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Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

«The Strategy of Rural Tourism Development in Khersonska Region»

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for the final qualifying paper (project)

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The purpose of the research is determining potential for the development of rural tourism in Khersonska region of Ukraine and creating new tourist product.

Object of the research is the process of the development of rural tourism in Khersonska region of Ukraine.

Subject of the research is a set of theoretical, methodological and practical issues related to the development of rural tourism in Khersonska region of Ukraine.

4. Illustrative material:

1. Interrelation between the concepts of "Rural tourism", "Agritourism" and "Ecotourism".
2. Types of tourism connected with rural tourism with definitions
3. Objectives of the visit to the Khersonska region

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
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6. Content of the final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. CONCEPTUAL BASES OF RURAL TOURISM PRODUCT

- 1.1. Rural tourism as an object of scientific research
- 1.2. Global practices of rural tourism product development
- 1.3. The modern trends in rural tourism
- 1.4. Methodology and methods of rural tourism scientific investigations

Conclusions to part 1

PART 2. BACKGROUND TO THE FORMATION OF RURAL TOURISM PRODUCT OF KHERSONSKA REGION

- 2.1. Characteristic of rural tourism in Khersonska region
- 2.2. Stakeholders of rural tourism development in Khersonska region
- 2.3. Marketing research of rural tourism services of Khersonska region

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PART 3. PROJECT OF RURAL TOURISM PRODUCT IN KHERSONSKA REGION

- 3.1. Conditions for the formation of the Khersonska region's rural tourism product
- 3.2. Development and evaluation of effectiveness of the Khersonska region tourist product on the international market of rural tourism
- 3.3. Forecasting of Khersonska region rural tourism product development

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7. Time schedule of the paper

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		de jure	de facto
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7.	Preparation of the final qualifying work (title, content, introduction, references, appendices), the presentation of the finished work to the department for preliminary defense in commissions	01.11.2021-12.11.2021	12.11.2021
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Bielienkova
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12. Resume of a scientific adviser of a final qualifying paper

This paper deals with investigation of strategy of rural tourism development in Khersonska region of Ukraine. The conceptual bases of rural tourism product are explored. The rural tourism as an object of scientific research is substantiated. The global practices of rural tourism product development are shown. The modern trends in rural tourism are disclosed. Methodology and methods of rural tourism scientific investigations are highlighted. The background to the formation of rural tourism product of Khersonska region is defined. The characteristic of rural tourism in Khersonska region of Ukraine is proposed. The main stakeholders of rural tourism development in Khersonska region are explored. The marketing research of rural tourism services of Khersonska region is provided. The project of rural tourism product in Khersonska region is substantiated. The conditions for the formation of the Khersonska region's rural tourism product are researched. The development and evaluation of effectiveness of the Khersonska region tourist product on the international market of rural tourism are observed. The forecasting of Khersonska region rural tourism product development is proposed.
A final qualifying paper can be admitted to defence in the Examination Board and deserves a positive estimation.

Scientific adviser of a final qualifying paper _____ Hladkyi O.V.

13. Resume about a final qualifying paper

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

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INTRODUCTION

Actuality: The tourism industry is an intersectoral economic complex specializing in the creation of a tourist product capable of meeting the specific needs of the population for leisure travel by producing and selling goods and services for tourism.

Rural tourism is one of the most relevant types of scientific and educational tourism that characterize rural areas located within the boundaries of national natural parks and protected areas. According to official statistics of the World Tourism Organization (UNWTO), «rural» travel takes from 7% to 20% of the total number of tourist trips. The growth rate of rural tourism is estimated by UNWTO at between 10 per cent and 30 per cent per annum, and its share of international tourism income is between 10 and 15 per cent.

On the basis of current experience and research by leading scholars, it has been found that the rapid development of rural tourism can be an accelerator for economic restructuring, a solution to the demographic situation in the country and a solution to the social-economic problems of modern Ukrainian village. For Ukraine, it is potentially important to speed up the process of realizing significant tourism potential by pursuing a balanced policy of state regulation, including at the regional level.

The purpose and task of the qualifying paper: Generally, the purpose of the research is to summarize and develop theoretical and methodological provisions and to develop practical recommendations for accelerating the development of rural tourism in the Kherson region.

The main objectives of the study are:

- to analyze the typology, condition, problems and prospects of rural tourism development;
- to study the peculiarities of the formation of rural tourism in Khersonska region of Ukraine;
- to consider the world experience of rural tourism;

- to identify the modern trends in rural tourism;
- to determine stakeholders of rural tourism development in Khersonska region and present a marketing research
- to determine conditions for the formation of the Khersonska region's rural tourism product
- to analyze the development and evaluate the effectiveness of the Khersonska region tourist product on the international market of rural tourism
- to forecast the development of Khersonska region rural tourism product

Many foreign scientists have devoted their researches to the rural tourism development in their countries and internationally. Among them the works of H. Caravelli, T. Ducha, M. Clark, V. V. Havoretsky, M. Lonch and of such Russian researchers as A. A. Alexandrova, S. N. Kaznacheyeva, S. O. Chelnokova, E. A. Korovina, Y. V. Pecherytsia, M.I. Shevchenko V. Vasyliiev, V. Zaitseva, N. Kudla and others take a special place. These scholars' views on the content of the rural green tourism concept as a form of tourism have certain methodological importance, since a form, as a cognitive category, is the embodiment of a particular content. Thus, in these works, rural tourism is considered as a form that reflects the internal and external side of this type of economic activity, indicates the way of its implementation on a special basis inherent to one or another country using certain resources that this country possesses.

Object and subject of the qualifying paper: The object of research is the field of rural and ecotourism Kherson region. The subject of research is a set of theoretical and practical principles of organization and functioning of rural tourism.

Methods of the research:, statistical, economic analysis, deduction, analogy, formalization, abstract logic and monographic methods are used in the research.

The approbation of the work is a scientific article on the topic "Conceptual bases of rural and ecotourism product". (Appendix A).

PART 1

CONCEPTUAL BASES OF RURAL TOURISM PRODUCT

1.1. Rural tourism as an object of scientific research

Tourism is one of the modern-day branches of the national economies around the globe, which has socio-economic importance and is closely related with the provision of tourist services, meeting the quickly changing needs of consumers of the tourist market.

The second half of XX century was marked by an awareness of the need to respect the environment and preserve the historical and cultural values of humankind. Against this background, interest in rural tourism has increased. Now it is becoming an increasingly popular form of recreation among city dwellers, in modern Europe one in three choose this kind of tourism. The processes of urbanization and globalization of the last quarter of the last century have made rural tourism a topical and profitable activity, firmly occupying its place in the world tourist market.

The concept of rural tourism has evolved over time and is presently may include more than one type of tourism. In this line, rural tourism has been used interchangeably with such concepts as ecotourism, nature tourism, and agritourism tourism “Figure 1.1”. Connection between rural and ecotourism is obvious because of their performing in one (nature) area.

It should be noted that rural tourism for Ukraine is a quite new direction in the tourism industry and one of the ways for development of rural areas, which will allow solving a set of problems of rural territories on the basis of recharging of local budgets.

In the current conditions of tourism market development, the popularity of rural tourism is increasing. It is one of the areas of sustainable development of the tourism industry, which goal is to protect Ukrainian natural, cultural and historical heritage, promote inter-ethnic tolerance, and encourage people to active participation in solving their financial problems, and to overcome the characteristic climate of Ukraine seasonal tourist product.

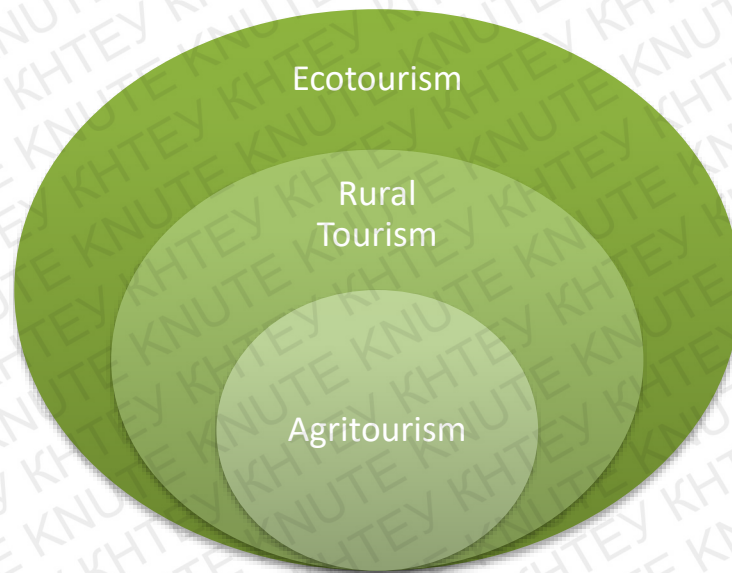


Figure 1.1: Interrelation between the concepts of "Rural tourism", "Agritourism" and "Ecotourism"

Source: prepared by the author

Scientific research and world experience shows that the accelerated development of rural tourism can play role of a boost of economic transformation, demographic stability and solve important social and economic problems in rural areas. The main goal of rural tourism is to create a new tourism product that falls outside the traditional idea of Ukraine's tourism offer, and takes into account the cultural, natural, and historical specificity of the regions, and diversify Ukraine's traditional offerings.

It is worth admitting that the concept of rural tourism is far from clear and allows for many interpretations. UNWTO defines rural tourism as "a variety of tourism activity within which the visitor's experience is related to a large range of products usually connected to nature-based activities, rural lifestyle/culture, agriculture, angling, and sightseeing" [1]. Since rural tourism activities are carried out outside urban (rural) areas, it is appropriate to clarify the definition of rural areas.

The Council of Europe defines the term "rural area" by following characteristics: a stretch of midland or coastal countryside, together with tiny cities and villages, where the main part of the realm is used for: agriculture, forestry,

cultivation, and fisheries; “non-urban recreation and leisure areas or nature reserves” [2].

After analyzing all the above information, it became possible to define other definition and elements of rural tourism. It is tourism activity in the rural areas with a small population away from industrial plants for the purpose of recreation and (or) voluntary participation in agricultural work that bring economic and social benefits to the local community, as well as provide interaction between tourists and local residents, enrich tourism experience and include 4 main elements: nature (rivers, mountains, landscapes, and forests, etc.), rural life (crafts, home-made food, rural events, traditional music, etc.), rural heritage (architecture, traditions, cultural monuments, villages, etc.) and rural activities (cycling, riding, fishing, hiking, etc.), [3].

Miscellaneous cultural and eco-friendly activities are held in rural areas. The most popular activities in a rural area are different cultural-related tourism activities: from museums to courses in crafts. If there is a lake or river in the area then water-related activities take place. Other activities may be related to local food cooking, language courses, safari, festivals, etc. [8]

In fact, tourism is now the largest industry in the world and the fastest growing segment is ecotourism. People express a desire to contact nature and the world but should do everything possible so that this does not cause a negative effect on the environment. The main goal of ecotourism is to minimize these impacts and to focus on conservation, community development and sustainable development through tourism. This motivates travelers to protect the environment and contribute to local communities on a much deeper level than just traveling tourists. The concept of ecotourism includes 4 principal elements: nature, education, cultural impacts, and sustainability [10].

The main reason why it is hard for researchers to find a regular definition of this form of tourism is that it is a general term that comprehends many types of tourism “Table 1.1”.

Table 1.1

Types of tourism connected with rural tourism with definitions

Author	Definition
Darău, A. P., (2010)	“Agritourism – a type of tourism in which the farm is used as the main place for activities. This can be considered as one of the activities of rural tourism having the second priority for farmers, while agriculture remaining their main occupation and source of income [4].”
Wood, (1984)	“Ethnic tourism – it is based on the attraction of local residents, especially the minority of the rural settlement, by demonstrating their lifestyle in front of tourists [5].”
Ali Hasan, (2016)	“Green tourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial tourism [6].”
UNESCO, (2006)	“Creative tourism – is a journey aimed at obtaining unforgettable and authentic experience’. As well as ecotourism, creative tourism should have several objectives: it should be a ‘means of attracting tourists to the creative life of destinations, a creative means of using existing resources, a means of strengthening cultural identity [7].”
UNWTO, (2019)	“Gastronomy tourism – a type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while travelling. The main motivation of tourists to travel is the desire to discover traditions specific to a particular region or country [8].”
The International Ecotourism Society, (2015)	“Ecotourism is about uniting conservation, communities, and sustainable travel” into one form of tourism that is not harmful to the environment or to the people who practice it [9].”

Source: prepared by the author

Practically, all of the above types of tourism are interconnected with rural tourism because in most cases they take place precisely in rural areas.

The growing popularity of ecotourism gives opportunity for development of rural tourism as a part of ecological segment of tourism activity. To show the similarities of rural and ecotourism it necessary to make a comparison of this types of tourism “Table 1.2”.

Table 1.2

Comparison of Rural and Ecotourism

	Rural Tourism	Ecotourism
Definition	Any tourism activity within which the visitor's experience is related to a large range of products usually connected to nature-based activities, agriculture, rural lifestyle and culture.	"A form of tourism where the main motivation of the tourists is the observation and appreciation of nature and local traditions related to the nature."
Purpose	To increase individual productivity, sustainable community and institutional, which can result in higher income for individuals; retain unspoiled traditional and spiritual values, especially the ethnographic, the socioeconomic life and its environment	Minimizing negative impacts and focus on conservation, community development and sustainable development through tourism; preserving and protecting nature
Elements	Nature, rural life, rural heritage, rural activities	Nature, education, cultural impacts, and sustainability
Characteristics	Seasonality; low tourist movement; traditional; high economic role; personal relationship with tourists	Low-impact visitor behavior; support for local conservation efforts; local participation in decision-making; Educational component
Location	Rural areas	Rural areas; wildlife; nature reserves
Activities	Fishing, swimming, farming, cooking, handicraft	observation of flora and fauna, fishing, cycling, camping

Source: prepared by the author

The nature orientation is flexible and ranges from, say, habitat, such as a tropical forest, and everything it includes, to a single-species product. Many ecotourism companies focus on certain elements of nature, commonly called «fauna/flora/liths», where fauna includes any species of animals that are the target,

such as whales, lions, birds, and even insects. Flora includes plant species, and liths are natural formations such as mountains and other interesting geographical features.

It was also important to involve the local (rural) community and enlist their support and interest by making ecotourism useful to them. This will help to protect natural areas. Another important goal of ecotourism is to give money back to the local community. Therefore, operators are advised to spend money associated with the tour locally. Personal costs of goods and services are also included. These costs stimulate local economies and spur economic growth, creating multiplier effects, providing employment and economic security for rural population.

The element of sustainability calls for minimizing environmental impacts and reinforcing those that have been degraded in some aspects. This can be achieved by giving visitors the opportunity to indulge in nature. They are encouraged to participate in restoration work or to make donations for such work.

In general, an increase in the number of visitors to vulnerable natural areas that exists around rural areas can lead to significant environmental degradation. A large flow of visitors could harm local communities and indigenous cultures. Ecotourism offers an opportunity to raise the level of education and activity of travelers, making them more effective conservationists.

1.2. Global practices of rural tourism product development

The provision of tourist services in rural areas provides primarily socio-economic benefits to owners of rural estates and other villagers, has a positive impact on the development of rural areas. In general, the only universal concept of rural tourism is absent due to the existence in different countries of different traditions, conditions and tasks, cultural and historical component.

On the example of the developed countries of Europe, one can see the embodiment of the ideas of rural and ecotourism, which can be adopted and implemented in our country. Presently, rural tourism is developing at a very fast pace and in some countries provide a part of the foreign tourist flow. Rural tourism has

already gained momentum in Western Europe, North America and Australia; it is well developed in Spain, Italy, and France.

An interesting example for Ukraine could be the development of rural areas on the model of Germany, which today occupies a special place in the market of rural tourism among European countries. In the early 1980s, the country developed a concept for the development of tourism in peripheral regions to spread in the tourist market cheap outdoor recreation, without the use of expensive infrastructure and providing comfortable living conditions. The German model is characterized by living and eating in a farmer's house, as well as agricultural activities. Rural tourism in Germany is characterized by a high level of quality, a wide range of services and a professional system of promotion and distribution. Important is the fact that there is a specialization of rural estates in the country, according to which they are divided into six categories, for each of which a special sign has been developed: Bauernhof - peasant / farm, Erlebnishof – adventure homestead, Fischerhof – fish homestead, Obsthof – fruit homestead, Reiterhof - horse and Winzerhof – wine homestead [11]. The main organization that regulates rural tourism in the country is the Federal Recreation Association in the rural estate of Germany.

Thus, we conclude that rural tourism in the country is promising in the most economically developed regions and centers. Germany is a country that was among the first in Europe to start promoting this type of tourism.

One of the important elements of foreign practice in the development of rural tourism is state support. In European countries, the state is actively involved in the development of rural tourism. So, for example, in Hungary, income from 10 beds is not taxed for a host that provides accommodation for vacationers; Romania is considering the issue of tax exemption for such owners for 15 years [12]; in Austria, farmers who are engaged in receiving guests already have tax relief for 40 years [13].

As for Italy, it is the leader in Europe in rural tourism. Initially, the Italian government assumed that the accommodation of tourists would be a non-core activity of farmers, allowing them to somewhat strengthen their financial and

economic position without the need for large investments. However, today the demand for this tourist product has changed the very concept of agritourism, which is turning for many rural residents, not into a side, but the main type of activity.

Basically, this direction of tourism is developed in Northern and Central Italy, and the undoubted leaders here are Tuscany and Campania [14]. It should be noted that in these two areas almost half of the agritourism enterprises of all countries are concentrated; half of the tourist flow in this sector is directed, and almost 56% of rural tourism income comes from here. Tuscany is the land of Florence, Pisa, Siena and much lesser-known but extremely interesting medieval towns and monasteries, and Trentino-South Tyrol is one of the largest European centers for mountain and ski tourism [15].

Thus, the successful development of agritourism has become possible here, first of all, on the basis of the already existing well-developed tourist infrastructure and the «successful promotion» of these territories. Added to these two factors are the beauty of the landscape, the abundance of cultural, historical and natural attractions, good wines and high-quality local cuisine, which occupy a special place in this 'formula for success'. It should also be noted that the main mode of transport used by tourists in this area is a personal car, so the quality of roads also plays an important role in the attractiveness of the territory for tourists.

International program WWOOF (World Wide Opportunities on Organic Farms) is functioning abroad. It was founded in 1971 in the United Kingdom and is one of the world's first voluntourism and ecotourism organizations. Is a set of international agritourism programs that combine recreation with work in agriculture. The essence of the WWOOF program is the exchange of labor for housing and food. A volunteer worker works on the farm for 4-6 hours a day, and in exchange for this, the farmer provides him with housing and food, the rest of the time the tourist uses at his own discretion. Neither the farmer nor the tourist pays each other. WWOOF now exists in 132 countries [16].

Anyone can work freely on the farms of the country of his citizenship, as well as in the country where he has the right of permanent residence. To work in other

countries, it may be necessary to obtain a visa, the type of which depends on the immigration law and practice of the country visited, since an ordinary tourist visa or its visa-free equivalent in some countries prohibits any work, even without monetary reward. In order to participate in this program, a farmer must pay a small annual contribution to WWOOF in his country, stating that his farm meets organic farming standards. In this case, labor tourists will not have to deal with pesticides, and they will be provided with housing that meets sanitary standards. The volunteer, for his part, must pay an annual membership fee (\$20-60) to WWOOF in the country where he would like to work. He will receive a handbook of farmers participating in the program of this country and can negotiate with any of them about the periods of work on the farm.

Also, the practice of creating eco-villages is actively developing. They differ in that they: use natural resources; regenerate the environment; educate the community; encourage dialogue and participation in decision-making to provide peaceful coexistence; use regenerative technologies and activities.

In its last annual report (2019) the Global Ecovillage Network (GEN) said that there were around 10,000 ecological communities in 114 countries, 48 state networks, 222 GEN ambassadors, 130 trainers, 45 partnership organizations and 23 governments interested in implementing this type of programme internally. These are some of the most successful ecovillages: La Montana (Chile), Yarrow EcoVillage (Canada), The Farm (USA), Konohana Family (Japan), Crystal Waters (Australia), and many others [17].

However, not only the emergence of demand for this type of service gave stimulus to the development of rural tourism in Europe. Today, using Italy as an example, the European Union considers rural tourism as salvation for agriculture in Eastern Europe. In Finland, North Karelia, where there are many forest lakes, the type of village tourism is widespread in small cottages for one family from 2 to 8 people. The houses are well equipped with everything needed. They usually consist of a living room and several bedrooms. Tourists are provided with boats, fishing equipment, and ski equipment for rent. All this makes it possible to be quite secluded

in fairly comfortable conditions, but at the same time to actively relax on the shore of a clean lake, in the forest [15]. This direction of tourism is a well-organized industry, offering its services to both the local population and foreign tourists.

Studying the issue of international experience in the rural tourism industry, it is also worth paying attention to the active development of national and supranational structures and mechanisms for managing ecological tourism at the national and international level. It can be both various kinds of programs and organizations – national and international.

Examples of such structures can be found in Norway. Since 2017, the Norwegian government and parliament have identified national policy priorities for the development of Norwegian tourism, based on the principles of competitiveness. The government has developed a tourism strategy and significantly increased public investment in building sustainable infrastructure in Norway. Since then, a number of organizations have been established in Norway and various kinds of eco-certifications have been developed with the aim of maintaining and protecting the environment and safe access to it. This practice may be interesting for the development of tourism in different countries seeking to develop this direction. The following eco-certificates are valid in Norway: Green Travel, Ecotourism Norway, The eco-label Nordic Swan, etc., as well as the international certification systems Eco-Lighthouse, The Green Key, ISO 14001 and Blue Flag [18]. Individually and collectively, they ensure that services are provided in accordance with strict rules and regulations for waste sorting and disposal, energy use, chemicals and supplier requirements.

Summing up, we can say that the number of programs and initiatives at the international and regional levels is growing around the world, institutions for monitoring sustainability in tourism are being formed under the auspices of the UNWTO, the zones of influence of already existing international organizations are expanding, which shows the importance of ecotourism and environmental protection for the world community.

1.3. The modern trends in rural tourism

The entry of the world community into the twenty-first century is based on the understanding that people are an essential part of nature and that their activities must be carried out in close harmony with and subject to the requirements of the laws of nature. Only by meeting these conditions will it be possible to prevent the degradation of the natural environment and not to disrupt the functioning of the mechanisms that recreate the natural foundations of life. The concept of sustainable development of the natural environment requires that its protection become an integral part of any economic sector.

The objective of rural tourism activities is to integrate environmental knowledge into the economy of tourism in a number of ways, the main ones being:

- development and implementation of the basic principles for the development of the tourism industry on the basis of the «Pan-European Strategy for the Conservation of Biological and Landscape Diversity»;
- the transition to a qualitatively new level of training for tourism specialists capable of occupying the buffer zone, which has developed at the juncture of tourism and ecological and geographical sciences;
- organization of environmental tourism management and implementation of its principles in the area of tourism management;
- the establishment of an environmental monitoring system is already at the stage of justification of the exploitation of the territory's recreational natural resource potential.

Environmentally oriented tourism therefore requires not only an understanding of environmental issues, but also a new level of competence and skills development, changing the management framework through close cooperation between researchers and tourism practitioners.

In our age, ecotourism is a popular alternative to commercial mass tourism and this trend continues to grow. An indicator of this is that the ecotourism industry worldwide was estimated at 181.1 billion U.S. dollars in 2019, with forecast to reach

333.8 billion U.S. dollars in 2027, registering an annual growth of 14.3 percent, according to Statista [19]. Despite the fact that in 2020, the COVID-19 disease began to spread around each region and most industries have been greatly impacted ecotourism and rural tourism did not become less popular, but most likely moved to the domestic market. Therefore, in the interval from 2021-2025 rural and ecotourism predicted to show rapid growth.

According to a study by Booking.com, 81% of tourists choose eco-friendlier options when possible, and 67% are willing to overpay, 5% or more, stated that their trip has a minimal impact on the environment. In addition, almost 73% of travelers from all over the world are looking for experiences that reflect local culture [20]. Also in the top five leaders in ecotourism were France, Spain and the UK as the countries with the largest percentage of ecotourists. In addition, it is worth understanding that it is representatives of generation Z and millennial travelers who are ready to change their habits in order to protect the environment, which means that with each generation, awareness of the environment among people and travelers will only increase, and eco-friendly types of tourism, such as ecotourism and rural tourism will be increasingly popular.

Taking into account all the above information, based on the study of best practices for these types of tourism, forecasts and general trends in the tourism industry, it is possible to characterize the trends in the development of rural tourism in the world and, in particular, in Ukraine.

First of all, it is worth noting the **rapid development of the industry and long-lasting demand for eco-destinations**. According to expert estimates, the number of people concerned about the state of nature is growing. Environmental ill-being develops in some people the need to change their own attitude to nature, in others - to actively participate in its protection and preservation, in the most conscious - in restoration. Some of the people, not limiting themselves to their own efforts, seek to attract supporters to their active work. All this leads to a demand for recreation in natural areas, and, consequently, to an increase in the tourist flow to ecological destinations.

Diversification of supply and demand. The demand for environmental activities is growing, but at the same time, the specifics of demand are becoming more complicated, there are requests for a combination of environmental tourism and adventure activities (which is expressed in equipping specially protected areas with sky parks, panda parks, zip-lines, etc.) of ecotourism and cognitive activities, which leads to the popularity of excursion forms in the natural environment, the number of yoga tours to natural areas is growing, one of the activities in national parks today is mediation walks, elements of gastronomic and agricultural forms of tourism are actively used in ecotourism programs, etc [21].

Changing the structure of the tourist flow and individualization of travel in ecotourism. The modern ecotourism flow is characterized by a wide range of age of participants – from small and even babies with parents to elderly tourists. This indicates the growth of the segment of low-mobility tourists. All this requires the arrangement of an accessible environment for tourists with limited mobility, for example, the arrangement of paths for strollers and wheelchairs, infrastructure for families with children, the expansion of socio-cultural programs and the introduction of additional forms of activity into the work of rural destinations (for example, the arrangement of children's play areas, additional recreation areas on route for the elderly, improvement of medical centers, etc.) [22]. At the same time, there are more and more travelers who organize their holidays on their own and also prefer individual holidays.

It is also possible to note the **growing popularity of a healthy lifestyle** and the impact on the demand for recreation in the natural environment. The active promotion of a healthy lifestyle affects the growth of ecological directions and natural areas, offering a range of physical activities in combination with picturesque landscapes.

Expansion of the geography of rural and ecological tourism. The modern tourism industry is expanding into new territories and regions, and even countries with established and successful specializations, such as the beach destinations of Southern and Eastern Europe or South-East Asia, are included in ecotourism. At the

same time, in some countries, ecotourism and rural tourism is becoming a mechanism for overcoming the problems of overtourism in congested destinations (Italy, Spain, France), and in others a way of diversifying the national tourist product and overcoming the seasonality factor (for example, for many ski centers).

In some countries, nature and countryside is almost the only tourist resource, in conditions of poverty and underdeveloped tourist infrastructure and substructure (for example, African countries: Democratic Republic of Congo, Zambia, Comoros, etc.) [23]. The overall development of the tourism industry, the simplification of visa formalities, the improvement of transport, the reduction of transport costs and the time required to reach the destination, in combination with the demand for sustainable destinations, contributes to the expansion of the geography of ecotourism.

Digitalization and the impact of social networks on the choice of destinations. The picturesque nature of natural areas and the influence of social networks on the modern lifestyle of a person lead to the need to visit natural areas, including for narcissistic reasons, in order to subsequently post photos on the network and gain public approval. This, in turn, affects the choice of destinations and places of rest - an increasing number of people choose territories based on their photos on social networks [24]. This leads to an overload of top attractions and routes. For example, in Norway, 10-15 routes promoted in networks along picturesque landscapes are visited by most of the tourists, while the rest of the less well-known routes remain in the shadows.

On the other hand, the general trends of increasing digital literacy of the population lead to the fact that many eco-friendly destinations are developing mobile applications for travelers, taking into account the trend of individualization of tourism. The higher the information availability of the destination is, the higher its popularity among tourists.

The last but extremely important trend is the **increased security requirements**. In the context of the pandemic and its aftermath, attention to ecotourism destinations will only grow. According to forecasts, the main victims

will be eco-tourism destinations, the majority of whose visitors are cruise tourists. This is related to the projected decline of the cruise industry as a whole. Otherwise, a relaxation in the nature, where there is no tendency to social distance and carry protective equipment, will be required, both in domestic and foreign directions.

In general, it can be concluded that the demand for recreation in natural areas will only increase, due to the environmental problems of large cities and industrial centers, as well as the long period of self-isolation and remote working conditions of many organizations.

1.4. Methodology and methods of rural tourism scientific investigations

The scientific activity of a person is determined by a number of factors. The result of the research depends on the way in which the researcher chooses. This set of rules, of taking reality into account, is the method. The concept derives from the Greek word, which refers to the path of exploration or knowledge, theory, and teaching. In other words, a method is a sequence of actions leading to the achievement of an objective, a solution to a problem. The right method can save time and effort. The nature of the method chosen is determined by the subject of the study, the accumulated scientific experience and the level of development of knowledge.

The methodological basis of the article is the synthesis, deduction, analogy, formalization methods and systematic approach to the analysis of the international experience of the ecological (rural green) tourism objects formation as a phenomenon of not only organizing leisure time for travelers, but also an entrepreneurial activity of rural population, and its implementation in Ukraine. The method of scientific abstraction clarifies the basic definitions of agritourism, ecotourism, rural green tourism, which are not identified in foreign practice, but in the scientific literature these definitions are recognized as equal and their certain identification is allowed.

Analysis is the dismemberment, decomposition of the object of the study into parts for the purpose of self-examination. This method makes it possible to

investigate a phenomenon by considering its individual sides, properties and constituent parts. The aim of the analysis is to draw up a comprehensive picture of the process and to identify its regularities from various kinds of data reflecting individual phenomena and facts.

Synthesis is the union of individual parties, parts of the object of the study, into a single whole. The phenomenon is studied in its unity and mutual connection of parts. Synthesis is not an arbitrary combination of parts of an integer, but a rational association with the separation of essential qualities. Analysis and synthesis are interrelated. They play an important role in the cognitive process. For example, in examining the phenomenon of ecotourism, it is necessary to identify the factors influencing its development: new trends in the ecotourism, demographics, individual and group interests of ecotourists, and attitudes towards ecological activities. Induction is the movement of thought (knowledge) from facts, individual cases to general position. Inductive reasoning «leads» to thought, on general. For example, in tourism, induction is used to establish causal relationships between the availability of tourism resources, the development of tourist routes and programs and the number of tourists visiting the region.

Deduction is the derivation of a single, particular position; the movement of thought (knowledge) from general statements to statements about individual objects or phenomena. Thus, in examining tourism development in a particular region, it is necessary to identify constraints to tourism development:

- personnel shortages;
- the seasonality of the tourist flow is pronounced;
- inadequate tourist infrastructure (lack of hotels with sufficient accommodation, high prices for services in the hotel business, insufficient number of organized tourist sites, discrepancies in the quality of tourism and hotel services provided);
- the poor condition of tourist facilities and roads;
- lack of a single investment base for tourism development.

Analogy is a way of obtaining knowledge of objects and phenomena on the basis that they resemble structures or functions with others; a reasoning in which the similarity of objects studied in some features leads to an inference of their similarity with others. For example, when studying the tourist potential of Kherson region, we highlight such factors influencing its development as the labour force, the standard of living of the population, the environmental situation, etc.

The information basis of the article are special scientific, reference and partially non-fiction literature, information resources of the World Wide Web, data of foreign and domestic public organizations, including the World Tourism Organization (UNWTO), World Wide Fund for Nature, Unions promoting tourism development; materials of the Kherson Regional Council promoting the ecological (rural green) tourism development and supporting the development of agro-farmsteads, etc. Also, statistical information from the websites of state institutions was used, such as: Kherson State Administration and the State Statistics Service. Calculations of the cost of the proposed tour and Google maps for creating the route of the tour were used.

Conclusions to part 1

Research showed that rural tourism can be classified as a joint product, since the tourism activity itself is not able to fully provide tourists with all types of services. By uniting rural organizations, it is possible to focus activities on the economic and social development of rural settlements and regions of the country as a whole, which is achieved only through the support of tourist services. Rural organizations, producing their own products and selling them, participating in various activities, revealing natural resources and local culture, will be able to organize for tourists the true beauty of the countryside.

By attracting the state to the development of rural tourism, as it is done in developed countries, with the rational and efficient use of agricultural resources, the provision of mass information support of domestic tourism by the state, improving the quality of the training services provided will generally increase competitive advantages in the development of rural tourism.

Scientific research and global experience let us know that the rapid development of rural tourism can play the role of a boost for economic restructuring, demographic stability and solve urgent social and economic problems in rural areas.

Besides, in addition to the development of rural tourism, there are other priorities, and all countries of the world recognize its potential in a means of diversifying tourism products and are particularly relevant in the face of contemporary challenges and threats to international tourism, caused by the COVID-19 pandemic.

The establishment of a fully-fledged social and economic environment in rural areas should be the subject of special attention in Ukraine's regional development programmes and general agrarian policy. The development of rural tourism requires the implementation of international standards, integrated into a comprehensive quality system of destinations, which will functionally improve the efficiency of service and management.

PART 2

BACKGROUND TO THE FORMATION OF RURAL TOURISM PRODUCT OF KHERSONSKA REGION

2.1. Characteristic of rural tourism in Khersonska region

Ukraine has a high tourist and recreational potential. Its territory is home to unique natural and recreational resources, national and world cultural and historical heritage, where important economic, cultural and social events take place. Many regions have a wide range of potentially attractive tourist attractions and complexes that are very popular with domestic and foreign tourists. The country's varied tourist

and recreational resources make it possible to develop almost all types of tourism, including recreational, cultural and educational, business, active and recreational tourism, especially eco-tourism and rural tourism. Unfortunately, however, the development of such tourism is very slow and not systematic. Rural tourism is a relatively new and promising avenue for city dwellers to integrate into the traditional lifestyles of rural residents. Rural tourism provides recreational opportunities for those who, for whatever reason, cannot afford other forms of tourism and this is not the only reason. Its attractive features are clean air, home atmosphere, pristine nature, natural products, silence and leisurely living. According to experts' estimates, the potential annual demand for this type of tourism is about 600 000 people. A large proportion (31%) of tourists vacationing in rural areas prefer to communicate with the environment - to enjoy the scenery, swim in the ponds, walk in the woods, pick berries and mushrooms. Also, a significant proportion of 16% of tourists say that the reason for recreation is the eco-friendliness of food, i.e. products that households grow themselves. Financial affordability, need of quietness, family traditions and participation in agricultural work is recognized as other reasons of visiting countryside.

Khersonska region occupies one of the leading places among the regions of Ukraine in terms of the level of valuable natural and recreational and historical and cultural resources that can generate significant interest of domestic and foreign tourists. The region has a favorable geographical location, comfortable microclimatic conditions, diverse landscape, unique flora and fauna, rich historical and cultural, architectural heritage, developed transport network, sufficient human resources. All these advantages contribute to the formation of a powerful tourist and recreational complex in the region, the development of which in recent years is characterized by a dynamic growth of key performance indicators, which qualitatively affects the socio-economic situation as a whole.

On the territory of the region there are 80 objects of the nature reserve fund of national, international and local significance. Of the four biosphere reserves in Ukraine, two are located in the Kherson region. These are the Black Sea and

Askania-Nova, which are part of the global network of natural areas protected by UNESCO. The real tourist pearls of the region are the national nature parks: «Azovo-Sivasky», «Oleshkivsky sands», «Dzharilgatsky», «Lower Dnieper» and the recently created «Kamyanskaya Sich» [25].

In the Khersonska region, rural tourism is gaining momentum, as 70% of the population lives in the city. Therefore, rural recreation attracts more and more citizens who choose to spend their holidays not in comfortable expensive hotels, but in a budget country estate with a national flavor. In the Khersonska region there is a huge potential for the development of rural tourism. There are more than 60 farmsteads of rural tourism in the regions, due to this, material well-being increases and the problems of employment of the rural population can be partially solved [26]. An important prospect for the development of rural green tourism is the expansion of opportunities for the sale of personal subsidiary products – its sale on the spot not as agricultural raw materials, but as finished food after appropriate processing and cooking. Homesteads that receive vacationers improve the structure of crops in the backyards, taking into account the needs of guests, expand the range of vegetables, fruit trees, berries, etc.

Every year in April-May within the framework of the International Tourism Forum “Khersonska region – rest, treatment, travel in ecological conditions of Tavria” meetings of sections “Rural green tourism - a promising direction of rural revival” are held, which presents the potential of rural areas of Khersonska region in green tourism [27]. The decision of the Kherson Regional Council of December 14, 2018 № 1095 approved the regional program «Development of tourism and resorts in the Khersonska region» for 2019-2021, which provides measures to support rural green and agritourism, including [28]:

- assistance in certification of farmsteads and rural tourism bases (certificates of conformity of services for accommodation and food);
- conducting professional counseling and career guidance activities with the participation of specialized associations to promote recreation in rural areas in

the Khersonska region, the issuance of annual specialized catalogs, media coverage;

- formation of programs of stay of tourists in the territory of area in any season.

In addition, in 2018 in the Holoprystan district in the Holoprystan district established an agricultural service cooperative «Enchanted Garden» fruit and berry direction, one of the activities of which provides for the organization of various types of recreation and entertainment. Khersonska region has for some time positioned itself as the largest fruit and vegetable region of Ukraine. It has now been concluded that rural tourism is almost the only way for sustainable development outside of large-scale agricultural production. The region is intensively plowed, and at the same time compared to other regions of the country has a very high percentage of protected natural lands – 13% of the territory. But there are no objects that are very bright in terms of tourist attraction.

In 2019 The Regional Development Agency with help of Greenways system presented the “Salt Way” project – comprehensive infrastructure project of sustainable green tourism, based on the history of Tavria. From start point in Kherson tourists go to Beryslav, then to Sivash, from there to Heroysky and again to Kherson. Along the route, tourists visit villages with facilities such as local farms that attract guests. On the 15th route there are stopping points with a high level of comfort and prices, as well as with moderate comfort and appropriate price offers [29].

An example of a high price level is the village of Kozatske. Natural objects – waterfalls in the steppes near the ruins of the palace of Prince Trubetskoy. Key object of the route is “Trubetskoy's Chateau” – an original ancient building of a country house of aristocrats with wine production. The restored complex has a hotel, restaurant, wine cellars. An example of an object with a moderate price offer is the village of Hryhorivka with 40 farmsteads of different directions of agricultural activity [30].

Tourists have the opportunity to walk the entire route, or visit selected sites. The example of the Salt Way project demonstrates how rural green tourism helps to

implement sustainable development policies in rural areas. Khersonska region has long gained the fame of the granary of Ukraine, but the southern region specializes not only in cereals and fruits and vegetables, the region has significant potential in the field of viticulture and winemaking. In terms of climate or soil, Khersonska region is not inferior to the world-famous wine-growing provinces – French Bordeaux or Northern and Central Italy. The lower Dnieper area is ideal for growing sun berries. European experience shows that family wineries are an effective organizational and legal form of doing business in gastrotourism. In Ukraine, family-type wineries have not become widespread during the entire period of reforms, as the formation of optimal areas of vineyards and the creation of a base for wine production require significant financial resources. The first family winery in Ukraine was founded in the Khersonska region on the basis of the Kurin farm, headed by Mykola Khalupenko. The area of vineyards reaches 40 hectares, and its own winery produces 60 thousand bottles of wine per year. The farmer does not involve foreign specialists, the reason is the desire to make authentic wine and demonstrate the benefits of domestic products [31].

The agrarian complex of the region is the basis of stable development of Khersonska region, and it is not only production, but also the development of rural areas, employment and, as a consequence, improving living standards. Khersonska region is ecologically clean, investment-attractive and open for cooperation with its inexhaustible natural and human resources.

2.2. Stakeholders of rural tourism development in Khersonska region

Rural tourism development requires the participation of all possible stakeholders, as well as strong leadership to provide active participation and consensus building. Understanding stakeholders' characteristics and point of views can help predicting opposition or support for the development of tourism that may consequently be incorporated into tourism strategies. The aim of the research is to identify all available stakeholders of rural tourism in the Khersonska region and

analyze their role in the development of this type of tourism. It is worth noting that UNWTO identifies such groups of stakeholders as [32]:

- national governments;
- local governments;
- tourism establishments and tourism enterprises;
- institutions engaged in financing tourism projects;
- tourism employees, tourism professionals;
- tourism education and training centers;
- travelers, including business travelers, and visitors to tourism destinations;
- local populations and host communities at tourism destinations through their representatives.

According to the Law of Ukraine “On Tourism”, the State declares tourism one of the priority areas of economic and cultural development and creates conditions for tourism. The main priority areas of state policy in the field of tourism, among other things, are also the development of inbound and domestic tourism, rural, ecological tourism, which is prescribed in Article 6 of the Law of Ukraine “On Tourism”. The main responsibilities of the state in the development of tourism are: directing budget funds to the development and implementation of tourism development programs; “determination of the main directions of the state policy in the field of tourism”; expansion of international cooperation, establishment of Ukraine on the world tourist market [33].

At the regional level, the issues of tourism development are dealt with by representative bodies of local self-government, in the Khersonska region this role is performed by the Kherson Regional State Administration. This institution is the most important state stakeholder of rural development in the region. Its responsibilities include: to approve local tourism development programs; to determine the funds of local budgets for the financial support of local tourism development programs; to take measures to stimulate business entities engaged in the provision of tourist services. It should be noted that the main document that

reflects the goals and vision of the region is the “Strategy for the development of the Khersonska region for the period 2021-2027”.

In the field of rural tourism, the strategy envisages: the creation of conditions for increasing the competitiveness of local producers, diversification of production and development of agritourism in rural areas; support for rural tourism; increasing the tourist attractiveness of cities, villages and towns; development of tourist infrastructure in rural areas [34]. In addition to the general objectives, the strategy provided for specific actions for the development of agritourism. In particular, the formation of agritourism digitalization craft space (creation of agritourism map, website of agritourism locations, a single electronic agritourism promotional platform), as well as the implementation and development of gastronomic routes – “Roads of taste and wine of Khersonska region”.

It should be noted that one of the mechanisms for implementing the Strategy is the mechanism of public-private partnership, which provides for the use of its various forms - concessions, rent, leasing, joint venture agreements and more. Despite the fact that public-private partnership is a very effective mechanism for economic development in European countries, in Ukraine, the legal framework for the effective implementation of this form of relations is not sufficiently developed. In particular, this applies to cooperation in the market of tourist services, especially when it comes to rural tourism, because at this stage to enter into an agreement with the state for the average owner of the estate is extremely difficult due to the competition. In addition, according to the Law of Ukraine “On Public-Private Partnership” objects created or acquired by a private partner to perform a contract concluded in a public-private partnership, may belong to him on the right of ownership for a period determined by such contract, but not later, its termination is transferred to state ownership. Such a condition can scare away entrepreneurs, because no one wants to give their property to the state [35].

In general, the new development strategy places the greatest emphasis on rural development through agritourism, without taking into account the possibilities of rural tourism as a source of Ukrainian culture and customs. The lack of a clear action

plan and an effective regulatory framework for rural tourism business indicates the non-priority of rural tourism in the development of the region.

An important condition for ensuring sustainable development of recreation in the Ukrainian countryside, taking into account the current state of the economy is the establishment of regulated partnerships between government, business and professional NGOs, as well as the needs of rural tourism in developing and approving national and local socio-economic development programs.

There are more than 1000 objects of rest, improvement and accommodation provide services to guests of the 'Tavriya' region (from them 49 for children, 60 estates of rural tourism, 51 hotel complex). Since 2016, about 20 new farmsteads of rural and ecotourism have been opened in Khersonska region. Most of the estates are located in the Prysyvasska village territorial community, here both stylized Ukrainian and modern manors-hotels can be found. For example, Green estates "Home comfort", "Farm", "Relax", and about 30 more estates, but more popular is "Mariykina sadyba", located in the village of Ivanivka [36]. According to the owner's plan, the estate should be a place where people can see the rites, traditions and celebrate national holidays. The custom of celebrating Kolodiy or Masnytsia was restored in the estate. This is the first thing they started showing to the guests in the estate. There is a calendar of events so that people know when to come. Both St. Nicholas and Easter are celebrated. They make a variety of drinks for guests - natural fruit liqueurs, homemade grape wine, tinctures, teas and even unique desserts, such as mushroom jam. In order to help others who want to engage in rural tourism, the estate organizes seminars to share experiences [37].

Also, in the village of Velyka Kardashinka is a famous rural tourism complex "Green Farms of Tavria". It is the only complex in Eastern Europe located in the untouched nature of the Tavria forest-steppe zone. There, tourists can learn all about Ukrainian folk crafts, take a master class or buy handmade goods, ride horses, fly a tarzan or go rock climbing, visit a rope park or eat a delicious Ukrainian lunch. In addition, the complex actively cooperates with local tour agencies as VIP Travel, tourism bureau "Voyage", the Department of Tourism and Resorts of the

Khersonska State Administration and Ukrainian Adventure and Ecological Tourism Association to distribute the rural tourism product at the national level [38].

Also, the stakeholders of rural in the Khersonska region are travel agencies and tour operators. Provision of tourist services in the region is provided by 14 tour operators, more than 100 travel agents and about 60 guides who serve visitors to museums, reserves, cultural and historical complexes. Among all, we can highlight those who sell tours in the Khersonska region and in particular develop rural and green tourism. Such are the Admiral Travel, which is engaged in domestic tourism and offers tours in the Kherson region, Vita tour, which organizes eco-tours to Stanislavsky canyon, and the “KhersON” Tourism Center, which is in a sense the driving force behind the development of domestic tourism in Kherson and opens rural tourism to all comers. This tour operator produces not only their own tours but also take part in conferences dedicated to the development of tourism in Kherson [39].

Finally, it is necessary to mention the main NGO's that are engaged in the promotion and development of rural and tourism. These are: Union For Promotion of Rural Green Tourism in Ukraine and Ukrainian Adventure and Ecological Tourism Association. A more detailed description of stakeholders is provided in the Appendix B.

It should also be noted such a group of stakeholders as local businesses and the rural population. It is the population and small business that play a decisive role in the development of tourism. Local people support the development of tourism if they believe they will take advantage from it, so the agreement between the tourism business and local population is crucial for it. Additionally, the region has a large number of farms that are attractive from the point of view of tourism, and successful cooperation with other tourism enterprises can bring good results for both entrepreneurs and for the development of rural tourism in general. The most promising in this regard are State Enterprise “Production and Experimental Dnipro Sturgeon Fish Restoration Plant by Academician Artyuschik”, Collective Agrofirma

“Belozersky”, Trubetskoy's Chateau, Chateau Kurin, tulip farm of Oleg Demchenko, Grand Prix Horse Farm, Selena Dairy Cooperative, etc.

Understanding who the stakeholders in tourism development are, helps to develop the right strategy and plan for tourism development and helps to find the right connections with the local population and business in order to get their support.

2.3. Marketing research of rural tourism services of Khersonska region

The Ukrainian tourism business is, to some extent, a unique phenomenon. A tourist product on the market is an unusual thing in itself, incomparable with any other service or product. This is demonstrated by its properties such as: intangibility (a certain dream or expectation of the client is bought), a rather high cost (a week's vacation costs the client a minimum of monthly earnings), limited use (the planned trip cannot be rescheduled or cancelled with full refund), crediting from the client (travel to visa countries is paid for several weeks or even months). To this can be added the risks associated with technical and natural disasters, and in recent years – with the threat of terrorism and COVID-19. Therefore, it is no coincidence that the dynamics of changes in the number of travel companies is very mobile, and the periods of their existence are short [40].

It is worth noting that in the context of the global corona crisis, domestic tourism becomes cost-effective and acquires the characteristics of one of the leading, profitable and most dynamic areas of the economy. Tourism interacts with more than 50 areas, including: culture, art, science, education, sports, hotel and restaurant business, medicine, trade, transport, etc. All this encourages combinations that lead to the creation of new areas of domestic tourism. To promote each of the areas there is a need to develop and expand the regional market of tour operators who will be interested in promoting the tourist product, and effectively developed supply will create the conditions for demand and ensure their profits.

Before proceeding to the analysis of the provision of rural and ecotourism services, it is advisable to determine the available number of tourists in Khersonska region, which are served by tour operators, “Table 2.3”.

Table 2.3

Estimation of the number of tourists served by tour operators for 2010-2020 in Khersonska region

	Number of tourists served by tour operators and travel agents, total	Including		
		inbound (foreign) tourists	outbound tourists	domestic tourists
2010	94156	3494	6046	84616
2011	37672	1623	3696	32353
2012	17494	35	6512	10947
2013	16122	5	7863	8254
2014	15818	1	8332	7485
2015	11720	–	7234	4486
2016	16584	–	10090	6494
2017	20278	–	14747	5531
2018	26130	–	19702	6428
2019	28113	7	23607	4499
2020	13767	–	8234	5533

Source: [41]

The analyzed period of 2010–2020 shows a stable downward trend in the number of tourists in the period from 2010 to 2016, which indicates the lack of an effective strategy of promoting the brand of the Khersonska region as a tourist destination. 2016 was the first year since the beginning of the conflict with Russia, when the Ukrainian economy showed positive dynamics. This allowed the population to earn more and, accordingly, travel more. This trend was observed until 2020, which indicates the impact of the pandemic on the tourism market. The determining factor is that the year 2020 showed a trend towards increased security requirements, it means that health safety has become more important, which has made the travel process much more difficult and greatly reduced the number of tourists in all directions. Unfortunately, the year 2021 was not marked by the end of the pandemic, but the practice shows that the tourism industry has recovered from

the shock and is gradually adapting to the new rules in the market. Therefore, a small increase in tourist flow is forecast, although it will take more than one year to return to pre-COVID figures.

A much worse situation on the tourist market in the Khersonska region is observed with foreign tourists. According to the above data, no foreigner has visited the region using the services of tour operators and travel agents since 2015. Despite the fact that about 50,000 foreigners visit the Khersonska region every year, only a small percentage of them do so for tourism. Therefore, we can conclude that Khersonska region is not attractive enough for foreigners in terms of tourism.

For a more accurate marketing research, it is necessary to know not only the statistics of tourist arrivals, but also to research the geography of tourist flows, the demographics of tourists, their budget and the purpose of arrival. This will help to form an approximate portrait of a tourist in the Khersonska region and will give an understanding of the public image of the region, as well as show what place rural and ecotourism occupies among all types of tourism that the Khersonska region is rich in. According to a research by the «Grades» branding agency, which was conducted by polling passengers at the Kherson train station, 58,1% of the respondents were women, 21,6% were public sector employees, 19,6% were students. The average age is 34 years [42]. It is also worth noting that the majority of visitors were from Kiev (23.8%), Lvov, Kharkov and Vinnitsa, from other countries Poland (26%), France and the USA (13% each) are in the lead [43].

From the graph below it follows that the most common purpose of a visit to the Khersonska region is beach tourism, from which we can conclude that the Khersonska region is associated only with the sea and watermelons “Figure 2.3”.

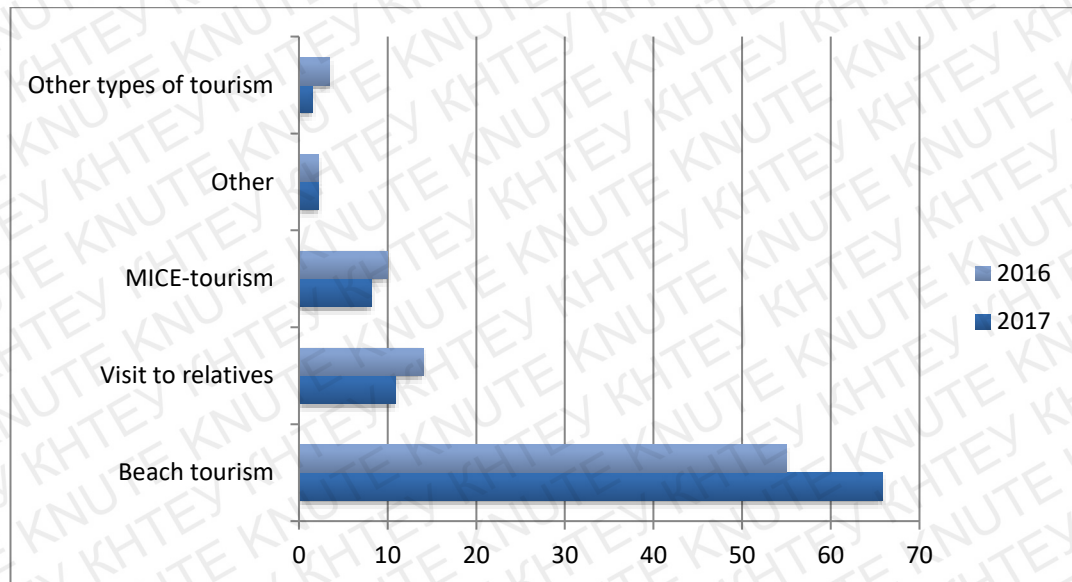


Figure 2.3: Objectives of the visit to the Khersonska region

Source: «Grades» branding agency survey

Such stereotypes become an obstacle to the development of other types of tourism, such as rural and ecotourism, and require active marketing campaigns to promote the region as a whole and individual areas that position themselves not as beach resorts, but as ecological and cultural destinations of rural tourism, which unite the most various active and passive types of recreation and cognition.

In addition, it should be noted that an important element of the study is the determination of the social status of tourists. This allows you to understand the target audience of the destinations and their pricing policy. So, the main consumer of tourist services in the region is the middle class, which occupies 57% of all tourists in the region and spends about ₴500 per day, in 2nd place are low class who spend less than ₴300 per day (35.4%), the upper class occupies only 6.4% of all tourists, but are willing to spend from ₴1,000 to ₴3,000 per day on entertainment in their destinations. Rural tourism is now popular among the middle class, due to the relatively low price and not enough quality service.

In order to fully understand the positive and negative sides and opportunities for the development of rural tourism and the region as a whole, it is necessary to present a SWOT analysis of the Kherson region “Table 2.4”.

Table 2.4

SWOT analysis of rural and ecotourism in Khersonska region

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. The presence of natural landscapes, reserves, natural monuments (Askania-Nova, Azov-Sivash reserve, Spawning grounds on the Dnieper), the presence of a rich historical and cultural heritage; 2. Advantageous geographical position, favorable location of the region relative to the main transport routes (M-14, E-58, E-97, E105), active socio-economic development of Khersonska region; 3. Availability of green tourism estates; 4. Active public support for rural tourism, numerous projects and grants for the development of rural destinations; 5. The use of natural products of his own production by the farmer in the organization of catering (as well as accommodation is one of the main types of services, it allows to exclude the "cheating" of intermediaries and guarantee the eco-friendliness of products) 6. The presence of several complexes of rural tourism and nature reserves of great renown (Green Farms of Tavria, Askania-Nova); 7. Ecological routes on monuments of nature and garden and park art with high tourist potential. 	<ol style="list-style-type: none"> 1. Low level of awareness of the population and specialists about the tourism industry in the Kherson region, the lack of tourism products in the region that meet international standards; 2. Seasonality of most intraregional routes; 3. Dominance of point tourist objects and tourist products, lack of complex tours; 4. Low level of use of the region's potential, lack and low quality of tourism infrastructure and services, lack of qualified specialists in the field of tourism services; 5. low level of interest of organizations that are objects of visits (museums, reserves, monasteries, etc.) in the development as tourist sites; 6. The low level of culture of the local population, the lack of interest of local authorities in the development of rural tourism, and sustainable development; 7. Lack of a brand and low attractiveness of most of the rural areas; 8. Weak system of promoting services on the market 9. Bad road conditions;
Opportunities	Threats
<ol style="list-style-type: none"> 1. A variety of additional services (analyzing the demand for rural tourism services, the following were singled out as additional services: hunting, picking wild 	<ol style="list-style-type: none"> 1. Imperfection of the regulatory framework of rural tourism; 2. Development of neighboring regions;

berries, organizing walking tours, water sports, cycling and horseback riding, fishing, a bathhouse, the opportunity to get acquainted with rural labor and get skills, a night in the hayloft etc.); 2. Using your own home for guests (refers to the most cost-effective way of organizing rural tourism services on the basis of your farm and can be used at the initial stage of activity); 3. Expansion of international cultural cooperation; 4. Organization of training programs for specialists in the field of rural and ecotourism, development of self-employment of the population; 5. The implementation of the principles of sustainable tourism. 6. Participation in UNWTO Global Rural Tourism Startup Competition	3. Changes in the market situation, the deterioration of the country's economy, falling living standards; 4. Legal and financial risks of private investors; 5. Environmental pollution; 6. Deteriorating road conditions; 7. Deforestation and desertification of the territory.
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Source: [40],[44],[45].

Using this SWOT analysis, the factors of the external and internal environment for the development of rural tourism in the Khersonska region which determine the competitiveness of the regional tourism industry, are identified. Detected strengths and opportunities are the basis of a competitive strategy for the development of rural tourism and should be implemented through a system of measures aimed at their use and strengthening. In turn, weaknesses and threats are limiting the development of rural and ecotourism in the region. Thus, the presented SWOT analysis showed that, of course, the Khersonska region has a rich natural and recreational resource for the development of rural tourism. However, it becomes obvious that there are complex problems in the development of this type of tourism, which are quite acute and require an urgent solution.

Conclusions to part 2

In the Khersonska region, rural tourism is attractive, as 70% of the population lives in the city. Therefore, rural recreation attracts more and more citizens who choose to spend their holidays not in comfortable expensive hotels, but a in budget country estate with a national flavor.

The marketing research provided in subsection 2.3 showed the lack of an effective strategy of promoting the brand of the Khersonska region as a tourist destination. Every year, the number of tourists decreased, and only in 2016 the

region showed a positive dynamics of tourist flows. Obviously, the positive trend stopped in 2020 due to the outbreak of the coronavirus, but the situation is forecast to improve in the coming years. In addition, the study showed that the main consumers of tourist services, including green tourism services in the Khersonska region, are families with children and students, and the average age of vacationers is 34 years. Also, the average bill of tourists and their social status became known, so on average tourists spend €500 per day in the destination, and the survey showed that most of the tourists are employees of budgetary professions.

The presented SWOT analysis showed that the Khersonska region has a rich natural and recreational resource for the development of rural and ecotourism, but the risk of deforestation and desertification becomes a serious threat to this type of tourism. Advantageous geographical position, favorable location of the region relative to the main transport routes provides easy access for tourists to tourist destinations, but the poor condition of the roads can significantly affect travelers' impressions of the region. Local farmers actively use natural products of their own production in the organization of catering, and supply products to local rural tourism estates. The presence of several complexes of rural tourism and nature reserves of great renown as Green Farms of Tavria and Askania-Nova is also seen as strength of the region.

Diversification of tourist services is considered as opportunities for development of rural and ecotourism of the region. Also, implementation of the principles of sustainable tourism and training programs for specialists in the field of rural and ecotourism is an opportunity to create an ecological and cost-effective environment for tourism in the region. However, there are some risks, such as imperfection of the regulatory framework of rural tourism, changes in the market situation, the deterioration of the country's economy, falling living standards, environmental pollution and a number of situations that cannot be prevented such as weather anomalies, catastrophes and hostilities.

PART 3

PROJECT OF RURAL TOURISM PRODUCT IN KHERSONSKA REGION

3.1. Conditions for the formation of the Khersonska region's rural tourism product

The results of the research of the development of tourist product of the Khersonska region in the segment of rural ecotourism showed a lot of significant tourism potential of the territory. At the same time, the region is quite uncompetitive in the national and international tourism markets.

Despite the fact that the regional center of the Kherson region does not play the role of a destination in the segment of rural tourism, and is not studied within the framework of this research, it should be noted its important role as a marketing platform for the popularization of rural and ecotourism destinations. The most profitable platform for informing tourists about the possibilities of recreation in the countryside is the Kherson Central Station and the most popular shopping center in Kherson "Fabrika". Placing a tourist information center inside or near the station, as well as placing advertisements in a shopping center, are necessary to attract tourists to the sights of the region, including rural ones.

It is also worth noting the importance of large public and private stakeholders in the formation of the tourism product of this type of tourism and its promotion. It is also worth noting the importance of large public and private stakeholders in the formation of the tourism product of this type of tourism and its promotion. For the most part, their role is advisory and financial assistance. The role of Internet sites for the formation of the interest of potential consumers in a tourist destination is also important to increase brand awareness of rural tourism.

According to the concept of "Zero Moment of Truth", the first contact with the product occurs on the Internet, and according to the report of the Ecommerce Foundation it is revealed that 88 percent of consumers research products online before buying in-store, in particular, this applies to a tourism product as well [46].

The table 3.5 outlines the main measures necessary for the formation of a high-quality and attractive tourist product in the segment of rural tourism.

Table 3.5

Measures to improve rural tourism services

Content	Responsible persons	Period	Results
Creation of a tourist information center on the territory of Kherson railway station	Department of Tourism and Resorts of the Regional State Administration; Kherson City Council	2021-2022	Increasing awareness about attractions of the region, increasing of tourist flows
Training and additional training of tourism industry professionals	Department of Tourism and Resorts of the Regional State Administration; Kherson National Technical University;	2021-2023	Providing the industry with qualified professionals, improving the level of services
Development of projects for diversification of tourist attractions and services in the segment of rural tourism	Department of Tourism and Resorts of the Regional State Administration; Kherson National Technical University; Village councils of the region; Union For Promotion Of Rural Green Tourism In Ukraine	2021-2023	Development of new recreational areas, increasing of tourist flows, increasing of region's competitiveness; make rural tourism not a seasonal but a year-round type of tourism
Development of regulatory framework for the proper functioning of rural tourism business	Verkhovna Rada of Ukraine; Ministry of Agrarian Policy and Food;	2022-2024	Legal functioning of the rural tourism estates
Development of new studies of tourist flows and needs of tourists in the	Department of Tourism and Resorts of the Regional State Administration;	Annually	Relevant statistical information about industry conditions

segment of rural and ecotourism	Kherson National Technical University; Village councils of the region;		
Promotion of certification for rural tourism estates	Department of Tourism and Resorts of the Regional State Administration; Union For Promotion Of Rural Green Tourism In Ukraine	2021-2022	Competition in the market for rural tourism services, development of quality services, increasing trust
Installation of tourist signs indicating natural areas and estates	Department of Tourism and Resorts of the Regional State Administration; Village councils of the region;	2021-2022	Increasing awareness about tourist routes of the region
Creation of ecological routes across all area of the region; Development of ecological zones for new tourist interests	Department of Tourism and Resorts of the Regional State Administration; Reserves and natural parks of Kherson region;	2021-2023	providing additional income for reserves added to the route and budget of the region
Organization of a competition for the best rural tourism estate	Department of Tourism and Resorts of the Regional State Administration; Private investors; Rural tourism estates; Union For Promotion Of Rural Green Tourism In Ukraine	2021-2022	Competition in the market for rural tourism services, development of quality services, identification of industry leaders
Control over the number of tourists in protected areas, prevention of littering; Conducting exercises on environmental culture in the cities and villages of the region	Ministry of Environmental Protection and Natural Resources of Ukraine; Department of Tourism and Resorts of the Regional State Administration; Askania-Nova Biosphere Reserve, Azov-Sivasky National Nature Park, etc.	Annually	Minimizing the negative impact of tourism processes, preventing environmental pollution

Source: [47].

Noticeable that these measures involve all groups of stakeholders, that shows an integrated approach to the development of tourism product in the region.

Additional clarification is required by the issue of legal regulation of the tourism business in the segment of rural tourism. The current Law of Ukraine "On Tourism" has a number of shortcomings, as it regulates tourism in general, not taking into account the specifics of its individual areas (including rural tourism). According to the general provisions of the Law of Ukraine "On Tourism" of May 29, 2001, tourism is defined as a temporary departure of a person from a place of permanent residence for health, educational, professional, business or other purposes without carrying out paid activities at the place of stay. It is envisaged that the implementation of certain types of tourism is established by a separate law, but unfortunately, in our country there is no law that would ensure proper legal regulation of rural tourism. That is why this tourism industry suffers from the lack of necessary legislation.

However, on October 23, 2003, a draft Law "On Rural and Rural Green Tourism" was submitted to the Verkhovna Rada of Ukraine to develop this issue. The draft law proposed to define the general legal, organizational and socio-economic principles of implementation of the state policy of Ukraine in the field of rural tourism. It was established that tour operator and travel agency activities in the market of tourist services in the field of rural tourism will be subject to licensing. The activity of farmers and members of their families as subjects of tourist activity in the field of rural tourism, which provide services for temporary accommodation of tourists in their own house, in a separate house or on the territory of a personal farm, as well as their nutrition will not be subject to licensing [48]. Also, it would make it possible to regulate issues related to the training of rural tourism specialists; activities of associations of tourism entities and non-profit organizations in the field of rural tourism; control over activities in the field of rural tourism; liability for violation of the legislation on rural tourism; international cooperation in the field of

rural tourism. Thus, this legislative proposal could have eliminated the gaps in the existing legislation, but unfortunately it was not adopted.

Concluding, to develop competitive environment and quality service it is better to adopt a law that will regulate all processes in a field of rural tourism. In turn measures described in table 3.5 will make it possible not only to increase the influx of tourists, but also to positively influence both the business environment of the region and the ecology.

3.2. Development and evaluation of effectiveness of the Khersonska region tourist product on the international market of rural tourism

In order to promote the region to the international market of rural tourism is proposed to develop a rural bus tour in the Kherson region. This tour can be implemented by tour operators of the region, as well as promoted by Department of Tourism and Resorts of the Regional State Administration as self-guided tour. This tour includes unique features of the region's authenticity and goes through nature reserves, farms and rural tourism estates that combine both rural and ecotourism in one trip. This tour alternates between rural and natural locations that will give an idea of the unity of man and nature, as well as show the beauty of the Kherson region as a tourist destination.

Route of the tour: Kherson – Stanislav – Hola Prystan – Ivanivka – Stepanivka – Kherson (Appendix C).

Table 3.6 shows detailed schedule and description of “Green trails of ethnicity” tour.

Table 3.6

Schedule of the tour “Green trails of ethnicity”

Destination	Time	Activities	Duration
Kherson	8:00	Day 1 <i>Departure</i>	-

		The bus picks up tourists at the designated place and goes to Stanislav along the T1501 highway. The path lies through 3 villages: Kamyshany, Belozerkha and Shyrokyaya Balka. On the way, tourists will get acquainted with the history of the area.	
Stanislav	9:00	<i>Stanislav Grand Canyon</i> The first stop of the tour is – Baydikha beams, or as the locals call this place – the Kherson mountains, are deep beams that are located on the banks of the Dnieper-Bug estuary near the village of Stanislav. Its uniqueness lies in the combination of formations atypical for the Kherson region –peculiar mountains together with the steppe nature. Here tourists can feel the unity with nature and take photos.	3 hours 30 minutes
	10:30	<i>Eco-farm “Lyman goat”</i> Next stop of the route is a unique goat farm “Lyman goat”. Here tourists will learn more about goats’ incubation, the production of cheeses and their types and will also be able to taste the cheeses themselves. All the goats on the farm can be petted, and the owners also give the tourists newborn goats in their arms.	
Hohly Prystan	13:00	<i>Bobrov Lake</i> Next, tourists go on a boat trip, which will take them along the Dnieper to Bobrov Lake, where you can see wild birds and admire water lilies, and the guide will tell the stories of these places.	5 hours 30 minutes
	15:30	<i>Green Farms of Tavria</i> Next is an excursion of the Green Farms of Tavria. It includes: a story about ancient traditions and life in the village, the opportunity to immerse yourself in the atmosphere of an old rural settlement, learn the ancient craft of pottery, blacksmithing, archery, soap making and many other activities. Here tourists will be able to dine on traditional Ukrainian dishes.	

		After the end of the excursion, tourists have free time and can independently explore the complex.	
Ivanivka	19:15	<p><i>Mariykyna Sadyba</i></p> <p><i>Check-in</i></p> <p>Ivanivka is a unique village, there are four different landscapes: steppe, sea, forest and desert around it.</p> <p>Mariykyna Sadyba – is unique rural tourism estate, where tourism may try to live in reed bungalows, pass master classes in puppetry and cooking, to swim in a warm bay, walk along the paths of the spacious country yard, look into the picturesque corners of the estate.</p> <p>The program for today is supper and sit-round gathering around the fire.</p> <p><i>Sleepover</i></p> <p>Day 2</p> <p>The next day tourists have free time. Activities are offered to choose from: - excursion to the mounds; - kitesurfing; - swimming in the bay; - walk in the woods; - culinary and puppetry master class.</p>	2 nights
	10:00	<p>Day 3</p> <p>Breakfast in the estate</p> <p><i>Check out</i></p>	
Stepanivka	11:45	<p><i>Château Kurin</i></p> <p>The last stop of the tour is family winery “Kurin”. The main mission of the family business is to make natural wines on local terroirs, to maintain the traditions of winemaking on our Ukrainian land. There will be a guided tour of the winery and vineyards, as well as wine tasting.</p>	1 hour 15 minutes
Kherson	13:48	<p>Passenger transportation to Kherson railway station or bus station.</p> <p><i>The end of the tour</i></p>	-

Source: prepared by author

The tour takes place on the territory of 2 districts: Kherson and Skadovsky and includes transfers to all destinations of the route. In addition, the tour includes 3 meals a day in “Mariykyna Sadyba” as well as 2 days accommodation, excursion and lunch in the Green Farms of Tavria, excursions to eco-farm “Lyman Goat” and Bobrov Lake.

Table 3.7

Prices for tour attractions and what they include

Activity	Price	Comment
Excursion to “Lyman Goat” farm	100	The price includes: ✓ story about the history of the farm ✓ lecture on cheese production ✓ cheese tasting ✓ contact with goats
Boat rental	800	The price includes: ✓ boat trip
Excursion to Bobrov Lake	150	The price includes: ✓ story about the lake
Excursion to “Green Farms of Tavria”	200	The price includes: ✓ tour of the territory ✓ story about the ancient crafts of the peasants
Accommodation rental (“Mariykyna sadyba”)	100	The price includes: ✓ bed-place in a bungalow
Excursion to “Kurin” winery	150	The price includes: ✓ tour of wineries and vineyards ✓ wine tasting

Source: prepared by author

All activities described above are included in the total price of the tour. Detailed calculation of the cost for the tour “Green trails of ethnicity” is described in the table 3.7.

Table 3.8

Calculation of the cost for the tour “Green trails of ethnicity” (per 1 tourist for 3 days)

№	Components	Indicators		
		Number of items	Price, UAH	Cost,UAH
1	Transfer	6	176,8	1060
2	Excursions	3	150	450
3	Accommodations	2	100	200
4	Food (per meal)	7	131,4	920
7	Guide	2	200	400
8	Total direct costs			3030
9	Promotion cost	5%	151,5	3181,5
10	Margin	30%	909	3939
11	Tour agent commission	6%	181,8	3211,8
12	Price, excluding VAT	-	-	4272,3
13	VAT	20%	-	854,46
14	Total sale price per 1 person	-	-	5126
15	Student discount	10%	256,3	4613
16	Net profit per 1 person			2096

Source: prepared by author

It is worth noting that this tour is designed for 12 people, respectively, the net profit for one tour conducted will be UAH 25 152. The student discount is aimed at attracting young people to rural culture and rural tourism. Besides students, this tour is aimed at couples, people who love nature and the countryside, lovers of Ukrainian folk traditions and entertainment, as well as active people of the age.

In general, this tour is designed to develop the diversity of tourism products in the rural tourism market, and is also an illustrative example of measures to improve green and ecotourism tourism services presented in table 3.5.

3.3. Forecasting of Khersonska region rural tourism product development

Over the past 5 years, tourist flows have shown poor dynamics, and the coronavirus pandemic has further exacerbated the situation. However, in the wake of rising popularity of sustainable tourism all eco-friendly destinations can receive a significant influx of tourists.

In January, the United Nations World Tourism Organization (UNWTO) asked industry experts when they expect to return to the 2019 situation. 15% hope that a recovery should be expected in 2022. Most market professionals (43%) believe that this will happen only in 2023. Almost as much (41%) hope for 2024 or later [49].

The time has come when all countries of the world are fighting for the consumer and introducing new mechanisms to restore the market of tourist services. European and American countries provide direct cash grants or preferential working conditions to the tourism sector. Certain grant programs have also been implemented in Ukraine, albeit to a much lesser extent. The level of economic development does not allow Ukraine to compete in the international market of tourist services. This means that government and business need to closely monitor the different approaches and choose exactly those strategies that will allow them to maintain their own tourism industry and compete globally under the new rules.

We must also remember about domestic tourism, because now, it is the only way to support the tourism industry to stay afloat. Government initiatives to promote domestic tourism should not remain at the declaration stage. They must give jumpstart to real progress in upgrading infrastructure and transport networks. In 2020, due to increased demand, the cost of recreation in Ukraine has increased by about 30% and averages 15 000 UAH per person. In a pandemic, companies had to reduce the average cost of tours in Ukraine by 19% compared to August 2019 [50]. At the same time, the demand for organized recreation and travel agency services has decreased due to the need for social distancing under the influence of quarantine. More and more people and travel agencies have begun to discover national parks

and rural areas as tourist destinations. This trend is expected to continue in the coming year.

Among the main trends in rural tourism in the next year are the following:

- growing demand for self-tourism;
- growing demand for sustainable recreation;
- increased flows of outbound tourism due to vaccination and the opening of the borders of many resort countries;
- growth in demand for types of tourism associated with national culture and traditions;
- an increase in the flow of foreign tourists due to the signing of an Open Skies agreement between Ukraine and the EU.

Table 3.9

Forecast of growth of the tourism industry in the segment of rural tourism

	Component of growth	Indicators		2024	
		2016	2020	Num.	%
1	Tourists	4.0 M	3.8 M	4.06 M	7
2	Rural tourism estates	45	60	70	16
3	Tour operators offering tours in the Kherson region	0	1	2	100
4	Tour operators (total)	3	2	3	50
5	Tourists, covered by rural tourism	17000	24000	28800	20

Source: prepared by author

The forecast shows the possible state of the tourism industry in 2024. The presented data show a comparison of 2019 and 2020 and become the basis for the forecast. As the pandemic continues in the world from 2020, which hinders the active development of tourism, it is believed that the indicators of tourist flows will not show a strong increase will be greater than in 2019 in the Kherson region.

It is assumed that with the implementation of the proposed strategy for the development of rural tourism, the number of estates should increase to 70, which shows an increase of 16%. This is due to the fact that now the farmsteads of rural tourism are preferably located in one area (Kherson district), but with proper development and support of tourism, they will open in other areas.

Also, it is assumed that in 4 years there will be at least one new tour operator offering tours in the Kherson region. Also, it is assumed that in 4 years there will be at least one new tour operator offering tours in the Kherson region. And accordingly, the number of tour operators will also increase to at least 3. As for the number of tourists involved in rural tourism, similar to the growth of rural estates, the number of tourists will increase by 20% and will be equal to 28,800 tourists.

The global trend towards individualization, differentiation, sustainability and environmental friendliness of tourism makes it possible to make positive forecasts for the development of rural tourism in the Kherson region. This segment of tourism has every chance to become one of the key types of tourism in Ukraine and even become the face of the Kherson region. But one thing is clear, there is no need to wait for a quick recovery of tourism to its previous indicators, it will take at least 2 years before the industry can show at least a little sign of stability, if another viral infection does not appear.

Nevertheless, it is rather difficult to predict the future development of rural and ecotourism due to the unstable situation on the market amid the coronavirus pandemic.

Conclusions to part 3

The results of the research of the development of tourist product of the Khersonska region in the segment of rural ecotourism showed a lot of significant tourism potential of the territory. At the same time, the region is quite uncompetitive in the national and international tourism markets. This situation leads to the adoption of certain activities. These activities can be grouped by areas of implementing taking into account geographical and administrative structure of the region.

Taking this into account, a strategy for implementation by the Department of Tourism and Resorts of the Kherson region was developed. It is aimed at increasing the attractiveness of the region, the quality of service and the protection of rural business. The strategy must be completed by 2024 and includes:

- Creation of a tourist information center on the territory of Kherson railway station;
- Training and additional training of tourism industry professionals;
- Development of projects for diversification of tourist attractions and services in the segment of rural tourism;
- Promotion of certification for rural tourism estates;
- Installation of tourist signs indicating natural areas and estates, etc.

Also, as an addition to the above strategy, a green tour of the sights of the Kherson region related to the countryside and nature was developed. This tour can be implemented by tour operators of the region, as well as promoted by Department of Tourism and Resorts of the Regional State Administration as self-guided tour. Route of the tour: Kherson – Stanislav – Hola Prystan – Ivanivka – Stepanivka – Kherson.

The tour is designed for 3 days and starts from the departure from Kherson at 8:00. The first stop is Stanislavsky Canyon. Here tourists can feel the unity with nature and take photos. Next stop of the route is a unique goat farm “Lyman goat”. Here tourists will learn more about goats’ incubation, the production of cheeses and their types and will also be able to taste the cheeses themselves. Next, tourists go on a boat trip, which will take them along the Dnieper to Bobrov Lake, where you can

see wild birds and admire water lilies, and the guide will tell the stories of these places. Next is an excursion of the Green Farms of Tavria. Than we go to “Mariykyna Sadyba” rural estate. It is unique rural tourism estate, where tourist may try to live in reed bungalows for 2 nights. And at the last day of the trip tourists visit the “Kurin” winery where they have wine tasting. Tour is designed for 12 people, respectively, the net profit for one tour conducted will be UAH 25 152. This tour is aimed at couples, students, people who love nature and the countryside, lovers of Ukrainian folk traditions and entertainment, as well as active people of the age.

CONCLUSIONS

Tourism is one of the modern-day branches of the national economies around the globe, which has socio-economic importance and is closely related with the provision of tourist services, meeting the quickly changing needs of consumers of the tourist market. The concept of rural tourism has evolved over time and is presently may include more than one type of tourism. In this line, rural tourism has been used interchangeably with such concepts as ecotourism, nature tourism, and agritourism tourism.

It should be noted that rural tourism for Ukraine is a quite new direction in the tourism industry and one of the ways for development of rural areas, which will allow solving a set of problems of rural territories on the basis of recharging of local budgets. By attracting the state to the development of rural tourism, as it is done in developed countries, with the rational and efficient use of agricultural resources, the provision of mass information support of domestic tourism by the state, improving the quality of the training services provided will generally increase competitive advantages in the development of rural tourism.

Scientific research and global experience let us know that the rapid development of rural tourism can play the role of a boost for economic restructuring, demographic stability and solve urgent social and economic problems in rural areas.

Besides, in addition to the development of rural tourism, there are other priorities, and all countries of the world recognize its potential in a means of diversifying tourism products and are particularly relevant in the face of contemporary challenges and threats to international tourism, caused by the COVID-19 pandemic.

In the Khersonska region, rural tourism has big potential due to the rich natural resources. Therefore, rural recreation attracts more and more citizens who choose to spend their holidays not in comfortable expensive hotels, but a in budget country estate with a national flavor.

The marketing research provided in subsection 2.3 showed the lack of an effective strategy of promoting the brand of the Khersonska region as a tourist destination. Advantageous geographical position, favorable location of the region

relative to the main transport routes provides easy access for tourists to tourist destinations, but the poor condition of the roads can significantly affect travelers' impressions of the region. Local farmers actively use natural products of their own production in the organization of catering, and supply products to local rural tourism estates. The presence of several complexes of rural tourism and nature reserves of great renown as Green Farms of Tavria and Askania-Nova is also seen as strength of the region. At the same time, the region is quite uncompetitive in the national and international tourism markets. This situation leads to the adoption of certain activities. These activities can be grouped by areas of implementing taking into account geographical and administrative structure of the region.

The forecast for rural tourism in Khersonska region shows the possible state of the tourism industry in 2024. It is assumed that with the implementation of the proposed strategy for the development of rural tourism, the number of estates should increase to 70, which shows an increase of 16%. This is due to the fact that now the farmsteads of rural tourism are preferably located in one area (Kherson district), but with proper development and support of tourism, they will open in other areas. Also, it is assumed that in 4 years there will be at least one new tour operator offering tours in the Kherson region.

Among the main trends in rural tourism in the next years are the following:

- growing demand for self-tourism;
- growing demand for sustainable recreation;
- increased flows of outbound tourism due to vaccination and the opening of the borders of many resort countries;
- growth in demand for types of tourism associated with national culture and traditions;
- an increase in the flow of foreign tourists due to the signing of an Open Skies agreement between Ukraine and the EU.

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mutual benefit - cultural diversity and sales growth for the organizing companies. Such a solution for promoting goods to the masses can be called simple and ingenious. In this way, it is evident that the tourism resources and potential for formation of event tourism industry of a country is strongly dependent on its cultural potential and tourism resources in general.

Conclusion. Event tourism is a unique type of tourism. The research shows that one of the most important factors in the development of this type of tourism is the resource potential of the regions. Insufficient level of development of event tourism is associated with the lack of developed infrastructure in the region as well as the lack of awareness. Event tourism is a special type of tourism, to meet human needs in physical and moral education, knowledge, communication, recreation. Types of tourism are distinguished according to the target function and motives and the definition of event tourism is various and diverse depending on the source and the author, though all of them agree on unapologetic essence of event tourism in development of tourism in general and attraction of travelers.

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CONCEPTUAL BASES OF RURAL AND ECOTOURISM PRODUCT

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According to many researches, it is clear that rural recreation plays an important role in the diversification of modern tourist destinations. Its diversity attracts more and more tourists from around the world, including Ukraine.

The article deals with the definition, purpose, elements and world practice of rural and ecotourism as an object of scientific research.

Keywords: rural tourism, ecotourism, rural area, environment, agriculture, sustainability, ecovillage, culture.

Згідно з багатьма дослідженнями, сільський відпочинок відіграє важливу роль у диверсифікації сучасних туристичних дестинацій. Його різноманітність приваблює дедалі більше туристів в різних країнах світу, включаючи Україну.

У статті розглянуто визначення, значення, особливості та світову практику сільського та еко-туризму як об'єкта наукового дослідження.

Ключові слова: сільський туризм, екотуризм, сільська місцевість, навколишнє середовище, сільське господарство, сталість, екоселище, культура.

Actuality of the article is conditioned to the growing popularity of the concept of sustainable development and reducing the detrimental impact on nature, which has led to a significant increase in demand for rural and ecotourism among tourists around the world.

The phenomenon of rural tourism has been known in tourism science and practice for a long time. Many authors, such as Efanova L.I., Cheglei V.M., Trukhachev A.V., Reyhan A. Ayazlar and others researched the essence and analyzed the world experience of rural and ecotourism. However, a unified interpretation of its essence, an approach to classification has not been developed.

The purpose of the article is to define concept of rural and ecotourism, discuss different elements, interconnection between rural and ecotourism and examples of implementations of such concept in developed countries.

The object of the article is rural and ecotourism product.

Rural Tourism. The concept of rural tourism is far from clear and allows for many interpretations. UNWTO defines rural tourism as 'a variety of tourism activity within which the visitor's experience is related to a large range of products usually connected to nature-based activities, agriculture, rural lifestyle/culture, angling, and sightseeing' [10]. Since rural tourism activities are carried out outside urban (rural) areas, there are different approaches to characterizing rural areas.

According to OECD, the rural area is,» at the local level, a population density of 150 persons per sq. km is that the most popular criterion. At the regional level, geographic units are classified by the share of their population that is rural into the subsequent 3 types: predominantly rural (50%), considerably rural (15-50%), and predominantly urban regions (15%) [7]. On the opposite hand, The Council of Europe defines the term «rural area» by following characteristics: A stretch of midland or coastal countryside, together with tiny cities and villages, where the main part of the realm is used for [2]:

- Agriculture, forestry, cultivation, and fisheries.
- Economic and cultural activities of country-dwellers.
- Non-urban recreation and leisure areas or nature reserves.
- Other functions like housing.

After analyzing all the above information, it became possible to define other definition and elements of rural tourism. It is tourism activity in the rural areas with a small population away from industrial plants for the purpose of recreation and (or) voluntary participation in agricultural work that bring economic and social benefits to the local community, as well as provide interaction between tourists and local residents, enrich tourism experience and include 4 main elements: nature (rivers, mountains, landscapes, and forests, etc.), rural life (crafts, home-made food, rural events, traditional music, etc.), rural heritage (architecture, traditions, cultural monuments, villages, etc.) and rural activities (cycling, riding, fishing, hiking, etc.), (Fig. 1).

The main reason why it is hard for researchers to find a regular definition of this form of tourism is that it is a general term that comprehends many types of tourism, such as:

- Agritourism – a type of tourism in which the farm is used as the main place for activities. This can be considered as one of the activities of rural tourism having the second priority for farmers, while agriculture remaining their main occupation and source of income. This type of tourism is distinguished by the fact that tourists usually spend the night on peasant farms rather than in specially adapted places such as hostels or hotels [9].

- **Ethnic tourism** – it is based on the attraction of local residents, especially the minority of the rural settlement, by demonstrating their lifestyle in front of tourists.
- **Ecotourism** – It combines environmental actions, communities and environmentally friendly travel into one form of tourism that does no harm to the environment or to the people who practice it. In order to make tourism ecological, it must meet certain conditions, such as helping to protect and preserve nature, using local resources (human and material), and having an educational purpose, the activity should have a less negative impact on the environment [6].
- **Creative tourism** – is a type of tourism in which tourists acquire new skills and engage in creative activities. Moreover, according to UNESCO: 'creative tourism – is a journey aimed at obtaining unforgettable and authentic experience'. There are several new associations that organize a variety of interactive courses, seminars and shows on local cuisine or traditional subjects, all of which are held in rural areas. As well as ecotourism, creative tourism should have several objectives: it should be a 'means of attracting tourists to the creative life of destinations, a creative means of using existing resources, a means of strengthening cultural identity'.



Fig. 1. The Rural Tourism Concept

Source: Reyhan Arslan Ayazlar, 2015, 173

- **Culinary tourism** – is part of cultural tourism, in terms of its principles and activities, and can also be viewed from a rural perspective. The main motivation of tourists to travel is the desire to discover traditions specific to a particular region or country.
- **Green tourism** – usually used to describe forms of tourism that are considered more ecological than traditional mass tourism. In rural areas, green tourism is a vital form of rural tourism. Green tourism is seen as an approach to tourism development that seeks to develop cooperative relationships with the physical and social environment on which it depends and seeks to achieve the ideals of sustainability [1].
- **Forest Tourism** – tourists have the possibility to explore the natural beauty of the rural area. This may be surely included in the concepts of rural tourism, though can be considered as separate. In this case, tourists travel to the natural habitat of plants and animals.

Practically, all of the above types of tourism are interconnected with rural tourism because in most cases they take place precisely in rural areas.

Miscellaneous cultural and eco-friendly activities are held in rural areas. The most popular activities in a rural area are different cultural-related tourism activities: from museums to courses in crafts. If there is a lake or river in the area then water-related activities take place. Other activities may be related to local food cooking, language courses, safari, festivals, etc. (Fig. 2).



Fig. 2: Classification of Rural Tourism Activities

Source: Reyhan Arslan Ayazlar, 2015, 173

Ecotourism. Thanks to countless advances in transport and technology, even the remotest corners of our planet are accessible to travelers. In fact, tourism is now the largest industry in the world and ecotourism is the fastest growing segment. People express a desire to contact nature and the world but should do everything possible so that this does not have a negative impact on the environment. And the main goal of ecotourism is to minimize these impacts and to focus on conservation, community development and sustainable development through tourism. This motivates travelers to protect the environment and contribute to local communities on a much deeper level than just traveling tourists. The concept of ecotourism includes 4 principal elements: nature, education, cultural impacts, and sustainability [6].

The nature orientation is flexible and ranges from, say, habitat, such as a tropical forest, and everything it includes, to a single-species product. Many ecotourism companies focus on certain elements of nature, commonly called «fauna/flora/liths», where fauna includes any species of animals that are the target, such as whales, lions, birds, and even insects. Flora includes plant species, and liths are natural formations such as mountains and other interesting geographical features.

Education represents one of the essential elements of ecotourism. Effective education is not only about providing facts and figures but also about the complex relationships that exist in nature. It also promotes adequate behavior that minimizes human exposure to the environment, ensuring the sustainability of the focused element. Such education tools may include guidebooks, booklets, information, and images on websites or even word of mouth.

It was also important to involve the local community and enlist their support and interest by making ecotourism useful to them. This will help to protect natural areas. Another important goal of ecotourism is to give money back to the local community. Therefore, operators are advised to spend money associated with the tour locally. Personal costs of goods and services are also included. These costs stimulate local economies and spur economic growth, creating multiplier effects, providing employment and economic security for rural population.

The element of sustainability calls for minimizing environmental impacts and reinforcing those that have been degraded in some aspects (table 1). This can be achieved by giving visitors the opportunity to indulge in nature. They are encouraged to participate in restoration work or to make donations for such work.

In general, an increase in the number of visitors to vulnerable natural areas can lead to significant environmental degradation. A large flow of visitors could harm local communities and indigenous cultures. Ecotourism offers an opportunity to raise the level of education and activity of travelers, making them more effective conservationists.

Table 1

Comparison of Rural and Ecotourism (own elaboration)

	Rural Tourism	Ecotourism
Definition	Any tourism activity within which the visitor's experience is related to a large range of products usually connected to nature-based activities, agriculture, rural lifestyle and culture	A form of tourism where the main motivation of the tourists is the observation and appreciation of nature and local traditions related to the nature
Purpose	To increase individual productivity, sustainable community and institutional, which can result in higher income for individuals; retain unspoiled traditional and spiritual values, especially the ethnographic, the socioeconomic life and its environment	Minimizing negative impacts and focus on conservation, community development and sustainable development through tourism; preserving and protecting nature
Elements	Nature, rural life, rural heritage, rural activities	Nature, education, cultural impacts, and sustainability
Characteristics	Seasonality; low tourist movement; traditional; high economic role; personal relationship with tourists	Low-impact visitor behavior; support for local conservation efforts; local participation in decision-making; Educational component
Location	Rural areas	Rural areas; wildlife; nature reserves
Activities	Fishing, swimming, farming, cooking, handicraft	observation of flora and fauna, fishing, cycling, camping

Source: prepared by author

World practice. On the example of the developed countries of Europe, one can see the embodiment of the ideas of rural and ecotourism, which can be adopted and implemented in our country. Presently, rural tourism is developing at a very fast pace and in some countries provide a part of the foreign tourist flow. Rural tourism has already gained momentum in Western Europe, North America and Australia, it is well developed in Spain, Italy, France.

One of the well-developed types of rural tourism can be considered agritourism. At the same time, the word «agrarian» abroad in a broad sense means agricultural production, although in a literal translation it refers to land use. Some kind of agritourism is the combination of work with

rest, when, in exchange for participating in agricultural work, the tourist receives part of the services (housing and food) without paying the host party [9]. It is a barter between a tourist and a farmer. This type of interaction between farmers and tourists takes place in many countries around the globe. However, this form of tourism encompasses only one of the aspects of rural life – harvesting of crops.

International program WWOOF (World Wide Opportunities on Organic Farms) is functioning abroad. It was founded in 1971 in the United Kingdom and is one of the world's first voluntourism and ecotourism organizations. Is a set of international agritourism programs that combine recreation with work in agriculture. The essence of the WWOOF program is the exchange of labor for housing and food. A volunteer worker works on the farm for 4-6 hours a day, and in exchange for this, the farmer provides him with housing and food, the rest of the time the tourist uses at his own discretion. Neither the farmer nor the tourist pays each other. WWOOF now exists in 132 countries [11].

Anyone can work freely on the farms of the country of his citizenship, as well as in the country where he has the right of permanent residence. To work in other countries, it may be necessary to obtain a visa, the type of which depends on the immigration law and practice of the country visited, since an ordinary tourist visa or its visa-free equivalent in some countries prohibits any work, even without monetary reward. In order to participate in this program, a farmer must pay a small annual contribution to WWOOF in his country, stating that his farm meets organic farming standards. In this case, labor tourists will not have to deal with pesticides, and they will be provided with housing that meets sanitary standards. The volunteer, for his part, must pay an annual membership fee (\$20-60) to WWOOF in the country where he would like to work. He will receive a handbook of farmers participating in the program of this country and can negotiate with any of them about the periods of work on the farm.

Agritourism is booming in Western Europe as well. Austria, famous for its ski resorts, is actively investing in the development of rural and ecotourism. The peasant farmstead in Austria is usually a large house, all immersed in greenery, as well as a solid household farm. Local people there have an enormous appreciation for the environment which is why organic and health and wellness farms are a popular holiday choice. Most tourist farmhouses provide not only accommodation and farm work but also have their own production of honey, cheese, bread and in some cases meat (Prinzenhof, Obermooshof, Farm Stay Leebhof, and many others) [4].

Rural tourism covers almost all regions of France insofar as 80% of the country's area is rural, although it accounts for less than 10% of total tourism revenue. But along with the growing popularity of rural tourism, entrepreneurial activity in these regions has also increased, in particular, the number of acts of purchase and sale of real estate has increased, which has a long-term effect and in the future can significantly affect the ecology in rural areas and reduce their attractiveness.

The main purpose of rural tourism in France is to maintain the development of the country's territory. Usually, tourists are accommodated here in small cottages, apartments, and the hosts prepare their own food from ecologically clean rural products. It should be noted that the emphasis here is not on the production of agricultural products, but on the provision of services in the field of rural tourism. For these purposes, the French even create special villages, and the authorities are encouraging the construction of houses on the coastal zones and the creation of sandy beaches. It is noteworthy that rural tourism is popular not only among foreigners (Germans, British, Belgians, Dutch, etc.), but also among the French themselves [3].

One of the important elements of foreign practice in the development of rural tourism is state support. In European countries, the state is actively involved in the development of rural tourism. So, for example, in Hungary, income from 10 beds is not taxed for a host that provides accommodation for vacationers; Romania is considering the issue of tax exemption for such owners for 15 years; in Austria, farmers who are engaged in receiving guests already have tax relief for 40 years; in Poland tax-free income from providing tourists with no more than 5 rooms for accommodation and meals.

As for Italy, it is the leader in Europe in agricultural tourism. Initially, the Italian government assumed that the accommodation of tourists would be a non-core activity of farmers, allowing them to somewhat strengthen their financial and economic position without the need for large investments. However, today the demand for this tourist product has changed the very concept of agritourism, which is turning for many rural residents, not into a side, but the main type of activity.

Basically, this direction of tourism is developed in Northern and Central Italy, and the undoubted leaders here are Tuscany and Trentino-South Tyrol. It is in these two areas that almost half of the agritourism enterprises of all countries are concentrated and it is here that half of the tourist flow in this sector is directed. Tuscany is the land of Florence, Pisa, Siena and much lesser-known but extremely interesting medieval towns and monasteries, and Trentino-South Tyrol is one of the largest European centers for mountain and ski tourism [9].

Thus, the successful development of agritourism has become possible here, first of all, on the basis of the already existing well-developed tourist infrastructure and the «successful promotion» of these territories. Added to these two factors are the beauty of the landscape, the abundance of cultural, historical and natural attractions, good wines and high-quality local cuisine, which occupy a special place in this 'formula for success'. It should also be noted that the main mode of transport used by tourists in this area is a personal car, so the quality of roads also plays an important role in the attractiveness of the territory for tourists.

Also, the practice of creating eco-villages is actively developing. They differ in that they: use natural resources; regenerate the environment; educate the community; encourage dialogue and participation in decision-making to provide peaceful coexistence; use regenerative technologies and activities.

In its last annual report (2019) the Global Ecovillage Network (GEN) said that there were around 10,000 ecological communities in 114 countries, 48 state networks, 222 GEN ambassadors, 130 trainers, 45 partnership organizations and 23 governments interested in implementing this type of programme internally. These are some of the most successful ecovillages: La Montana (Chile), Yarrow EcoVillage (Canada), The Farm (USA), Konohana Family (Japan), Crystal Waters (Australia), and many others [5].

However, not only the emergence of demand for this type of service gave stimulus to the development of rural tourism in Europe. Today, using Italy as an example, the European Union considers rural tourism as salvation for agriculture in Eastern Europe. In Finland, North Karelia, where there are many forest lakes, the type of village tourism is widespread in small cottages for one family from 2 to 8 people. The houses are well equipped with everything needed. They usually consist of a living room and several bedrooms. The cottages have a hot and cold water supply, a small kitchen with an electric stove, refrigerator, microwave oven, coffee maker. Most cottages have fireplaces and saunas. Tourists are provided with boats, fishing equipment, and ski equipment for rent. All this makes it possible to be quite secluded in fairly comfortable conditions, but at the same time to actively relax on the shore of a clean lake, in the forest [9].

This direction of tourism is a well-organized industry, offering its services to both the local population and foreign tourists.

Conclusions

Generally, rural tourism – is any tourism activity in the rural areas which is distinguished by its small population, as well as a location away from cities and industrial plants for the purpose of recreation and (or) voluntary participation in agricultural work that benefits the local community economically and socially, as well as enable interaction between the tourists and the locals and enriches tourism experience.

Ecotourism – is about uniting conservation, communities, and sustainable travel into one form of tourism that is not harmful to the environment or to the people who practice it. The main condition for tourism to become ecological is to: help protect and preserve nature; to use local resources; to have an educational purpose; the activities should have a less negative impact on the environment.

Rural tourism and ecotourism, despite some differences, have similar goals and are interconnected in many ways, each of them can act as an independent type of tourism, or be an addition to other types of tourism «Fig. 3». In addition, it was found that the concept of rural tourism can also include different types of tourism, such as agritourism, ethnic tourism, creative tourism, culinary tourism, green and forest tourism, as well as ecotourism.

Nowadays, we see the increasing popularity of rural and ecotourism, especially on the wave of isolation due to coronavirus pandemic. Many developed European countries, that experience rural and ecotourism for centuries, not only gain income out it, but also use it to sustain and preserve the nature and culture of rural areas. These examples showing that even rural area that do not have nothing but agricultural land, also can be attractive for tourists and developed to bring income both local communities and the state.

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Work is executed under scientific guidance of the Doctor Sciences (in Geography),
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Appendix B

Table 2.2

Stakeholders of rural and ecotourism development

№	Stakeholder	Location	Description
Rural tourism estates			
1	Rural estate "Two swans"	v. Grigorivka, Novikova Ave., 27	Number of beds - 8 adults, self-catering, on the territory of the estate there are: internet, summer shower, toilet in the yard, TV.
2	Rural estate "U Voloshina"	v. Grigorivka, st. Kaminskoho, 41	Number of beds - 7 adults, 3 meals a day, self-catering is possible, on the territory of the estate there are: shower and toilet in the house, internet, TV, refrigerator
3	Rural estate "U Vasylevskykh"	v. Grigorivka, 26 Novikova Ave.	Number of beds - 9 adults, self-catering, on the territory of the estate there are: shower, toilet in the house and in the yard, internet, TV, refrigerator, air conditioning.
4	Rural estate "Victoria"	v. Grigorivka, st. Kaminskoho, 42	Number of beds - 7 adults, self-catering, on the territory of the estate there are: TV, refrigerator, bathroom, hot water around the clock, zoo (swans, tangerines, black-shouldered, white and royal peacocks, domestic stork), shower, toilet in the yard.
5	Rural estate "U Alexandry"	v. Grigorivka, 11 Miru Ave.	Number of beds - 10 adults, self-catering on the territory of the estate is: shower and toilet in the house, summer shower, toilet in the yard, refrigerator, TV, gazebo, washing machine, Wi-Fi.
6	Rural estate "Svetlana"	v. Grigorivka, 7 Novikova Ave.	Number of beds - 4 adults, self-catering, on the territory of the estate there are: shower, toilet in the yard and in the house, TV, Wi-Fi.
7	Rural estate "Olenka"	v. Grigorivka, st. Kaminskoho, 44	Number of beds - 8 adults, 3 meals a day, self-catering is possible, on the territory of the estate there are: shower and toilet in the house, hot water, internet.
8	Rural estate "U Zinaidy"	v. Grigorivka, st.	Number of beds - 8 adults, 3 meals a day, self-catering possible, on the territory of the estate there are: summer shower, toilet on the street, toilet and shower in the

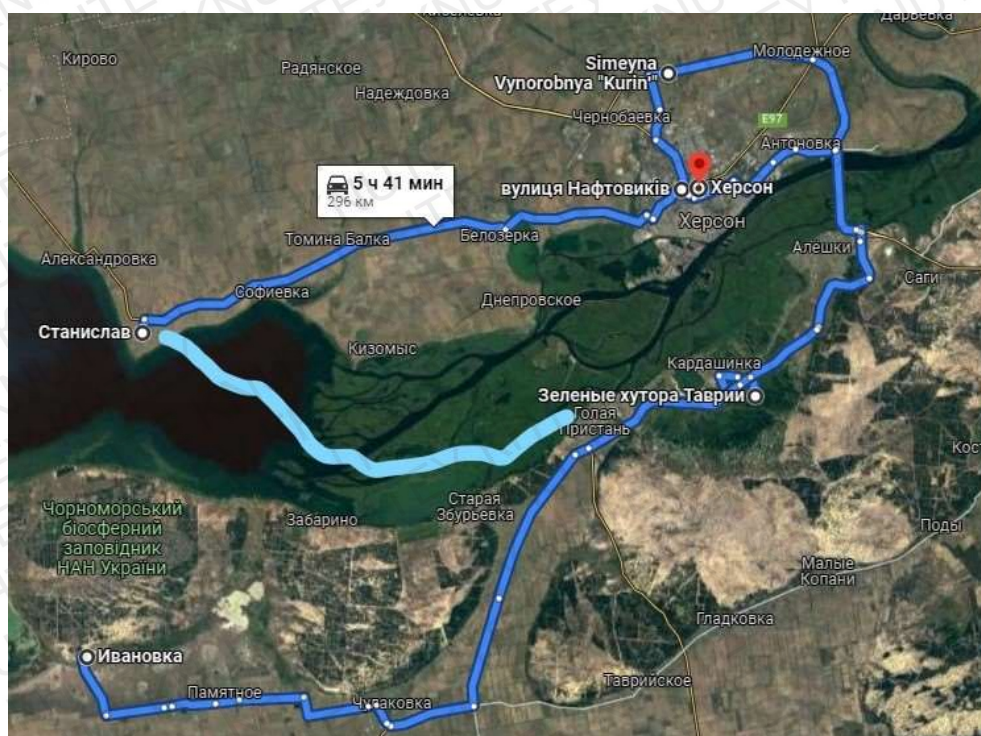
		Kaminskoho, 40	house, hot water, refrigerator, gazebo, barbecue, tandoor, Wi - Fi.
9	Rural estate "U Svetlany"	v. Grigorivka, st. Kuznechna, 43	Number of beds - 9 adults, self-catering, on the territory of the estate there are: summer shower, toilet on the street and in the house, hot water, refrigerator, internet.
10	Rural estate "U Sivtsevykh"	v. Grigorivka, st. Suvorova, 31	Number of beds - 5 adults, 3 meals a day, self-catering is possible, on the territory of the estate there are: summer shower, toilet on the street and in the house, hot water, refrigerator, internet.
11	Rural estate "U jegeria"	v. Grigorivka, st. Tolstogo, 19	Number of beds - 7 adults, self-catering on the territory of the estate there are: summer shower, shower, toilet on the street and in the house, hot water, 2 refrigerators, barbecue.
12	Rural estate "U Mariny"	v. Grigorivka, Novikova ave., 5	Number of beds - 9 adults, possible cooking or self-catering, on the territory of the estate there are: toilet and shower in the house, hot water, refrigerator, TV, located in the center of the village.
13	Rural estate "Bee"	v. Grigorivka, st. Suvorova, 23	Number of beds - 5 adults, self-catering, on the territory of the estate there are: toilet and shower on the street and in the house, hot water, refrigerator, TV, barbecue.
14	Rural estate "Fresh breath"	v. Grigorivka, st. Suvorova, 27	Number of beds - 9 adults, self-catering, on the territory of the estate there are: toilet and shower in the house, hot water, refrigerator, TV, Wi-Fi, air conditioning, barbecue.
15	Rural estate "Dawn"	v. Grigorivka, street Urozhayna, 4	Number of rooms: 3 double, including 2 adults and 1 child. Meals to order are possible and self-cooking is possible (everything you need in the kitchen). On the territory of the estate: summer shower, barbecue and recreation area.
16	Rural estate "Folk crafts"	Kherson	On the territory of the estate there are: summer shower, toilet on the street, toilet and shower in the house, hot water, refrigerator, gazebo, barbecue, tandoor, Wi - Fi.

17	Rural estate "Water Labyrinth"	Kherson,	On the territory of the estate there are: summer shower, toilet on the street, toilet and shower in the house, separate kitchen, hot water
18	Rural estate "Kurin"	v. Stepanovka Sikalko Street, 14	Number of beds - 5 adults, self-catering, on the territory of the estate there are: toilet and shower on the street and in the house, hot water, refrigerator, TV, barbecue.
19	Rural estate "Mariykina sadyba"	v. Ivanivka	Number of beds – 9 bungalo for 2 people, 3 meals a day, toilet and shower on the street and in the house, hot water, refrigerator, barbecue.
20	Rural estate "Danchenko"	v. Ivanivka, st. Tavriyska, 34	Number of beds - 5 adults, 3 meals a day, self-catering is possible, on the territory of the estate there are: summer shower, toilet on the street, cold water, refrigerator.
21	Rural estate "Red Lakes"	v. Kohany, st. Priozerna, 33	Number of beds - 7 adults, 3 meals a day or self-catering
22	Rural estate "Petrovets"	Kherson	Number of beds - 4 adults, self-catering, on the territory of the estate there are: shower, toilet in the yard and in the house, TV, Wi-Fi.
23	Rural estate "Na sapiani"	v. Ivanivka, st. Mira, 57	Number of beds - 10 adults, 3 meals a day, self-catering possible, on the territory of the estate there are: summer shower, toilet on the street, toilet and shower in the house
24	Rural tourism complex "Green Farms of Tavria"	v. Velika Kardashinka, street Ukrainian, 155	Entertainment: archery, revolver shooting, wickerwork, soap making, bathing in a tub, pottery, blacksmithing, etc. Complex lunch
25	Rural estate "U Lyubashi"	v. Ivanivka, st. Tavriyska, 34	Number of beds - 9 adults, 3 meals a day, self-catering possible, on the territory of the estate there are: summer shower, separate kitchen, hot water, refrigerator, laundry machine vending machine, gazebo, barbecue, Wi - Fi.
26	Rural estate "Goloprystanski mazanki"	Gola Prystan, street Lugova, 14	Number of beds - 15 adults, 3 meals a day, self-catering possible, on the territory of the estate there are: playground, parking, Wi-Fi, summer shower, toilet in the yard, toilet and shower in the house, barbecue, air conditioning, small appliances.

27	Rural estate "Lyubashin Khutorok"	v. Velyka Kardashinka, street Ukrainian, 128	Accommodation, meals, pear orchard, strawberry plantation
28	Fishing house "Delta of the Dnieper"	v. Dniprovske	Accommodation, fishing, boat rental, kitchen
29	Rural estate "Chaika"	Gola Prystan, st. Dniprova, 78	Accommodation, paid meals, fishing
Farms and enterprises			
30	Eco-farm "Luman goat"	Svobody St, 80, Stanislav	Goat breeding, cheese production, excursions and tastings
31	Chateau Kurin	v. Stepanivka, highway M14	Growing and processing of grapes, production of wines, conducting of excursions and tastings
32	Complex "Grand Prix"	v. Pravi Sagy	Horseback riding, training, photo shoots, forest walks on horseback
33	"Dnipro Sturgeon Fish Restoration Plant"	v. Dniprovske	Sturgeon breeding, group excursions
34	Collective Agrofirma "Belozersky"	v. Dniprovske, Tsentrāl'na st., 3	Growing and processing of grapes, production of juices and wines
35	Tulip farm of Oleg Demchenko	v. Liubymivka	Growing tulips, selling tulip bulbs, selling saffron
36	Trubetskoy's Chateau	v. Vesele, st. Sviridova,3	Growing and processing of grapes, production of wines, conducting of excursions and tastings
37	Horse farm "Bucephalus"	Kherson- Oleshky route	Horseback riding, training, photo shoots, forest walks on horseback
Touroperators and agencies			
38	Admiral Travel	Kherson	Offering of tours in the Kherson region
39	Vita tour	Kherson	Organizing of eco-tours to Stanislavsky canyon

40	“KhersON” Tourism Center	Kherson	Developing of tours in the Kherson region(approx. 100 tours offered today)
NGO’s			
41	Union For Promotion Of Rural Green Tourism In Ukraine	-	Mission – to unite the owners of farmsteads and tourists on the most powerful communication and marketing platforms, to create an attractive and high-quality services.
42	Ukrainian Adventure and Ecological Tourism Association	-	It is a public initiative involved in promotion and development of the environmentally friendly active recreation and ecotourism.

Appendix C



Picture 3.1 Map of the route of the tour “Green trails of Ethnicity”