

Problems and perspectives of development of green(rural) tourism in Ukraine

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Introduction. Today tourism is not only a way of rest, but also one of the important sources of replenishment of the budgets of countries. Green tourism is a relatively new type of holiday in the countryside for Ukraine. However, today it is developing very fast and gaining popularity among the city's inhabitants.

Ukraine has all the prerequisites for recreation in rural areas, which can be considered as a specific form of subsidiary economic activity in the rural environment, using the natural and cultural potential of the region or as a form of small business. This allows to solve the problem of employment of the rural population, improve its welfare, make full use of the natural, historical and cultural potential of the countryside.

The development of rural tourism in any region of Ukraine is complicated by several circumstances, the main among which is the lack of promotion of rural tourism in Ukraine, both on the domestic and foreign markets. Information about the existing farmsteads often does not reach the consumer because of the lack of funds from the owners themselves. The second problem is the imperfect legislative framework and the lack of methodological, organizational, informational and material support to the rural population on the part of the state. Currently, only some aspects of rural tourism activity are regulated by the Laws of Ukraine "On Tourism". The problem is the lack of innovative projects and research on the development of promising types of tourism. The formation and development of innovation activities and scientific support of rural tourism will contribute to the creation of new original tourism products, the integrated use and conservation of the natural environment and cultural heritage, patriotic education, promotion of a healthy lifestyle, strengthening of the international authority of Ukraine as a tourist state.

Great opportunities for the development of green tourism are in the Volyn region. Lakes, rivers, woods with wild berries and mushrooms, therapeutic peat mud, spring mineral water of the four types, hunting, and fishing create all the necessary preconditions for the organization and functioning of the green tourism area. In addition, in the countryside, the most preserved customs, rituals, and ancient local means of farming, unique rural architecture and everyday life, hospitality of local residents. The opportunities of tourism industry development on the territory of the region are reinforced by border regulations and transport accessibility of their territories. Close proximity to the countries of the European Union contributes to the development of international tourism.

Conclusions. The biggest problem of the intensive development of green tourism is that most of the village owners in the regions are not registered as those who provide rural tourism services, not integrated into agro-tourist associations. Therefore, there are other problems that complicate the development of rural tourism in the regions, such as: lack of regional programs for the development of rural tourism; low activity and culture of rural residents in organizing their own affairs; lack of experience in organizing green tourism both peasants and local authorities; low quality and comfort of accommodation facilities and transport infrastructure. With the proper assistance of the state, rural tourism in the regions can intensify the development of depressed rural areas, encourage improvement of rural homesteads and villages, increase the cultural and educational level of the rural population, and improve the well-being of the population and the economy of the region.

References:

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