

**Green tourism as a form of socio-economic development of the ukrainian
village**

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Abstract. The article analyzes the tourism resources of the region by organizational forms of tourism. The role of rural green tourism as an important branch of national and world economy is considered. The basic tendencies of development of this type of tourism are investigated, its role in economy of different countries is determined. The role of rural green tourism in solving the socio-economic problems of the village is highlighted.

Keywords: Rural tourism, green tourism, village culture, rural green tourism, rural area

Relevance of the study: The Ukrainian village has an extremely rich historical and architectural heritage, culture, distinctive life, picturesque landscapes, nature and healing and recreational resources. Our villages are rich in individual housing stock and kind hardworking people. At the same time, an acute problem for many villages is the increasing overflow of labor force. Taking into consideration the lack of investment to create new jobs in rural Ukraine, more attention should be paid on the national level to those sectors that do not need large funds for their development. Such industries include rural tourism, which has long been practiced in Ukraine. After all, there were always many holidaymakers in villages with appropriate recreational facilities. This is especially true for villages located on the banks of rivers, seas and mountains (Prospects for the development of rural green tourism in Ukraine).

In addition, the Ukrainian village has many cognitive potentials associated with historical and ethnographic heritage, rural culture and life, little-known types of occupational activity and folk crafts. A resident of a large Ukrainian city perceives

rural life, village culture as fascinating exotic, especially if it is a village of Hutaul, Moldavian, Bulgarian, Greek, etc. It is even more exotic for foreign tourists (Vasilyev,2001).

The development of tourism is widely highlighted in the scientific works of I. Artyukhovoyi, M. Haby, S. Illyashenko, V. Kyfyak, M. Mal's'koyi, V. Khudo and others. The main aspects of the development of «green» tourism were reflected in the works of L. Zaburana, A. Zinchenko, A. Kravchuk, O. Krasnoruts'koho and others.

Social and economic development of tourism, including green, ones increasing its popularity is relevant, as it will contribute to the growth of the state budget and employment, maintaining a high standard of living, improving education, introducing new means of dissemination of information, creating prerequisites for improving the country payment balance, development of territories and other branches of the economy of Ukraine (Dobryans'ka, 2018).

Formulating the goals of the article: to consider the role and place of rural green tourism in the development of rural regions of Ukraine, the relevance and problems of rural tourism in the overall system of the national tourism industry.

Outline of background material: In the world rural practice, along with the development of agricultural activity, non- agricultural employment sectors, rural tourism in particular are becoming a source of additional income. Since 1972 agrotourism is defined as a separate branch of economy. In Western Europe, rural tourism is characterized by sustainable development since the early 1960 's . At present, this phenomenon is widespread, although regional models of functioning of this type differ significantly.

Today, rural tourism is developing at a rather rapid pace and in some countries attracts a large number of foreign tourists. Multiple rural tourism, especially in the context of targeted development programs, has a positive impact on the conservation and development of rural areas, the rational use of their resource potential, stimulate the development of personal farms, expanding the demand for environmentally friendly, natural food, as well as rural areas, rural construction, crafts, culture and identity, that is, in the whole is addressed to solving social economic problems of rural

areas, especially the problem of rural employment. All this mentioned ultimately affects the level of competitiveness of rural areas, which is manifested in improving the welfare of residents.

Researchers believe that for the successful development of rural green tourism, the region must have the following features: clean environment, low level of urbanization and industrialization, limited intensity of agriculture and forestry, a susceptible agrarian structure (medium-sized) agro-cultural landscape, low income of people (which would stimulate their employment in this area), free space resources (Papp, 2015).

In Ukraine, there are all the prerequisites for the development of rural recreation, which can be seen as a specific form of ancillary economic activity in the rural environment using the natural and cultural potential of the region, or as a form of small business that allows to solve in some extent the problem of employment of rural population, improve its well-being, make fuller use of the natural and historical and cultural potential of the countryside. The matter of rural holiday development has a real state perspective and contributes to improving the socio-economic situation of rural areas (Prospects for the development of rural green tourism in Ukraine).

Taking into consideration the overall economic crisis in Ukraine, in particular the exacerbation of rural problems, the widespread development and development of rural green tourism is particularly desirable here. A systematic approach to the organization of this new type of Ukrainian tourism can and should contribute to the development of not only domestic but also external tourism, as a way of expanding international relations and mutually beneficial cooperation (Boyko, 2010).

Today, the development of rural green tourism, which has long been practiced in Ukraine, is relevant. After all, there are always a large number of city dwellers in villages with a suitable recreational base. The most popular for recreation are the villages near the seas, rivers near the mountainous terrain. Particularly favorable conditions for the development of green tourism are created in the territories of national and landscape parks, where there is an opportunity to combine a complete rest with knowledge of the natural and historical and cultural potential of the region.

Ukrainian village has a very rich historical and architectural heritage, culture, natural picture sane landscapes, and healthy recreational resources. All in all, then there are all prerequisites for the development of recreation in the countryside, which can be regarded as a specific form of ancillary economic activities in the rural environment of using natural and cultural potential of the region or as a form of small business, which allows to solve the problem of rural employment, improve its goodness and usefully to the natural and historical and cultural potential of the countryside. Rural tourism is an important factor in the steady dynamic increase in budget revenues, in the activation of the development of many industries (transport, trade, communications, construction, agriculture, etc.) (Bondarenko, 2015).

Rural green tourism is a specific form of recreation in private farms in rural areas using the property and labor resources of personal peasant, subsidiary or farm economy, natural and recreational features of the area and cultural, historical and ethnographic heritage of the region (Byrkovych, 2008).

Rural tourism is an important social and economic phenomenon of today. The main role in its development is played by natural-geographical, historical-political, socio-economic and demographic factors. The development of rural green tourism in Ukraine is quite spontaneous. It is closely linked to the development of society and is subjected to its objective laws (Shakhryuk-Onofrey, 2016).

Conditionally, the factors of rural green tourism development can be divided into external and internal. The external factors of tourism development include the geographical location of the region, political relations between the countries, the international division of labor, prices on the international market and in different countries, exchange ratio and so on. Demographic factors such as population growth, uneven density and concentration in large cities (urbanization) lead to an increase in tourism potential, an effort to find themselves in less crowded places. Such factors as proximity to transit routes and countries that supply tourists distance from the «hot» points of the planet play a major role. The formation of world tourist flows is actively influenced by the ratio of levels of socio-economic development of different countries.

Determinants are the internal factors for the development of rural green tourism. Natural-geographical features and climatic conditions of the country, availability and quality of natural resources and possibility of their convenient use; economic situation in the country; domestic politics, political stability; social order, level of development of productive forces, structure and level of well-being of the population are crucial among the factors of the development of rural tourism.

Concerning to the impact on tourism, all factors are divided into attraction factors that encourage travel or rest and the factors of distribution or demand differentiation that affect the choice of place of travel or rest (Sokol, 2006).

Rural tourism is a type of tourism that takes place in rural areas and uses its values: rural lifestyle, natural environment, local culture, traditional architecture, participation in local cultural events. Therefore, the factors of the development of rural green tourism include:

- the undeniable charm of the rural area and its values for the inhabitants of the cities for which the village is an escape from the crowds and industry;
- fashion trend to rest in the natural environment;
- development of transport, which enables fast and easy access of tourists to remote areas with a clean environment;
- greater availability of this type of recreation for persons with low incomes;
- rural traditions of hospitality, decorative elements, local cuisine with typical, rural dishes, smells and flavors (Shakhrayuk-Onofrey, 2016).

In order to plan effectively the development of rural green tourism in the region, it is necessary to consider its features of territorial and functional organization. Territorial organization of rural green tourism is a system of spatial inter-location of rural settlements providing agro-recreational services with respect to each other, as well as to cities-centers for the generation of consumers of agro-tourist services, the formed transport infrastructure of the territory and objects of natural and ethno-cultural heritage (Byrkovych, 2008).

The development of rural green tourism in most countries of the world is regarded as an integral part of the complex socio-economic development of the village.

This is also true for Ukraine, where the socio-economic problems of the village are particularly acute. The positive impact of rural green tourism on improving the conditions and quality of life of peasants is primarily in the expansion of the employment of rural population, especially women, and it provides extra income for farmer. At the same time, their income comes not only from renting accommodation, but also from the following services: direct sale of their own agricultural products (without intermediaries and transport costs); cooking for guests (using self-grown products); rental of sports and fishing equipment; sale of handicrafts and other products; acquaintance with local traditions and culture; involvement in agricultural work, particularly in the apiary, in the haymaker; entertainment organization (horseback riding, boat trips, bird watching, fishing, etc.).

This activity contributes improving the living standards of all residents, creating new jobs. That is why in many countries, much attention is paid to the development of rural tourism as an industry that makes it possible to revitalize local infrastructure in a short time.

Since green tourism is an effective means of addressing the problem of population retention in underdeveloped regions, it is regarded in many countries as one of the important areas in rural development policy. In France, the United Kingdom, the Netherlands, Ireland, Germany, and Spain, involvement in green tourism is encouraged nationally. In terms of popularity, vacation in rural areas in these countries is now ranked second after vacations at sea. Rural tourism creates new jobs and generates real income for the regions, finding ways and means to conserve nature. In many countries, the development of this type of tourism has become a major area of protection and recreation of rural landscapes (Pityulych, 2011).

It is promising for the regions of Ukraine to develop rural tourism or welcome guests in the homes of rural residents. Today, this type is widely developed in Central Europe. As a rule, people using this type of vacation take their vacations in parts and spend one part of their vacations in rural areas. This form of recreation provides unique values. In Europe, a farmer, who informs his guests using his personal experience filled with the stories of his parents and grandparents, is recognized as valuable. And, indeed,

everyday things such as fresh air, hospitality, natural and cultural sites and various types of outdoor activities, such as engaging in agricultural work, are becoming valuable (Papp, 2015).

Latvia has extensive legislative experience in the development of agritourism. This is due to the fact that for a long time the main contingent of tourists who want to relax in the countryside are foreigners. The government has timely drawn attention to this highly promising type of tourism, which table to tackle rural unemployment, and approved a number of relevant regulations. According to the Association of Rural Tourism of Latvia, in the last eight years the number of tourist reception places has increased almost ten times in rural areas, the number of beds has increased by 19 times (Turystyczna biblioteka – vse pro turyzm).

As practice, shows the international community has a strong interest in this type of recreation. It is noteworthy that today in Western Europe there are about the same number of beds-places for holidaymakers in rural areas at home from the owners, as well as in hotels. Tourism development leads to dynamism of village life as local resources, all local capabilities, products manufactured in the village: wine, fruit, vegetables and products of folk art and local handicrafts are being involved. But for the development of rural green tourism, economic and organizational prerequisites must be created, there should be a will of local authorities to promote and develop this type of tourism, and make effective use of the available housing stock (Papp, 2015).

Rural tourism offers opportunities both to improve the budgetary capacity of local governments and to bring urban and rural people closer together. It expands the employment of rural population, has a positive impact on the economy and ecology of the regions of Ukraine, contributes to the revival, preservation and development of local folk customs, crafts, historical and cultural heritage. Every Ukrainian village can be transformed into a true tourist paradise, which will boldly compete with Western Ukrainian tourist and European centers (Boyko, 2010).

If the great wealth of material and spiritual culture of Ukraine is properly involved, a positive result in rural green tourism will not slow down. Namely, the welfare of the rural family will increase, the income of the rural population will

areas are the distance of recreation centers and their recreational non-compliance with the needs of modern tourists. The solution to this problem is possible by joining the efforts of regional and local authorities to upgrade the communication infrastructure; the availability of private road transport enables vacationers to easily reach the desired regions, even those far from the starting point of the journey; stimulating the development of recreational forms of small business in rural areas makes it possible to improve the existing infrastructure and raise the standards of rural hospitality to the standard "urban" hotel service templates (Korobka, 2012).

It seems attractive that rural tourism is practically the only industry that initially doesn't require investments but can offer a great favor to citizens who expands the market whose goods and services create new jobs and contributes to the flow of foreign currency.

In the future, with the gaining experience and resources out the progressive forming of a new rural tourism infrastructure, especially such its directions as microtourism, minihotel economy, building hunting and fishing houses, minishops and others should be organized. At the level of taking designed decisions if is needed to create new examples of host houses and other buildings (Papp, 2015).

For the sustainable development of rural green tourism in Ukraine, it is necessary to create an appropriate legislative framework, keep in order the regulatory framework by adopting a direct action law «About rural green tourism» by the Verkhovna Rada and the Cabinet of Ministers Resolution on standardization of its activities «Tourist services. The green rural tourism. Basic requirements» (Pityulych, 2011).

The development of rural green tourism encourages the improvement of rural estates and villages as a whole, and stimulates the development of social infrastructure. It helps to organize natural and cultural objects, to arrange rest places on tourist routes, develop routes in recreational areas for locals and guests, train specialists (guides, coaches, guides, managers, etc.) for the service of tourists, provides and creates an information and advertising center with a database of recreation areas.

Of course, at first the reception and maintenance of holidaymakers takes place on the basis of an existing housing stock using local recreational and infrastructural

resources. But with some income from this activity, those who are engaged in it begin to invest in improving of the municipal housing, streets; united efforts are being made to improve services. And this is a significant contribution in the development village (Shakhrayuk-Onofrey, 2016).

To promote the development of rural green tourism in Ukraine and bring it closer to EU standards, it is necessary to: streamline the regulatory framework by adopting a law about rural green tourism by the Verkhovna Rada and the Cabinet of Ministers Resolution directed on standardization of its activities «Tourist services. Rural green tourism basic requirements» ; develop regional development programs on the basis of the Rural Green Tourism Development Program in Ukraine; to determine the methodology for developing and implementing the monitoring of the target achievement of these programs at the regional and national levels; to create infrastructures of state financial and credit support for the development of rural green tourism; to study the need of the market for services of rural green tourism and to create in the system of educational establishments of different level for providing courses of retraining of the personnel for this sphere of tourism; create a system of information and analytical support for rural green tourism; to delegate to the Union s a body of professional and public self-government the promotion of rural green tourism in Ukraine the authority should develop and implement national standards for rural green tourism, as well as to carry out external independent monitoring of national and regional rural green tourism development programs.

Each of the above mentioned directions of ensuring the priority of the development of rural green tourism in Ukraine requires strengthening of the regulatory function of the state, which should be based on the of scientifically-grounded researches (Korobka, 2012).

Ultimately, the development of rural tourism will reduce the unemployment rate in the labor market in Ukraine, reduce labor migration from village to town, develop the social infrastructure of the village, improve the well-being of settlements, streets and villages. Thus, the development of rural green tourism should be the object of careful attention of regional and district administrations, an attractive field of activity

for efficient and creative peasant families. It requires a well-thought-out complex scientific approach, proper marketing support, good education and information support.

Rural tourism has convincingly proved that it is an important factor in solving the socio-economic problems of the village - it increases employment in the countryside, developing rural infrastructure, obtaining stable and significant income for the peasants, strengthening the budget of rural settlements. Of course, there are many challenges in the development of rural green tourism. The greatest obstacles in the development of tourism in rural areas are traditionally considered to be the transport distance of recreation centers - poor traffic (roads in rural areas are extremely in bad condition), recreational lack of accommodation (not according to of demand for modern tourists), low level of services; lack of tourist offerings containing products for the new type of tourist; low level of marketing, lack of methodological support and lack of purposeful activity; There is strong competed from neighboring countries that offer better infrastructure and connectivity (Pityulych, 2011).

Findings from the study and the prospects for further exploration: Green tourism can become a landmark of Ukraine in the international marked of tourism, as evidenced by the willingness of foreigners to get acquainted with historical and natural potential of Ukraine. With the successful implementation of green tourism development projects, the following results can be expected: job creation; activation of entrepreneurial activity of all economic forms and motivation of growth of revenues to the budget; development of related services and infrastructure as well. The development of rural green tourism in Ukraine needs considerable support at national and regional levels.

Our country has fundamental resources for the development of rural tourism. With the right approach to the organization and promotion of rural tourism products, Ukraine can expect the significant socio-economic dividends. Rural tourism can become an independent system capable of solving the main socio-economic problems of the village. In general, the developed rural tourism segment has a positive impact on the competitiveness of rural areas and will contribute to the employment of the rural

population (especially for young people); raising the incomes of rural population; developing the social and engineering infrastructure of rural areas; promote the revival of the Ukrainian village; sailing the products from personal subsidiary farms; stopping the migration of rural population to cities; reducing the influence of anthropogenic impact on the environment (in coastal areas, by moving tourist flows from coastal to rural areas).

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