

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

Zhytomyr ecotourism product design and promotion on EU market

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Task for a final qualifying paper

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1. Topic of a final qualifying paper: «Zhytomyr ecotourism product design and promotion on EU market».

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2. Term of submitting by a student his/her terminated paper:

3. Initial data of the final qualifying paper

Purpose of the paper is the development of tourist product of Zhytomyr region in ecotourism segment by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

The object is development of the ecotourism in Zhytomyr region.

The subject is theoretical, methodological and practical methods of development of ecotourism in Zhytomyr region.

4. Illustrative material:

conceptual framework of ecological tourism, classification of ecotourism, attractiveness of objects of ecological tourism in number of tourists, problems and obstacles which restrain the development of ecotourism in Zhytomyr region, suggested ways of improvement and promotion for ecotourism in Zhytomyr region.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Zabaldina Y.B.	01.12.19	01.12.19
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PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF ECOTOURISM DEVELOPMENT

1.1. Definition of ecotourism and its features, their classification

1.2. World experience of ecotourism development and its peculiarities in different countries

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PART 2. TOURISM LOCATION AND ATTRACTION FOR ECOTOURISM DEVELOPMENT IN ZHYTOMYR REGION

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7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2018-29.10.2018 p	
2.	Preparation and approval of task for the final qualifying paper	30.10.2018-02.12.2018 p	
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7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	21.10.2019-03.11.2019 p	
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8. Date of receiving the task:

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10. Head of educational and professional program

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11. The task received by the student

_____ Smoliarchuk V.R.

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INTRODUCTION

Tourism is a global industry which has an impact on the millions of people all around the world. Due to the growing interest in spending time on nature and increasing awareness of nature conservation, ecotourism has become one of the fastest growing segments of the tourism industry. It engages visitors to travel to protected areas and to make their contributions to the development of isolated settlements. The development of ecotourism is often seen as an important means preservation of the environment for future generations.

Eco-tourism is a new positive phenomenon in the beginning of the 21st century, which meets the environmental and social requirements of present and future generations, promotes the protection of nature, enhances the level of ecological culture, performs educational, ecological and educational functions.

There are natural areas in Ukraine that are little changed by human activities, so ecotourism with a responsible attitude to nature and the least environmental impact has prospects for development. This type of tourism contributes to the sustainable development of the territories, involves the participation of local people in the provision of services, creates economic incentives for environmental protection. Compared to mass tourism, ecotourism takes the form of tourism that provides the best sectoral links, reduces the flow of benefits abroad, creates local employment and promotes sustainable development. Thus, it has been widely popularized as a way of reconciling wildlife conservation with economic development, especially in developing countries. One of the most important characteristics of ecotourism is the presence of a large number of natural attractions, wild animals and places of their natural habitats. To unite conservation, sustainable travel and communities those practicing ecotourism should follow the principals of ecotourism. The first is that ecotourism has to do with travel to natural destinations. These places and destinations are more often than not remote areas and can either be inhabited or uninhabited.

Usually these areas are under environmental protection of some kind at international, national, communal or private level.

Actuality of the Study. Participation in tourism development refers to the involvement of the residents in decision-making about the types of tourism development that might occur in their region, and the involvement of residents in the tourism activities developed in order for them to gain economic benefits from tourism. The ecotourism industry is experiencing an increasing popularity as the demand grows for tourism that is environmentally sensitive, informative, and beneficial for local communities. This study examines the relevance of ecological tourism development in Ukraine as tools for protecting natural resources, reducing poverty and creation of local sustainable development, using the proposed the Polissya nature reserve as a case study. It is important to explore ways of optimization ecological tourism product in the ecotourism segment of Polissya nature reserve to protect its natural resources and historical heritage.

The main purpose is to study theoretical and methodological aspects of ecotourism development and to identify the Polissya nature reserve as an ecotourism destination.

The object is development of the ecotourism in Zhytomyr region.

The subject is theoretical, methodological and practical methods of development of ecotourism in Zhytomyr region and promotion in the ecological tourism segment by the example of the Polissya nature reserve.

The level of research. In recent years, the number of publications has increased in domestic and foreign sources on the development of ecotourism. Research different aspects of ecotourism development are contained in the works of I. Bochan, V. Hetman, A. Drozdova, O. Dmitruk, Y. Zinko, O. Lyubitseva, M. Malska, M. Rutynsky, T. Sergeeva, M. Cherchyk, V. Chizhova, V. Khrabovchenko and others. One of the first who coined the term «ecotourism» was Ceballos-Lascurain (1983). Other foreign scientists who research this sphere are Fennell,

Eagles, Blarney, B. Weiler, K. Lindberg, A. Koeman, , D. B. Weaver, P. W. Williams, G. Ward, S.A. C. Wight.

The development of television, vehicles, the intensification of green movements and the creation of numerous protected natural territories aroused great interest in areas of our planet that were not distorted by human activity. This has contributed to the emergence of numerous tour operators and agencies that are trying to meet the demand for travel by people to explore landscapes that have not been disturbed by humans; unique natural objects; national parks, reserves and other protected areas. First of all, it concerns the national natural ones, whose organization from the very beginning envisaged the pursuit of tourist activities, namely tours focused on: those who are interested in biological and ecological topics, issues of protection of species, ecosystems, nature in general; on conscious citizens who want not only to observe wildlife, but also to take an active part in environmental and environmental activities.

Scientific innovation of final qualifying paper is confirmed by researches of nature reserves of Ukraine as a basis for ecological tourism development, and by analysis of tourism potential of Polissya nature reserve.

Practical approval of results of the final qualifying paper researches are illustrated in the scientific article «The development of ecotourism in Ukraine: the main concepts, problems and the current state». The article is added to the Appendix A.

Research Methodology of final qualifying paper . In order to meet the objectives of the study the combination of qualitative and quantitative methodologies was implemented. The research process was divided into three parts: literature review, general study of the ecotourism segment in Ukraine, and case study at example of Polissya nature reserve. The research and theoretical frameworks were established to guide and control the review of the literature and the empirical studies. A classification, comparative analysis, and systematization of the information gained was carried out progressively at all stages of the research.

Observation and general scientific methods such as synthesis, induction, deduction, abstraction, and generalization are implemented, SWOT-analysis, statistical methods are used to gather and analyse data.

PART 1

THEORETICAL AND METHODOLOGICAL BASICS OF ECOTOURISM DEVELOPMENT

1.1. Definition of ecotourism and its features, their classification

Eco-tourism is slowly beginning to occupy a significant niche in the global tourism industry. According to World Tourism Organization (WTO) experts, ecotourism will continue to develop at the same high pace. And this, in the first place, will have a beneficial effect on the economic development of developing countries that have not yet lost their precious natural resources.

The beginning of the formation of the concept of ecotourism is to be considered in the 80s of the twentieth century, when research on the topic related to the work of Swiss and West German scientists appeared in the press.

According to UNWTO, the term "eco-tourism" has been actively used in the tourism industry for over 10 years. According to the observations of a large number of researchers, the concept of "ecotourism" has long had indeterminate boundaries and still remains debatable [1].

The first definition of eco-tourism in 1977 was provided by GS Guzhin, M. Y. Belikov, and EV Klimenok: « Ecotourism is based on environmental concerns. The organization of trips with a limited number of participants in natural areas with possible visits to places of cultural interest with the purpose of realization of various projects of protection and rational use of natural resources is the foreground»[2].

Ecotourism, the main idea of which is the harmonization of human relations with the environment, the concern for the conservation of the environment used for tourism purposes and raising the environmental awareness of society, is a popular and promising area of the tourism industry. Analyzing the literary sources on the problem shows that there is a considerable variety of interpretations of the definition of "ecotourism" (*Table 1.1*).

Table 1.1

Variety of interpretations of the definition of "ecotourism"

№	# Author, source	Interpretation of the concept
1	1 Babkin A.V [He identified three main components of ecotourism: knowledge of nature; conservation of ecosystems, respect for the interests of local people.
2	2 Beydik O.O	An integral part of recreational activities in which the negative impact on the environment and its components is minimal; provides for the harmonious unification of human beings, recreational facilities, the natural environment and recreational infrastructure.
3	3 Kuzik S.P	The organization of tourism on landscapes that are not altered by man, without causing damage to the environment, to which belong to the territories of national and landscape parks, where tours to nature are carried out without damage to the ecology.
4	4 Kozyrev V.M	An environmentally friendly travel form. There are such forms of ecotourism as active ecotourism (hiking, biking, water, equestrian, gathering, fishing, hunting), fauna and flora trips and cultural and ethnographic trips.
5	5 Malska M.P, Khudo V.V	All types of tourism that have little or no impact on the natural environment and provide a balance between tourist, natural and economic activities. Hiking and biking on the roads, climbing, nature watching, kayaking and canoeing, sea fishing, skiing in the mountains and more are considered as ecologically safe species in tourism.
6	6 International Organization ecotourism	Responsible travel to natural areas and areas to preserve the environment and maintain the well-being of locals.
7	7 Mishchenko O.V	This type of tourism, which is based on tourist demand, taking into account the sustainability and recreational and tourist capacity of the landscape, develops and operates in relatively unchanged economic activities natural areas, in particular nature conservation areas, in terms of compliance environmental standards and technologies during the implementation of environmental tours and programs; its leading functions - meeting the needs of tourists with various types of recreation, the creation of additional jobs, the preservation of valuable natural complexes, environmental education among the masses of the population.
8	8 Rutinskiy M.I, Zinko Y.V.	Cognitive and recreational tourism, focused on natural territories, which involves the pursuit of various forms of active recreation in natural landscapes without causing damage to the environment. There are the following forms of ecotourism: active ecotourism (hiking), cycling, water, equestrian, harvesting, fishing, hunting, fauna and flora trips (, photo hunting, thematic trips), cultural and ethnographic trips.

Source: [3-9].

The emergence of the concept of "eco-tourism" has contributed to several trends [10].

First, tourism has become one of the largest global economic activities. The number of protected area visitors around the world has increased so much that the potential damage they could cause to natural complexes has become a major concern. At the same time, it became clear that with a rational organization, tourism can provide real financial support for nature conservation and increase the importance of those natural areas that must be preserved in their original form.

Secondly, it has become apparent that the success of environmental actions is unthinkable on the basis of "prohibitive" measures alone, especially if they are directed against the interests of the local population. It is necessary for the locals to become partners in this activity, and for their caring nature to be economically viable. And again, eco-tourism can play a key role in this.

Thirdly, there has been a change in priorities in tourist aspirations. More and more people, especially in developed countries, have sought to move cities to the corners of unbreakable nature. In contrast to the traditional "beach and resort" holiday, the demand for active-cognitive tours has increased [11].

Compared to other types of tourism, ecotourism has several features:

- stay in places with relatively pristine nature or in places that are naturally valuable and rare;
- minimizing the negative impact on nature;
- environmental education and upbringing;
- some physical activity;
- humanism;
- economic support for nature conservation measures, particularly in the places visited.

There are now three types of ecotourism and ecotourism:

1. Scientific tourism. During the scientific ecotourism tourists take part in various studies of nature, conduct field observations. Usually tourist destinations in such tours are specially protected natural territories (PAs): nature reserves, nature

reserves, national parks. Scientific tourism includes foreign scientific expeditions, as well as field practices of students who study at the natural sciences faculties of universities and institutes [12].

2. Tours of the history of nature. These are trips related to the knowledge of the surrounding nature and local culture. Preferably, such tours are a set of educational, popular science and thematic excursions that run on specially equipped ecological trails. Often, they are organized on the territories of nature reserves and national parks.

3. Adventure tourism combining all travel related to active ways of moving and recreation in the nature of the purpose of which - new feelings, impressions, improvement of physical fitness of a tourist and achievement of sports results. It includes such types of tourism as mountaineering, rock climbing, ice skating, speleotourism, mountain and hiking, water skiing, skiing and skiing, canyoning, horseback riding, mountain biking, diving, paragliding, etc. Many of these types of tourism have arisen recently and are considered extreme because they are associated with significant risk. At the same time, this species develops fastest, is profitable, though not expensive. Adventure tourism is "difficult ecotourism" precisely because of the thirst for tourists to adventure here prevail over the motives of nature conservation.

Ecotourism types can also be classified according to their tendency to be consistent with their degree of impact on the natural environment.(Fig. 1.1). This classification is linked with a consideration of ethics in ecotourism. This consideration is seen by a number of authors as an integral part of any discussion of ecotourism.

The main idea of eco-tourism is, first of all, concern for the environment used for tourism purposes. In fact, this is the use of nature in conjunction with the cultivation of love for her, the awareness of the importance of its protection and reproduction, and is the main distinguishing feature of eco-tourism, which is realized in its tasks and functions.

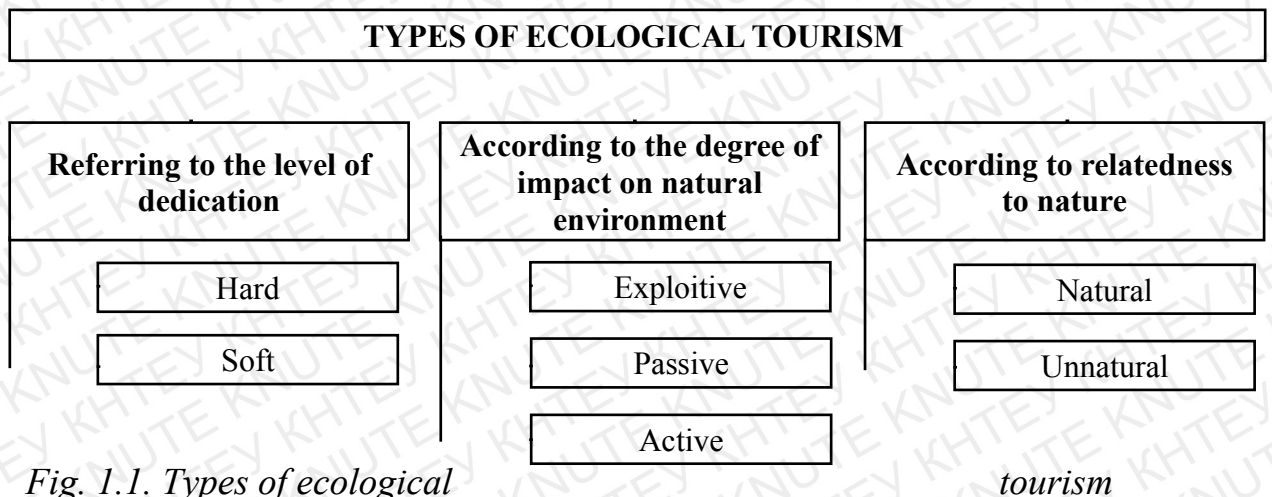


Fig. 1.1. Types of ecological

tourism

Source: [13]

The main tasks of eco-tourism are:

- to constantly, systematically and purposefully cultivate the criterion of equilibrium of the natural environment;
- harmonize relations between nature, society and economy;
- to orient tourism organizations to the conservation, reproduction and increase of the consumption value of the natural environment by allocating part of the profits from tourism to the solution of related tasks;
- to subordinate the short-term interests of profit from tourism to the long-term interests of nature conservation for future generations, increase of recreational and tourism resources, as well as further socio-economic development of local communities on the basis of ecological tourism.

Scientists identify three main components of ecotourism - eco-education, nature conservation, ethno-tolerance [14].

An eco-educational component is the presence in the ecotourism of elements of ecological education and education (knowledge of nature, acquiring new knowledge, skills and abilities of tourists not just behavior in nature, but communication with it).

The environmental component is the appropriate nature conservation behavior of the group along the route, the use of special eco-tourism technologies to minimize

the impact on the environment, as well as the participation of tourists and tour operators in environmental protection programs and activities.

The ethno-tolerant component is respected in the interests of the locals. This is a respectful attitude towards the local population, preservation of traditional systems of nature management, respect and observance of local laws and customs, as well as the contribution of tourism to the socio-economic development of the area. This is reminiscent of the logo of one of the English Youth Conferences on Tourism (Fig. 1.2.)



Fig. 1.2. Logo of the English Youth Conference on Tourism

Source: [4, 11].

The International Ecotourism Society (TIES) has developed the 10 ecotourism commandments [15]:

- remember the vulnerability of the Earth;
- leave only traces, take only photos with you;
- to get to know the world in which you got: culture of peoples, geography;
- to honor local residents;
- not to buy products that are hazardous to the environment;
- always walk only with trampled paths;
- support environmental programs;
- where possible, use environmental storage methods;
- to support (patronize) nature-promoting organizations;
- travel with companies that support the principles of ecotourism.

From this point of view, eco-tourism can be considered as the main conceptual idea of sustainable development of the tourism industry in the 21st century.

1.2. World experience of ecotourism development and its peculiarities in different countries.

The concept of eco-tourism appeared in the 1960s at the junction of economic, social and environmental issues. By this time, tourism has become one of the largest sectors of the global economy, capable of causing serious damage to natural ecosystems. During this period, a change of priorities in the aspirations of tourists begins to take place, the demand for cognitive and active types of tourism increases. In the USA, Canada and Australia, visiting national parks is becoming a very popular form of recreation (the "Australian model" of ecotourism). The basis of this model is the concept of conservation and maintenance of natural conditions. In the 1980s, the "Western European model" of ecological tourism was formed, which is implemented in the cultural landscape while creating maximum comfort for human life in nature [16].

At the end of the twentieth century, the basic principles of eco-tourism were formulated: travel to nature; environmental education and knowledge acquisition; minimizing the negative impacts on nature and culture; promoting nature conservation and local culture; promoting the sustainable development of regions and the local economy.

Attention to ecotourism is reflected in many international documents. These include the UNEP Environment Program, the UNESCO Sustainable Tourism Charter, the UNESCO Seville Strategy for Biosphere Reserves the Asia-Pacific Declaration of Sustainable Tourism, Development the Declaration on Biological Diversity and Sustainable Tourism, Principles of Environmentally Sustainable Tourism, UNEP [17].

The coordination and promotion of ecotourism on a global scale is carried out through international organizations and funds. The development of ecotourism is

supported by the largest international organizations with a wide range of environmental goals and economically supporting the development of ecotourism as one of the areas that contribute to the sustainable use of natural resources. A number of specialized ecotourism organizations work: The Ecotourism Society, Annual International Symposium "Annual World Congress on Adventure Travel & Ecotourism", "Nature Conservation", Audubon Society, etc. The World Tourism Organization (WTO), an intergovernmental organization created in 1975 to coordinate the actions of the world community with a view to developing tourism, implements a global tourism policy. In the future, the WTO's activities on the development of ecotourism will be aimed at: - disseminating the methods and techniques of planning, managing, regulating and monitoring ecotourism to ensure its long-term sustainability; — expanding opportunities for effective marketing and promotion of ecotourism destinations and products in international markets; - promoting the dissemination of positive experience in the field of ecotourism and minimum quality standards, as well as authoritative and comparable certification systems for suppliers of ecotourism products and services[18].

The coordination of ecotourism policy at the interstate level is achieved through the activities of regional and interstate associations. For example, the EU tourism policy is understood as a multitude of complex tasks arising from various aspects of the Union policy. In the framework of this policy, in recent years more and more attention has been paid to the development of ecotourism in tourist regions. This also explains the wide investment support for ecotourism in the EU countries [19].

The experience of the USA, Great Britain, Germany, having achieved significant results in the development of ecotourism, suggests that effective public administration and regulation is especially necessary at the stage of formation and is a determining factor in the creation of a national ecotourism market [20].

For many countries, ecotourism is not only a marginal activity for financing environmental protection, but also a major sector of the national economy. For example, in Costa Rica, Ecuador, Nepal, Kenya, Madagascar and New Zealand,

ecotourism is a significant part of gross domestic product and economic activity. Many countries in the world are developing this type of tourism because they understand that nature is a resource that has exhaustive potential. And as you know, tourism uses mainly natural tourist resources [21].

Ecotourism consists of programs that minimize the negative impact of conventional tourism on the environment and enhance the cultural identity of the local population.

The resources of ecological tourism are recreational tourist resources of the nature reserve fund.

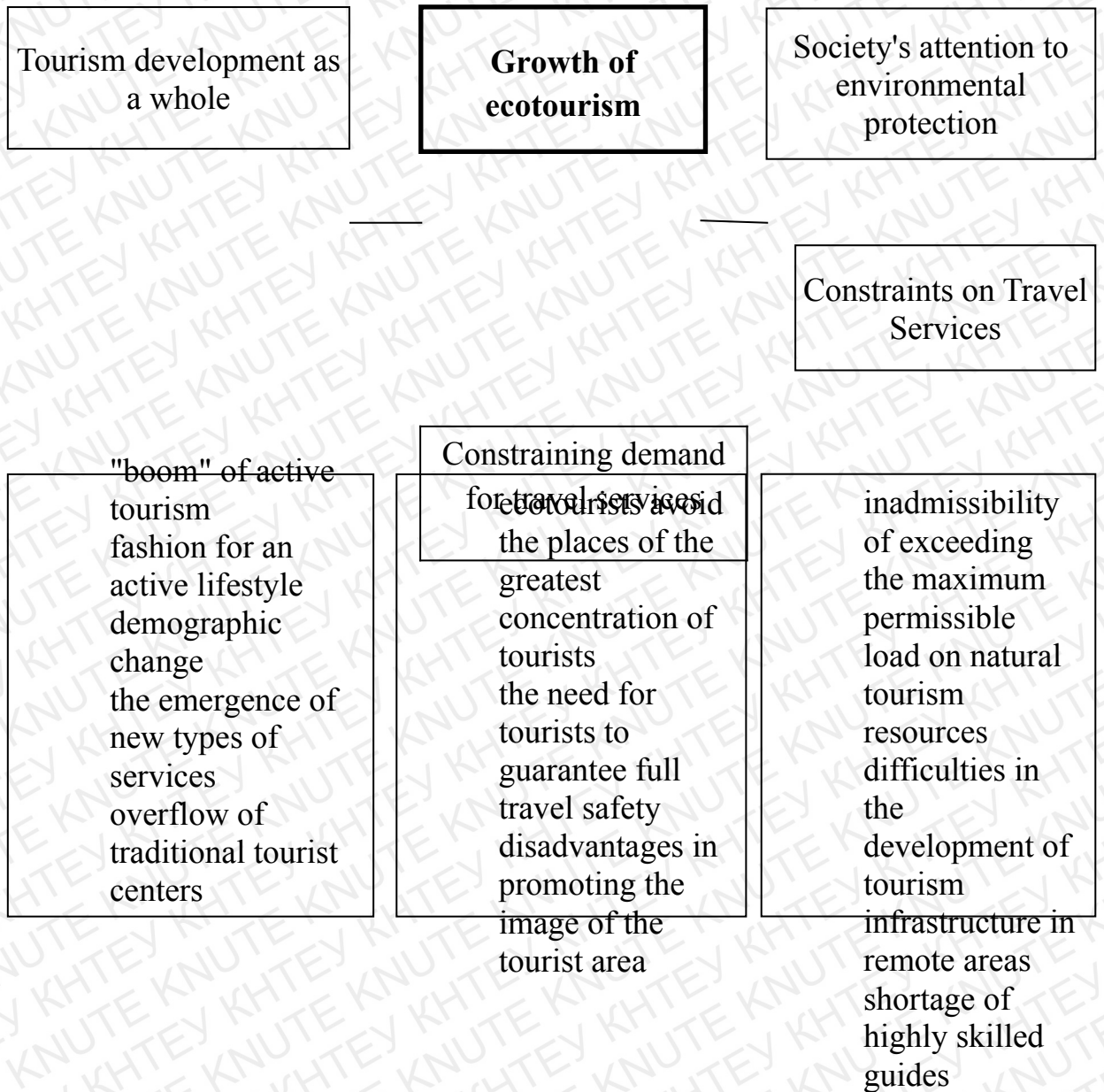
The USA is the leader in sending ecotourists abroad, which also have a huge domestic market for ecotourism. The US Protected Areas (OPTs), which occupy more than 10% of the country's area, are becoming increasingly popular among both residents and foreign tourists. The United States has the largest number of organizations in the world associated with both domestic and international ecotourism. In the USA and other developed countries, with a small value of ecotourism at the state level, its role at the regional and local levels is constantly growing [22].

Another popular destination for lovers of eco-tourism is the Asian region. The leaders are China, India. Despite its small territory, Nepal impresses with its diverse landscapes and unique nature. Over the past fifty years, many efforts have been made to preserve the wild and pristine beauty of this region. Today in Nepal there are 16 national parks, reserves and wildlife sanctuaries and several more protected natural areas [23].

In recent years, Peru has established itself as one of the world's most interesting and unique ecotourism destinations. Much of the sector's growth has rested on the Incan ruins of Machu Picchu, a globally recognizable historical site. But to accelerate expansion over the coming years, tourism authorities and the private sector are simultaneously increasing promotional efforts and developing the country's touristic products in the segment of ecological tourism [24]. Peru's history, nature,

culture and unique cuisine are seen as critical selling points for future development in the tourism industry.

The African continent is considered to be the first continent to take a step towards the development of eco-tourism. Kenya, Tanzania, South Africa are the most developed ecotourism regions in Africa. It is also actively developing in countries such as Botswana, Madagascar, Mauritius, Namibia, Cameroon [25].



Based on the above, we can identify the main factors for the development of the global ecotourism market (Figure 1.3)

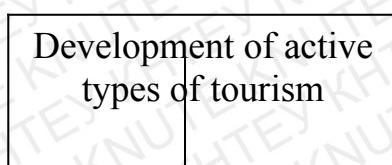


Fig. 1.3 The main factors in the development of the global ecotourism market source on [26]

Eco-tourism is the tourism sector closest to the environment in its broadest sense. This is reflected in closer links with many areas important for the sustainable development of individual territories and the world system as a whole. The development of ecotourism is associated with changing patterns of environmental management, which contributes to the protection of nature and culture, social and economic development. These elements form a system and interact with each other

Conclusion to the part 1

Ecotourism is a trip to relatively unspoiled nature to gain insight into the natural and culturally ethnographic features of the area, which does not violate the integrity of ecosystems and creates such economic conditions when nature conservation becomes beneficial to the local population.

The main types of ecotourism are distinguished: nature history tours, scientific tourism, adventure tourism, trips to nature reserves.

Scientists identify three main components of ecotourism - eco-education, nature conservation, ethno-tolerance.

Ecotourism types can also be classified according to their tendency to be consistent with their degree of impact on the natural environment.

The coordination and promotion of ecotourism on a global scale is carried out through international organizations and funds. The development of ecotourism is supported by the largest international organizations with a wide range of environmental goals and economically supporting the development of ecotourism as one of the areas that contribute to the sustainable use of natural resources.

For many countries, ecotourism is not only a marginal activity for financing environmental protection, but also a major sector of the national economy. The USA

is the leader in sending ecotourists abroad, which also have a huge domestic market for ecotourism.

PART 2
TOURISM LOCATION AND ATTRACTION FOR ECOTOURISM
DEVELOPMENT IN ZHYTOMYR REGION

2.1. Characteristics of the resource potential of the tourist destination of Zhytomyr region

Ukraine, having numerous historical and cultural values, unique recreational resources, will be able to achieve significant economic effect in the tourism business. Tourism is recognized as one of the priority areas of national culture and economy. And this is completely in line with global trends, which indicate that the tourism industry will be an industry of the 21st century. The climatic and historical conditions in Ukraine have created a powerful resource base for the development of the tourism and recreation industry and the development of appropriate infrastructure. The main factors of attraction of recreational and tourist resources are nature, climate, art, history, food, architecture, religion. All these elements harmoniously interact with each other, creating a unique atmosphere of Zhytomyr region as one of the most attractive for tourists of the region of Ukraine. The area is attractive enough for tourist and recreational activities. In the area of tourism, the main attraction of the region is the historical sites and natural conditions that play a significant role in the favorable development of many types of modern tourism. Polesie is the land of lake, river and forest landscapes. There are three hydrological reserves in the territory of Zhytomyr region. Balneological resources are represented by radon healing waters, peat and sapropel muds [27].

The socio-historical recreational resources of the region for a long time remain one of the most interesting objects of tourist and local lore and are the basis for the development of cognitive and historical types of tourism. Zhytomyr region has a significant cultural heritage. It has 3172 historical and cultural monuments. A number of cultural and architectural monuments in Ovruch, Zhytomyr, Novograd-Volynsk

belong to the period of Kievan Rus' existence, which is why it is an important property of the Ukrainian people. Ten settlements of Zhytomyr region are included in the List of historical settlements of Ukraine.

In general, there are 36 in the region museums. The most famous museums and historical complexes are the State Museum of Precious and Decorative Stones (Volodarsk-Volynskyi town), which has over 1500 exhibits of precious and decorative stones, the Zhytomyr Regional Museum, which is one of the oldest museum institutions in Ukraine.

Favorable climatic resources, diversity of nature, rich historical and cultural heritage all have prospects for the development of green tourism. There are 9 establishments operating in the region, in which the color of Polissya is recreated, and all conditions for providing services in rural green tourism have been created.

Zhytomyr is also rich in event resources. The development of event tourism makes it possible to optimally balance the fluctuations in tourist seasonality, and for many tourist regions, the cities of the respective events are an additional source of financial revenue. In Zhytomyr region there are regular songs, literary-poetic, artistic, ethnographic and other festivals (the festival of the bard song «Mi-Si-Sol'» at which every year authors and performers from Ukraine, Belarus, Moldova, Georgia, Poland, Germany, the International Festival of Deruns and other).

In 2014, work was carried out to study the tourist potential of the objects of tourist infrastructure of the city of Zhytomyr and Zhytomyr region. The tourist infrastructure was broken down into 6 main objects of study (Tab 2.1).

Thus, it is concluded that in the Zhytomyr region on the state account are outstanding monuments of archeology, history, monumental art, architecture, travel agencies are working. However, each agency does not consider internal tourism a priority for itself. Insufficient attention is paid to the formation of a local tourism product, which could create additional jobs, especially for young people, and in the future - to contribute to replenishing the local budget.

Table 2.1

Components of tourist infrastructure of Zhytomyr region

№	Objects of tourist infrastructure of Zhytomyr region	Components of infrastructure
1	Excursion tourism objects	Zhytomyr Museums: memorial house-museum of S.P. Korolova; Museum of Cosmonautics S.P. Korolova; Museum of Nature and Mineralogy; local history museum and art gallery; memorial house-museum VG Korolenko; fire department museum, burial mound of the Haydamaky tomb (village of Kodnya) Museums of Korosten: museum of local lore; the remains of Iskorostenya, «Olhyni kupali, mohyla knyazya Ihora», the «Mohyla knyazya Ihora» (Nemyrivka village). Museums of Berdychiv: Regional Museum. Museums of Ovruch: «Olehova mohyla». Museums of Volodarsk-Volynsky: Museum of Precious and Decorative Stone
2	Objects of ecological tourism	Nature Reserves: Polissya Nature Reserve (Selezivka village of Ovruch district), Slovechansk-Ovrutsky ridge, geological reserve Kamenskoye selo, forest state reserve Tuganivskiy, botanical reserve Gorodnitsky, landscape reserve Zoological reserve "Kozyava" (Novograd-Volynskiy), tract "Modryna", "Krynichenko", "Korniyev". Parks: Botanical Garden of Agroecological Academy; Yu.Gagarin Culture and Recreation Park, Verkhivnyansky, Gorodnytskyi, Ivnytskyi, Troschanskyi Parks, Andrushevskiy, Bondaretskyi, Vysokivskiy, Grabchakovoy Forest, Kmytivskiy, Korostyshivskiy, Turchynivskiy, Ushomirskiy, Votulskiy Kutuzovsky Park
3	Objects of medical health tourism	Tourist base «Lisovyy bereh», health resorts: «Denyshi», «Irshans'k», «Teteriv»
4	Objects of sport and adventure tourism:	Hunting and fishing (suburban hunting farms, hiking trips of various categories, tourist camps, hiking marathons, mountain tourism on the rocks of the «Holova Chatskoho» and Denyshakh)

Continuation of Table 2.1

5	Objects of literary tourism	Zhytomyr Museums: V.G. Korolenko; the literary museum. O. de Balzac Literary Memorial Museum (Verkhovna Ruzhyn District)
6	Objects of pilgrimage tourism:	Zhytomyr: Transfiguration Cathedral; St. Michael's Church; Cathedral Church of St. Sofia; Seminary Church; German Church; Holy Cross Church, Trinity Monastery (Trigirya). Berdychiv: Monastery of the Blessed Carmelites, Church of St. Barbara. Ovruch town: Vasilievsky monastery. St. Nicholas Church (Olevsk Township), Church of the Nativity of the Blessed Virgin Mary (Kodnya village)

Made by author based on source [28].

An important indicator of the state of the tourism industry in the Zhytomyr region is the volume of tourist flows by major groups of tourists. In table 2.2 are presented the dynamics of tourist flows in the Zhytomyr region during 2000–2016 .

Table 2.2

Dynamics of tourist flows in Zhytomyr Region during 2000–2016

Year	Number of tourists served by subjects of tourist activity of Zhytomyr region	Absolute gain, units		Growth rate %		Gain rate %	
		Basic	Chain	Basic	Chain	Basic	Chain
2000	8044	X	X	X	X	X	X
2001	8639	596	596	107	107	7	7
2002	13260	5216	4621	164	153,4	64	53,4
2003	16006	7962	2746	198	120,7	98	20,7
2004	7206	-838	-8800	89,5	450	-10,5	350
2005	9997	1953	2791	124,2	138,7	24, 2	38,7
2006	11991	3947	1994	149,0	119,9	49,0	19,9
2007	12857	4813	866	159,8	107,2	59,8	7,2
2008	15472	7428	2615	192,3	120,3	92,3	20,3
2009	14700	6656	-772	182,7	95,0	82,7	-5

Continuation of Table 2.2

2010	15857	7831	1175	197,3	107,9	97,3	7,9
2011	10694	2650	-5181	132,9	67,3	32,9	-32,7
2012	12878	4834	2184	160,1	120,4	60,1	20,4
2013	9613	1569	-3265	119,5	74,6	19,5	-25,4
2014	6060	-1984	-3553	75	63,03	-25	-36,97
2015	6283	-223	1761	78	103,6	-22	3,6
2016	8615	2332	2555	107	137,1	7	37,1

Made by author based on source [29-33]

An analysis of the dynamics of tourist flows during 2000-2016 shows that the largest number of tourists was observed in 2003 and 2010 (16006 and 15875 tourists respectively). This corresponds to the highest growth rate since 2000 + 98% and 97.3%. The smallest absolute increase was 1984 in 2014 compared to 2000. This means that we have a negative growth rate (-25%) compared to 2000 and -36.97% against 2013. The objective reasons for the decrease in tourists in recent years are anti-terrorist operation in the east of Ukraine, imperfection of the legal and regulatory provision governing the tourist business, insufficient advertising measures to promote the domestic tourist product both in the territory of Zhytomyr region and abroad. Equally important is the fact of inefficient state regulation of the sphere by the local authorities, insufficient awareness of the population about the natural recreational potential of Zhytomyr region, etc.

2.2. Current state and attractiveness of objects of ecotourism in Zhytomyr region

Ecotourism mainly occurs within nature conservation areas and as a direction of recreational activity carries cognitive, educational, scientific, sports, health, aesthetic and other functions. Although eco-tourism in Ukraine has not yet become widespread, a promising region of its organization is the Ukrainian Polesie, which includes Zhytomyr region. For, besides the fact that Polissya is characterized by a

diversity of natural and anthropogenic landscapes, which allow to cover different in terms of content and content of the interaction of man and nature, it belongs to the regions of ancient economic development, where the maintenance of ecological equilibrium was ensured through local development, through trial and error, which allows us to know in practice the depth of the environmental assets of our ancestors [34].

Zhytomyr attracts ecotourists, first of all, because it has a sufficient amount of natural resources (combination of favorable climatic, water, balneological, forest, floristic and fauna resources), which is an important factor for ecological tourism [35].

Zhytomyr region is of great value for forests, which cover 1/3 of the region. Recreational wellness forests make up 70.3% of the total area of the forests of the region, which testifies to the great potential and value of the forest areas and allows to organize as a recreational, sports and wellness, sightseeing excursion.

An important factor influencing the possibilities of ecotourism development is the terrain. Despite the fact that the territory of the region is flat, the tourist and recreational attractiveness of the relief of the region is determined by the Slavovech - Ovruch Ridge (316 m), whose nature is extremely similar to the landscapes of the Caucasus. No less attractive for tourists are the rocks «Holova Chatskoho», which is located on the slopes of Teteriv, «Baranyachi loby», «Veletenski kotly», «Olzhyni kupalni», which can be seen on the outskirts of Korosten, rock «Olzhyni kupal'ni» on the outskirts of Novograd -Volyn right bank of the river Sluch. Sandstones with prints of fossil plants of the tertiary period have been preserved in the rock «Volyanshchyna» of Volodarsko-Volynsky district on the right bank of the Irsha River [36].

An important component of the region's natural recreational wealth is its considerable water resources. There are 221 rivers flowing through the region with a total length of 5366 km. Among the largest water bodies is the Teteriv River. On her on the banks there are numerous recreation centers, sanatoriums, preventive hospitals. Also promising for the development of water tourism are the rivers Sluch, Ubort,

Goryn. Every year from May to September, fans of extreme sports organize rafting, kayaking, inflatable boats on these rivers. The shores of the rivers are rocky, which makes it possible to train and compete with rock climbers.

The network of the Zhytomyr Nature Reserve Fund is represented by 221 objects, with a total area of 136.5 thousand hectares, which include: Polissya Nature Reserve, Drevlyanskiy Nature Reserve, 95 of national and local nature reserves (Horodnitsky - Botanical Reserve, Chasnikovskiy - Ornithological; «Galove», Zabarsky, Chervonovilsky and Didovo Lake - hydrological, Kutne and Kozyava general-zoological, Carpentry and Poyaskivsky - forest). There are also many other anthropogenic sites protected by law. Of the 27 parks - 5 are of national importance: Ivnytsky, Verkhnivnya, Troschansky, Gorodnitsky, and Novochertriysky, 2 are national and 18 local in nature (Tab 2.3). All of these sites are a very powerful base for the development of eco-tourism and its special types of equestrian, cycling and hiking [37].

In order to use the various natural, recreational and historical and cultural potential in the area, scientific-educational and excursion routes have been developed, which provide acquaintance with the monuments of national and local architecture, nature monuments, visits to monasteries, ancient settlements, museum exhibitions of local lore. There are 4 routes popular with tourists from both Ukraine and abroad, namely - «Portselyanovyy kray», «Zabutymy panskymy mayetkamy», «Navkolo Volynskoho Yerusalyma», «Sered lisovykh skel» .

In Zhytomyr region 147 species of rare plants grow, of which 74 are listed in the Red Data Book of Ukraine, 13 species are subject to special protection under the Berne Convention, 4 species are listed in the European Red List of 91 species that are disappearing worldwide, and 64 are regionally rare species.

The region has a convenient geographical position, the uniqueness of its nature and the picturesque landscapes create all the prerequisites for it to become one of the destinations of international tourism in the future. Based on the strategy rational development of Zhytomyr region, it is necessary to create a perspective territorial, ecological and economic scheme for the development of the region, which should

include ecological and economic projects for the development of the entire tourist and recreational complex and take into account the network of natural territories of all regions.

Table 2.3

Structure of the nature reserve fund of Zhytomyr region

The name of the conservation category	Number of objects	Area,ha
Territories and objects of nature reserve fund of national importance		
National nature parks	-	-
Nature reserves	2	50976,84
Biosphere Reserves	-	-
Landscaping monuments	5	119,80
Reserves	10	6757
Nature Sights	2	51,0
Botanical Gardens	1	35,4
Zoos	-	-
Arboretum	-	-
Amount	20	57940
Territories and objects of nature reserve fund of local importance		
Preserve tracts	-	-
Reserves	145	78304,16
Nature Sights	35	93,69
Botanical Gardens	-	-
Zoos	-	-
Arboretum	3	14,9
Landscaping monuments	18	228,67
Regional Landscape Parks	-	-
Amount	201	78647,92
Total	221	136581,96

The developed scheme will have a positive impact on the economic performance of the region as a whole, will allow creation of jobs, and will also increase the level of profitability of enterprises of the tourism industry.

As the data shows in table. 2.4 , in recent years, there has been a tendency for the number of Ukrainian tourists who went abroad to exceed the number of foreign tourists who visited the region. This trend has been particularly noticeable since 2005. This means that the tourism potential of Zhytomyr the area is still unused.

Table 2.4

Number of tourists served by tour operators and travel agents by type of tourism

Year	Number of tourists served by tour operators and travel agents, total	Of the total number of tourists:		
		Number of foreign tourists	Number of tourists travelled abroad	Number of domestic tourists
2000	8044	640	464	6940
2001	8639	626	387	7626
2002	13260	1520	387	11353
2003	16006	1467	647	13892
2004	7206	958	535	5713
2005	9997	295	1280	8422
2006	11991	13	2734	9244
2007	12857	–	3774	9083
2008	15472	56	5702	9714
2009	14700	10	4483	10207
2010	15875	–	5474	10401
2011	10694	9	6079	4606
2012	12878	30	7242	5606
2013	9613	2	7290	2321
2014	6060	3	4693	1364
2015	6283	–	3771	2512
2016	8615	–	5101	3514
2017	9516	–	6954	2562
2018	17957	1	14597	3359

Made by author based on source [38].

One of the priority directions of development of the tourist potential of Zhytomyr region is ecological tourism. Therefore, a major contribution should be made to the development of the tourist product of the Polissya Nature Reserve, whose mission is to attract foreign tourists, which allows favorable geographical location.

2.3. Determining competitive advantages of Polissya Nature Reserve

In Ukraine, ecological tourism is carried out mainly in recreational nature reserves of national natural parks, biosphere reserves, regional landscape parks and reserved territories, where ecotourism activities involve the development of the variety of forms of ecotourism. Conceptual frameworks that underpin this type of tourism in Ukraine are following:

- minimizing the negative impact of tourists on the environment and its components with maximum recreational and tourist use;
- harmonious combination of the natural environment and recreational infrastructure;
- travelling to recreational nature reserves and objects and familiarization with traditions of local communities;
- scientific and cognitive development of natural diversity and potential of recreational nature reserves;
- guarantee of long-term preservation of natural and cultural resources of recreational regions [39].

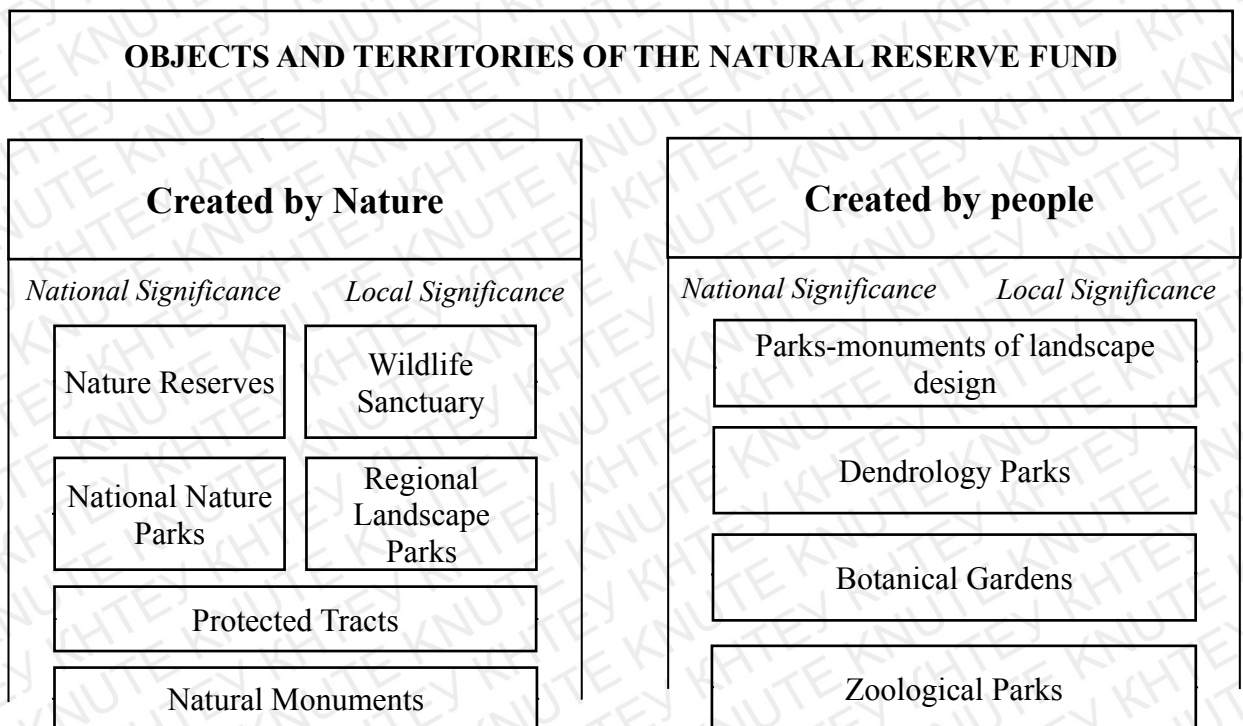
Cognitive nature tourism in Ukraine has a long tradition of development. Today, ecotourism, active forms of tourism, ethnographic trips and trips to historical and cultural destinations are mostly developed. The most popular offers come from nature reserves and other natural areas with preserved natural, historical and cultural environments [40].

The objects of the Protected Land Foundation are used only for nature conservation, research, wellness and recreational, educational and monitoring purposes. The main difference between nature reserves and other sites (in particular, national nature parks) is that the nature reserves do not allow visitors to rest. Their stay is coordinated with the management of the reserve, and usually it is accompanied by an employee of the reserve. Sometimes it is difficult to do, as some reserves are large in size and do not have a fence. The same is true of many other natural reserve assets. In appendix B is illustrated The Natural Reserve Fund of Ukraine

Objects and territories of the natural reserve fund of Ukraine are divided into those that are created by nature and created by people. (Fig 2.1). The first group of territories includes nature reserves, national nature parks, natural monuments, wildlife sanctuary, protected tracks and regional landscape parks. Synthetic objects of the natural reserve fund are the second: parks-monuments of landscape design, dendrology and zoological parks, and botanical gardens. All of these natural objects form the potential for the development and promotion of ecological tourism in Ukraine.

Fig. 2.1. Objects and territories of the natural reserve fund of Ukraine

Source:[41]



Nature Reserve is a category of nature reserve fund of Ukraine, nature conservation, research institution of national importance, created with the purpose of:

- conservation in the natural state of typical or unique for a given landscape zone of natural complexes with all the totality of their components

- study of natural processes and phenomena occurring in them
- development of scientific principles of environmental protection, efficient use of natural resources and ecological safety.

Protected areas are protected as a national property subject to a special regime of protection, reproduction and use. Ukraine views this fund as an integral part of the world system of protected natural areas and sites [42].

The conservation of the territories and objects of the Nature Reserve Fund of Ukraine is ensured in various ways, including the establishment of a reserve regime; organization of systematic observations on the status of protected natural complexes and objects; conducting comprehensive research; compliance with the requirements for protection of territories and objects of the nature reserve fund during the implementation of economic, management and other activities, development of design and planning documentation, land management, forest management, conducting environmental expertise, conducting other activities to preserve territories and objects nature reserve fund. The total area of the 19 nature reserves of Ukraine is 1 916,6 km². (Tab 2.5)

Table 2.5

Nature reserves of Ukraine

№	Name	Area, ha	Year of creation
1	Nature reserve «Gorgany»	5 344,2	1996
2	Dnepr-Orilsky Nature Reserve	3 766,2	1990
3	Drevlyans	30 872,8	2009
4	Yelanets Steppe	1 675,7	1996
5	Kaniv	2 049,3	1923
6	Karadag	2 855,2	1979
7	Medobory Reserve	10 516,7	1990

Continuation of Table 2.5

8	Lugansk Nature Reserve	1 575,5	1968
9	Michael's Virgin Land Nature Reserve	882,9	2009
10	Cape Martyan Reserve	240,0	1973
11	Crimean Nature Reserve	44 175	1923
12	Polissya Nature Reserve	20 104,0	1968
13	Opuksky Nature Reserve	1 592,3	1998
14	«Roztochchya»	2 084,5	1984
15	Rivne Nature Reserve	47 046,8	1999
16	Ukrainian Steppe Nature Reserve	2 768,4	1961
17	Cheremske Nature Reserve	2 975,7	2001
18	Yalta Mountain-Forest Nature Reserve	14 523,0	1973
19	Kazantypskyi State Nature Reserve	450,1	1979

Made by author based on source [43]

Polissya Reserve is a natural-protected object of national significance, and it is an island of wildlife, where all living creatures are protected. The reserve is located in the Olevsk and Ovruch districts of Zhytomyr region. In the north, the reserve borders on Belarus, and in the west with the Rivne region. Its area is 20104 hectares. The administrative center is in Selezivka of the Ovruch district. Subordinated to the State Forestry Committee of Ukraine. It was created on November 12, 1968, in order to preserve typical pine forests and sphagnum marshes for the Ukrainian Polissya.

In order to explore the competitive advantages of the Polissya Nature Reserve, among other nature reserves, a survey of tourists was created, whose purpose is ecological tourism. Were selected 8 random tourist destinations located in different corners of Ukraine. Random selection was made to maximize the objective rating and not take into account the popularity rating of the site. Ratings were given on a 10 point scale The results of the study are shown in the table 2.6

Research on evaluating the perception of a national eco-tourism product on social media is more of a conditional way of examining the opinions and needs of consumers, since there is no clear structure for conducting such an observation and there is no single organized scale to measure actual indicators.

Table 2.6

The assessment ecotourists of nature reserves in social media

Name	The uniqueness and attractiveness of landscapes	Transport accessibility of the territory	Accommodation facilities	Availability of ecological routes and trails	Site availability and informative content	Number of species of flora and fauna included in the Red Data Book of Ukraine	Availability of tourist sites (museums, historical sites, etc.)	Scientific and educational activities
Rivne Nature Reserve	6	7	5	4	6	6	5	7
Ukrainian Steppe Nature Reserve	5	5	4	4	3	7	4	7
Cheremshke Nature Reserve	5	6	6	5	4	5	4	5
Nature reserve «Gorgany»	7	8	6	6	5	7	6	7
Dnepr-Orilsky Nature Reserve	6	5	5	4	3	4	4	6
«Roztochchya»	8	7	6	6	5	6	6	7
Yelanets Steppe	6	6	7	4	6	6	5	5
Polissya Nature Reserve	8	7	6	8	9	7	8	8

Having analyzed the aforementioned research, we can conclude that each reserve has its own peculiarities and the best cannot be distinguished. But according to the survey, we can conclude that the Polissia Nature Reserve has a fairly decent position among others, and has a number of competitive advantages, namely:

1. The nature of this land is unique and wild, in many respects it resembles a taiga. The territory of the reserve is completely covered with pine forests of the subtype type, which are nowhere else in Ukraine. There are

also rivers with small rolls and scenic shores, picturesque lakes, a huge number of small streams, impassable swamps. The reserve has preserved many natural landscapes, which, according to the Berne Convention, are part of the special areas of the Emerald Network of Europe.

2. The reserve is located in the Central European mixed forests ecoregion, a temperate hardwood forest covering much of northeastern Europe, from Germany to Russia.
3. As a strict nature reserve, Polissya's primary purpose is protection of nature and scientific study. Public access is limited: mass recreation and construction of facilities is prohibited as are hunting and fishing. The public is invited to participate in group ecological excursions led by park staff, subject to prior appointment. There is a nature museum open to the public, and cultural and historical centers.
4. The reserve presents typical Polesie plant communities, and unique ones that are no longer found anywhere else in Ukraine. The latter include, in particular, boreal (northern) groups - forest and marsh.
5. Scientists of the Polissya Nature Reserve prepare environmental articles, science-popular books and booklets that sent to schools, libraries, distributed among the visitors of the reserve. They cover the problems of preserving rare species of animals and plants, describes interesting features of their biology and lifestyle, propagates the idea of attentive attitude to nature and better understand and love it.
6. The Polissya Nature Reserve has a site (Appendix C) which contains all information about activities, flora and fauna, scientific work, excursions, events, history, etc [44].

Conclusions to the part 2

Protected areas are protected as a national property subject to a special regime of protection, reproduction and use. Ukraine views this fund as an integral part of the world system of protected natural areas and sites.

Zhytomyr's attractiveness in tourism is based on both historical sites and natural conditions and resources that contribute to the development of many types of tourism, especially ecotourism. The natural and recreational potential of the region is represented by a combination of favorable climatic, aquatic, balneological, forest, floristic and fauna resources.

The objective reasons for the decrease in tourists in recent years are anti-terrorist operation in the east of Ukraine, imperfection of the legal and regulatory provision governing the tourist business, insufficient advertising measures to promote the domestic tourist product both in the territory of Zhytomyr region and abroad. Equally important is the fact of inefficient state regulation of the sphere by the local authorities, insufficient awareness of the population about the natural recreational potential of Zhytomyr region.

In Zhytomyr region is located the 4th largest area of all nature reserves of Ukraine - Polissya Nature Reserve. It was created in 1968 to preserve typical Polesie natural complexes, protect relict plants and animals and restore and enrich the region's natural forests. The reserve is located on the territory of Ovruch and Olevsky districts and stretches a continuous massif from north to south for 27 km, from east to west - for 21 km.

PART 3

RECOMMENDATIONS OF IMPROVEMENT OF ECOTOURISM TOURISM IN ZHYTOMYR REGION

3.1. Tour product development in Polissya Nature Reserve nature reserve

A trip to the Polissya Nature Reserve is one of the best ecological tours, and for ecotourism supporters in Ukraine, this is the most favorite journey they carry out several times a year, at different times of the year.

Ecological excursions around the Polissya Nature Reserve and its surroundings are held for groups of people, subject to prior approval of the date of the visit. The employees of the reserve developed the ecological-cognitive and ethnographic routes of one day. Possibility to hold thematic excursions for familiarization with the biology of animals and birds on the ecological-cognitive path of the reserve and in its surroundings, master classes on the photography of wildlife.

Tour around the Polissya Nature Reserve attracts tourists, who want to forget about the destruction of a big city at least for a few days without the internet, overloaded with everyday problems, everyday life and urbanism. This type of recreation is aimed at solitude and communication with nature, dwelling in a rural environment, ecological territories. The main goal of Polissya Reserve is to abstract from the noise of the metropolis, to plunge into the measured world in which our ancestors lived.

Tour program of ecotour product of Polissya nature reserve

- Duration of the tour: 3 day/2 night.
- Main route: Kiev –Rudnya - Ovruch – Selesivka- Kiev.
- Price: 1990 UAH (Tabl 3.1)

1. Friday

- 7:30 (or earlier, with the consent of all participants of the tour) - collection of the group, departure from Kiev.

- 10.00-15.00 (tentatively) – arrival to Rudnya. Excursion program of the geological reserve «Kam"yane selo»
- 15.00 -17.30 departure: Rudnya– Ovruch.
- 17.30-20.00. Sightseeing tour of the most interesting places of the Ovruch ridge and the Holy Basilian temple of the 12th century.
- 20.00 -Check-in. Free time. Overnight stay

• **2. Saturday**

- 8.00 – 12.00 Breakfast. Departure to Selesivka
- 12.00- 14.00 Excursion of familiarity with the work of the reserve, visiting Museum of the Nature of the Polissya Nature Reserve
- 14.00 -15.00 Free time for lunch.
- 15.00- 19.00 Excursion of ecological cognitive trail "Poles'ky kray".
- 19.00 – 20.00 Supper. Check-in in wooden houses. Free time.

3. Sunday

- 8.00-9.00 Breakfasts.
- 9.00 -12.00 Excursion on the «Drevlyunske Selo».
- 12.00 -13.00 Free time for lunch.
- 13.00 -17.00 (Tentative) - Arrival to Kiev

Transportation

There are two ways to get to the reserve:

By rail: Kiev-Korosten (transfer) - Ovruch - Selezivka (bus once a day)

By bus: Kyiv-Korosten; Kyiv Ovruch; Kyiv-Zhytomyr-Ovruch

Ovruch is an administrative center located 60 km from Selezivka village.

Accommodation

In Selesivka, tourists can stay overnight, in wooden houses, in classic polish cottages. Traditional Polish stoves burning with firewood, in which they prepare delicious, colorful dishes in pots. The rooms have beds, bedding, electric kettles, and sockets. A separate house is a small bath where can take a shower. Cost for living: 200 UAH per night.

For more comfortable accommodation, tourists are offered living in the administrative center of Ovruch, 50 km from the Polissia Nature Reserve. Offers: hotel «Gostinyy dvor», «Panskaya khata» mini- hotel, «Randevu» hotel. Cost of living: from 150 -400 UAH per night.

Table 3.1

Calculation of tourist product

Services	Price UAH
Accommodation (2 nights)	500
Food services (2 breakfasts 2 lunches, dinner)	300
Transportation on tour	500
Excursion service	200
Insurance	50
Amount	1550
Payment of commission to travel agents 7%	108
Taxes 20%	331
Total	1990

The main attractions of the Polissya Nature Reserve tour are:

The Museum of the Polissya Nature Reserve includes about 400 exhibits. It is stuffed with animals and birds gardens that depict typical Polissya ecosystems, themed expositions and collections. The museum houses environmental stands and an exhibition of wildlife photographs made by the staff of the reserve.

Ecological cognitive trail «Poles'ky kray»

On the eco-cognitive path are represented as typical natural landscapes (forests, swamps, various forms of relief), animals and plants and local lore objects. Along the eco-cognitive trail of the "Poles'ky kray" there are also some historical and ethnographic objects. This, for example, is a board - a log for keeping honey bees, made from a dry trunk. On Polissya, field beekeeping is a very old branch of the economy that has been preserved since the time of Kievan Rus.

The open-air museum «Drevlyunske Selo» was considered not as a simple building filled with exhibits, but first of all as an information database of the long-standing times, about old economic activities, crafts, religious beliefs, practices of meditations, and the Holy Places of Ancestors. The museum is not subject to official state structures or reserves. This project is an author's and public initiative (public organization of ecological club "Rice"). The purpose of the museum is the revival of the Drevlyansky spirit, the accumulation of versatile information about Drevlyan, its era, customs, beliefs, holy places. The Ethnographic Museum «Drevlyunske Selo» will surprise you with the diversity of the artifacts stored here. Among the most interesting are the following: a mini-museum with a huge collection of ritual stones: a stone-throne, a stone chest, stones with a reflection of a woman's boot and a man's hand, a stone of tears of the Virgin, Stone Love; water mill; Drevlyansky sanctuary; Winter hovel; Museum «Village Manor» [45].

Ecological and educational activities Polissya Nature Reserve:

One of the important activities of the Polissya Nature Reserve is conducting educational work that promotes the development of ecological culture. Scientists of the Polissya Nature Reserve prepare environmental articles, science-popular books and booklets that sent to schools, libraries, distributed among the visitors of the reserve. They cover the problems of preserving rare species of animals and plants, describe interesting features of their biology and lifestyle, propagates the idea of attentive attitude to nature and better understand and love it.

Researchers organize and conduct environmental actions in the nearest schools ("The March of the Parks," "The Day of the Bird Meeting," "The Future of the Forest in Your Hands"). Shares include various contests, nature quizzes, conversations with schoolchildren, shows video and photo,. The forces of the students of the Selezian School are cleaning garbage in the valley of the Bolotnitsa River, planting trees and cuttings of willow along the banks of the reservoirs the employees of the reserve devote much attention to working with children, because they have accustomed the love of nature since childhood. Students of secondary schools of Ovruch and Olevsky

districts come to the reserve each year. For them excursions to the museum of nature and the ecological-cognitive trail are conducted.

There is a unique form of apiculture in the area of Polissya Nature Reserve – «bortnytstvo» (beekeeping). This is a very old branch of the economy, preserved in its original form since the time of Kievan Rus. The name "board" comes from the name of one of the rivers in the reserve: «Ubert». «Bortnytstvo» is a valuable cultural heritage [46].

The Selezovsky School of Forestry was established on the basis of the Polissya Nature Reserve, created in 1985. The main tasks of forestry are the involvement of students in the study and conservation of nature, environmental education, training of forest workers.

Table 3.2

SWOT-analysis of the ecotourism destination of Polissya Nature Reserve

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - The reserve is rich for its historical and cultural heritage attractions; - The variety of rare species of plants and animals in the park; - Strong cultural and historical traditions; - Well reserved natural resources; - Numerous intact and preserved areas; - Relatively low cost of traveling to the park; - Absence of large crowds of tourists; - Favourable weather factors and mild climate in the region; - Great potential for development of ecological tourism; - The presence of folk arts - Availability of booklets and popular science publications; - the presence of ecological trails - conducting various environmental actions and fairs - implementation of seminars and scientific projects - Border location 	<ul style="list-style-type: none"> - International perception of the region; - Low development of tourist infrastructure; - Weak development of marketing promotion; - Lack of awareness of the local people about ecological, historical, and cultural values of the national landscape park; - Poor development of the sphere of hospitality in the region and the lack of facilities of restaurant and hotel industry; - Imperfect marketing policy; - Absence of a brand; - Insufficient advertising and information support for the promotion of the tourist product in the domestic and foreign markets; - Low level of urban and cultural infrastructure of the region; - Lack of territorial planning; - Low level of investments in the region; - Insufficient qualification of the workforce;

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Growth of interest to Ukrainian tourism sights; - Protection of rare species of animals and plants; - Increase of interest to ecologically clean products and services; - Increasing of investments to the ecotourism segment; - Expansion of the consumer market of ecotourism services and attractiveness of foreign visitors; - Growing interest to folk traditions and crafts; - Growth of interest to ecological tourism in Ukraine and in the world 	<ul style="list-style-type: none"> - Remoteness and inaccessibility of the territory; - Lack of modern tourism technology; - Construction of industrial buildings on the territory; - Environmental destruction; - Political and economic situation in the country; - Indirect competition from other destinations; - Reduction of the attention of central executive authorities to the implementation of the state strategy of regional development; - Ineffective processes of reforming the economy; - Further deterioration of the infrastructure

It is advisable to carry out a SWOT analysis to fully evaluate the tourist eco-product of the Polissya Nature Reserve (Tab 3.2). It is necessary to investigate the main problems, threats, opportunities, weak and strength sides of tour product. This will help us to understand what the problems are for the development of the product and its promotion on the domestic and EU market.

The conducted SWOT analysis leads to the conclusion that with the purposeful policy of local authorities it is possible to neutralize most of the weaknesses of the tourism product.

The development of ecotourism as a direction of activity of the department of culture of the Zhytomyr region is of little importance, as evidenced by the following facts: lack of a comprehensive marketing policy of the Zhytomyr region to promote the tourism product; poor quality of transport infrastructure; exceedance of outbound tourism over inbound; lack of information presentation of the tourist eco-product of the Zhytomyr Regional Council, in particular: absence of plans for the development of the tourism sphere in the region and reports on the activities carried out; insufficient advertising of the nature reserve objects; lack of effective support from

the regional council of tourism business enterprises; lack of understanding of tourism business development as an important source of replenishment of the local budget and the state budget.

3.2. Promotion of Polyssia ecotour product on EU market

Proper design of the advertising campaign - setting the priority goals of the campaign, determining the most effective location and timing of advertising - is one of the most important and relevant issues that a travel company should consider in the process of carrying out their advertising activities. Therefore, in order to work effectively in the tourist services market, the Polissya Nature Reserve ecotour must deliver its advertising appeals to any places where the target audience may contact its trademark.

Plan for advertising campaign

Service (product): ecotour on the Polissya Nature Reserve

Terms of the advertising campaign: May - October 2019

Place of the advertising campaign: Kyiv

1. Analysis of the marketing situation.

The current topic in tourism at this time is the development of domestic, inbound and outbound tourism.

Consumers of this product are Ukrainians and foreigners of different ages, as well as different social status, but mostly they are middle-class people. Tour operators in Kiev offer health and wellness tours, cultural studies, beach tours, river cruises, etc. That is why people of different classes need this product.

2. The purpose and objectives of the advertising campaign.

Objective: To increase the level of sales of cultural and educational tour in Southern Kazakhstan.

Task:

- attract new consumers;
- to form an attitude towards the tourist product;

- to stimulate the sale of services.

3. Advertising strategy.

Product concept:

Ecotour in the Zhytomyr region, offering transportation services on the route, accommodation at the hotel, visits to tourist sites along the route.

4. Target audience definition:

The consumers of this tourist product will be residents of Kyiv and Zhytomyr region, as well as guests from Europe. This tour will be interesting for consumers who are engaged in different activities, especially interesting this tour will be for people who are deprived of nature and the environment. This product can be acquired by people of any social status, more accurate portraits of potential tourists are presented below (Table 3.3).

Table 3.3

Target audience		
Portrait	Personality type	Portrait and psychography of the consumer
1. One (one) who is interested in nature	Mostly aged 21 to 65 years.	People of completely different professions who love flora and fauna, travel and excursions
2. Families (with or without children) who want to spend weekends touring to discover nature and something unknown	Mostly these are people from 30 to 50 years old, with children aged 10 to 18 years old (children under 10 at the discretion of parents)	People of different professions, middle income, who are interested in the environment, who want to teach children the love of nature
3. People whose main goal is ecotourism in nature reserves	Mostly these are people from 30 to 50 years old	People engaged in ecotourism in nature reserves that aim to protect and seclude nature

Source: completed by author

Means of advertising distribution. Media Plan:

There is always the problem of choosing the means of distribution of advertising. In addition, advertising planning decisions are made taking into account

the following factors: the type of audience that it is desirable to reach. It is worth noting that at the moment most people are actively using Internet resources, namely email and social networks, advertising on these media will be more effective. Advertising media contains advertising messages. Advertising the message can be conveyed to potential consumers through various media (TV), TV, radio, printed matter, etc. The main elements that define the advertising message are the text and image, color, font, size, etc. The text is an integral part of advertising media. It is the main element that reveals the main meaning of the advertising message. The main thing in advertising placement is a maximum of information and a minimum of words. So that consumers can perceive the information as best and fast as possible [47].

The idea for an advertising placement is as follows: photo of a reserve with nature; below is the name of the tour, then the main information about the tour; the name of the travel agency in the lower right.

For the distribution of advertising, a ecotour of Polissya nature reserve can be used in print media, on radio, in the shopping center, outdoor advertising (stops, elevators, in transport), advertising in Internet resources, social networks. Schematically, the strategy of an advertising campaign to promote a new tourist product will look as follows (Fig. 3.1).

The main stages of an advertising campaign within the framework of the application of the Internet marketing tool and the use as an internet media channel are:

1. Development and improvement of advertising strategy.
2. Creating advertising media (text blocks, image banners).
3. Monitoring and reporting on the results of the advertising campaign.
4. Customization of the company's website.
5. Communication Web Audit (Consulting on promotion of business on the Internet. Development of marketing and PR-strategy).
6. Creation of promotional sites, flash games, Internet blogs.
7. Thematic mailings allow convey messages to selected target groups.

8. Placement of information materials in the Internet media (Publication of articles in leading Internet publications helps to attract public attention and manage the company's reputation).
9. Organization of contests and quizzes on thematic sites (Promotions on the Internet help to increase brand awareness and influx of visitors to the corporate site).
10. Website promotion in search engines (Ranking the site in the first place in search engines).

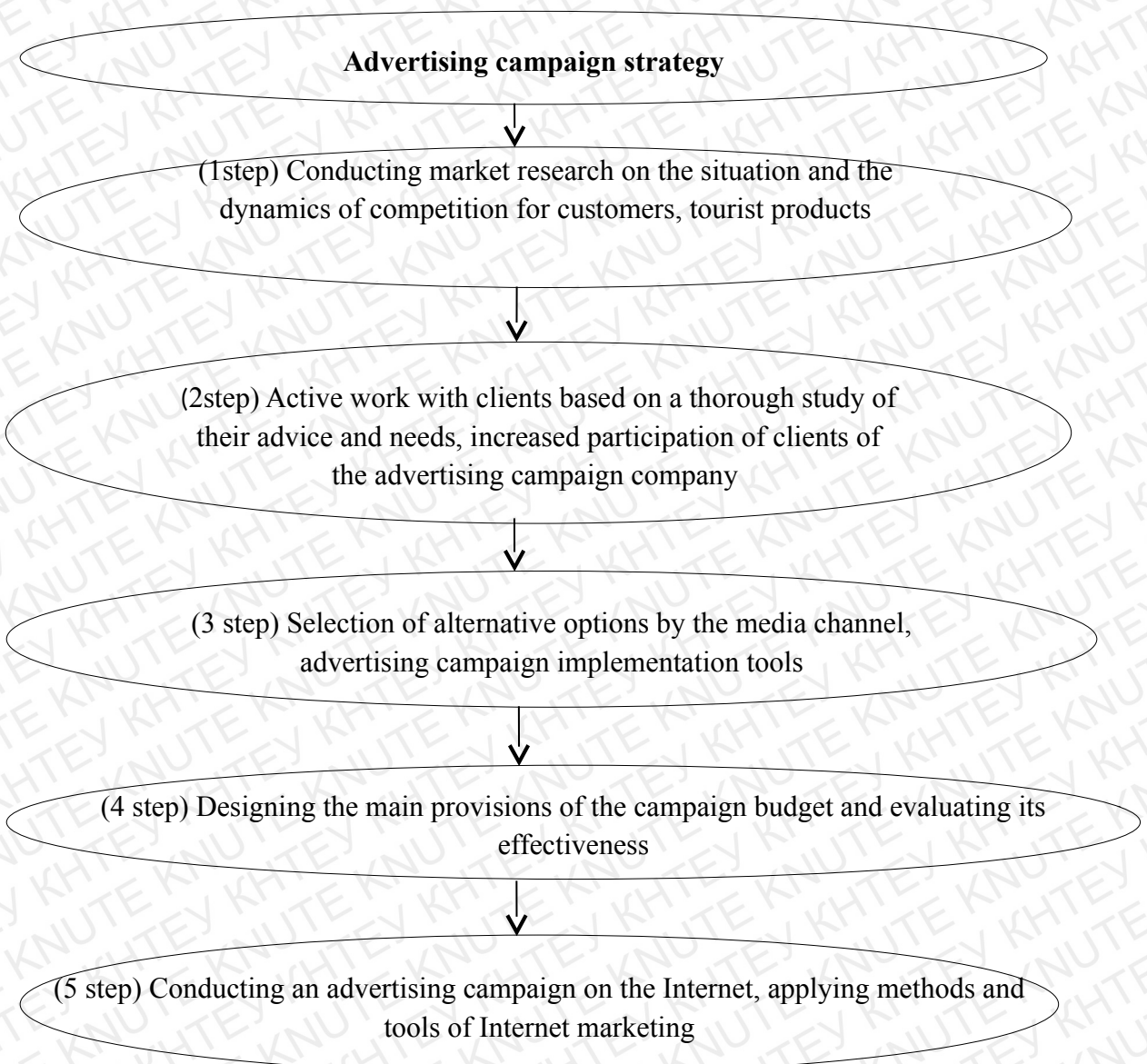


Fig 3.1. Travel Product Campaign Strategy source of [48]

Thus, the main area of design and implementation of the advertising campaign will be advertising measures to promote tourist products to the market of tourist services in the Internet environment.

Basically, advertising will be effective on social networks, as it is a minimal expense. Also one of the promotional tools is "sarafan radio", namely, satisfied customers are spreading information to their friends and acquaintances, who in turn are potential consumers of the product [49].

Since the income from the sale of ecotour of Polissya nature reserve is low, it is necessary to use the distribution of free advertising. This can be a newsletter by e-mail, free bulletin boards, company business cards, where on the back there is information about the tour, joint marketing, trip videos (fragments of it), etc.

The schedule for the advertising campaign was chosen seasonally, as this tour is more in demand from May to October, during summer vacations and warm days.

Advertising: print advertisement once a week for 3 months, advertisement on social networks will be advertised once a week for 5 months, advertisement for 4 weeks.

3.3. Effectiveness of promotion campaign

For development of the tourist sphere in the Zhytomyr region and ecotourism of the Polissya Nature Reserve to use the strengths of the region, which gives the opportunity to form directions for further development of local and foreign tourism in the context of the following components: 1) legislative component: improvement of the regulatory and legal support of the tourism industry both at the central and local level (in particular, to develop the Concept and Strategy for the development of the tourism industry in Zhytomyr region as separate normative documents of the local level, which envisage the development of inland tourism and inbound tourism); 2) information and marketing component: providing tourist enterprises with information support on promotion and sale of tourist product, in particular creation of tourist website of Zhytomyr region with a detailed description of tourism objects in terms of

its types; 3) infrastructure component: a) to improve the financing of transport infrastructure (in particular, to overhaul highways that need it); b) improvement of the material condition and quality of the accommodation facilities; c) to establish cooperation and interaction between the regions of Zhytomyr region and Zhytomyr on the development of ecological tourism; d) to strengthen the protection of tourist facilities; 4) scientific-educational and personnel component: to improve the quality of the provision of tourist services, in particular, to provide training for the staff of tourist enterprises by conducting methodological seminars, conferences, "round tables". This is possible in the integration of tourism practice and science by involving academics to participate in the development of tourism practitioners; 5) financial component: a) development of investment projects of development of tourist sphere of the region with attraction of funds of domestic and foreign investors; b) increasing the financing of the tourism system from the local budget; c) granting tax breaks to tourist enterprises.

Table 3.4

Costs and measures for promoting the ecotour of the Polissya Nature Reserve

Event	Cost	Responsible person	Deadline	KPI
1. Website Improvement (Development in 3 Languages)	1500	Marketing manager	01.05 - 08.05	3 Languages Website
2. Improving advertising for promotion to international radio «Europ plus»	20000	Marketing manager	10.05-30.06	The commercial for promo
3. Improvement of the print advertising package	5000	Marketing manager	01.06-20.07	1000 booklet
4. Outdoor billboard advertising	24000	Marketing manager	03.07-03.08	Placing the billboard on the main highways

5.SMM strategy	6000	Marketing manager	01.08-07.09	Raising people in the Facebook group
6.SEO optimization	5000	Marketing manager	08.09-15.09	Raising site positions in search engine results
7. Content advertising of nation park of Web-site	6000	Marketing manager	08.09-30.09	Google Search Ad
Total			67 500	

Source: completed by author

Rationale for the proposed measures to promote the tourism product

1. Website Improvement (Development in 3 Languages)

The advertising site is aimed at one action - to force the client to purchase a product or service. As the main goal of promoting the tourist product is to the international market, it is optimal to design a website in 3 languages, namely Polish, French, and Germany. The improvement of the site of the company will be done with the help of specialists who build sites on the Internet.

2. Improving advertising for promotion to international radio «Europe plus».

Radio advertising is the most powerful and effective form of advertising. The broadcasting system «Europe plus» works in such a way that there are network and regional radio stations, that is, radio stations that broadcast throughout Ukraine and abroad, which is a priority in promoting a tourism product.

3. Improvement of the print advertising package.

Since the booklet is an important marketing tool in brand promotion. It does not limit the scope for advertising ideas, but its appearance and content are many times more effective than leaflets. Due to this, booklets can be placed on shelves and desktops, clearly used during presentations. The booklets will include the route of the

tour, tourist sites along the route, hotels, and a brief description of the Nature Reserve.

4. Outdoor billboard advertising

A large-sized billboard for outdoor advertising, installed along highways, streets and other crowded places. The shield is a frame studded with sheets of galvanized steel or plywood, coated with weatherproof compounds, mounted on a support. The placement of the billboard will be along major highways to attract foreign tourists.

5. SMM strategy [50].

Social networks can be a useful source of market information and get the opinion of customers. Blogs, content communities and forums are platforms on which people share their reviews and recommendations on brands, products and services. The social network Facebook is one of the five most visited websites in the world. Promotion of the organization in this social network will be not only a productive way to attract potential customers to your own website, but also a good opportunity to find new business partners. Most of the users here are adults with higher education and stable earnings.

6. SEO optimization

A set of measures for internal and external optimization to increase the position of the site in the results of search engines for certain user requests, in order to increase network traffic (for information resources) and potential customers (for commercial resources) of this traffic. SEO can be targeted at various types of searches, including image search, video search, news search, and industry specific travel product search engines.

So, the effectiveness of the proposed measures is proven, the development of an advertising campaign will increase the flow of tourists from EU countries.

We believe that the implementation of the proposed measures and the effective promotion of the tourist product of the Polissya Nature Reserve will contribute to: increasing the investment attractiveness of Zhytomyr region and its tourist image; increasing the volume of tourist flows by different types of tourism, which will

increase budget revenues; increasing the level of services provided by tourism enterprises; increasing employment by creating additional jobs; raising the income level of the residents of Zhytomyr region.

Table 3.

Expected tourists flows

Country	Unit	01	02	03	04	05	06	07	08	09	10	11	12
Poland	person	10	5	10	10	300	500	500	500	500	10	10	10
	Thouth .UAN	20 00 0	10	20	20	600	1000	1000	1000	1000	20	20	20
Germany	person	10	5	10	10	200	300	300	300	300	10	10	10
	Thouth .UAN	20 00 0	10	20	20	40	600	600	600	600	20	20	20
France	person	3	3	3	3	10	50	50	50	30	20	5	5
	Thouth .UAN	6	6	6	6	20	100	100	100	60	40	10	10
Total	Thouth .UAN	26	46	46	660	1700	1700	1700	1660	80	50	50	26
		7718											

Source: completed by author

Zhytomyr region is not a “tourist region”. This situation is explained by the poorly developed tourism infrastructure. At the same time, the region has a strategic tourism potential for the development of eco-tourism, which will attract European tourists as it has a borderline location. The main purpose of tourism development in Zhytomyr region is to recognize the formation and development of a highly efficient and competitive excursion-tourist complex, which provides ample opportunities for meeting the needs of citizens in various tourist services.

Conclusions to the part 3

This part of the final qualifying paper is characterized by the study of ecotourism product development in Polyssia nature reserve at the international market.

Was investigated the development of a strategy for promotion of ecotourism product on the Europe market. This includes the characteristics of the main ways of the tourist destination popularization, the development of the brand, the characteristics of advertising and Internet sources where it will be located. In addition, this section of the work explains the need for the use of electronic resources in the development of information provision of ecotourists.

The result of this paragraph explains the effectiveness and rationality of the development and organization of a long-term strategy for the promotion of the ecotourism product of in Polyssia nature reserve on EU market. For this research, statistical data about the tourist flows to the Zhytomyr region.

Making a general conclusion, we can say that the consumer tourism market of Europe can become profitable and attractive for the Ukrainian product in the segment of ecological tourism, but it requires an effective and clear strategy for organizing the work of the destination, as well as clear conditions for the promotion of the Ukrainian product at the international tourism market.

CONCLUSIONS

So, as result of our investigation we can see:

1. Ecological tourism is an effective tool of economic and social development. Our country has a significant tourist potential for the development of ecological tourism, and the completeness of its use depends on how ordinary tourist can rest in mountainous areas, to obtain complete and reliable information about the features of the area, unique rivers, rocks, mountains, caves, nature traits, original culture and talented people, and whether the tourist, if necessary, can find tourist offers that will make his rest as interesting, cognitive, and most importantly - safe.

2. The concept of eco-tourism appeared in the 1960s at the junction of economic, social and environmental issues. By this time, tourism has become one of the largest sectors of the global economy, capable of causing serious damage to natural ecosystems. During this period, a change of priorities in the aspirations of tourists begins to take place, the demand for cognitive and active types of tourism increases. In the USA, Canada and Australia, visiting national parks is becoming a very popular form of recreation (the "Australian model" of ecotourism). The basis of this model is the concept of conservation and maintenance of natural conditions. In the 1980s, the "Western European model" of ecological tourism was formed, which is implemented in the cultural landscape while creating maximum comfort for human life in nature.

3. The climatic and historical conditions in Ukraine have created a powerful resource base for the development of the tourism and recreation industry and the development of appropriate infrastructure. The main factors of attraction of recreational and tourist resources are nature, climate, art, history, food, architecture, religion. All these elements harmoniously interact with each other, creating a unique atmosphere of Zhytomyr region as one of the most attractive for tourists of the region of Ukraine. The area is attractive enough for tourist and recreational activities. In the area of tourism, the main attraction of the region is the historical sites and natural

conditions that play a significant role in the favorable development of many types of modern tourism. Polesie is the land of lake, river and forest landscapes. There are three hydrological reserves in the territory of Zhytomyr region. Balneological resources are represented by radon healing waters, peat and sapropel muds

4. The region has a convenient geographical position, the uniqueness of its nature and the picturesque landscapes create all the prerequisites for it to become one of the destinations of international tourism in the future. The network of the Zhytomyr Nature Reserve Fund is represented by 221 objects, with a total area of 136.5 thousand hectares. One of the priority directions of development of the tourist potential of Zhytomyr region is ecological tourism. Therefore, a major contribution should be made to the development of the tourist product of the Polissya Nature Reserve, whose mission is to attract foreign tourists, which allows favorable geographical location.

5. In Ukraine, ecological tourism is carried out mainly in recreational nature reserves of national natural parks, biosphere reserves, regional landscape parks and reserved territories, where ecotourism activities involve the development of the variety of forms of ecotourism. Polissya Reserve is a natural-protected object of national significance, and it is an island of wildlife, where all living creatures are protected. The reserve is located in the Olevsk and Ovruch districts of Zhytomyr region. In the north, the reserve borders on Belarus, and in the west with the Rivne region. Its area is 20104 hectares. The administrative center is in Selezivka of the Ovruch district. It was created on November 12, 1968, in order to preserve typical pine forests and sphagnum marshes for the Ukrainian Polissya.

6. Ecological excursions around the Polissya Nature Reserve and its surroundings are held for groups of people, subject to prior approval of the date of the visit. The employees of the reserve developed the ecological-cognitive and ethnographic routes of one day. Tour around the Polissya Nature Reserve attracts tourists, who want to forget about the destruction of a big city at least for a few days without the internet, overloaded with everyday problems, everyday life and urbanism. This type of recreation is aimed at solitude and communication with nature, dwelling

in a rural environment, ecological territories. The main goal of Polissya Reserve is to abstract from the noise of the metropolis, to plunge into the measured world in which our ancestors lived.

7. Proper design of the advertising campaign - setting the priority goals of the campaign, determining the most effective location and timing of advertising - is one of the most important and relevant issues that a travel company should consider in the process of carrying out their advertising activities. Therefore, in order to work effectively in the tourist services market, the Polissya Nature Reserve ecotour must deliver its advertising appeals to any places where the target audience may contact its trademark. Was proposed plan for advertising campaign.

8. For development of the tourist sphere in the Zhytomyr region and ecotourism of the Polissya Nature Reserve to use the strengths of the region, which gives the opportunity to form directions for further development of local and foreign tourism in the context of the following components: 1) legislative component: improvement of the regulatory and legal support of the tourism industry both at the central and local level (in particular, to develop the Concept and Strategy for the development of the tourism industry in Zhytomyr region as separate normative documents of the local level, which envisage the development of inland tourism and inbound tourism); 2) information and marketing component: providing tourist enterprises with information support on promotion and sale of tourist product, in particular creation of tourist website of Zhytomyr region with a detailed description of tourism objects in terms of its types; 3) infrastructure component: 4) scientific-educational and personnel component: to improve the quality of the provision of tourist services, in particular, to provide training for the staff of tourist enterprises by conducting methodological seminars, conferences, "round tables". Were developed costs and measures for promoting the ecotour of the Polissya Nature Reserve, were the effectiveness of the proposed measures is proven, the development of an advertising campaign will increase the flow of tourists from EU countries.

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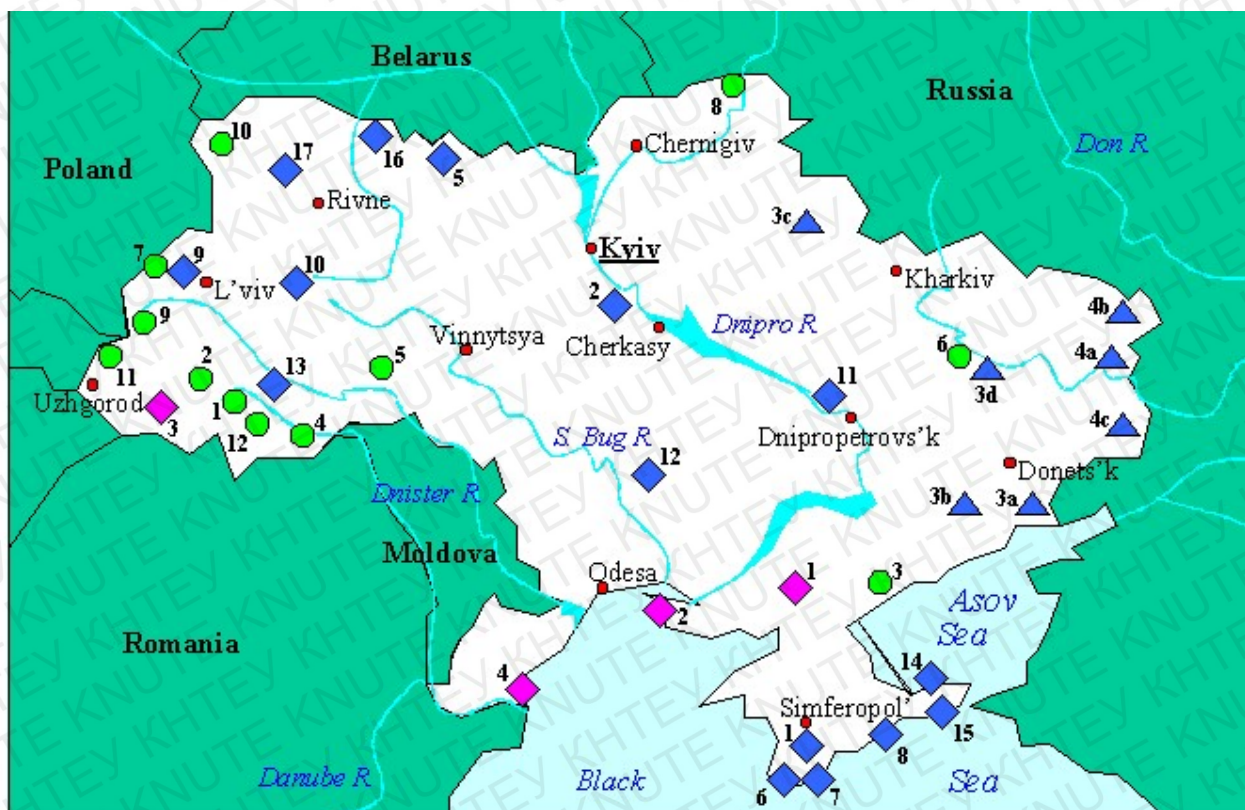
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- ◆ - Biosphere reserves;
- ◆ - Nature reserves;
- - National parks.

APPENDIX B

The Natural Reserve Fund of Ukraine

ПОЛІСЬКИЙ ПРИРОДНИЙ ЗАПОВІДНИК

КРАЙ ЛІСІВ ТА БОЛІТ



ГОЛОВНА НАУКОВА РОБОТА ПРОСВІТНИЦЬКА РОБОТА МУЗЕЙ "ДРЕВЛЯНСЬКЕ СЕЛО" БОРТНИЦТВО ЕКСКУРСІЇ ГАЛЕРЕЯ КОНТАКТИ ПОДІЇ

Край лісів та боліт
• Охоронний режим
• Історичні відомості

КРАЙ ЛІСІВ ТА БОЛІТ


Information site of Polissya Nature Reserve on the Internet

Краєвиди
Рослини
Тварини

Краєвиди

Фотографії: Кузьменко, Павлов

Центральна садиба заповідника



Болота

