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TRENDS AND PROSPECTS OF RURAL GREEN TOURISM DEVELOPMENT IN SOUTHERN REGION OF UKRAINE

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ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ РОЗВИТКУ СІЛЬСЬКОГО ЗЕЛЕНОГО ТУРИЗМУ В ПІВДЕННОМУ РЕГІОНІ УКРАЇНИ

The purpose of the article is to substantiate the trends and prospects of rural green tourism development in the Odessa region, as one of the directions of diversification of rural activity for the socio-economic growth of rural territories and population enrichment. The article investigates the current state of development of green tourism in Odessa region. The scientific work analyzes the current state of employment of rural population and determines the relevance in the development of rural tourism. The key directions that will contribute to the activation of rural green tourism in the region are identified and the problematic aspects that have a decelerating influence on the processes in this field are investigated. Prospective directions and forms of further development of rural green tourism in the Odessa region as a socio-economic phenomenon for the revival of rural economy, preservation of its traditions and values are substantiated. Rural green tourism in modern realities is one of the most priority areas of diversification of economic activity of agricultural sector entities, is an alternative source of ensuring employment of rural population, raising its income and quality of life. The main priority directions for the establishment of rural green tourism for the South of Ukraine should be concentrated in the following areas: creation of regional agrotourism networks through the development of small, family and individual agrotourism business on the basis of existing tours of resources in rural areas: small family hotel and agro-infrastructure; unification of socio-cultural environment of historical objects; creation of large and medium specialized agrotourism objects, centers (sports, cultural, culinary); creation of state and private agricultural parks, complexes with appropriate infrastructure; at the legislative level, it is necessary to fix the legal definition of the concept of rural green tourism, it is necessary to differentiate between entrepreneurial and non-entrepreneurial activities in the tourism industry in the countryside, it is necessary to strengthen state support for agrotourism as a form of employment for the rural population, to organize training and vocational training for rural tourism.

У статті обґрунтовуються тенденції та перспективи розвитку сільського зеленого туризму в Одеській області як одного з напрямів диверсифікації сільської діяльності задля соціально-економічного зростання територій села та його населення. В роботі досліджено сучасний стан розвитку зеленого туризму в Одеській області. Проаналізовано теперішній стан зайнятості сільського населення та визначено актуальність розвитку сільського туризму як напрямку диверсифікації діяльності в селі. Сформовано ключові напрями активного розвитку сільського зеленого туризму в регіоні та досліджено проблемні аспекти, що спричиняють уповільнюючий вплив на перебіг діяльності в цій сфері. Обґрунтовано форми подальшого розвитку сільського зеленого туризму в Одеській області, як соціально-економічного явища з відродження економіки сільських територій, збереження його традицій та цінностей. Сільський зелений туризм у су-

часних реаліях постає одним з найбільш пріоритетних напрямів диверсифікації господарської діяльності суб'єктів аграрного сектору, є альтернативним джерелом забезпечення зайнятості сільського населення, підвищення рівня його доходів та показників якості життя. Основні пріоритетні напрями становлення сільського зеленого туризму для Півдня України мають концентруватись у таких площинах: створення регіональних агротуристичних мереж через розвиток малого, сімейного та індивідуального агротуристичного бізнесу на базі наявних туристичних ресурсів у сільській місцевості: малого сімейного готельно-го господарства та інфраструктури агротуризму; об'єднання соціокультурного середовища історичних об'єктів; створення великих і середніх спеціалізованих агротуристичних об'єктів, центрів (спортивних, культурних, кулінарних); створення державних і приватних сільськогосподарських парків, комплексів з відповідною інфраструктурою; на законодавчому рівні потрібно зафіксувати юридичне визначення поняття сільського зеленого туризму, необхідно розмежувати підприємницьку та непідприємницьку діяльність у туристичній галузі на селі, варто посилити державну підтримку агротуризму як форми зайнятості сільського населення, організувати навчання та професійну підготовку сільського населення для надання послуг зеленого туризму.

Key words: rural green tourism, agrotourism, development, rural areas, resources, employment, population, potential, synergy effect, diversification.

Ключові слова: сільський зелений туризм, агротуризм, розвиток, ресурси, зайнятість, потенціал, ефект синергії, диверсифікація.

PROBLEM STATEMENT

The versatility of an agricultural country provides significant opportunities for the development and capacity utilization of the rural environment to meet the needs of a wide range of consumers. Rural areas are attractive not only for using the main resource of our country — land as the basis of the agrarian and food business, but also for recreational rest of a modern person. Green tourism is a relatively young destination in the tourism business, with underdeveloped infrastructure and low level of use of its opportunities. The urbanization of the modern life of the population continues to create negative consequences for the development of rural territories. This is mainly reflected in the outflow of the population, the decline and aging of housing infrastructure, the complication of living conditions of local residents who remain; limited markets for household agricultural products, limited access to technology and others. These consequences have a single root — the lack of proper socio-economic conditions for the existence and development of the village.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The research of problematic issues of formation and development of rural green tourism and the formation of effective mechanisms for its development are given many scientific works of domestic and foreign scientists. Various scientific positions on the process of managing the activity of business entities in the field of agritourism are highlighted in the works of V. Birkovich, P. Gorishevsky, V. Glovatskaya, V. Goblik, S. Zaburanny [1], A. Zinchenko, T. Zinchuk, S. Illyashenko, N. Kudlí, A. Livinsky [2], G. Shymchko, L. Shulgina, S. Bottril and others. The theoretical and methodological basis of scientific researches in the context of management of activity of agrarian formations is grounded in the scientific works of IM Biletska [3], V.M. Bondarenko, I. Yu. Grishova [4—6], M. Ya. Demyanenko, VS Diisperova, S.O. Kushnir [7], PT Sabluk and others. The contribution of green tourism to the development of the economy of the country, its tendencies and prospects for development have been researched by such scientists as I.V. Litvin, KV Mastyukh, M. Bondarenko, N.O. Peredriy, V. Vasiliev.

Highlighting previously unresolved parts of a common problem. Given the fluidity of the current economic and political conditions for the functioning and development of rural areas, their condition further shows negative trends towards depletion. Moreover, despite all the proposed

scientific developments in the field of rural tourism, as one of the directions for increasing the attractiveness of rural areas, the issues of trends and ways to overcome obstacles to the sustainable development of rural tourism in our country are insufficiently investigated and remain relevant.

The purpose of the article. The main purpose of this work is to substantiate the trends and prospects of development of green tourism in Odessa region as one of the areas of diversification of rural activities to promote socio-economic growth of the village and its population.

Statement of the main material. Odessa region is one of the leading tourist and recreational centers of Ukraine, which is primarily due to the peculiarities of the economic and geographical position of the region, favorable natural and climatic conditions, and the presence of a large number of historical monuments, culture, natural healing resources and sea sandy beaches. The listed components create the prerequisites for the development in the field of various types of tourism: cultural, educational, religious, medical, ecological, cruise, especially rural green tourism. Green tourism has been developing in the state for about 20 years, but has weak legislative support. Certain legislative norms are enshrined in the Law of Ukraine "On personal peasant farming" dated 15.05.2003 No. 742-IV as amended on 05.04.2015. The concept of "green tourism" is found in the definition of personal peasant economy as a type of activity. This Law states that the members of the personal peasant economy carry out activities at their discretion and risk within the established legal economic order, in compliance with the requirements of the laws of Ukraine and other legal acts. Such activities are related to the conduct of personal peasant farming, are non-entrepreneurial activities, are positioned as one of the types of work and services in the personal auxiliary business and are subject to accounting performed by local authorities. Provision of rural green tourism services within the framework of a personal peasant economy does not require special permission from state bodies, income from this activity is taxed on a general basis as income of individuals who are not entrepreneurs [8].

The perspective area for the development of this type of activity is the Odessa region, which is one of the leading tourist regions of Ukraine. During 2016—2018, the number of tourists in Odessa increased almost twice and in 2018 amounted to 81.4 thousand people against 43.4 thousand in 2014 (Table 1).

Odessa region has sufficient potential for further development of the tourism industry. Thus, in 2018 the number of hotels and similar accommodation facilities amounted to 4719, with a simultaneous capacity of 300.00 thousand units.

Table 1. Tourist flows in the Odessa region for the period 2013–2018, persons

| Year | Number of tourists served by the subjects of tourist activity of the region | Of the total number of tourists | | |
|------|---|---------------------------------|---|-------------------|
| | | foreign tourists | tourists - citizens of Ukraine who emigrated abroad | domestic tourists |
| 2013 | 61589 | 7047 | 44136 | 10406 |
| 2014 | 43382 | 2975 | 34811 | 5596 |
| 2015 | 45809 | 1126 | 33744 | 10939 |
| 2016 | 59077 | 2097 | 35749 | 21231 |
| 2017 | 72302 | 2103 | 44758 | 25441 |
| 2018 | 81381 | 2004 | 55296 | 24081 |

Table 2. Collective accommodation facilities in the Odessa region for the period 2013–2018

| Years | Number of collective placement facilities, units | Number of places in collective accommodation facilities, thousand units | Number of persons who were in collective accommodation facilities, thousand |
|-------|--|---|---|
| 2013 | 6411 | 586,6 | 8303,1 |
| 2014 | 4572 | 406,0 | 5423,9 |
| 2015 | 4341 | 402,6 | 5779,9 |
| 2016 | 4256 | 375,6 | 6544,8 |
| 2017 | 4115 | 359,0 | 6661,2 |
| 2018 | 4719 | 300,0 | 7006,2 |

Table 3. The number of rural population in Odessa region

| Years | Population total, thousand people | Population total, thousand people | The share of rural population, % | Increase (reduction) of rural population, thousand people | Increase (reduction) of rural population, thousand people |
|-------|-----------------------------------|-----------------------------------|----------------------------------|---|---|
| 2013 | 2395,2 | 793,1 | 33,11 | - | - |
| 2014 | 2396,5 | 792,7 | 33,08 | -0,4 | -0,05 |
| 2015 | 2396,4 | 793,3 | 33,10 | 0,6 | 0,08 |
| 2016 | 2390,3 | 792,9 | 33,17 | -0,4 | -0,05 |
| 2017 | 2386,5 | 790,8 | 33,14 | -2,1 | -0,26 |
| 2018 | 2383,1 | 788,2 | 33,07 | -2,6 | -0,33 |

The number of persons who were accommodated amounted to 7006.2 thousand people, which is 5.2% more than in the previous year, but 15.6% less than in 2013 (Table 2).

At present, there are no reliable and accurate official statistics on tourist visits to Odessa region. Without this, it remains to be determined how the attractiveness of the region has changed and which areas of the area are more popular with guests. It is obvious that in Ukraine there is a tendency to increase the demand for rural green tourism services among the citizens of the country.

Table 4. The dynamics of the share of those employed in agriculture, hunting and forestry and living in rural areas in Odessa region

| Employment rates | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|--|-------|-------|-------|-------|-------|-------|
| Economically active population aged 15-70 years in rural areas, thousand people | 377,9 | 342,1 | 350,9 | 349,9 | 345,7 | 346,3 |
| Number of persons employed in rural areas, thousand people | 361,2 | 320,7 | 331,8 | 324,7 | 316,6 | 322,1 |
| The level of employment in rural areas, % | 62,7 | 55,8 | 57,8 | 56,6 | 60,3 | 56,3 |
| Number of persons employed in agriculture, thousand people | 172,3 | 163,5 | 167,9 | 165,9 | 158,6 | 163,2 |
| The share of employed in agriculture, in the public employment, % | 47,7 | 51,0 | 50,6 | 51,1 | 50,1 | 50,7 |
| The number of people living in rural areas and not engaged in agriculture, thousand people | 205,6 | 178,6 | 183,0 | 184,0 | 187,1 | 183,1 |

Rural green tourism is based on agricultural activities, natural resources and hospitality of the rural population. Therefore, it is important to understand that preserving and enriching the village as a valuable environment for the economic development of the country as a whole is an extremely important task. Unfortunately, government programs for the revival of the Ukrainian village are not effective, and it is almost impossible to stop the processes of transformation of rural territories [5].

Table 3 shows the dynamic changes in the number of rural territories of Odessa region.

Note that a third of the population of Odessa region constantly lives in rural areas, which increases the relevance of attention to the problems of these territories. In the last 5 years, we have seen a downward trend in this indicator, but the pace of these changes is not significant.

Despite the agricultural production specialization of rural settlements and rural municipalities, which is its important social function, there has been a steady tendency towards a reduction in agricultural employment recently. Table 4 presents a comparative analysis of the change in the share of rural employment in Ukraine [6].

As the statistical studies show, there are constant fluctuations in the trend of a decrease in agricultural employment with sufficient stability in changes in the rural population. Over the six-year period, the share of people employed in agriculture in the Odessa region has not changed and amounts to 50%, which in absolute terms in 2018 amounted to 163,200 people.

The situation of the rest of the rural population can be explained by the following reasons:

- increase of unemployment among rural population;
- increasing non-agricultural activities in rural areas;
- increase in the number of persons working in cities or abroad without changing their place of residence.

With regard to the increase in non-agricultural employment, it is indeed observed and is due to the increase in jobs in social infrastructure, trade, government and local government, the financial sector. However, it is necessary to take into account the main

production potential of rural areas. Diversification as a mechanism for rural development then becomes effective as its production potential increases.

The diversification opportunities of the village are not significant to date. The reasons for these limitations are directly objective: insufficient quantity and quality of the labor force, underdeveloped capacity of the main markets, their closeness in location and weakness of innovative production development. When developing mechanisms for diversification of village activities, it is important to bear in mind that they must have a close link with agricultural production and the rural culture of being.

Rural tourism (agritourism), as one of the directions of diversification, embodies certain effects of synergy on the economy of rural territories (Table 5).

Agrotourism or rural tourism is a vacation in the countryside (in villages, farms, in convenient Christian buildings, in agricultural settlements), during which tourists spend some time in rural life, get acquainted with local culture and local traditions, take part in traditional rural labor [10].

As we can see, rural tourism, which has become a common practice within the rural area is able to provide: increase of employment of rural population; raising the income of peasants; further development of village infrastructure; increasing the social activity of rural residents.

To determine the prospects for the development of rural green tourism in the Odessa region conducted

Table 5. Synergetic effects of agritourism development

| Types of synergism | Types of synergism | Types of synergism |
|-----------------------|--|--|
| Sales synergism | The use of agro-tourism services distribution channels for the implementation of environmentally friendly products to tourists | Increase in agricultural sales, development of trade and procurement activities and infrastructure |
| Operational synergism | Creation of additional employment, alternative use of personal similar economy | Growth of employment and self-employment mainly of family type, growth of incomes of the population |
| Investment synergism | Investments in the well-being of rural hotel estates create a positive image of the village | Improving housing conditions, well-being of common areas of settlements, development of communal infrastructure |
| Management synergism | Management at the level of business entities, as well as local government, used to diversify the rural economy | Increase of professionalism and increase of competences of management structures, increase of efficiency of work of managers, and as a consequence of increase of managerial and entrepreneurial potential of rural population |

a SWOT-analysis of this type of activity, which made it possible to identify opportunities and problems, to use or prevent them in time (Table 6).

The south of the country has sufficient resource potential for the development of green tourism. This is due to the presence of significant agricultural ecologically clean territories, the high ethnic and natural diversity of the region, the preservation of the traditional culture of ethnic groups in a number of settlements, and rich historical and cultural potential.

According to the world experience, the success of rural green tourism as a tourism industry sector provides a set of the following factors: innovative technologies, a high level of economic efficiency and competitiveness of a tourism product, taking into account current trends in the identity of tourism services, solving social problems, political and state support for the development of this type of activity (fig. 1).

Considering the results of the scientific researches, it is necessary to note the necessity of a number of measures to develop rural (green) tourism in the Odessa region:

Table 6. SWOT-analysis of green tourism in Odessa the region

| Factors affecting an entity's activities | Positive | Negative |
|--|--|--|
| Internal | <p>(S) Strength:</p> <ul style="list-style-type: none"> - increasing the interest of rural residents in the conservation of nature; - raising the educational and cultural level; - an incentive for learning foreign languages, acquiring professional skills; - Interesting communication with tourists from different regions; - the possibility of additional earnings; - increase in income of the entire service sector; - the possibility of creating various industries in connection with the increase in consumption of products; - the opportunity to establish business ties and attract investment; - reduction of environmental load; - the growth of ecology in the regions | <p>(W) Weakness:</p> <ul style="list-style-type: none"> - insufficient number of rural tourism facilities; - unprofessionalism of rural residents, poor quality of services; - weak promotion of rural tourism at the local level; - lack of training centers for the training of specialists in green tourism; - weak inflow of direct revenues into the budgets of all levels in the first years of rural tourism development |
| External | <p>(O) Opportunity:</p> <ul style="list-style-type: none"> - improvement of the criminogenic situation due to the growth of the cultural level of the population; - growing interest of the population in the ecology of settlements; - additional revenues to the budget of indirect taxes from the services sector and direct taxes from the activities of rural tourism facilities; - the use in rural tourism mainly of the resources of the population, and not of budget allocations; - the growth of entrepreneurial activity in rural areas and the creation of jobs in areas related to tourism; - reduction of social tension in rural areas, a gradual improvement in the quality of life of rural residents; - an increase in employment and an increase in family income | <p>(T) Threat:</p> <ul style="list-style-type: none"> - the need for constant support to rural tourism workers in connection with the high costs associated with the establishment of a tourist product; - unfavorable legal and economic environment for the activities of the rural population - lack of attractive credit resources, conditions for investments; - at the national level there is no advertising of rural tourism; - unstable macroeconomic situation in the country |

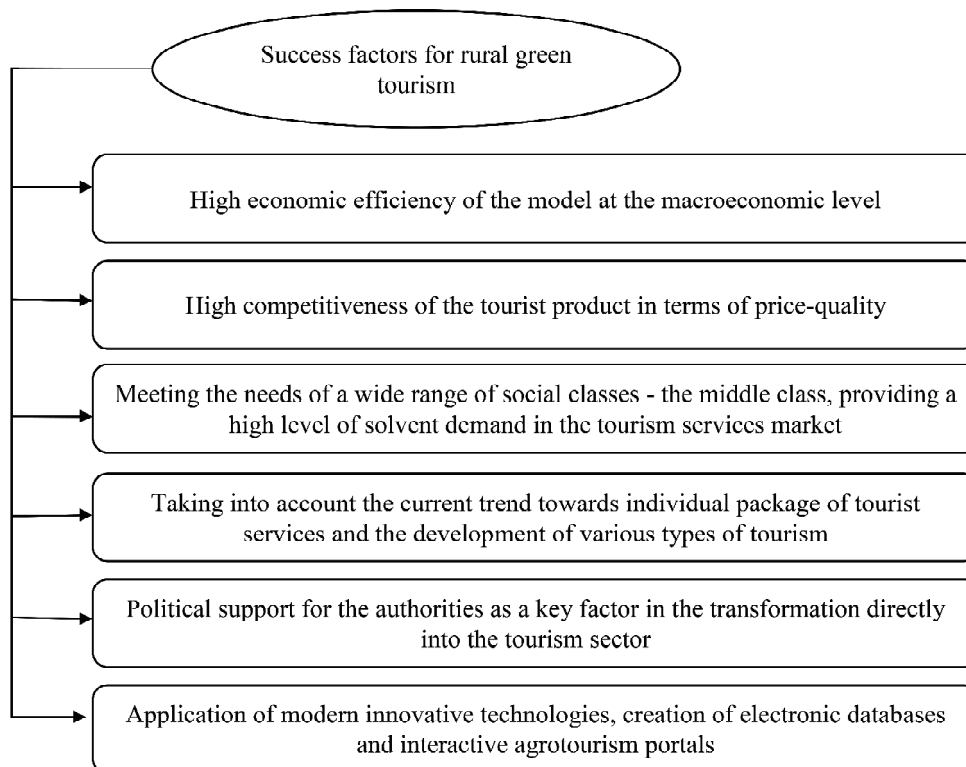


Fig. 1. Factors of success of agrotourism taking into account specificity of the Ukrainian agrarian business.

First, systematic state support for rural tourism is needed.

Second, the need for regulatory support for the development of rural green tourism.

Third, the development and support of rural tourism development programs in the Southern region of Ukraine.

Fourth, the creation of regional associations of rural tourism entities.

CONCLUSIONS AND SUGGESTIONS

Rural green tourism in modern realities is one of the most priority areas of diversification of economic activity of agricultural sector entities, is an alternative source of ensuring employment of rural population, raising its income and quality of life. The main priorities for the development of rural green tourism for the South of Ukraine are concentrated in the following areas: 1) the creation of regional agrotourism networks through the development of small, family and individual agrotourism businesses based on existing tourism resources in rural areas: a small family hotel industry and agrotourism infrastructure; 2) the unification of the sociocultural environment of historical objects; 3) the creation of large and medium specialized agrotourism facilities, centers (sports, cultural, culinary) 4) the creation of state and private agricultural parks, complexes with the appropriate infrastructure; 5) at the legislative level, it is necessary to fix the legal definition of the concept of rural green tourism, it is necessary to differentiate between entrepreneurial and non-entrepreneurial activities in the tourism industry in the countryside, it is necessary to strengthen state support for agrotourism as a form of employment for the rural population, to organize training and vocational training for rural tourism.

Overcoming the existing problems and obstacles to the development of green tourism in the rural areas of Ukraine is possible only due to a justified effective mechanism for diversifying the economic activities of agricultural enterprises in modern conditions, which serves as prospects for further scientific research.

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