

## ECOLOGICAL TOURISM AS THE OBJECT OF THE REGIONAL MANAGEMENT

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The management problem in tourism consists not only in revealing the general tendencies and laws of its development, but also in finding its specific features.

In the tourist industry it is a lot of enterprises and organisations which anyhow should be entered in a uniform regional control system where the purpose is maintenance of long competitiveness in the market. The strategy should be developed by means of management as for the all region, so for the separate tourist organisation.

In this abstracts the regional problems of ecological tourism's formation are considered, because this kind of tourism is necessary for developing in our state for attraction of the tourists' stream. For development of this kind of tourism it is necessary to generate system of the ecological tourism's management, thus considering specificity of each separate region of the country.

Management in classical understanding is an ability to achieve objects in view, using work, intelligence, motives of other people behaviour. Management of the ecological tourism unites system of classical management with specific actions which are peculiar to ecological tourism. As the cores among such actions are considered:

- preservation of a biological variety of recreational territories;
- maintenance of their sustainable regional development;
- formation of ecological outlook of tourists and local population;
- management of mutual relations with local residents.

The gathering of the special information should precede the planning in the ecotourism in case of creation the tour product, and in case of intention to make ecological travel. Special information about:

- the features of recreational territory;
- the climate of the region;
- flora and fauna;
- the representative of the endemic kinds presence;
- the traditions and customs of local population.

An indispensable condition for the organisation and carrying out of ecological rounds is preservation of a biological variety of recreational territories. Realisation of this major function of ecological tourism is based on the nature protection legislation, behaviour principles in protected territory, a reasonable finance administration.

Financial investments to a great extent define efficiency of nature protection actions. Ecological tourism cannot successfully develop, if a certain part of the means received from it, does not come back for maintenance of recreational territories.

The ecotourism is the kind of sustainable tourism based on the nature, and usually following an accurate set of principles or good an expert. The pivotal problem for all enterprises of the real ecotourism is the practice which is called like "greenwashing". This term use concerning the enterprises which position itself as "sustainable", "ecological", "green", "responsible", «ecotouristic», but actually mismatch the standards and even worse, are with them in the open contradiction. For those who really try to correspond to all ecotouristic standards, such enterprises which are false covered with the term «ecotourism», cause a notable loss and undermine trust to all industry of steady tourism. One of ways to establish what of the enterprises, actually, is engaged the ecotourism is the certification.

Certification is the one of ways to guarantee, that activity or products answer certain standards. In the tourism industry the various organisations have already developed programs on certification which estimate various aspects in tourism: quality for all industry of tourism, stability - also for all branches of tourism and the ecotourism - for sustainable tourism which is spent in natural, protected and fragile ecosystems and can include radical communities and answers the definition resulted above.

In sphere of functioning of the ecological tourism's market in Ukraine the system of certification has no accurate treatment. The given system should be developed on the international examples and is accepted at legislative level.

For today the majority of the organisations, establishments and the enterprises which are engaged in tourist activity, realise importance of wildlife management, maintenance of the counterbalanced development of tourism in various regions as the destiny of tourist sector depends on existence of these regions. The role of ecological tourism in economy of Ukraine cannot be underestimated, as development of this branch allows to increase incomes of local budgets and to create workplaces that promotes the decision both economic, and social problems.