

## **Kyiv National University of Trade and Economics**

Tourism and recreation department  
Specialty 242 «Tourism»  
Specialization «International Tourism Business»

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### **Task for the final qualifying paper Korytnyi Nikita**

#### **1. Topic of the final qualifying paper**

«Tourist product of green tourism of Kyiv region promotion on the international market»

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*The subject* – green tourism market in the Kyiv region.

*The object* – the main features of green tourism product entering the international market.

#### **4. Illustrative material:**

Table 1.1. Definition of the term "rural green tourism" by domestic and foreign authors

Table 1.2. Features of organization of rural green tourism in different countries

Table 1.3. Directions and prospects of development of rural green tourism in Ukraine on the basis of world experience

Table 2.1. Dynamics of the development of rural green tourism in Ukraine

Table 2.2. Categorization in the field of green tourism "Ukrainian hospitable manor"

Table 2.3. Administrative and territorial information of the Kiev region

**5. Consultants of the research and titles of subsections which were consulted:**

| Section | Consultant<br>(last name and initials) | Date and signature |                   |
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**8. Date of receiving the task:** 20.11.2017

**9. Scientific adviser of the research**

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**10. Manager of the educational program**

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**11. The task received by the student**

Korytnyi  
Nikita

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**12. Resume of a scientific adviser of a final qualifying paper**

Scientific adviser of a final qualifying paper \_\_\_\_\_ Mykhailichenko G.I.

### **13. Resume about a final qualifying paper**

A final qualifying paper can be admitted to defence in the Examination Board.

Manager of the educational program \_\_\_\_\_ Mykhailichenko G.I.

Head of the Department \_\_\_\_\_ T.I. Tkachenko

\_\_\_\_\_, \_\_\_\_\_, 201\_

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## INTRODUCTION

**The relevance.** In the conditions of complex transformational changes and reforming of the economy of Ukraine, the sphere of tourism should be considered among the main directions of raising the level of socio-economic development. Taking into account the rich tourist and recreational resources of Ukraine (historical and cultural and ethnic heritage, favorable natural and climatic conditions, various landscape complexes), the development of tourism activity should be considered as one of the factors for solving social, economic and environmental problems. However, the available resource potential is not rational use, and most domestic and foreign tourists are oriented to international and traditional domestic tourism (excursion, health and recreation, historical and cultural, etc.), which predetermines the development of green tourism, which is actively developing in many countries Europe

It should be noted that the stimulation of the development of this type of tourism is also due to the problem of expansion of economic activity of the population in rural areas, socio-economic development of the regions and actualization of the issue of increasing the competitiveness of the regional tourist product.

Current experience and research show that accelerated development of rural green tourism can play a catalyst for structural adjustment of the economy, provide for demographic stability and address the urgent socioeconomic problems in rural areas. It is strategically important for Ukraine to quickly overcome the gap in this area and realize the existing rich tourism potential through a well-balanced policy of state regulation, including at the regional level.

Some aspects of rural green tourism are covered in the works of famous scientists in the fields of law, history, tourism studies, sociology, economics and geography, in particular: Y. Alekseyev, V. Yevdokimenko, A. Korol, M. Landel, V. Miklovdi, M. Pytyulych and other researchers.



Despite the significant amount of scientific and practical developments aimed at the development of green tourism in Ukraine, the issues of management and organization of entrepreneurial activity in the field of this type of tourism remain insufficiently analyzed, the resolution of which is also covered by this article.

**The purpose** of the work is to consider the role and place of rural green tourism in the development of the national tourism industry and the socio-political situation in rural regions of Ukraine, to determine the main methods of advancement to the international market.

The goal is achieved through the following **tasks**:

- Explore the essence and role of green tourism
- To define the international experience of creating green tourism objects
- their research promotion methods of a tourist product on the international market
- to provide general characteristics of the green tourism market in Ukraine
- to make an analysis of the green tourism market in the Kiev region
- to discover the development prospects for green tourism
- to define the opportunities to improve the development of a green tourism product in the Kiev region
- to make a choice and the basis of promotion methods on the international market
- to create a development strategy for green tourism product promotion

**The object** of research is green tourism in the Kiev region

**The subject** of the study - the main methods of promoting green tourism to the international market.

The research uses a number of general scientific and special **methods of research** of processes and phenomena in their interrelation and development. Among the general scientific methods of cognition it is necessary to allocate abstract-theoretical, historical, dialectical, induction and deduction, analysis and synthesis.

**The information base** of the study consisted of theoretical and practical information, statistical data published in scientific works of domestic and foreign

scientists, scientific-practical conferences, periodicals, information and analytical bulletins.

**The theoretical and practical significance** of the work lies in the fact that the conclusions and proposals formulated in the result of the research may be in demand in the practical activity of enterprises of the green tourism industry, as well as for further practical and theoretical development of the problem.

**The structure** of the work consists of an introduction, three chapters, a list of sources used and applications.

**PART 1.**  
**THEORETICAL ASPECTS OF GREEN TOURISM OBJECTS ACTIVITY**  
**ORAGANIZATION**

**1.1. The essence and role of green tourism**

The concept of "green rural tourism" in its usual interpretation has been from ancient times. Even before R. X. in the Roman Empire among the members of the Patrician families a fashion for traveling from Rome to rest in the countryside was born. A massive interest in recreation in the countryside in the modern day is celebrated, starting from the XIX century. And from the second half of the XX century in urbanized European countries, rural green tourism has become one of the main means of "salvation" from the stressful effects of developed industrial cities.

Rural tourism - recreation in rural areas (in villages, on farms, in comfortable cottage villages). Tourists spend some time rustic lifestyles, get acquainted with local culture and local customs, participate in traditional rural work.

In a broad sense, the concept of "Green rural tourism" means rest in private farms, which can be of interest to holidaymakers with interesting and diverse leisure offerings and their tourist attractions, recreation in private farms in the countryside, which attracts its untouched nature, memory history and nature.

Rural tourism is a promising and socially necessary branch of the economy, which needs state support at all levels, active participation of educational institutions, cooperation with domestic and foreign tourism business enterprises; one of the forms of rational use of free time, conducting meaningful leisure, studying the history of native land, involving the general population in the knowledge of historical and cultural heritage.

As V.S. Pazenjuk, tourism is a way of life of hundreds of millions of people, an attractive hobby, a meaningful way to enjoy travel pleasures, excursions to get acquainted with cultural monuments and the lives of other peoples. It should be noted, in particular, that in the tourism the institution of hospitality is clearly present, which demonstrates its "human nature". [5, p.10].



To date, there is some uncertainty in the application of this term. In some countries, rural tourism complements a certain kind of recreational activity, in others it serves as a kind of ecological tourism, in the third is a form of private entrepreneurship, in others it has a limited seasonal character and acts as an auxiliary form of activity in the conduct of a family peasant (farmer's) economy.

In Ukraine, the problems of the establishment of rural tourism are devoted to such scientists as: V. Vasiliev, F. Prokopy, E. Grushchinsky, T. Krystop, G. Cherevko, V. Lipchuk, M. Tovt and others.

*Table 1.1*

**Definition of the term "rural green tourism" by domestic and foreign authors**

| <b>№</b> | <b>Author and source of information</b>                        | <b>Explanation</b>   |
|----------|--|--|
| 1.       | Green tourism [8]  | The essence of rural green tourism is to rest in private farms in the countryside, which attracts its untouched nature, historical and natural monuments.  |
| 2.       | Birkovich V.I [11]   | This is a specific form of recreation in private farms in rural areas, using the property and labor resources of a personal peasant, auxiliary or farm, natural and recreational features of the site, as well as the cultural, historical and ethnographic heritage of the region.  |
| 3.       | Bulakh T.M. [22]   | This is a kind of tourism, which involves getting acquainted with local life in agro-homes, studying the traditions of folk festivals, folklore creativity, organization of weekend trips.   |
| 4.       | Rutinsky MI Zshko Yu.V. [7]                                    | Rest in the countryside is characterized by the fact that, firstly, holidaymakers are rural way of life and get acquainted with local customs; and secondly, it is the provision to the masters of a holiday-tourist (consumer) of a quality service that must fully meet its solvent demand.  |
| 5.       | Medlj S. [48]  | This is a recreational type of tourism, focused on natural areas, which involves classes with various forms of active recreation in natural landscapes without causing harm to the environment.  |
| 6.       | Kamushkov O.S. [5]   | This is a kind of free time in the form of stationary, with the possibility of short trips or hikes, recreation in the countryside.  |
| 7.       | Ecotourism Society, 1994 [10]                                  | This is a trip to the countryside to get acquainted with local culture and history of the natural environment, which does not violate the integrity of the ecosystem, while making the protection of natural resources appropriate for the villagers.  |
| 8.       | International Union for the Conservation of Nature (IUCN) [11] | Traveling with the responsibility of the environment in relatively untouched territories for the purpose of studying and enjoying the nature that promotes its protection, has a "mild" effect on the environment, ensures active social and economic participation of local inhabitants in preserving the natural environment and benefiting from it activities |



According to N. Kravchenko, there are several forms of rural tourism:

1. Actually rural tourism as a holiday in the countryside, activity that brings profit to the host party.
2. Agro recreational tourism developing on the basis of auxiliary farms of the rural population or lands of agricultural enterprises involves active recreation on the nature and the voluntary participation of holidaymakers in agricultural work (it is necessary to distinguish agrarian tourism as a form of active rest and work in the country and private plots as a source for obtaining additional cash receipts).
3. Green rural tourism (a kind of ecotourism), in which the subject of tourist demand are environmentally friendly areas, natural diversity, attractive landscapes. The basis for its development are rural settlements, located mainly within the boundaries of the objects of the nature reserve fund, which provides for appropriate restrictions on economic and recreational activities. [6, p. 250].

In practice, a combination of not only forms of rural, but also other forms of alternative tourism (cultural - cognitive, fishing, sports and health and others) that are developing on the basis of rural settlements. The farmstead can specialize in hunting and fishing, horseback riding, skiing, organizing holidays and parties, children's recreation, etc.

The concept of rural tourism can not be clearly separated from a number of other types of recreational tourism through the specific characteristics of this type of rest, such as the intensity of the use of resources, the type of settlement and the type of organization of the service, a set of components of the recreational product, other factors.

Therefore, rural tourism can be defined as a type of recreation, which provides people with active rest in more environmentally friendly areas, during which the restoration of work capacity is combined with health, cognitive, sports and cultural and entertainment purposes. Rural tourism includes walking, mountain walks and mountaineering, horseback riding, sports and health tours, hunting and fishing, picking up mushrooms and berries, participating in various traditions and ceremonies. This tourism allows the city residents to rest in nature, visit local attractions, get

acquainted with the life of modern urban residents and folk traditions. According to I. Smal, such a holiday can be called the escape from the big city with its complex ecological situation, emotional stress that flows into stress and return to the land where the roots of the Ukrainian nation are located [13, p. 58]. The scientific opinion is that the attractiveness of rural tourism is connected with the diversity of cycles of recreation classes, as each kind of recreation has its own radius and its mileage of service. [14, p. 25-26].

Many types of recreation can be developed both in urban and in rural areas (horseback riding, beach recreation, gastronomic tourism, etc.). When combining different tourist and recreational activities, the "rural / urban" border is blurring tourism, and for the recreational services consumers themselves become insignificant. In addition, certain types of recreation are referred to as "rural" and "urban" tourism and are distinguished only on the territory of the territory, that is, a specific place of service (eg, swimming, cycling, visiting cultural festivals, resting on the beach). The close interaction of urban tourists with traditional rural culture leads to a deeper understanding and respect for the national Ukrainian culture, promotes self-identity of the individual, leads to the formation of its national patriotic consciousness.

In the modern world there is a shift of mass tourism interest from ordinary recreational trips to more meaningful, more cognitive travel. The concept of the three "S" ("Sun-Sea-Sand") - sun, sea, and sand - comes in the concept of three "L" ("Landscape-Lore-Leisure") - landscapes, traditions, leisure. Thus, the tourist fashion raises the popularity of a trip to a countryside, where the city tourist surrounds the exotic area: agrarian and rural landscapes, traditional peasant way of life, domestic animals, ecologically clean products, etc.

When characterizing rural tourism, the components of a rural tourist product are defined, namely:

- Tourist attractions of the area (for example, the natural environment, monuments, interesting architectural objects, national parks, botanical gardens, shopping centers, cultural and religious attractions, museums, as well as inhabitants - their culture and customs);

- Territory infrastructure (community center, gastronomic base - restaurants, bars, cafes, transport - taxis, buses, car rental, shopping mall, service facilities, etc.);
- Availability of terrain (number of transport, as well as infrastructure - roads, airports and ports, rail network);
- The image of the area that exists in the minds of potential customers and significantly affects the unconscious desire to visit this particular territory;
- The price depends on many factors, namely: standard of services, time of year, amount of transport, etc.

Any system - industrial, educational, etc., including rural green tourism, is based on the principles that reflect its most significant features. The basic principles of rural green tourism are:

- dialectical - allows to substantiate the interaction of various factors of rural green tourism, as causal relationships and relationships that reflect real reality;
- systemic - involves consideration of rural tourism as a system that has a certain structure, interconnection and relations of various elements;
- historical - rural green tourism is considered as a direction of recreational activity, developing in specific historical conditions;
- cognitive - this principle rural tourism is associated with the general cognitive theory of knowledge, the general methodological basis for many sciences [15].

Rural tourism includes such components as: countryside, rural life, historical and cultural heritage and the possibility of realizing services (horseback riding, fishing, hiking routes, agricultural products, etc.). The functioning of such a form of rest requires a well-designed social infrastructure - a network of objects of socio-cultural significance of the district, villages: shops, post office, hospital, health facilities, cultural objects (museums, exhibition halls, palaces of culture and others), stadiums, schools, out-of-school establishments that are located nearby and can be used by tourists.

The territory of the rural settlement as a definite area is determined in various ways: - the actual territory of the village as part of the earth's surface is limited to residential buildings and private land plots, social infrastructure institutions,



administrative centers and production facilities (factories, factories, farms, workshops, utility buildings shops, etc.) without agricultural land and objects located outside the main building;

- the economic territory of a rural settlement, consisting of the area of the settlement, the area of agricultural land and occupied by forests, forest belts, reservoirs, rivers, ravines, etc., used by residents of this settlement on the rights of private, communal or state property;

- administrative territory of rural settlements (settlements united in a territorial community) - territory, which is subject to administrative influence of local self-government formed by rural community. It can significantly exceed the size of the village itself, including several rural settlements, which are united into a common territorial community, and is also an administrative-territorial category, which traditionally took the name of the representative body of local self-government in the village - the village council [19].

The main service of rural tourism - is to provide tourists with a temporary residence. Village buildings, equipped for reception of visitors are called agro-villages:

- an agro-cellar is a residential building located in a rural area containing no more than five rooms (depending on the category of accommodation) adapted for tourist accommodation and is owned by the owner who is engaged in agricultural activity or occupied in the service sector or the social sphere of the village;

- Agrarian (agro-pension) is a residential building (a group of buildings) of the hotel type, specially designed to provide recreational services to the population in rural areas [18]. The taxonomic structure of the territorial organization of rural tourism forms the following types of points:

- Agroregional points are separate villages and separately located agro-recreational institutions (eco-agricultures, farmsteads) that offer their own agro-tourist product to the market;

- the agrarian center is a rural settlement located in the area with valuable resort and recreational resources, which formed a network of agro-villages and agro-



pensions offering a diverse agro-tourism product segmented by price, quality and range of services;

- agroregional node - a set of agroeconomic points grouped around the resort and tourist center within a certain compact territory;

- agroregional district - is a homogeneous natural and ethnocultural area with a historically formed network of village settlements, most of which specialize in rendering rural tourism services;

- the agroregional region is a large natural ethno-cultural and administrative territorial unit, which consists of one to several administrative areas characterized by similarities with the features of the natural and landscape structure, historical and cultural and socio-economic development, traditions of agriculture, determined by infrastructure links and other factors [28].

But quite often the tourist is not ready to radically change its usual kind of recreation. For such tourists a number of excursion programs are offered, designed for a short period of time, which will allow them for a short time to live in rural life and feel at the same time all the beauty of such a rest.

So, choosing a vacation in the countryside, besides a calm and relaxing atmosphere, delicious homemade food, you will have the opportunity, for example, to go to the woods for mushrooms or berries, to have fun with pleasure to swim, and just to swim in the clear water of some pretty lake or rivers

In western Ukrainian lands, not only the practice of living on the territory of farms or farms, but also the direct, although limited, participation in the work of villagers, such as harvesting, livestock care, and so on.

Green countryside tourism is exactly that holiday, when you can enjoy wonderful birds, enjoy their singing, walk along the steep forest paths, taste delicious freshly prepared dishes or just arrange a picnic in the fresh air, you will be able to stay alone with virgin nature and enjoy its generosity and hospitality.

Rural green tourism positively affects the physical and moral health of a person, because it includes factors that provide health, cognitive and aesthetic effects. Green rural tourism is also great because there is not that huge number of tourists,

which can be seen in the popular resorts of the world. This type of rest is especially needed for the inhabitants of large cities.

Every year, rural green tourism is becoming more and more widespread both among the rural population, which provides hospitality services, and among urban residents who are fond of enjoying such hospitality.

## **1.2. International experience of creating green tourism objects**

The oldest region in which the first "shoots" of green tourism originated was Europe. So, in the VI century. B.C. ancient Greeks and Romans traveled to Egypt, where they were attracted by history, culture, architecture, peculiar natural conditions. In the Middle Ages, the famous traveler Marco Polo was engaged in adventure tourism. In the age of Enlightenment (XVII century.) In the writings of J.J.Russo, G.Libil, the role and significance of tourist campaigns as a means of patriotic education for the first time are singled out, the doctrine "On the knowledge of nature and the desire to develop norms of behavior in the natural environment- is formed." In particular, J.-J. Rousseau pointed out the importance of hiking trips for health promotion, substantiated the theory of teaching and upbringing of young people, where travel is an indispensable component, revealed the purpose and objectives of travel and their relationship with other means of personality formation [11].

However, until the 70s of the twentieth century. Green tourism, both in Europe and throughout the world, has not been properly disseminated. The driving force behind this trend was the active discussion of environmental issues by representatives of the international non-governmental organization, the Rome Club, which, among other provisions, emphasized the need to contain the population and educate every citizen of the planet to treat nature with care.

The current need for green tourism in Europe is due to a change in the natural landscape, a high degree of urbanization, pollution of air and water, through attempts to maximize the needs of people in comfort, thoughtless construction of territories,

falling of forests, overflow of cities by means of transport, etc. Awareness of this problem has led to the emergence of initiative groups of tourists-nature lovers who have begun to actively implement green technologies in life.

In Europe, it is Alpine unions in Austria, Germany and Switzerland, which owns an extensive network of mountain refuges, small cafes and restaurants that are built and operate in accordance with environmental requirements. They also support a network of tourist trails and ensure the safety of tourists in hiking, horseback riding, cycling and other mountain trips. In addition, these unions prepare professional guides, publish a large number of informational materials of ecological tourism orientation, finance schools for the preparation of mountain tourism instructors and just tourists. In addition, there is a whole network of Natura 2000, whose main vocation is to protect biodiversity in Europe, and the LIFE program finances research and biodiversity projects. Thus, since 1994, the LIFE budget is over 144 million euros, of which the EU contribution is almost 73 million euros, and the rest is funded from national funds [10]. In general, the European region is multifaceted and each country gives its own color to green tourism.

Yes, France specializes in viticulture and gastronomy, Italy and Spain, besides the usual observation of scenic views, offer health services and local spa resorts. Separate consideration should be given to rural tourism, which is becoming increasingly popular, and now brings 1 billion dollars. profits to the state budget of France and \$ 3 billion - to the budgets of its regions. Rural tourism is also common in Austria, England, Germany, Italy and Spain. In 1992, the EU reformed its Common Agricultural Policy and began to allocate money for its development, in particular, for the construction of rural roads. After all, according to expert estimates, the settlement of a native of the village in the city is 20 times more expensive than creating conditions for his life and work in the village.

It is also calculated that the income from one bed is equivalent to the income that a cow brings to the farmer per year [9]. In general, green tourism in Western Europe involves achieving sustainable development, preserving those existing natural resources, and adding to these processes and the holidaymakers themselves.



The second largest tourist region in the world is the United States of America. It was here that for the first time the mass distribution of travel to places of wildlife was received, which helped to create a system of national parks. The first national park was founded on the territory of North America in 1872 in the area of Yellowstone.

The main tasks set up by national parks are the protection of nature in order to meet the needs of people in rest. Parks were actively advertised, pedestrian aides were laid in them, roads for mechanical transport, recreation places were organized, observation platforms, hotels, catering facilities, hire of tourist equipment, communication companies were built. All these measures have contributed to the growing interest in national parks.

For example, the annual visit to the Yellowstone National Park increased as follows: in 1895 it was 5,500 people, in the 50's pp. XX century increased to 1.5 million people., in the 60's pp. exceeded 2 million people, in the 70's pp. reached 3 million people. Today, the largest national parks in the US, such as Grand Teton, Yosemite, and Grand Canyon, host 3 to 5 million visitors a year [12]. In the USA, by analogy with Europe, the first ecotourism club, Sierra Club, was created in 1892, whose mission was "Creating conditions for the study, enjoyment and protection of wildlife on Earth; to educate responsible use of terrestrial ecosystems and resources; to teach and involve mankind in protecting and restoring the quality of the natural environment and the environment ... ", which continues to this day.

The activity of the club is traditionally associated with progressive movement. He has become one of the first major environmental organizations in the world and is currently engaged in lobbying policies to promote the establishment of a green policy. In addition to political lobbying, the Sierra Club organizes outdoor activities, as well as survival courses in the wild, hiking, mountain climbing and alpine expeditions for members. Later in the United States, the International Society of Ecotourism and the Adventure Tourism Society were created. Both annually hold world ecotourism congresses.



It should be noted that at the current stage of development in the United States, all subjects of the tourism sector solve their problems independently, since there is no centralized management of this industry in the country. However, in recent years, society is increasingly involved in solving the problems of sustainability in tourism. Yes, there are many governmental and non-governmental programs that are designed to calculate the ecological and economic impact of green tourism on the country as a whole. Simultaneously, in the United States of America, 172 Mayors from all over the country signed a Memorandum of Understanding and acceptance of the GSTC (Global Sustainable Tourism Council) criteria in their cities that serve the basic global standards of sustainability in travel and tourism.

In addition, state land becomes a home for the placement of tourist facilities. In addition, state-owned green tourism certification programs are actively being developed and implemented. As a generalization, it can be emphasized that green tourism in the United States is focused on knowledge of nature, familiarity with its features, outdoor recreation with aesthetic, emotional goals. The same goals of green tourism become key in the Australian region, which is characterized by significant forests, diverse flora and fauna.

However, unlike the United States in Australia, ecotourism has become one of the priority areas of state tourism and environmental policy. Yes, here in the early 1990s pp. A special government agency was created in the rank of ministry, which is actively involved in supporting ecotourism and preserving the natural environment. Green tourism in Africa is mostly represented by ecotourism. The need for its allocation is related to the legalization of hunting and the creation of reserves, national parks, hunting grounds. Eastern Europe, unlike the West, has its own peculiarities of green tourism development.

This region is characterized by the historical development of agriculture and, consequently, preservation of a large number of farmsteads that can be used in rural tourism. Other types of tourism are not presented here as in other parts of the world.

In Belarus, the public is actively involved in the regulation of tourism development. In 2002, in Belarus, a public association "Agro and Ecotourism" was

set up, which started to develop green tourism. At present, the profile organization for tourism in the countryside is called the Belarusian public association "Rest in the village". This is an alliance of the inhabitants of the countryside of Belarus who want to master a new profession and organize mini-hotels of the type "V & B" in their farmsteads. The association is a member of three profile international organizations: EuroGites, ECEAT, International Ecotourism Society. The main activities of this organization consist in the preparation of training programs, seminars, trainings, development of standards for the classification of estates, certification of estates in accordance with the standards of organization, promotion of the tourist product "Rest in Belarusian countryside" in the international and domestic markets, interaction with other organizations in the industry. development of agroecotourism, improvement and development of new tourist products.

In order to promote the tourism product, exchange of information and popularization of recreation in the Belarusian countryside, including at the international level, profile websites were developed. The necessity of agroecotourism development is stated in the Program of activities of the Government of the Republic of Belarus. According to the Program, the purpose of tourism development in Belarus is to create a competitive tourist complex that meets the needs of domestic and foreign tourists in diverse and high-quality tourist services. According to the Basic directions of socioeconomic development of the Republic of Belarus till 2020, ecotourism, as well as rural agro-tourism, occupy worthy places on the basis of existing rural settlements with traditional folk wooden architecture located in picturesque terrain. It is planned to create agro-tourist complexes on the basis of agricultural production cooperatives. A well-formulated legal field in the field of agro-tourism and ecotourism of the Republic of Belarus that allows the industries to actively develop and work at the legal level.

Despite the initial weak tourism potential (lack of mountains, seaside), the country is actively developing the tourist destination. According to the data of the Council of Ministers of the Republic of Belarus, in 2009, the agro-occupation was estimated at 974 units. There are 16 agro-farm complexes. At the same time, in all 14

districts of the republic no tourist activity is carried out yet. An analogue of the Belarusian association "Rest in the countryside" is the Association of Rural Tourism of Lithuania, established in 1996. The Association promotes rural tourism services and provides technical assistance to rural residents who wish to work in the field of rural tourism. At present, the Association has more than 710 members. Already in the late 90's in Lithuania, 194 rural tourism farms were operating in the south-eastern and western regions.

This is the most favorable for the development of rural tourism in the region, known for its rich natural and cultural resources. The main priority of the Association's work is marketing in the field of rural tourism. Since 1997, the Association has represented Lithuanian rural tourism at national and international exhibitions. The Association publishes four specialized publications aimed at promoting and informing on rural tourism. It is worth noting that the Lithuanian Association of Rural Tourism implements the standardization of rural tourism objects. A system of signs was introduced that allows the consumer to choose places of rest. The sign "Leleka" indicates that the farmer is a member of the association, and the number of stork - the level of accommodation and services provided. Improving the quality of life in rural areas and the diversity of rural economies is devoted to the development program of the village of Lithuania. This program focuses on the promotion and support of rural tourism, the revival and development of folk crafts; the priority attention is paid to the traditional nature of the objects of rural tourism, traditional centers of folk crafts.

The sources of funding for the program are the state budget of Lithuania, the European Agricultural Fund for Rural Development, as well as other resources. Rural areas of Lithuania occupy 97.4% of the entire territory, and rural residents make up 33.4% of the total population. Owners of farmsteads of rural tourism are forced to combine traditional types of agricultural activities with services for tourists. For example, offering environmentally friendly products, services of interesting leisure - so they can not only get more income, but also create more jobs for villagers [5]. The serious state support program, as well as the financial support of the European Union,



helped to accelerate the processes of formation and development of rural tourism in Lithuania. Rural tourism was considered as an integral part of the rural development complex.

Financial support, a planned approach to the allocation of financial assistance and a multitude of rules and requirements from the part of the grants provided a high level of newly created objects of rural tourism. For example, the prohibition of the construction of objects in protected natural areas, strict adherence to architectural style and stimulation of farming and livestock farming, as well as the development of traditional crafts along with rendering services in rural areas helps to create a comprehensive product of rural tourism.

Rural green tourism has become massive in the world since the second half of the XX century. It is then that the concept "Bed & Breakfast" - the temporary residence in the empty rooms of houses, regardless of their location, extends in the United States and the United Kingdom. Over time, the "B & B" type of lodging facilities is distinguished by holidays in rural houses and mini-hotels located in rural areas [9].

Currently, the sector of rural green tourism is taken to include the following specific categories of lodging facilities such as "B & B":

- B&B cottage is a temporary residence (mostly 6-7 days) in a fully renovated cottage located in a resort and recreation area in a territory with a rural location (optional, that is, cottages may be in resort towns and suburbs ) In the world, such cottages, as a rule, are surrendered on the seaside, lakes or in the mountains. Currently, a network of so-called agro cottages in the Carpathian region is also being formed in Ukraine

- B&B farm vacations are institutions that focus on family-friendly services for children in picturesque rural areas with valuable recreational resources. The purposeful seasonal stay is provided for city children of different age groups during school holidays, where it is possible to communicate with peers, to know nature and to relax in a "home" atmosphere, separately from parents.



– B&B homestay is a temporary residence (mostly 5-7 days) in the village owner's home with his family in specially designated rooms for guests. Staying in an agrarian village is accompanied by the involvement of the guest in the traditional life of the village family, its life and spiritual culture.

– B&B farmstay is a temporary residence (usually 5-7 days) in a farmer's dwelling or in a camping farm. Farmer's guests have the opportunity to buy and consume their food products and take part in some farm work on the farm.

At the beginning of the XXI century. the rural tourism industry is recognized by the WTO experts as a significant, most dynamically growing sector of the world tourism industry. The volume of agro-tourism services in postindustrial countries is now almost 2-4 times higher than the growth of hotel base and resort service in these countries [21].

At the present stage, all national rural tourism organizations in Europe have joined the European Federation for Farm and Village Tourism or EuroGites has been abbreviated. The main goals of this organization are: to promote the development of rural green tourism and the target investment of rural tourism development projects. Features of the organization of rural green tourism from different countries are given in Table 1.2 [33].

Table 1.2

### Features of organization of rural green tourism in different countries

| Country | Features of organization of rural green tourism  |
|---------|--|
|         | agritourism business is closely connected with the resort, international specialization astronomical and tasting tourism |
| Italy   | employment of guests in the collection of herbs, dairy products, cattle breeding, active mountain and ecological tourism |
| Austria | houses without owners, located on the shores of protected lakes and riv  |
| Finland | National Association of Rural and Cultural Tourism operates, specialization is ethnographic and gastronomic tourism.     |
|         | tax privileges, international specialization horseback riding  |
| Romania | the lack of a close connection with the country's traditions - just overnight and food                                   |
| Hungary | coastal farmsteads, horse farms, wine farmsteads, ski chalets, agricultural cottages, castles, fishing houses            |
| Poland  | rural hotels are open in the Canary and Balearic Islands, as well as in the converted monasteries and historic castles   |

|        |   |
|--------|---|
|        | The National Association of Agro-tourism, specialization of cycling tourism operates  |
| France | Categorization of rooms into three categories, categorization of guest houses (A, B, C, D, T, F, G)<br>most tourists come to participate in international fairs and trade shows |
| Spain  | affordable prices, special discounts for children, NWT advertising and information directories are printed  |

The French experience in organizing recreational services in the countryside is presented by the National Organization of Recreation and Green Tourism (Maison des Gites de France et du Tourisme Vert). This organization offers agro-churches for every taste and type of rest, certified according to high national standards of service. In general, French agri-churches with a special national charm and rich gastronomic traditions look much more comfortable than houses in northern Europe.

The settlements of the French agrarian regions differ not only from the stars (from simple rural houses to villas and private historical castles (chateaux)). Ethno-geographic features are also taken into consideration: the villages of Champagne, Provence, Gascony, Normandy, Savoy have their own special charm, which you will not find anywhere else in Europe [31]. The quality of such rest is controlled and certified by the DDASS - Ministry of Health and Social Services of France, as well as the Ministry of Youth and Sports.

In France, different concepts of agro-tourism are implemented in parallel:

- seaside agro-churches;
- horse farms;
- wine farmsteads;
- ski chalets;
- castles in the countryside;
- fishing dwellings.

Extremely popular among the French and foreign tourists enjoy recreation programs in the castles located in the middle of the picturesque agro-landscapes of plain and foothill France. In France, there are more than 700 castles and palaces of exquisite architectural styles certified for agro-tourist accommodation. their interiors,

depending on the wealth of the owners, are decorated with many paintings, sculptures, ceramics, antique and modern furniture [21].

France's significant competition in the market of agro-tourism services in Western Europe has recently been Spain. "Turismo rural" in Spain is currently at a stage of development when the number of foreign visitors to the village agro-villages of the country equalled and even exceeds the domestic agro-tourist flows. Farmers in Spain are united in an association whose main task is to categorize rural dwellings depending on the level of services provided and to monitor their compliance with the requirements of associations [13].

In Spain there is a division of lodging facilities located in rural areas, which are subject to taxation as subjects of agro-tourism business, to the following three classes: HR (hotel rural) - rural hotel; CA (castillo) - a castle, a historic estate; CR (casa rural) is a country house. In general, Spain has more than 5,000 options in rural areas with a total capacity of about 27,000 beds. There is a categorization of 750 rural hotels in the system "INNS OF SPAIN", they are awarded from 1 to 4 tulips. Some of these rural hotels exist in the redeveloped monasteries, castles, historic castles, andalusian courtyards, and many hotels are open in the Canary and Balearic Islands. Every year, the rural tourism services of Spain enjoys about 1.2 million people [31].

In 2003, the First European Congress of Rural Tourism, organized by the European Federation of Farmer and Rural Tourism (EuroGites), was held in the Spanish city of Jaen. Not lagging behind Spain and France and Italy. This country focuses on the famous historical traditions of rural rest in the mountains and foothills of the Alps, the Apennine and along the strip of first-class marine coasts. According to the National Tourist Organization, there are about 12,000 agritourist enterprises in the country, of which only about 7,000 are licensed by state institutions. Despite the fact that the services of rural tourism in Italy are almost twice as high as in Spain or France, they use up to 2 million people annually (78% of them are Italians). And the annual profit from rural tourism is about 350 million dollars [21].

Also worthy of study is the experience of European neighbors of Ukraine: Hungary, Romania, Poland [21]. By Hungarian legislation, rural green tourism is



classified as private farming, and appropriate tax incentives are in place. Among the most popular locals include the south - western region of yours, the eastern area of Solnok (district) and the famous Hortobaghs steppe [31]. In Romania, the interests of the agrohold owners are represented by ANTREC, the National Association of Rural, Ecological and Cultural Tourism (member of EuroGites from Romania). Today, this organization has 3250 members, over 2500 agro-villages with a total recreational potential of over 11,000 beds [26].

In Ukraine, based on Polish experience, there is also a system of environmental certification and voluntary categorization "Green Manor", developed by the All-Ukrainian Union for the Promotion of Rural Green Tourism. The scheme of certification is based on the principles of reducing the harmful impact of agro-tourist objects on the environment, support of folk traditions and crafts, support of the local economy, development of environmentally-friendly types of entertainment and recreation. Based on the experience of different countries, it is possible to identify the trends and prospects for the development of rural green tourism in Ukraine in improving the legislative regulation of rural green tourism (Table 1.3).

Table 1.3

**Directions and prospects of development of rural green tourism in Ukraine on the basis of world experience**

| <b>Country with similar experience</b>    | <b>The direction of development of rural green tourism in Ukraine</b>  |
|---|--|
| Germany, Italy, Poland, Hungary, Austria, | preferential tax treatment   |
| France                                    | joint rural development and tourism with financial support from the private sector and government coordination; division of the area into recreation areas and green areas |
| Italy                                     | development of agritourism business connected with the resort, specialization in gastronomic and tasting tours   |
| Italy, Spain                              | the emergence of special hotels in the countryside near the monasteries  |
| Austria                                   | occupancy of guests in gathering herbs, preparing dairy products, chasing cattle   |
| France                                    | coastal farmsteads, horse farms, wine farmsteads, fishing houses   |
| Romania                                   | ethnographic types of rural green tourism  |

For Ukraine, rural green tourism is a new concept, although it is developing quite actively. Today, the tourism industry in Ukraine is only the fifth largest component of the budget recharge, and its share has to increase significantly due to such objective preconditions as favorable geopolitical location of Ukraine in the center of Europe, the presence of significant tourist and recreational potential, favorable climate, rich in flora and fauna, numerous cultural and historical monuments of the world level.

The priority of development of rural green tourism in Ukraine is determined by the urgent need for urgent solution of the socio-economic problems of the modern village.

In general, there are many interesting places in Ukraine located in relatively safe ecological regions, where nearby or, at least near, worthy attention to the monuments of spirituality and culture is the estate of "green tourism". The promise in such places is: the house in the garden, the joy of women - with a boarding house (eating grown by own products, prepared on live water), to the joy of children - communication with, perhaps, still unknown domestic pets, all - enjoyment of walks to the forest and rivers or lakes, as well as visits to the castles, historical pearls of folk art - wooden churches, museums of folk spiritual culture and art, chapels over the healing spring. The most active regions developing green tourism in their territory are Zakarpattya, Ivano-Frankivsk, Vinnitsa, Kiev, Lviv, Poltava

### **1.3. Promotion methods of a tourist product on the international market**

Tourism, at a rapid pace as an industry, in spite of the global crisis, a number of natural disasters and aggravation of political conflicts, has been ranked first in the world for economic efficiency. Tourism is not only a powerful instrument of economic development, but it can also be an effective factor in creating an image of a certain territory, promoting its history and the achievements of the present. One of the prerequisites for the development of the tourism industry in Ukraine is the promotion of domestic tourism products to international markets by identifying priority tourist regions and products, forming strategies for promoting tourist products of the regions

and their implementation on international markets and ensuring continuous monitoring of this process, which will promote the dynamic development and increase of competitiveness of domestic tourist enterprises [44, c. 153].

The current task of the tourism industry in Ukraine is to formulate a strategy for promoting Ukrainian tourist products to international markets, which identifies 4 key stages: the stage of diagnostics of the external environment of the tourism industry, the identification of priority for the promotion of tourist regions and tourism products, the formation of a strategy for promoting tourist regions to international markets, realization of measures for the promotion of a tourism product to international markets [19]. In the process of developing a program for the promotion of a tourism product of Ukrainian regions, it is necessary to carry out diagnostics of the external environment of the tourism industry, which will enable to identify factors that positively or negatively affect the prospects of Ukrainian tourism products in international markets.

The analysis of the dynamics of the arrival of foreign tourists to Ukraine during the last 15 years clearly demonstrates the dependence of the political situation in Ukraine and the attitude towards these events in the world. In the process of forming a strategy of promotion, it is necessary to identify the main competitors of tourist products (tourist regions) of Ukraine on the world market and to assess their strengths and weaknesses according to such parameters as recreational and historical and cultural potential, the degree of development of tourist infrastructure, investment attractiveness for potential investors, advertising -informational activity, ecological and criminal situation, etc.). The final step in the process of promoting the Ukrainian tourist product to the international tourist market is the implementation of a set of marketing and communication measures in order to provide advertising and information support for its release on the world market.

Tourist office abroad is an effective system of promotion of a national tourist product in the international market, advertising of tourist opportunities of Ukraine, expansion of ties with tourist agencies and enterprises of the country of stay, establishment of direct contacts of Ukrainian tourist enterprises with foreign partners.



It should be noted that a very important tool for promoting Ukraine as a tourist product to the international market is participation in specialized international tourist exhibitions. The experience of participating in tourist exhibitions shows one of the most important elements of the marketing system of a travel company. Ukraine as an independent subject of international economic activity remains insufficiently involved in international tourism processes, although the features of the geographical location, favorable climate, unique natural and recreational resources and a large number of historical and cultural monuments create opportunities for the intensive development of many types of tourism.

A prerequisite for the further development of Ukraine as a tourist product in accordance with the trends of the international tourist services market is the inclusion in the international legal and regulatory framework of tourism, the advanced assets of the most advanced tourist industries, the introduction of quality standards for tourist services, advanced technologies and methods for improving the skills of tourism and practice the formation of organizational and economic mechanisms for the effective functioning of the tourism industry.

The strategy is a general course, a program, a long-term plan that defines the main directions and activities aimed at achieving the goals by coordinating and distributing available resources based on the current situation. The purpose of the strategy of promoting the tourist product to the international market is the formation of steady demand and a favorable image as an international tourist center.

Promotion along with such elements as product, price and distribution (distribution channels) is part of the marketing mix. As part of the overall marketing strategy for each element of the marketing complex, individual strategies are developed:

- product strategy - aimed at improving the quality of the tourist product, creating new tourist products and services, improving the quality of services and increasing the holiday season;
- price strategy - is to set prices, more attractive than competitors;
- sales strategy (distribution) - consists of selecting the most effective channels for selling a

tourist product in accordance with its features and features of the target segment, as well as the choice of intermediaries according to the characteristics of the product, customers and the target market;

- promotion strategy - includes measures aimed at gaining new markets, forming a steady demand for a tourist product and creating a favorable image.

When developing a strategy for promoting the structure of means of promotion affected by various conditions, including the type of strategy - the strategy of "pushing" or "pulling out". The "pushing" strategy provides incentives for members of the sales channels to encourage them to promote products to the end user. When using the pull-out strategy, marketing efforts are aimed at end users in order to encourage them to buy the corresponding product and apply for it to intermediaries, thus their demand pulls the product from the manufacturer through distribution channels [16].

To promote the tourism product to the international market, it is necessary to concentrate efforts on informing the consumer about the benefits of the product offered, creating a positive image in the minds of consumers, and the formation of stable demand, that is, to use the strategy of "pulling out".

However, since the tourism product does not have a material form, parameters of constant quality, and consumers need to move to the place of its formation to meet the needs of this product, then to promote the tourist product, you must use the strategy of attracting consumers. During the implementation of this strategy, the main efforts should be aimed at providing the necessary information about the tourist product to consumers, forming a friendly attitude towards it and its acquisition.

In case of successful application of the strategy, the consumer contacts one of the members of the sales channel to purchase a tourist product, but receives it directly from the tourist service provider. In this case, the consumer is given a discount and provides the reliability of receiving services included in the cost of the tourist product.

The Strategy for Tourism Development and Resorts noted that in order to increase the competitiveness of tourism and resorts of Ukraine, it is necessary to

strengthen the role of the state in this sphere, while simultaneously forming an effective model of cooperation between the state, business and society. Therefore, measures for the promotion of tourist products will be implemented at four levels: at the level of tourism product formation, level of specialization, territorial and regional levels. The first level is presented by producers of tourist product.

These are sanatorium and health resorts, hotels and other accommodation facilities, travel agents and tour operators who are directly involved in the development and marketing of tourist products. At the second level there are associations of enterprises created by their specialization, as well as economic entities that are not included in these associations. The territorial level is represented by the local self-government bodies (mayors, town councils, etc.) of individual territories.

At the level of the region, ministries and departments are developing activities aimed at the development of the resort, recreation and tourism sector, the coordination of the activities of tourism service providers, etc. All levels, while in continuous interaction with each other, promote tourism product within the framework of the strategy. At each of the levels of promotion should apply specific promotion tools.

Thus, at the level of creating a tourist product, individual business entities can use advertising on different media, participate in contests and grants. However, the efforts of producers of tourist products are not enough for its effective promotion on the market and attracting new consumers. In this regard, the creators of tourist services have to be united in the framework of public organizations (associations, unions). Public organizations represent the interests of tourism actors before the authorities. In addition, they combine the efforts of firms to promote their tourism products, through joint advertising, public relations, competitions and ratings among tourist enterprises. Information support is also an important part of their activities. In addition, at the moment, tourist associations establish common rules for tourists, implement quality standards and certification systems for accommodation facilities, as these issues are not yet regulated by Ukrainian legislation. The creation of a single tourist association that brings together all the organizations working in the tourism



sector will contribute to the improvement of the quality of the tourism product and its promotion to the international market. Promotion of a tourist product is impossible without the participation of local governments. Their role in implementing the strategy is to create the infrastructure and ensure the availability of a tourist product for the consumer. In addition, excursions are owned by local governments. At the regional level, in order to promote regional tourism products, exhibitions and fairs of tourism service providers are organized. At such events, enterprises of the tourist industry, as a rule, act as the only booth representing their region. Objectives for promotion of tourism products to the international market are solved mainly at the expense of budget funds and funds of associations and associations of producers of tourist services, as well as large subjects of entrepreneurial activity. Efforts to promote the tourist product are aimed at attracting potential tourists through the media, public relations and other means of communication. It is necessary to determine who will be targeted by the promotion of the tourism product, that is, to determine the target audience. The strategy of promoting a tourist product is aimed at the international tourist market, and aims to awaken interest to Kiev among foreign tourists, to encourage them to purchase a tourist product and as a result to create a steady demand.

At the same time, the interest of tourists from foreign countries to the tourism product of the Kiev region is not large enough. The reasons for this are the lack of necessary tourism infrastructure in the region, low level of comfort and service, depreciation of the material and technical base of accommodation. An important factor is the low awareness of potential tourists about the benefits of the region, the lack of necessary information about the products and services offered and their creators.

This suggests that the advertising company promoting the Kiev region as an attractive tourist destination is not sufficiently effective. In the structure of the tourist flow, without CIS countries, Europe has remained the first in terms of the number of arrivals - 65% of the total number of tourists (including 59% in Western Europe, 6% in the Central Europe). 21% of tourists come from Asian countries, 13% from the

United States and Canada, and only 0.1% from Africa, Latin America and Australia [15]. Data from marketing research show that tourists age by age from 26 to 40 years (42%) prevail in the structure of vacationers according to age, and in the second place - tourists aged 41-60 (25,09%) [12].

Thus, the target audience for which the strategy of promotion is directed are citizens of the countries of near and far abroad of the able-bodied age. Oshkli in foreign countries, potential tourists are little acquainted with such a tourist destination as the Kiev region, or do not even suspect its existence, then the priority task should be to raise awareness about the tourist market of the Kiev region, the products and services offered here, its tourist potential and advantages. Only then can you move on to create a supportive attitude to the product, to shape preferences, and to convince you of the need to make a purchase.

As for the promotion of a tourism product to the CIS market, the main task here is to form consumers preferences to the proposed product. The main factor contributing to the formation of preferences among the inhabitants of the CIS countries for tourism products is the image of the Kiev region as a traditional place for recreation, which was formed in their minds.

### **Conclusion to part 1:**

Rural tourism is a promising and socially necessary branch of the economy, which needs state support at all levels, active participation of educational institutions, cooperation with domestic and foreign tourism business enterprises; one of the forms of rational use of free time, conducting meaningful leisure, studying the history of native land, involving the general population in the knowledge of historical and cultural heritage.

The current need for green tourism in Europe is due to a change in the natural landscape, a high degree of urbanization, pollution of air and water, through attempts to maximize the needs of people in comfort, thoughtless construction of territories, felling of forests, overflow of cities by means of transport, etc. Awareness of this

problem has led to the emergence of initiative groups of tourists-nature lovers who have begun to actively implement green technologies in life.

To promote the tourism product to the international market, it is necessary to concentrate efforts on informing the consumer about the benefits of the product offered, creating a positive image in the minds of consumers, and the formation of stable demand, that is, to use the strategy of "pulling out".

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## **PART 2.**

### **ANALYSIS AND EVALUATION OF GREEN TOURISM MARKET IN UKRAINE**

#### **2.1. General characteristics of the green tourism market in Ukraine**

At the present stage of socio-economic development of Ukraine, functioning of rural green tourism is available almost throughout the country, but with different levels of development intensity. The formation of demand and supply in the field of rural green tourism is influenced by a combination of external and internal factors.

External factors include:

- geographic location of the region;
- political and economic relations between countries;
- price policy on the international market and in other countries;
- the ratio of levels of socio-economic development of different countries;
- international division of labor;
- the ratio of currencies.

Taking into account that in today's conditions in Russia rural green tourism develops mainly on the national rather than international level, internal demand factors such as the natural environment, natural resources and the possibility of their use, the climate, the internal environment are most influenced by the demand formation for this kind of services politics, country's economy, level of development of productive forces, level of welfare of the population.

The analysis of the demand for rural green tourism in Ukraine during the last five years has shown that it is formed by the following main segments of potential consumers of services:

- inhabitants of industrial centers (preferring such a way of rest due to its environmental friendliness);
- young people under 35 who live in large cities (their share in the total number of tourists is more than four-sixth);
- indigenous places (perceive such kind of rest as unusual, exotic);

- connoisseurs of Ukrainian folk traditions (through the charms of rural lifestyle and cleanliness of the environment);
- People with low and middle income (due to the affordable cost of holiday in the countryside).

Growth in demand for rural green tourism is also provoked by citizens' awareness of the effectiveness of recreation in the natural environment and inconsistency of the living environment of a modern person with its physiological and psychological needs. In addition, the growth in demand for rural tourism increases as a result of shorter working hours, an increase in the number of paid leave, an increase in education, and the development of transport networks. As regards the demand for Ukrainian rural green tourism in the international tourism market, it is worth noting its low profile at this level.

Growth in demand for rural green tourism is also provoked by citizens' awareness of the effectiveness of recreation in the natural environment and inconsistency of the living environment of a modern person with its physiological and psychological needs. In addition, the growth in demand for rural tourism increases as a result of shorter working hours, an increase in the number of paid leave, an increase in education, and the development of transport networks. As regards the demand for Ukrainian rural green tourism in the international tourism market, it is worth noting its low profile at this level.

Foreign tourists are attracted by the versatility of Ukrainian culture, historical and architectural monuments, and national hospitality. However, low level of service, inadequate living conditions, underdeveloped rural infrastructure negatively influence the formation of foreign tourist flows to Ukrainian villages. Today, for the effective promotion of the national tourism product in the foreign market, not only organizational but also financial support from the state is needed, and creation of a positive image of our country and its tourist objects should become part of the general strategy of tourism development in Ukraine [3, c. 74].

First of all, the impact on the offer in the field of rural green tourism is: the tax rate, the increase of which reduces the supply, availability of resources, technology of

service, prices, etc. The proposal for a tourist product of rural green tourism is divided into the primary, implemented directly by the producer of tourist services - the economy, and the secondary, when intermediaries who benefit from the resale of services [29] are involved.

The total number of farmsteads in the country (individuals - entrepreneurs) that rendered tourist services in 2013 increased to 285 units versus 230 in 2012 (Table 2.1).

*Table 2.1*

### **Dynamics of the development of rural green tourism in Ukraine**

| Year               | Number of farmsteads | Area, m <sup>2</sup> |                       | Number of placed | Average capacity farmsteads |
|--------------------|----------------------|----------------------|-----------------------|------------------|-----------------------------|
|                    |                      | Total                | Including Residential |                  |                             |
| 2017               | 230                  | 49425,3              | 20787,1               | 50724            | 11                          |
| 2016               | 285                  | 65986,2              | 29987,7               | 49948            | 12,6                        |
| Absolute deviation | 55                   | 16560,9              | 9200,6                | -776             | 1,16                        |

During the same period, their total area increased by 16.5 thousand m<sup>2</sup> and amounted to 231.5 m<sup>2</sup> of one manor, which is 7.7% more compared to 2012. At the same time, in 2013, the total number of farmsteads per country (individuals - entrepreneurs) decreased by 776 people, which provided tourist services in 2013 increased to 285 units versus 230 in 2012. During this period, their total area increased by 16.5 thousand m<sup>2</sup> and amounted to 231.5 m<sup>2</sup> of one estate, which is 7.7% more compared to 2012. At the same time, in 2013, the total number was reduced by 776 people

Undoubtedly, in order to meet the growing demand for rural green tourism in Ukraine, it is necessary to have a high quality material base. Therefore, first consider the material base that forms the existing and potential offer of rural green tourism services.

Today it consists of the following:



- almost 15% of the territory of the country - these are large tourist and recreational opportunities embodied in coastal and mountain landscapes, recreation areas, clean air, rivers, lakes;
- 15 exceptional natural reserves;
- 30 protected national and regional parks, estates of prominent Ukrainian figures;
- a suitable climate that is positively different from the climate of many countries of the world;
- more than 400 sources of mineral waters and more than 100 healing water fields;
- a great historical and cultural heritage;
- identity of an ethnic heritage;
- 4 million unemployed or partly employed in agriculture;
- 6.4 million dwellings that can be used for rural tourism;
- the surplus, therefore, and the need for sales, agricultural products in private peasant farms [36, c. 233].

Statistics show that in the Ukrainian villages there are about 6.4 million privately-owned residential buildings, of which:

- 4.5 million homes (70%) were built before 1970;
- 1.7 million homes meet the minimum requirements of tourists;
- 2.24 million homes are located in regions where there are almost no resources necessary for effective rural green tourism activities (natural, environmental, historical, cultural);
- 4.8 million homeowners, provided they have effective state support, are willing to provide rural green tourism services [5].

According to the available statistics on the number of farmsteads on the territory of Ukraine, which provide services for rural green tourism, their total number is difficult to determine, because the bulk of them - about 85-90% - are not registered.

The analysis of the implementation of green tourism in the regions of Ukraine has shown that the development of this kind of tourism in the Western region is a

significant development, in particular, all the prerequisites for the development of green tourism is the Transcarpathian region - the most mountainous region of Ukraine. About 80% of its territory is part of the Carpathian mountain system. The most picturesque high and middle hills of the Carpathians: Verkhovyna Range, Chornogora, Gorgany, Svidovets, Poloninsky Range, Rakhivskyi Array. Volcanic Carpathians distinguish the area from the rest of Ukraine, which adds to the centuries-old traditional culture of the population of this mountainous region. Staying in the village allows the inhabitants of cities to join local exotic, ethnographic features, to heal with healing waters and fresh mountain air, natural, environmentally friendly peasant food. In addition, in many Transcarpathian villages there are valuable monuments of wooden architecture - ancient churches, as well as monuments of nature and history. You can get acquainted with folk arts centers - weaving, pottery, embroidery, weaving, carving on wood. There are unique objects, perhaps the only one in Ukraine, - the museum of blacksmithing "Smithy-gomora" (operating water forge) in the village Lisichovo Irshava district, the historical monument of the XVIII century and the museum of forest forging on the Chornaya river of the Mizhhir region. This creates the opportunity for rural masters and other enthusiasts to organize recreation in the countryside with extensive opportunities for the development and implementation of interesting programs for guests of rural homesteads [8].

In order to maintain the corresponding quality of services in rural tourism and to create its positive image in the market of proposals, the Union for the Promotion of Rural Tourism Development introduced a system of categorization "Ukrainian hospitable manor" that will provide the opportunity to provide high-quality services of domestic and foreign tourists [9-10].

For a significant number of consumers, the quality mark is a decisive criterion for choosing a product or service, as it is a guarantee of quality.

The category "Ukrainian hospitality estate" network includes:

- the basic category - the mansion meets the minimum requirements that are set for the places of tourist and vacation;

- the first category - the mansion meets the minimum requirements and requirements concerning the greenery of the territory, parking of vehicles, minimum sizes of beds, areas of sanitary facilities;

- the second category - the mansion meets the requirements of the first category, the presence of a separate entrance for guests, a playground, a sauna-sauna and access to the Internet;

- the third (highest) category - the mansion meets the requirements of the second category and the requirements, which include the pool, garage, in each room - a TV, a refrigerator, decoration of places of rest with natural materials, round the clock hot and cold water supply [18].

In accordance with the above, we will conduct zoning on the basis of the distribution of categorization of green tourism in the regions of Ukraine (Table 2.2).

Thus, green tourism has become the most widespread in the western region (Transcarpathian, Ivano-Frankivsk, Kyiv, Cherkasy, Kirovograd regions). In view of the significant development of green tourism in the western and central regions, we consider it expedient to analyze the distribution of it in these areas [24].

*Table 2.1.*

**Categorization in the field of green tourism "Ukrainian hospitable manor"**

| № | Level of development           | Region name            | Number of farmsteads |   |   |       |               |
|---|--------------------------------|------------------------|----------------------|---|---|-------|---------------|
|   |                                |                        | Category name        |   |   |       |               |
|   |                                |                        | 3                    | 2 | 1 | Basic | Uncategorized |
| 1 | Most developed green tourism   | Ivano-Frankivsk region | 3                    | 1 | 2 | 2     | 4             |
|   |                                | Zakarpatska            | 2                    | 7 | 5 | 19    | 1             |
|   |                                | Lviv                   | 2                    | 2 |   | 2     |               |
|   |                                | Kievskaya              | 1                    | 2 | 2 | 6     | 2             |
|   |                                | Cherkassy              | 2                    | 3 | 5 | 4     | 2             |
|   |                                | Kirovograd             |                      | 2 | 2 | 3     | 2             |
|   |                                | Chernihiv              |                      |   |   | 3     | 3             |
| 2 | Middle-developed green tourism | Poltava                | 2                    |   |   | 1     | 2             |
|   |                                | Volyn                  |                      | 3 |   |       |               |
|   |                                | Zhytomyr               | 2                    |   |   | 2     | 1             |



|   |                             |             |   |   |  |   |   |
|---|-----------------------------|-------------|---|---|--|---|---|
|   |                             | Sumy        | 2 |   |  | 2 | 1 |
|   |                             | Odessa      | 3 |   |  | 2 | 2 |
| 3 | Low-developed green tourism | Vinnitsa    | 1 | 1 |  | 3 |   |
|   |                             | Khmelnitsky | 1 |   |  | 1 |   |
|   |                             | Chernivtsi  | 1 |   |  | 1 |   |
|   |                             | Ternopil    |   | 2 |  | 1 |   |
|   |                             | Kherson     |   |   |  | 2 | 1 |

We can see that, at the time of categorization, the farmsteads of the base (lowest) level with the typical product of rural green tourism dominated quantitatively, which represents the bulk of the supply in Ukraine. This product has two to four rooms with simple furniture, mostly without conveniences and with a low level of service. At the same time, it is worth pointing out the advantages of this product of Ukrainian rural green tourism: a low price, cheap, but good-quality food, hospitality of the owners.

Gains development and offer of another type of product: expensive mansions with a high level of service and comfort. Because of this, the range of prices for a product of rural green tourism is very wide - from 20 to 300 UAH and more per day, depending on the quality of services.

The pricing policy in the Ukrainian market for recreational services in rural areas depends on the following conditions:

- household (the price increases if there is a bath or shower, a toilet in the building and the possibility of using an electric or gas stove, a refrigerator);
- Infrastructure (distance from the estate from the trails, reservoirs, forests, availability near the store, medical center);
- additional offers; meals, transfers, excursions, fishing, horseback riding, etc.);
- season (price increases during holidays, vacations, in summer, in winter, and in the off-season decreases);
- values of the region (the price increases in the presence of outstanding historical, cultural monuments, originality of landscapes).

In recent years, there has been a tendency for the owners of the farmsteads to use the discount system, which includes the following categories of population: children, pensioners, regular tourists.

## **2.2. Analysis of the green tourism market in the Kiev region**

Kiev region - a region in the north of Ukraine. The area of the oblast is 28 131 km<sup>2</sup>; the population in 2017 is 1.7 million.

It is located in the middle reaches of the Dnieper Basin, most of them on the Right Bank. In the east it is bordered by Chernihiv and Poltava, in the south-east and south by Cherkassy, in the south-west - by Vinnitsa, in the west - by Zhytomyr regions, in the north by the Gomel region of Belarus.

Established on February 27, 1932. In the region there are 25 districts, 26 cities, including 13 oblast significance, 30 urban-type settlements, a total of 1182 settlements. The Chernobyl exclusion zone is occupied by the northern part of the oblast with an area of about 2,000 km<sup>2</sup>

In recent years, green tourism is developing in this region. At present, areas that are distant from Kiev within 100 kilometers are particularly popular. These are such as Bila Tserkva, Boguslavsky, Vyshgorod, Kaharlytsky, Obukhiv, Kyiv-Svyatoshinsky and Pereyaslav-Khmelnysky.

Every year in Kyiv region tourists take about 30-40 homes, offering various services of traditional Ukrainian cuisine and entertainment. Also, a large number of farmsteads is located in Boguslavsky district. These are: "The country of virtue" Sinitsa Mazanka ", " Green grove ", " Kalinovy bush ". The picturesque places of Bohuslav region make it possible to choose the rest of your pleasure: fishing, hunting, picking up mushrooms and berries, medicinal plants. While in the village, tourists can visit museums, workshops and salon-shops of artistic products, take part in master classes for the production of traditional Ukrainian folk handicrafts, crafts and souvenirs [13].

Also, the mansion "Zvenigorod", which is located in Kagarlytskyi district with. Bloko-Shchuchinka. Along with Kiev, in the village of. New Petrovtsi, is probably

the most famous estate of rural green tourism in the Kiev region "Farm of Savka". This is a kind of manor-museum. The feature of the Farm Savka, as a type of green tourism, is that the owner of the estate will take a tour of history, offer Ukrainian cuisine and a variety of attractions, for example, "Wedding in Khati Savky".

Surface area - hilly plain with a general inclination to the valley of the Dnieper. By the nature of the relief is divided into three parts. The northern part is occupied by the Polissya lowland (height up to 198 m). The left bank is Dnieper Lowland with developed river valleys. The southwestern part is occupied by the Dnieper Highland - the most dismembered and subdivided part of the region with absolute altitudes of up to 273 m.

The climate is moderately continental, mild, with sufficient moisture. Average January temperature is  $-6^{\circ}$ , July  $+19,5^{\circ}$ . Duration of the growing season is 198-204 days. The sum of active temperatures gradually increases from north to south from 2480 to 2700  $^{\circ}$ . For the year in the region falls of 500-600 mm of precipitation, mainly in summer.

*Table 2.3*

**Administrative and territorial information of the Kiev region**

| №  | Name Population Area | Name Population Area | Name Population Area |
|----|----------------------|----------------------|----------------------|
| 1  | Baryshevsky          | 36 144               | 957,6                |
| 2  | Bila Tserkva         | 48 621               | 1276,8               |
| 3  | Boguslavsky          | 35 056               | 772                  |
| 4  | Borispolsky          | 53 171               | 1485                 |
| 5  | Borodyansky          | 57 441               | 934                  |
| 6  | Brovarsky            | 68 029               | 1198                 |
| 7  | Vasylkivsky          | 57 848               | 1184,4               |
| 8  | Vyshhorodsky         | 73 077               | 2031                 |
| 9  | Volodarsky           | 17 635               | 649                  |
| 10 | Zgurovsky            | 16 881               | 763,08               |



On the territory of the Kiev region there are 2968 archeological monuments (of which 18 national significance), 2573 historical monuments (of which 3 are national significance), 208 architectural monuments and urban planning (of which 91 national significance), 257 monuments of monumental art. 8 settlements of the Kiev region were included in the List of Historic Places of Ukraine approved by the Decree of the Cabinet of Ministers of Ukraine of 26.07.2001 under No. 878. This list includes: Bila Tserkva, Boguslav, Vasilkov, Vyshgorod, Pereyaslav-Khmelnytsky, Rzhyschiv, Fastov, Yagotin [15]

In the Kyiv region there was a specific folk icon-painting style, which was formed under the influence of the icon-painting tradition of the Kyiv-Pechersk Lavra. The saints are depicted on a dark purple or black dress in dark tones with dark blue, dark green or even black diamonds, highlighted by a thin dotted white contour [16]. The collection of home icons of Kyiv region is part of the exposition The Museum of Ukrainian Home Icons in the Historical and Cultural Complex "Castle Radomysl"

The mansion "Sinitsa" is located 140 km from Kiev and 25 km from Bohuslav, in the village of Sinitsa, Boguslav district of the Kyiv region. This is an ideal place for a quiet family vacation. Rest here is a wonderful combination of natural beauty and high level of comfort. In 2016 the estate "Sinitsa" received the Diploma of the winner of the All-Ukrainian rating "100 best estates of rural green tourism in Ukraine".

Manor "Sinitsa" is located on the banks of the Ros River near the pine forest. There is a lot of space, pure healing air, breathing easily and pleasantly. For guests there are several cozy mansions and rooms. All of them are made of natural materials. The interior of the premises, decorated in a trendy eco-style, impresses with refinement, color and natural calm colors.

The farmstead of green tourism "Koryakiv Paradise" is located 140 km from Kiev in the small village Koryakivka. Around - picturesque forests, meadows and lakes. In the manor "Koryakiv Paradise" you can learn more about the folk traditions and customs of rural life, enjoy the tranquility, calmness, beauty of nature.

In the house 2 rooms, kitchen, bathroom, in the attic you can sleep in the fragrant hay. In the yard there is a kitchen, a gazebo, a grill, a swing, decorative hives, a sauna with a sauna, railings for fishing. You can order 3 meals a day, a transfer, master classes for cooking and straw weaving.

Eco-Estate "Malvovytsya" is located in the Kiev region, with. Dybinki The nature here is incredible - the outskirts of the village, around the forest, 2 km - the river Ros. Rest in the Manor of Green Tourism "Malvovytsya" is a great opportunity to find spiritual harmony, restore strength away from the rapid pace of urban life, plunge into rural color and learn more about folk customs, culture and crafts.

Manor "Picture" will be convenient for a family or a company of friends. It accommodates up to 6 guests

The house has two rooms, a bathroom with a shower cabin and a toilet. Heating in winter oven. In the courtyard is a barbecue grill, a gazebo, a swing, a playground. The guests are offered: food from natural fresh home products, transfer, riding on a crib, horseback riding, extreme riding on a motorcycle with a Ural stroller, master classes in pottery, Petrikov painting, weaving, spring - with weaving from a rod, from beads.

The farmstead of green tourism "Dybinetskie Carpathians" is located in the Kiev region, with. Dybinki Here is a real rural flavor, around the Dibinets huts, high hills, to the Ros river for about 20 minutes on foot. Rest in the eco-estate "Dibinetskie Carpathians" is a great opportunity to restore strength, relax your soul, learn more about folk customs, culture, crafts.

The house has two rooms and a kitchen. In the yard there is a summer shower and a toilet. In the garden there is a gazebo, a children's playground, swings, a grill and a stove on which you can cook. The guests are offered: food from natural fresh home products, transfer, riding on a crib, horseback riding, extreme riding on a motorcycle with a Ural stroller, master classes in pottery, Petrikov painting, weaving, spring - with weaving from a rod, from beads.

The farmstead of green tourism "Kalinovyi bush" is located in the Kiev region, with. Dmitrenka, 140 km from Kiev and 20 km from Boguslav. Rest in the farmstead

is a complete immersion in rural life. In the courtyard, buried in greenery and flowers, chickens, turkeys, ducks, goats are grazed. There is a city, an apiary, a pond and a garden. For example, how vegetables, berries and fruits grow, what they feed their pets, how to feed a goat, and the most daring one can still learn how to do it.

In the hut there are two bedrooms, a kitchen, a living room, a shower and a toilet. In the mansion "Kalinovy bush" - a large courtyard, a well, a gazebo, a barbecue grill, a swing, an apiary, a garden with a beautiful view on the outskirts. In the valley - an artificial private rattled pond. Fishing for guests of the estate is free of charge. The hostess offers 3 meals a day, a transfer, master classes on Petrikov painting, embroidery, knitting, dumplings.

Every year in August hospitable Gospodarochka estate "Kalyna bush" held in the courtyard of fun "Dumpling Festival" with folk songs, dances, games, workshops.

The farmstead of green tourism "Cherry Orchard" is located in the Kiev region, with Dmitrenka Near the mansion "Kalinovy bush". Rest in a country house is a real relaxation for the soul. It's simple, comfortable, and mentally - as if you are returning to your childhood when you come to visit your grandmother in the village.

The mansion "Cherry Orchard" can comfortably accommodate up to 6 people. This cozy country house has 2 bedrooms, living room, kitchen. Facilities (toilet, summer shower) in the yard. Guests can use the summer kitchen, barbecue facilities, wells, and swings. Private fishing is free. The hostess offers 3 meals a day, a transfer, master classes on Petrikov painting, embroidery, knitting, dumplings.

Fisheries & Recreation Complex "Fishing & Park" is located in the village. Khokhtivva is 122 km away from Kiev. Works and hosts all year round. The "Phishing Park" was located on the outskirts of the village next to the Ros River and the forest, on the shores of three lush ponds. It is beautiful among the beauty of nature to restore vital energy and to fully enjoy your favorite fishing. Suitable "Phishing Park" is also for the rest of the whole family.

For a comfortable stay in the "Phishing Park" there are three wooden houses, two dugouts, in the summer there are plenty of camping sites. There is a possibility for independent cooking.



Each house has two rooms, a kitchen, a bathroom with shower, free Wi-Fi. Comfortably accommodating 4 guests, 1 extra bed is provided. Near the houses - private pavilions.

The Khokhtivva Manor is located in the village of Khokhtivva, Kyiv region. On the outskirts of the village, among the pine forests and not far from the Ros River, there are cozy wooden cottages and a stone house of the Khokhtivva manor. This is a great place for active relaxation or relaxation in nature.

Three housings are available for guests in Khokhtivva Manor. One is a two-storey wooden house with a sauna, a second brick two-story house with a sauna and a third one - a double wooden house

In 2017, revenues from tourist services in the Kyiv region increased by almost UAH 1.1 million, or 66.5%, compared with 2016. At the same time, economic expenses increased by UAH 2.2 million, or by 1.04 times. However, during this period, revenues exceed the costs, which indicates the profitability of rural green tourism enterprises in Ukraine. Positive should be considered a decrease during this time of actual costs from 117.2 to 104.4 UAH. for one day of stay. This is one of the factors of a possible increase in the number of visitors, because the utilization rate of rural farms is still low - 0.19. As a result, for most of the time, the market for rural green tourism remains unsaturated, while during the season, the placement of vacationers catastrophically does not have enough seats.

### **2.3. Development prospects for the green tourism**

Creation of an economically efficient and attractive tourist product is one of the main tasks of increasing the competitiveness of Ukraine and its regions.

Important role in the development of green tourism is played by the indicator of marketing strategy. Marketing strategy is one of the main indicators of the formation of proposals on the market, which allows to attract tourists from different regions and countries of the world. The main effective marketing tool is the eco-labeling system in general and the environmental marking of tourism activity in

particular, which promotes both the development of tourism business and the preservation of the environment [10].

The World Tourism Organization distinguishes three main functions of marketing in tourism: establishing contacts with consumers; development; control.

Setting up contacts aims to convince potential customers that the proposed resting place and existing service services there, sights and expected benefits are fully in line with what customers want to get. Development involves designing innovations that can provide new opportunities for the marketing of tourist products. The monitoring involves an analysis of the results of the activities on the promotion of services to the market and the verification of how these results reflect the full and successful use of opportunities tourism [8].

According to experts from the environmental organization The Ecotourism Society, which specializes in the development of eco-tourism, 85% of American tourists prefer to tour operators who care for the environment. The owners' ecological consciousness, supported by the corresponding certificate, is also an important factor when choosing holiday destinations for tourists from England and Germany and, to a lesser extent, from other developed Western European countries. The owners of certified tourism objects have more opportunities for advertising, and hence the chances of finding their clients. Certification is introduced both at the national and international levels by tourism organizations, certification or transnational operators of tourism business. According to SUSTAINABLE TRAVEL INTERNATIONAL, national ecological certification systems have been developed in more than 30 countries [18].

Ukraine has an ecological certification system "Green Lodge" developed by experts of the NGO "The Union for the Promotion of Rural Green Tourism in Ukraine" and the Public Science and Environmental Protection Center "Independent Service for Environmental Safety", with the involvement of specialists from Poland.

The following factors contribute to the development of rural green tourism in Ukraine:

- the growing demand of residents of Ukrainian cities and foreigners for recreation in rural areas;
- unique historical and ethnographic heritage of Ukrainian villages;
- rich recreational resources;
- ecological cleanliness of the countryside;
- a relatively free rural housing fund for the reception of tourists,
- the availability of free human resources to serve tourists;
- traditional hospitality of hosts and affordable price for rest;
- the opportunity to provide a set of additional services for excursions, fishing, picking berries and mushrooms, horseback riding, etc.

The development of rural green tourism will be able to increase the real incomes of peasants due to:

- provision of services for accommodation of tourists;
- arrangement of tourist routes and provision of excursion services;
- transport services for tourists;
- hunting activities (hunting, amateur and sports fishing);
- rendering of services for rental of tourist equipment;
- production and realization of ecologically clean food products for tourists, provision of culinary services;
- sale of goods of folk crafts;
- cultural and entertainment events taking into account historical and ethnographic heritage (animation).

The most favorable prerequisites for the development of rural green tourism are objectively formed on the territories of national and landscape parks, where it is possible to combine in a complete rest the knowledge of the natural, historical, ethnographic and cultural potential of the region.

The highlight of rural green tourism can and should be a vibrant animation, that is, the revival of programs of service, leisure and leisure tourists game elements and shows on the basis of historical, ethnographic and cultural heritage of the region.



Like the world-famous protected museum-animation environment of the Cossack era on the island of Khortitsa, where, from the first steps, the tourist enters the world of the Zaporizhzhya Cossacks, and if desired, can try to cook the Cossack Kulish, learn Cossack crafts, take part in Cossack equestrian games, acquire skills military art and so on. In the same way as the animation direction, the museum complex of Trypillya Ring is developed in the city of Rzhyshev and with Trypillya, which is in the Kyiv region, where the tourist is immersed in the atmosphere of Trypillya.

With the elements of ritual-household animation, the project of the Hutsul culture museum in the open air is being implemented on the territory of the national natural park "Hutsulshchyna". This museum makes it possible for tourists to feel the organic combination of folk architecture and living Hutsul life, to see revived Hutsul crafts and crafts (carving, fur, Easter eggs, masonry, pottery, carpet weaving, embroidery, bondage). Similar museums of "living ethnography" can be organized in any rural area, where a strategic long-term benchmark for the development of mass rural green tourism is chosen.

The animated content of rural green tourism programs can be folk festivals, folk dances, folk dance evenings, carnivals, evening parties, divination, etc. with the direct participation of tourists. In order to provide such an animation of rural green tourism, appropriate personnel is needed, the selection and preparation of which should be taken care of both by regional self-government bodies and profile ministries. The development of rural green tourism will force rural communities to pay more attention to the improvement of villages, the reform of transport infrastructure, the restoration of work of local cultural institutions, the environmental cleanliness of the environment and addressing the urgent socioeconomic problems of the village through additional revenues to the budgets of local authorities.

Today, the development of rural green tourism in Ukraine is limited and hindered by the following factors:

- political and economic instability in the state;
- lack of proper legal support for the development of rural green tourism;

- lack of a mechanism for rational and ecologically balanced use of natural and historical and cultural potential for tourism needs;
- low level of infrastructure and communications;
- insufficient level of personnel and advertising information provision;

These negative factors can be overcome through the implementation of a well-balanced policy of state regulation of the development of rural green tourism, in particular at the regional level, using existing levers of direct and indirect influence [5].

Ukraine has already started its way to the world's standards of rural tourism, which exist in developed countries. The State Program for Tourism Development determines the prospect of a rapid increase of the role of the tourism industry in the development of the economy and social sphere of Ukraine and gives priority to the development of inbound and domestic tourism as important factors in improving the quality of life of the population.

A non-profit non-profit organization, the Union for the Promotion of Rural Green Tourism in Ukraine, which collects and concentrates data from different regions of the country, organizes conferences and thematic exhibitions in order to popularize recreation in the Ukrainian countryside, promotes the development of rural infrastructure, plays an important role in the development and development of rural green tourism. , self-employment of the rural population, education of respect for the beauty of the native land, hospitable residents of rural areas, preservation of the existing cultural and historical the gains of the Ukrainian people. At its initiative, centers of rural tourism have been established and successfully operate in most regions of Ukraine [7].

The development of rural green tourism in Ukraine is supported by special programs of the International Renaissance Foundation, the Eurasia Foundation, the European Federation of Rural Green Tourism "Eurozhits" and others. But this is not enough to make rural green tourism in Ukraine a catalyst for the development of many sectors of the economy (agriculture, transport, communications, trade, construction, etc.), has become a major factor in the steady and dynamic increase in

budget revenues. First of all, it is necessary to implement the legislative and normative regulation of the bases of its functioning.

In order to eliminate the existing legal and regulatory gaps in this area and ensure the priority of development of rural green tourism, it is advisable to adopt a separate law of direct action "On rural green tourism", the draft of which was developed at the initiative of the Union for the Promotion of Rural Green Tourism in Ukraine and the Institute for Rural Development and submitted on consideration of the Verkhovna Rada. This approach is due to the fact that tourism activity in the field of rural green tourism differs from tourism activity in general, because the subjects of provision of tourist services are not professionals, but the owners of peasant personal, subsidiary and farm, based on available local resources. The provisions of this law should determine the general legal, organizational and socio-economic principles of implementation of the state policy of Ukraine in this area, promote the promotion of the rural population to the development of private initiative, to ensure self-employment and increase the level and quality of life in the countryside. The provision of the appropriate level of the national standard of services in the field of rural green tourism has been prepared by the State Service of Resorts and Tourism draft regulatory act "Tourist Services. Tourism is rural green. Basic requirements ", which corresponds to the current standards of the European standard.

### **Conclusion to part 2:**

At the present stage of socio-economic development of Ukraine, functioning of rural green tourism is available almost throughout the country, but with different levels of development intensity. The formation of demand and supply in the field of rural green tourism is influenced by a combination of external and internal factors.

During the same period, their total area increased by 16.5 thousand m<sup>2</sup> and amounted to 231.5 m<sup>2</sup> of one manor, which is 7.7% more compared to 2012. At the same time, in 2013, the total number of farmsteads per country (individuals - entrepreneurs) decreased by 776 people, which provided tourist services in 2013 increased to 285 units versus 230 in 2012. During this period, their total area



increased by 16.5 thousand m<sup>2</sup> and amounted to 231.5 m<sup>2</sup> of one estate, which is 7.7% more compared to 2012. At the same time, in 2013, the total number was reduced by 776 people

On the territory of the Kiev region there are 2968 archeological monuments (of which 18 national significance), 2573 historical monuments (of which 3 are national significance), 208 architectural monuments and urban planning (of which 91 national significance), 257 monuments of monumental art. 8 settlements of the Kiev region were included in the List of Historic Places of Ukraine approved by the Decree of the Cabinet of Ministers of Ukraine of 26.07.2001 under No. 878. This list includes: Bila Tserkva, Boguslav, Vasilkov, Vyshgorod, Pereyaslav-Khmelnytsky, Rzhyschiv, Fastov, Yagotin

The following factors contribute to the development of rural green tourism in Ukraine:

- the growing demand of residents of Ukrainian cities and foreigners for recreation in rural areas;
- unique historical and ethnographic heritage of Ukrainian villages;
- rich recreational resources;
- ecological cleanliness of the countryside;
- a relatively free rural housing fund for the reception of tourists

**PART 3.**  
**PROMOTION OF GREEN TOURISM PRODUCT IN THE KYIV REGION**  
**ON THE INTERNATIONAL MARKET**

**3.1. Opportunities to improve the development green tourism product in the Kiev region**

It is worth noting that the potential of green tourism is favorable for active recreation and is provided with potential resources for a competitive on the level of the world economy of tourism business development in all its forms and directions.

It should be noted that the future of green tourism depends on the creation of a comprehensive tourist product and the provision of new tourist services. It is necessary to supplement green rural tourism, since the direction itself is not very attractive abroad. The following services are offered:

1. event services - visiting entertainment centers of the host country as cultural and cognitive (theater, opera, ballet, national theater) and show-mass (night clubs, restaurants with show programs, fashion shows, bars) and sports (football matches, tennis tournaments, etc.);
2. ethnographic services - acquaintance with the life and traditions of the people living in the territory of the country where the ancient tribes survived, exotic rites and traditions (residence in the tribe, studying the game on national musical instruments, participation in ceremonial events);
3. Wellness services - SPA-procedures, massage, swimming in the pool, sauna, hydromassage, wraps, mud baths, gymnastics, training sessions, yoga, martial arts, oriental dances, etc. ;
4. ethnic services - a kind of tourist services for staying, staying and familiarizing with natural resources (natural parks and nature reserves with the opportunity to get acquainted with flora and fauna).
5. sports services - organization of tourist leisure activities depending on its advantages and physical training (riding on motorcycles, quad bikes, snowmobiles, jeeps, water motorcycles, boats);

6. religious services - in essence they are close to ethnographic, however, from the organizing tour operator they require more thorough and accurate processing. Not every person will be allowed into the Buddhist monastery for service or will be allowed to attend a particular religious ceremony in the Orthodox Church. However, the organization of such religious tours is possible, and it is engaged in the narrow specialists;

7. VIP services - visits to public places or visits to publicly accessible museums at a time when there are no tourists in them.

These tourist services create a unique package of competitive advantages for a significant group of consumers, since as tourists seek more and more impressions and are willing to pay big money for them, which in turn provides additional revenues and encouragement of tour operators to create a new tourist product in the tourism market, which will be to use high demand among travelers [43, p. 37-40].

And the competitiveness of products, first of all, determines the ability to withstand competition in the market, that is, have some significant advantages over the products of the same products from other manufacturers. When defining the competitiveness of a product, the manufacturer must necessarily know the requirements of potential buyers and consumer ratings. Therefore, the formation of competitiveness begins with the definition of essential consumer properties, which assesses the fundamental ability to implement the product in the relevant market, where buyers will continuously compare its characteristics with the products of competitors in terms of meeting the specific needs and prices of sales

The competitiveness of green tourism is determined by the presence of its economic, organizational, marketing and service conditions for the formation, production and marketing of a high quality tourist product that allows meeting the needs of a certain group of consumers.

In order to ensure the sustainable development of green tourism and increase the quality competitiveness of tourist enterprises of the Kiev region, first of all:

1. To overcome the negative tendencies in the sphere of tourism and activities of resorts;



2. improve the quality of life of the population by ensuring the availability of tourist resources;
3. to preserve the uniqueness of natural and historical and cultural resources;
4. To strengthen the positive tourist image of the country in the international tourist market,
5. to increase the directions of the entrance tourist flow;
6. accelerate the development of tourism, the share of expected revenues from tourism and the activities of resorts in budgets of all levels;
7. reduce the presence of regional socio-economic disadvantages and increase the transparency of tourism activities.

It should be noted that in order to realize the competitiveness of a tourism product, it is necessary to adopt the concept of determining the image of the enterprise, which is aimed at creating a system of values for four social groups: business owners, product consumers, suppliers and personnel of the enterprise, which is commonly used in international business theory and practice.

In this case, the owners of the company are interested in the constant growth of incomes and multiplication of their property. Determining the competitiveness of the product of green tourism, it can be argued that the manufacturer must necessarily know the requirements of potential buyers and consumer ratings. Therefore, the formation of competitiveness begins with the definition of essential consumer properties, which assesses the fundamental ability to implement the product in the relevant market, where buyers will continuously compare its characteristics with the products of competitors in terms of meeting the specific needs and prices of sales.

The development of green tourism in the Kyiv region has a significant impact on such sectors of the economy as transport, trade, communications, construction, agriculture, production of consumer goods, and is one of the most promising areas for structural adjustment of the economy.

Analyzing the possibilities of improving green tourism for the next ten years, first of all, it must be emphasized that modern tourism is the sphere of economy and life of society as a whole, which to one degree or another includes almost all

branches. That is what determines one of the first places occupied by tourism in the world economy. This factor should become the main point in shaping the new state approach to tourism as an industry whose priority development can positively influence the economic and social situation of the country as a whole, stimulate a number of important branches of the economy, and contribute to strengthening the new positive image of Ukraine and the Kyiv region on the world stage [ 44].

The main purpose of the development of the tourism industry in Ukraine is to create a tourism market that is competitive on the world market, which can meet the travel needs of the traveling people as much as possible, the complex development of the territories and the country's historical and cultural potential. It should also take into account the experience gained in the development of tourism in the world, which creates favorable conditions for tourists and the development of the appropriate regulatory framework for the provision of tourist services. The increase of the pace and efficiency of the tourism industry enterprises, the formation of the tourism industry as one of the leading sectors of the national economy is restrained by the unresolved issues that need to be resolved by state regulation and support of executive authorities.

To implement the strategic development program, you can propose a list of activities that can include:

- improve the regulatory framework for tourism development, which is in line with international practice;
- To form economic mechanisms for stimulating the development of foreign and domestic tourism and to attract foreign investors;
- to introduce a rigid system of certification and licensing of tourist activities of estates, etc.

### **3.2. Choice and substantiation of the promotion methods on the international market**

Successful work of the company in the field of green tourism depends not only on the produced tourist product, but also on its further sale in the tourist market. It is not enough to make quality goods, he must find his consumer. A meeting of a tourist product with a potential consumer is the most important condition for its implementation, so many manufacturers offer their products to the market, forming their own sales channels that are essentially integrated support systems. The sales channel can be considered a way in which goods move from producer to consumer, who in turn chooses the tourist product that is most interesting and accessible for him. The consumer seeks to maximize value, based on the eligibility of the cost of finding the right tourist product, level of knowledge about the tourism product, the ability to travel and the level of income. It also creates a certain idea and compares the actual value received with the expected value, and this result influences the degree of satisfaction and behavior when buying a tourist product.

It should be noted that the degree of consumer satisfaction depends on the purchase made, as far as it meets its expectations. Consumers can feel a different degree of satisfaction. Expectations of buyers are formed on the basis of the impressions received from past purchases, the opinions of friends, as well as marketing information, information about competitors' travel products and promises. Promotion of the domestic tourist product on the international tourist market is carried out in such a sequence - advertising, sales promotion, personal sales, communications with the public

Advertising in the field of tourism is very relevant and plays an important role, since it provides the person who travels information about travel services, encourages the tourist to travel. When developing innovative channels for promoting green tourism it should be taken into account that the market situation is changing rapidly and stop at the achieved - means to give their market share to a competing firm or another type of tourism.



In order for an innovation channel, such as advertising to be effective and reaching a group of potential buyers, it is necessary to select from the many means of advertising influence those who can easily achieve the goal. For each group of consumers, it is necessary to select those types of advertising materials that can be perceived by the representatives of the group of targeted influence [11, p.126]. One of the most effective types of promotional materials for potential customers is a direct postal reclamation.

Distribution of additional information and materials is very tangible. Innovative canals for the promotion of travel services allow using a rather unusual method of promotion of tourism services, which becomes even more effective as it influences mainly on the human psyche and allows choices for it. To promote tourist products is possible and not completely traditional methods. It can be work on the Internet (on forums, in social networks, such as facebook, in contact, classmates, instagers), "viral marketing".

The stimulation of green tourism should be carried out in three areas:

- stimulation of employees of a separate travel agency;
- stimulation of resellers;
- stimulating customers.

Stimulation of the company's employees is aimed at improving the quality of service, the growth of professional skills and improvement of work. Work on the second line is aimed at employees of partner firms in order to encourage their work and, accordingly, increase sales of tours, ie, the main direction. Measures to stimulate sales aimed at customers deserve special attention in connection with the significant overestimation of the number of proposals for the demand for tourist products.

The stimulation of the sale of a tourist product promotes the introduction of various types of discounts:

- discounts in case of reservation of tours in due time;
- seasonal sale;
- discounts for certain categories of consumers (children, couples, newlyweds, etc.);

- bonus discounts provided to regular customers;
- group discounts, etc.

Personal sales are all presentations of travel goods and require significant funds. And communication with the public is aimed at forming a favorable image of the travel company by establishing good relations with various state and public structures. Before selling a tourist product to a customer, it is necessary to familiarize him with the sales system and to prepare certain technological documents, namely: technological tourist tourism cards; a leaflet for a tourist trip that is provided to the consumer; advertising information materials describing the route of the campaign; accommodation projects and equipment of tourist shelters during the trip; inspect the area and the route of the tour, and so on.

In addition, when implementing a tourist product, it is necessary to take into account that its promotion to the tourist market is negative external factors, namely:

1. political and economic situation in the country and in the world;
  2. level of competition in the domestic and foreign markets;
  3. the international situation of the country and the level of globalization;
  4. ecological conditions of tourism development;
  5. infrastructure of tourist services (distance of airports, motorways, campsites, motels, hotels, etc.).
- It is necessary to emphasize the fact that the system of formation of sales of tourist products in Ukraine and abroad, directly, is carried out in satisfaction of the following proposals:

- reception of the client and establishment of contact with him;
- establishing the motivation of choosing a tourist product;
- offer of assortment of tours;
- documenting the relationship and conducting settlements with the client;
- customer service information

However, it should be noted that when choosing and buying a tourist product, a client may have a whole set of reasons for refusing to travel, namely: the cost of a tourist product, a shortage of time, a health restriction, a family life, a lack of interest

and fear and safety for their own lives. And while providing tourist services you can hear a lot of questions.

### **3.3. The development strategy of green tourism product promotion**

In order to obtain competitive advantages to the owner of the hospitable manor, it is necessary to determine the main approaches of the activity. There are two basic approaches to gaining competitive advantage:

1. An approach focused on consumers that is more perceptible in terms of marketing concept, as it involves the concentration of a hospitable mansion on the needs and demands of consumers; application of methods that increase the objective and subjective satisfaction of consumers with the services of the hospitable manor. In this case, the differentiation and positioning of the goods are applied. It is through the restructuring of the consumer consciousness, of his semantic space, that a competitive advantage is created, which is to simplify the decision-making process by the consumer. The preferences and customer loyalty are formed, which reduces price elasticity and increases the profitability of the business. Allocate such main segments of consumers of rural tourism services and, accordingly, services that are the basis of the product of these segments:

- Individual guests arriving on holiday. They use recreational, tourist and entertainment services. Often, customers are permanently tied to the region, the area, and also to the agro-village;
- Individual guests traveling for official purposes. They stay in the agro-church for a short period, but travel relatively often. A typical set of services for them is: bed and breakfast and, of course, parking;
- tourist groups.

There is a night out with two meals (breakfast and dinner) here. Depending on the program conditions (for example, terrain trips throughout the day), competition from organizing dinner can be avoided by issuing a dry lunch package. According to age and personal interests, the tourist group can also take advantage of the entertainment offered by cooking time in evening facilities;



- transit customers. The product is overnight with dinner and breakfast. Lunch or relaxing with drinks can also be ordered. Such clients fall into the agrarian village by accident, choosing it according to their own tastes. If they enjoy the first service, they can become regular customers.

2. A competitor-centric approach focuses on anti-competitive strategies and tactics, in which two ways to achieve competitive advantage can be exploited: cost leadership and a combination of actions to degrade the quality of the competitive environment. Marketers should constantly monitor market monitoring, track the costs of competitor firms, the latest technology, perform functional-cost analysis.

The particular nature of competition in the tourism business also leads to the fact that demand is characterized by a large variability: tourists can easily change the direction of travel, some types of tourism to others. Therefore, agro-cells should carefully study consumer demand and react promptly to it.

The components of the micro environment include:

1) hospitable mansion. Considering it as a factor in marketing a micro-environment, it is necessary to pay attention to the role played by marketing in the general structure of the agro-cottage industry. The level of professional training and acquired business experience also plays an essential role;

2) suppliers. As a factor of the marketing micro-environment is determined by the fact that material and technical resources and component products are the input elements of the process of producing goods (services);

3) marketing intermediaries. These are the firms and organizations involved in a certain stage of the marketing of agro-churches (marketing research, sales, promotion, etc.);

4) consumers. They are not only a factor in the marketing environment that influences marketing activity, not only the subject involved in the marketing process, but also the object to which all marketing activities are directed;

5) competitors. Competition is a struggle for a market share between firms whose consumers have identical or similar needs. Analysis of competition gives an

opportunity to identify the market position of the company, the competitiveness of its products.

6) the public is people and organizations that have a real or potential interest in an agro-cell or affect the ability to achieve its goals. The public can both promote and prevent agro-churches in the realization of its goals. The term "public" includes: financial circles (banks, insurance companies that provide the firm with the opportunity to receive financial resources), mass media (television, radio, newspapers, magazines), foundations and civic organizations - play a special role in conjunctivism, broad the public who makes up his mind about the company.

The most common type of advertising at the beginning of the development of rural tourism was the publication of specialized catalogs farmsteads. Catalog is a list of goods (services) with their description. This tradition came to us from Europe, where it evolved over the years, long before the Internet. Such directories are issued by professional associations and may contain suggestions, the pages are effectively located on these search engines. As a rule, such a measure can not be taken by the individual owner of the country estate.

Consequently, for the sake of greater efficiency, it is necessary to place their advertisements on specialized sites, which are much more likely to fall into the eyes of potential consumers. Such sites can be divided into two main types:

1) Sites of professional associations of providers of rural tourism services and professional advertising and information sites. First, as a rule, provide information more professional, sometimes even take responsibility for the reliability of the information provided and the quality of the services offered. Such sites are often less sophisticated, but eventually enjoy growing authority among potential customers.

2) The second type of sites - advertising and information usually tend to pay more attention not to the quality of the posted information, but the effectiveness of the mechanisms for its dissemination. A fairly effective type of advertising for the needs of rural tourism is the so-called outdoor advertising, that is, various advertising boards, posters, signboards, signposts. The language in this case is not a commercial advertising billboards.

Such boards can be installed directly on the territory of the estate, or near the road, at a crossroads or at the entrance to the village, where they will be well visible to tourists traveling nearby. In the latter case, this is better if supported by local authorities. Such pointers not only attract the attention of potential consumers, but also create a certain tourist image of the area.

The popularization of rural tourism in Ukraine is facilitated by the popularly popular magazine "Tourism of rural green", the directory-directory "Rest in the Ukrainian village", the manual "Tips for beginners", the International Renaissance Foundation, the TACIS program of the European Union. Consequently, the promotion of farms will be more effective and cost-effective use of Internet advertising, more precisely the creation of its website with bright pictures and complete information about the services provided and placement of all the paid resources of a small amount of information with a mandatory reference to this e-mail page. Also, a very effective type of advertising for the needs of rural tourism will be outdoor advertising, that is, various billboards, posters, signboards, pointers.

### **Conclusion to part 3:**

In order to ensure the sustainable development of green tourism and increase the quality competitiveness of tourist enterprises of the Kiev region, first of all:

1. To overcome the negative tendencies in the sphere of tourism and activities of resorts;
2. improve the quality of life of the population by ensuring the availability of tourist resources;
3. to preserve the uniqueness of natural and historical and cultural resources;

Successful work of the company in the field of green tourism depends not only on the produced tourist product, but also on its further sale in the tourist market. It is not enough to make quality goods, he must find his consumer. A meeting of a tourist product with a potential consumer is the most important condition for its implementation, so many manufacturers offer their products to the market, forming their own sales channels that are essentially integrated support systems.



Advertising in the field of tourism is very relevant and plays an important role, since it provides the person who travels information about travel services, encourages the tourist to travel. When developing innovative channels for promoting green tourism it should be taken into account that the market situation is changing rapidly and stop at the achieved - means to give their market share to a competing firm or another type of tourism.

## CONCLUSION

According to the tasks, we can receive the following conclusion:

1. Rural tourism is a promising and socially necessary branch of the economy, which needs state support at all levels, active participation of educational institutions, cooperation with domestic and foreign tourism business enterprises; one of the forms of rational use of free time, conducting meaningful leisure, studying the history of native land, involving the general population in the knowledge of historical and cultural heritage.

2. The current need for green tourism in Europe is due to a change in the natural landscape, a high degree of urbanization, pollution of air and water, through attempts to maximize the needs of people in comfort, thoughtless construction of territories, felling of forests, overflow of cities by means of transport, etc. Awareness of this problem has led to the emergence of initiative groups of tourists-nature lovers who have begun to actively implement green technologies in life.

In Europe, it is Alpine unions in Austria, Germany and Switzerland, which owns an extensive network of mountain refuges, small cafes and restaurants that are built and operate in accordance with environmental requirements. They also support a network of tourist trails and ensure the safety of tourists in hiking, horseback riding, cycling and other mountain trips. In addition, these unions prepare professional guides, publish a large number of informational materials of ecological tourism orientation, finance schools for the preparation of mountain tourism instructors and just tourists. In addition, there is a whole network of Natura 2000, whose main vocation is to protect biodiversity in Europe, and the LIFE program finances research and biodiversity projects. Thus, since 1994, the LIFE budget is over 144 million euros, of which the EU contribution is almost 73 million euros, and the rest is funded from national funds [10]. In general, the European region is multifaceted and each country gives its own color to green tourism.

3. To promote the tourism product to the international market, it is necessary to concentrate efforts on informing the consumer about the benefits of the product

offered, creating a positive image in the minds of consumers, and the formation of stable demand, that is, to use the strategy of "pulling out".

This suggests that the advertising company promoting the Kiev region as an attractive tourist destination is not sufficiently effective. In the structure of the tourist flow, without CIS countries, Europe has remained the first in terms of the number of arrivals - 65% of the total number of tourists (including 59% in Western Europe, 6% in the Central Europe)

4. At the present stage of socio-economic development of Ukraine, functioning of rural green tourism is available almost throughout the country, but with different levels of development intensity. The formation of demand and supply in the field of rural green tourism is influenced by a combination of external and internal factors.

During the same period, their total area increased by 16.5 thousand m<sup>2</sup> and amounted to 231.5 m<sup>2</sup> of one manor, which is 7.7% more compared to 2012. At the same time, in 2013, the total number of farmsteads per country (individuals - entrepreneurs) decreased by 776 people, which provided tourist services in 2013 increased to 285 units versus 230 in 2012. During this period, their total area increased by 16.5 thousand m<sup>2</sup> and amounted to 231.5 m<sup>2</sup> of one estate, which is 7.7% more compared to 2012. At the same time, in 2013, the total number was reduced by 776 people

5. On the territory of the Kiev region there are 2968 archeological monuments (of which 18 national significance), 2573 historical monuments (of which 3 are national significance), 208 architectural monuments and urban planning (of which 91 national significance), 257 monuments of monumental art. 8 settlements of the Kiev region were included in the List of Historic Places of Ukraine approved by the Decree of the Cabinet of Ministers of Ukraine of 26.07.2001 under No. 878. This list includes: Bila Tserkva, Boguslav, Vasilkov, Vyshgorod, Pereyaslav-Khmelnytsky, Rzhyschiv, Fastov, Yagotin

6. The following factors contribute to the development of rural green tourism in Ukraine:



- the growing demand of residents of Ukrainian cities and foreigners for recreation in rural areas;
- unique historical and ethnographic heritage of Ukrainian villages;
- rich recreational resources;
- ecological cleanliness of the countryside;
- a relatively free rural housing fund for the reception of tourists

7. In order to ensure the sustainable development of green tourism and increase the quality competitiveness of tourist enterprises of the Kiev region, first of all:

1. To overcome the negative tendencies in the sphere of tourism and activities of resorts;

2. improve the quality of life of the population by ensuring the availability of tourist resources;

3. to preserve the uniqueness of natural and historical and cultural resources;

8. Successful work of the company in the field of green tourism depends not only on the produced tourist product, but also on its further sale in the tourist market. It is not enough to make quality goods, he must find his consumer. A meeting of a tourist product with a potential consumer is the most important condition for its implementation, so many manufacturers offer their products to the market, forming their own sales channels that are essentially integrated support systems.

9. Advertising in the field of tourism is very relevant and plays an important role, since it provides the person who travels information about travel services, encourages the tourist to travel. When developing innovative channels for promoting green tourism it should be taken into account that the market situation is changing rapidly and stop at the achieved - means to give their market share to a competing firm or another type of tourism.

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## APPENDIXES

### *Appendix A*

#### Analysis of green tourism

| <b>For the state</b>   | <b>For rural areas</b>  | <b>For tourists</b>  |
|--|---|--|
| Refilling the budget   | Creating additional jobs  | Recreation   |
| Reducing unemployment  | Improvement of rural infrastructure   | Consumption of organic food  |
| Activation of the rural population   | Promoting the development of other sectors of the economy (trade, transport, education, etc.) | Participation in ethno-cultural events, holidays of events                   |
| Propagation of national cultural traditions  | Promotion of rural population education   | Participation in the everyday life of the rural population                   |
| Use of mostly non-expendable resources, especially natural, ethnocultural and historical | Creation of additional sources of income  | Outdoor recreation   |
| Increase additional investment and income  | Enhancing business activity   | Ability to get high-quality and inexpensive business and service development |

### SWOT-analysis of green tourism in Ukraine

| Factors influencing the activity | Positive   | Negative  |
|----------------------------------|--|---|
| Inside                           | <p>(S) Strengths:</p> <ol style="list-style-type: none"> <li>1. Preferably clean environment.</li> <li>2. Rich flora and fauna, picturesque landscapes.</li> <li>3. A large number of historical and cultural monuments.</li> <li>4. Preserved national traditions.</li> <li>5. Hospitality of the population.</li> <li>6. A large number of private estates.</li> <li>7. Low price for accommodation and meals.</li> <li>8. Eating from eco-friendly products grown independently.</li> </ol> | <p>(W) Weaknesses:</p> <ol style="list-style-type: none"> <li>1. Low quality of living conditions.</li> <li>2. Problems with water supply.</li> <li>3. Lack of awareness of the population in this type of rest.</li> <li>4. The ignorance of the masters of foreign languages.</li> <li>5. Unattractive image of Ukraine in the eyes of foreigners in connection with ATO.</li> <li>6. Poorly developed electronic back-up network.</li> <li>7. Insufficiently developed infrastructure.</li> <li>8. Lack of interesting attractions.</li> </ol> |
| Exterior                         | <p>(O) Opportunities:</p> <ol style="list-style-type: none"> <li>1. Increasing the incomes and employment of the rural population.</li> <li>2. Improving living conditions in Ukrainian villages.</li> <li>3. Formation of a positive image of Ukraine in the world.</li> <li>4. Improving the infrastructure of villages.</li> <li>5. Preservation of historical and cultural monuments.</li> </ol>   | <p>(T) Threats:</p> <ol style="list-style-type: none"> <li>1. Lack of categorization reduces the quality of non-residential conditions.</li> <li>2. The political image of the country does not contribute to the inflow of foreign investment.</li> <li>3. Unemployment in the country increases the level of crime and thus frustrates tourists.</li> <li>4. The absence of a regulatory framework prevents the organization of recreation in the countryside.</li> </ol>   |