутрішній туризм; сентиментально-міжнародний туризм; сентиментально-етнічний туризм; сентиментально-пізнавальний туризм.