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2016

Засновник: ЛЬВІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ІВАНА ФРАНКА

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Бібліографію подано в кінці статей.

Realities of present-day life demand from the society and its components integration, cooperation and diversification. Tourism business is developing very rapidly – both in territorial and functional-industrial aspects. Only close cooperation between scientists of various fields of science, practitioners of different levels can help to trace transformational processes in tourism area, to reveal rules of its development, to analyze present state and to forecast its future development.

References are cited at the end of the papers.

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GEOGRAPHICAL ANALYSIS INITIAL PHASE OF ESTABLISHING YAREMCHE-VOROKHTA RESORT AREA

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Geographical analysis intial phase of establishing Yaremche-Vorokhta resort area.

This paper analyses the historical and geographical conditions and the peculiarities of formation of the spa and climatic health resort area along the Prut river in the Eastern Carpathians at the end of XIX-th and the beginning of the XX-th century. The main centers of that climatic health resort area were mountainous villages Yaremche, Dora, Tatariv, Mykulychyn, Vorokhta located along the Trans-Carpathian railway line opened at the end of the nineteenth century. The peculiarities of establishing the health-recreation specialization of the settlements within the studied mountainous area were analyzed. The process of consolidation of the Hutsul villages in the polycentric Yaremche-Vorokhta resort area of the Alpine spa and climatic health resorts type is found out.

Key words: spa and climatic health resort; historical and geographical analyses; health and recreational specialization; natural health-improvement resources; resort recreation; stages of resort area development.

INTRODUCTION

Spa and climatic health resort areas of the Ukrainian Carpathians have a number of specific historical and geographical features of development considering the peculiarities of their nature and durable time they were part of Austrian-Hungarian Empire and then Poland.

Retrospective-geographic study of these specific features are particularly topical in our time – the period of the revival of traditional for that area forms of management of nature primarily recreational management of nature, and on this basis, formation of the priority objectives and guides of the region sustainable development.

The aim of this work is a brief historical and geographical analysis of the peculiarities of establishing and organizing the Yaremche-Vorokhta resort area in the late XIX – In the early twentieth century. It was time when recreation became one of the leading sectors of economic specialization of the studied area and earned for it fame as one of the most popular resort areas of Central Europe.

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STUDY AREA

The study area is situated in the most tourist attractive part of the Eastern Carpathians within their highest Chornohora mountain massif. The town Yaremche is an administrative, tourist and resort recreation center of that area (Fig. 1). In the twentieth century Yaremche-Vorokhta resort area had a polycentric structure (Fig. 2). Apart from Yaremche, the villages Yaremche, Dora, Tatariv, Mykulychyn and Vorokhta located along the Trans-Carpathian railway are the centers of resort urbanization and mountaineering activities within that resort area.

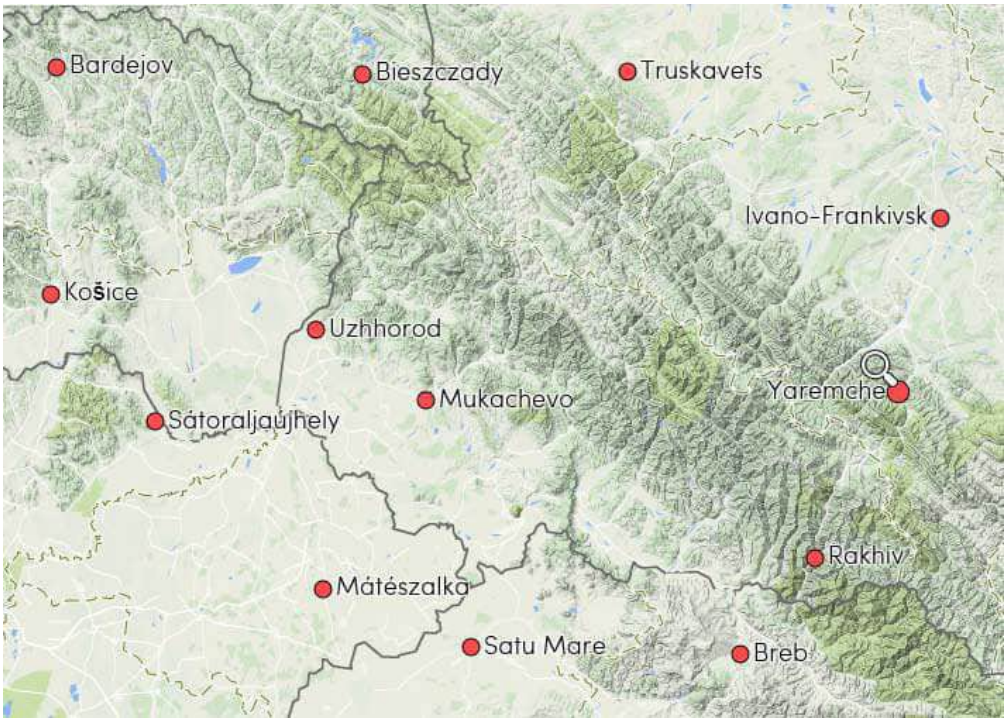

Fig. 1. Location of the study area with respect to other centers of the Carpathian Euroregion

Formation of the health-recreation specialization of the settlements within the studied mountainous climatic resort area occurred still in the Austro-Hungarian period during the last quarter of the nineteenth century (Heksch, Kowszewicz 1882).

METHODS, DATA AND TOOLS FOR THE HISTORICAL AND GEOGRAPHICAL ANALYSES

Conceptual approaches, theory and methodology of historical and geographical studies is highlighted in the modern geographical literature. Conceptual and terminology grounds and principles of regional historical and geographical study are based on the works of a number of the following distinguished geographers: A. Baker (1977, 1979, 1982, 1984),

D. Gregory (1982, 1984), R. Dennis (1984), C. Harris (1991), R. Butlin (1993), N. Johnson (2000), S. Naylor (2005), M. Hall and S. Page (2014) and others.

Problems of historical and geographical researches of Western Ukraine territory are the subject of numerous scientific papers and investigations of Ukrainian geographers. Some aspects of historical geography of tourism in Ukraine are highlighted in the writings of O. Bejdyk (2001), M. Rutynskyi and O. Stecuk (2008), V. Krul (2008). When it comes to studying Central Europe historical geography attention is paid to that region by R. Butlin and R. Dodgshon (1998), D. Turnock (1989), N. Pounds (1990) and other geographers of the EU.

Fig. 2. Yaremche-Vorokhta spa and climatic health resort area

We conducted historical and geographical analysis of the peculiarities of establishing the Yaremche-Vorokhta resort area, the largest in the Eastern Carpathians of the Austro-

Hungarian period according to the methodological approaches provided in the works of E. Gagen, H. Lorimer and A. Vasudevan (2007), J. Entrikin (2008) , R. Butlin (2013), R. Kitchin and N. Tate (2013), J. Morrissey, D. Nally, U. Strohmayer and Y. Whelan (2014).

Austrian and Polish tourist and resort guide books, maps and map-schemes, photographs and postcards, travelers' information and memoirs, materials of regional magazines and newspapers, advertising brochures etc are the sources of historical and geographical information about the development of recreational facilities in the Eastern Carpathians in the second half of the XIX-th – early XX-th century, when the region used to be part of the Austro-Hungarian Empire. The systematization of the factual material scattered by these sources allows to reconstruct historical and geographical picture of the initial stage of resort-recreational development of the Eastern Carpathians, of the origin of climatic resorts as well as of establishing boundaries of the key resort areas in that mountainous region.

RESULTS

Integrated recreational development of the Hutsul Carpathians started only in the second half of 1894 with putting into operation the international railway line – Stanislaviv–Voronenka–Siget. That wonder of engineering caused a real tourist "boom", as it enabled comfortable journey to the highest part of the Eastern Carpathians, with their unforgettable picturesque landscapes. Convenient direct connection to the main centers of generating tourist steams is a key factor of mass visiting that area at the turn of the nineteenth and twentieth centuries. Tourist guide book of that time informed potential travellers: "Duration of the journey by direct train: from Krakiw – 12 hours, from Lviv – 5 hours, from Chernivtsi – 5 hours, from Stanislaviv – 2 hours" (Lewicki, Orłowicz, Praschil 1912, 116).

At the railway stations, in restaurants and sleeping carriages of passenger trains, for those holidaymakers who dared to travel to the Eastern Carpathians, there was another detailed tourist guide book at the disposal in which the author – A. Inlender – announced: "the line Stanislaviv – Voronenka will be very interesting for tourists, because starting from the foot of the Carpathians in the area from Nadvirna to Delyatyn landscapes are extremely picturesque. And in the area from Delyatyn to Voronenka the track winds through the valley of the Prut river and will take the the breath of every holidaymaker by magnificent panoramas of Chornohora's peaks, the Prut's waterfall in Dora and the gorgeous views of canyons, fogs and peaks of the Carpathians covered in pine virgin forest" (Inlender 1892, 96).

With the first passenger trains to that locality more and more numerous groups of holidaymakers and travellers were arriving at the mountains. And just at the turn of the XIX - XX centuries the work on recreational improvement of the territory and building up facilities of recreational infrastructure was started. Since that time until now the Yaremche-Vorokhta resort area has been an established "business card" of resort and recreational localities in Galicia.

Within the area the multifunctional resort and recreation centers – Yaremche, Vorokhta, Dora, Mykulychyn, Tatariv, Yablunytsa were formed and closely interacted with each other.

The railway stations Mykulychyn, Tatariv, Dora and Vorokhta formed administrative-and-economic, communication and infrastructure-and-guest axis-core of that resort area where all streams of tourists stopped and then redistributed on to the periphery. The streams

of tourists arrived by trains from Lviv and other cities in the Austro-Hungarian monarchy and from Polish (Polish Kingdom) and Ukrainian (Volyn', Podillia, Naddniepryanshchna, Slobozhashchyna) provinces of the Russian Empire.

Already in the late nineteenth century the settlements at the Prut valley started to diversify by their profile recreational specialization. Mykulychyn, Tatariv, Dora and Yaremche began to dynamically develop as seasonal spa and climatic health resorts as well as localities where holidaymakers did the whey diet-therapy course in combination with health paths and body hardening, Vorokhta – as both summer and winter center of active tourism and recreation.

The center of the area – Yaremche town acquired the status of the resort capital of Galicia and the Eastern Carpathians. In 1897 H. Hoffbauer, the first researcher of the resort potential of the region gave the following description of the status and prospects of developing the resort Yaremche: «After opening the railway line ... life started to swirl in that picturesque mountainous corner. A few dozen gorgeous Swiss style villas were built among a few wooden and stone ones ... constructed for staying in summer period. They are partly occupied by their owners, partly – by guests from Lviv, Stanislaviv, Kolomyia etc. For two years that lovely place in the woods turned... into a new climatic health resort with a spa-curative institution, hotels, a candy store, a restaurant for Christian public with a spacious hall and so on.

(...) Due to its convenient location among mountains and framing by wooded mountains Yaremche is the best place to function as a climatic resort – so far from early June to late September, because in only this period you can usually get food. Since the climate in Yaremche is so gentle ... you should believe that already in the near future Yaremche will become a climatic health resort, where the sick will be able to comfortably stay in winter as well, all the more, aesthetically the winter landscapes ... of Yaremche and its outskirts are really magnificent and in no way inferior to the Alpine ones» (Hoffbauer 1898, 70-71).

The notion of the infrastructure development of the Yaremche-Vorokhta health resort and climatic spa area in the Austro-Hungarian period is given by the S. Lewicki, M. Orłowicz, T. Praschil (1912, 1919) travel guide books of the early twentieth century. The resort Yaremche consisted of 90 villas and houses built specifically for holidaymakers, in which there were about 500 rooms furnished in accordance with Austrian guest standards. Alongside bigger institutions were opened: boarding houses, hotels, restaurants.

The hotel infrastructure of the fashionable resort center, according to S. Lewicki, M. Orłowicz, T. Praschil, looked like this: "Hotels and restaurants: Skryzhynski's hotel opposite the railway station has 14 rooms, richly furnished ... Open all year round. Hanus's hotel ... has 16 rooms ... Shteynhraber's hotel is near the station. Skryzhynski's restaurant ... with spacious, very richly decorated hall for meals and a spacious shaded veranda. Daily in the evening they have a concert by musicians from Stanislaviv ...

Recreational opportunities: during the summer season Hradel's spa health improving institution is operating, where, along with hydrotherapy treatment they provide massage, electrical (physio)therapy and sunbathing ..." (Lewicki, Orłowicz, Praschil 1912, 117–118).

The owners of the most luxurious resorts and villas, built in the late nineteenth century in Yaremche, were both the local Jews and representatives of the bourgeois circles of Vienna, Lviv and other major cities.

Administratively, in the late XIX-th – early XX-th century Yaremche remained the outskirts of Dora. However, already at that time, powerful recreational building up assigned to the outskirts the features of the health resort capital of the Hutzul Carpathians. Those who were indifferent united around that idea and thanks to their efforts the tourist «Yaremche Club» was set up on August 25 1896. Mr. Zonnenvend was elected its head. The «Yaremche Club» developed a set of measures on recreational improvement of the area to attract holidaymakers and to separate Yaremche from Dora.

In just Yaremche a post office with an information center for tourists was opened, convenient transportation drives to the resort were laid, a number of recreational pavilions, benches were established, the first walking-tourist paths were paved through the territory of the climatic resort area. In the surrounding forests numerous hiking routes were laid and maintained in good condition. The club financed: placing benches in walking areas; arranging entertainments each summer week-end, concerts and theatre performances; maintaining Orchestra, library which provided borrowing books and reading room for newspapers and magazines, place for team games, tennis court, bowling, boats for fishing etc.

In 1899, Leon Zabalevych, the publisher, organized issuing the newspaper «Yaremche», published weekly during a recreation season. In 1902 Mr. Artyhovskyy, a photographer from Stanislaviv, opened photo salons in his two villas. He also sold postcards with views of the Yaremche-Vorokhta health resort and the climatic spa area.

So already in the late nineteenth century recreational specialization of Yaremche as prestigious resort locality for public recreation and entertainment of burghers from Vienna, Warsaw, Krakiw, Lviv and other cities was stated. Due to the influx of holidaymakers increasing with every year, by the special government resolution as of September 28, 1910 Yaremche, the outskirs of Dora, was transformed into an independent administrative unit under the same name. In a year its population grew to 1,000 people.

Despite the fact that Yaremche had not yet been separated from Dora, in 1900, the first elections of «summer» manager of local government head of the settlement were held. He was Vladislav Lutskyi, a retired counselor of the regional court. Local newspapers in 1902 wrote that Yaremche was developing thanks to Mr. Lutskyi, who was doing his best. Due to his efforts pavilions for having rest were built, the serpentine road to the Dovbush caves was paved, 250 g. of state forest were allotted for recreational leisure of Yaremche guests.

In 1905-1906 years during one season 1500 holidaymakers spent their holidays in Yaremche, which earned up to 200 thousand corons of profit for the owners of the villas annually. Construction costs of the villas paid off in 3-5 years.

In 1907 the first guide book about Yaremche was issued. Festivals, concerts, games etc. were arranged for holidaymakers. Such kind of festival took place, for example, on August 11 1907 near the Lankocha's restaurant next to the waterfall. There was a rich lottery (500 lots were drawn), a concert of the military orchestra from Stanislaviv, the sky was covered with balloons, in the night there was an enchanting waterfall illumination, a varied fun program was drawn up. Annually the total income of the «Yaremche Club» reached a considerable amount, for example, from festivals – 1048 corons, from tickets for the rest in specially designated walking places – 513 corons, from selling places for fishing - 88 coron, from selling postcards – 67 corons.

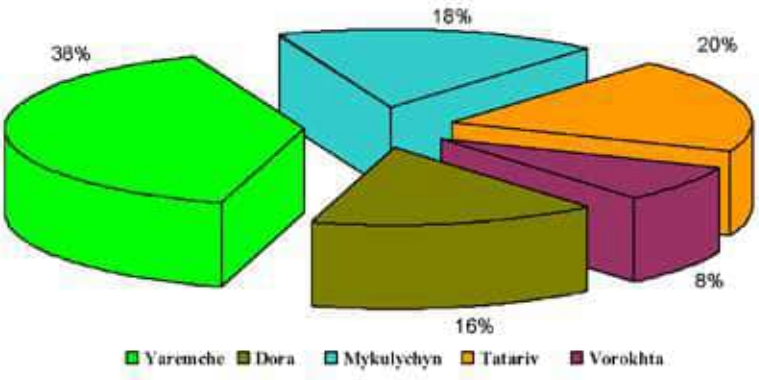

Fig. 3. Correlation of the holidaymakers registered for continual rehabilitation in the settlements of Yaremche-Vorokhta resort area as of 1911, %

By the nature of developing the recreational infrastructure the neighboring centers of the resort area did not lag behind the "capital" either. Here is how the guide books of the early twentieth century characterized their recreational potential:

- Dora – "The tourist spot has 18 large villas and 35 houses specially built for holidaymakers. In addition to these, one can easily get a more modest accommodation with local Hutsuls. There are also two boarding-houses; one V. Levyc'kyj's, which is open a year round, and the second O. Hrosikova's, which operates only in summer. In general, except for the Hutsul houses, there are about 300 well-equipped rooms to be rented by guests. Their number is growing every year and has already outnumbered the familiar figure of 2,000 persons... the Prut flowing through the village, makes it possible to use high-quality mountain river bathing. At the river side there are two indoor bathrooms. Entertainment: there is "The Club of Holiday Guests in Dora", whose work is to improve holidaymakers' life in the tourist spot, they lay a park, put benches along walking paths, look after them, arrange composite journeys about picturesque neighbourhoods ..." (Lewicki, Orłowicz, Praschil 1912, 46-47).

In Dora Hutsuls kept dozens cleaned festively decorated riding horses for the needs of tourists (1 day hire – 2 corr.), despite ancient superstition, starting from the 90-ies of the XIX-th century every second or third household began to sell to strangers brynza (sheep's milk cheese), budz and whey (medical whey from mountain valleys was worth 0.05 zloty for a 0.25 litre glass), kept dairy cows and goats, cultivated vegetables for vitamin and dietary meals of holidaymakers from cities.

- Mikulychyn – "Restaurant with Anne Bauerova's guest house (2 cor.), and Dr. Hlushkevych's several villas and a boarding-house (6 cor. / Day) ..."Shelter for printers" in Mykulychyn (lodging for tourists – 1 cor., full-board – 2 cor. 70 g) ... in summer several hundred people come here - accommodation also with Hutsuls ... the shop of the Hutsul Union with Hutsul art products, then comes the recently laid park, in which in summer

Hutsul bands play" (Orłowicz 1919, 184–185); "The annual number of visitors amounts for more than two thousand people ... Holidaymakers take the advantage of the refreshing swimming in the river Prut. Resort rehabilitation with dairy products. The area displays features of a year-round climate-health-improving station" (Lewicki, Orłowicz, Praschil 1912, 114-116). It is worth paying attention to the fact that in 1901 in Mykulychyn along with several Polish hotels next to the railway station the first resort hotel of Galicia Ukrainians "People hotel" was opened. The hotel with Ukrainian-speaking staff was a two-storeyed building with 8 apartments and a big guest hall.

- Tatariv – "…in summer is a lively tourist attraction (about 1000 people)... Near the railway station there is Stzheletskiy's hotel and a restaurant "Yasna Polyana" (rooms - approx. 3 corr.), music in summer. There are dozens villas, in addition, accommodation with Hutsuls. High above the Station there is Dr. Zhurakovskiy's sanatorium" (Orłowicz 1919, 185); "there are about 120 rooms, mostly with kitchens, in houses specially built for holidaymakers, including two buildings, which are boarding-houses ... Moreover, there are about 50 rooms rented out by local people ..." (Lewicki, Orłowicz, Praschil 1912, 198).

- Vorokhta – "Near the Station behind the viaduct over the Prut river there is a Chornohirskyi house of Tatranskyi LTD with a small restaurant, bed – 2 cor. Dudzikova's boarding-house "Lena" (open a year round) with a spacious hall and a restaurant, from 7 corr. per day. Perkatyuk's household, besides many private villas. Dr. Mihalik's big sanatorium, Priestly Health Home, vacation colony for railway workers' children ... in summer about 500 persons play here, besides them – lots of tourists ..." (Orłowicz 1919, 186).

Price policy of the guest fund institutions of the Yaremche-Vorokhta resort area varied from moderate to the highest in Galicia. For renting one room in a boarding-house or a villa one had to pay 60–80 zlotys per month. Medical care in boarding-houses should also be paid and was provided mainly by doctors, who came from Warsaw, Krakiw, Lviv, Stanislaviv and started seasonal treatment and diagnostic.

CONCLUSION

Rapid development of the recreational infrastructure led to the situation that by the First World War the resort center Yaremche had surpassed all other resorts in the Ukrainian lands by the number of visitors and became the most mass international tourist destinations in the Eastern Carpathians. The number of recreational streams to the resort area were growing exponentially every year. According to the statistics, in 1912 only in Yaremche 2403 persons spent their holidays.

Official statistics for 1911, according to which we can state:

1) in the early twentieth century by the number of recreational streams (for continual stay from a week to 1–3 months) three resorts singled out and clearly dominated in Galicia with their 3–5 thousand tourists / year – Truskavets, Velykyi Lubin and Yaremche;

2) in the early twentieth century mountain resorts in Eastern Galicia in terms of recreational streams were still significantly inferior to the resorts in the Western Carpathians. Thus, by the 1911 data, 12 911 people improved their health in Zakopane, or 3.6 times more than in Yaremche.

Generally in the Austro-Hungarian period (1909-1913), according to the statistics, within the Yaremche-Vorokhta resort area the number of holidaymakers reached 8 000

guests, leaving aside 20–30 thousand one-day visitors and tourists who set off from Yaremche and Vorohta for a hiking (Lewicki, Orłowicz, Praschil 1912, Rutynskyi, Stecuk 2008).

During the First World War, the recreational infrastructure of the Yaremche-Vorokhta resort area suffered devastating damages, since that territory was the scene of fierce fighting, several times cut by the front line. It was there that Austrian, Russian, Romanian and Polish troops concentrated. From 1919, mass restoration of recreational infrastructure of the Yaremche-Vorokhta resort area started, thanks to the efforts of the new Polish administration and local entrepreneurs. The local administration and investors (Shtrum, Hanus, Makarevych, etc.) were implementing the far-reaching plans to transform the territory into a modern resort and recreation area of the Alpine type.

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ГЕОГРАФІЧНИЙ АНАЛІЗ ПЕРШОГО ЕТАПУ СТАНОВЛЕННЯ ЯРЕМЧАНСЬКО-ВОРОХТЯНСЬКОЇ КУРОРТНОЇ ЗОНИ

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У статті проаналізовано історико-географічні умови та особливості формування бальнеооздоровчої та кліматичної курортної місцевості вздовж річки Прут у Східних Карпатах наприкінці XIX – на початку XX століття. Основними центрами формування цієї кліматично-курортної місцевості були гірські села Яремче, Дора, Татарів, Микуличин, Ворохта, розташовані уздовж транскарпатської залізничної магістралі, відкритої наприкінці XIX століття. Проаналізовано особливості формування медико-рекреаційної спеціалізації населених пунктів в межах досліджуваної гірської місцевості. Висвітлено процес консолідації сіл Гуцульщини в поліцентричну Ворохтинсько-Яремчанську курортно-рекреаційну територіальну систему.

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