

PROBLEMS AND PROSPECTS OF DEVELOPMENT OF GREEN RURAL TOURISM IN UKRAINE

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ABSTRACT

The article is dealing with problems of emergence of green tourism in Ukraine, analyzing trends of eco-tourism in the world and in Ukraine. The research presented in this paper is the initial step of complex research of green tourism on the theoretic basis of social geography. The green tourism we consider as phenomenon that affects the development of rural areas, and makes a multiplier effect in the socio-economic and cultural spheres of rural areas. The paper is focussing on the regional difference in the development of tourism. The findings of O. Beydyk who created the recreational ranking methods, were taken as a methodological basis for this research. The economic estimation of GDP and the index of recreational and tourist potential of the regions in Ukraine are compared during this research stage.

KEY WORDS: *green tourism, agri-tourism, rural tourism, api-tourism, homesteads and farmsteads.*

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Introduction

The concept of rural areas' multifunctional development is more prevailing concept in Ukraine, and it makes possible the simultaneous development of several economic activities. At the same time special attention is given to non-agrarian ways. It becomes apparent in time of information technologies that rapid development of scientific and technological progress, priority role of service sector, the agrarian production only as such can't provide the necessary wealth to rural inhabitants.

Prolonged socio-economic crisis reflects on social problems of population, mostly rural. However, acutely raises the question of overcoming inequalities of social and economic development between regions and within these regions. During the Soviet epoch and now various methods and principles to overcome this problem were and are declared. In the 1920s the principles of the elimination of economic, political and cultural backwardness were declared (Lanovyk, Matysyanevych, Mateyko, 1999). In 1930s a new economic politics with idea of rise of industrial level in backward agricultural areas was proclaimed (Skrypchenko, 1932). In 1950s principle of economic recovery act of each republic, equal status of all people of the USSR were declared (Danilov, Mukhin, 1959).

Subsequently and still the basic principle of regional policy is the principle of equalization of socio-economic development of territories. This topic is widely debated between scholars of public administration, economics, geography. Famous works of F. Zastavny, Z. Varnaliya, Y. Shevchuk, I. Prokop, O. Topchiev, M. Baranovsky, I. Smal and many others embrace the extremely wide spectrum of research: backwardness, depression areas and their rehabilitation, development, management issues, etc.

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1. Methodology

Scoring is mostly used in the study of natural phenomena and socio-geographical nature, and helps to improve the analysis of obtained data. When assessing the summary index, distribution of points for the reference value gradations is important. In this study, reference value, which we translated into points (from 1 to 5 stars), has 25 shades (the number of regions of Ukraine). Thus, the degree of accuracy causes share these gradations unit for 5 points. Note also that all components of the scale (25 regions corresponding rates) have the same value (the difference between the first gradations are as important as between the latter), so it is logical distribution of the reference range between points evenly. These positions developed a number of scoring matrices of recreational resources of Ukraine, which became the basis of their overall rating. On the basis of relevant quantitative indicators, the expert approach, expeditionary significant experience with 5-point scale assessed current and recreational potential of Ukraine regions, Autonomous Republic of Crimea and filled a number of auxiliary tables. Data have been summarized in Table 1.

Table 1. Recreational resource raking of Ukrainian regions

Administrative units	Raking, points							Sum of points	Summary index of recreational rank
	Socio-geographical	Natural	Natural and anthropogenic	Architectural and historical	Infrastructure	Bio-social	Event resource		
AR of Crimea	2	5	5	5	5	5	5	32	5
Vinnitsia	5	4	1	4	1	5	3	23	4
Volyn	1	3	2	4	1	3	4	18	2
Dnipropetrovsk	4	2	1	2	3	2	1	15	2
Donetsk	3	1	1	1	5	1	2	14	1
Zhytomyr	4	1	1	2	1	5	2	16	2
Zakarpatska	1	5	4	3	1	2	1	17	2
Zaporizhia	3	1	3	1	2	1	1	12	1
Ivano-Frankivsk	2	4	2	3	1	4	5	21	3
Kyiv	4	1	2	5	3	5	5	25	4
Kirovohrad	5	1	1	1	1	2	1	12	1
Luhansk	2	2	1	1	2	1	2	11	1
L'viv	1	4	1	5	2	5	5	23	4
Mykolaiv	5	2	1	1	2	2	3	16	2
Odesa	5	2	1	3	4	5	5	25	4
Poltava	4	1	1	2	1	5	2	16	2
Rivne	2	2	3	3	1	1	4	16	2
Sumy	3	2	2	2	1	4	1	15	2
Ternopil	2	3	1	4	1	2	2	15	2
Kharkiv	4	2	1	3	1	3	4	18	2
Kherson	4	2	4	1	2	1	1	15	2
Khmelnysky	3	3	1	5	1	2	3	18	2
Cherkasy	4	3	2	2	1	4	2	18	2
Chernivtsi	3	4	1	3	1	2	2	16	2
Chernihiv	3	1	3	4	1	5	2	19	3

Source: Beydyk, O. (2004). *Methods of recreational ranking*. Kyiv.

O. Beydyk created seven major recreational resource blocks (“big seven” recreational resources: social, geographical, natural, natural and anthropogenic, architectural and historical, infrastructure, biosocial, event units) which are evaluated in the amplitude of 1–5 points. For ease of evaluation minimal and maximal criterion (extreme positions: 1 and 5 points) were determined. The cumulative score was determined by ranking (also a 5-point scale) amounts of score evaluations.

V. Oleynik created ranking in GDP by regions of Ukraine (25 points). GRP rating to the regions defined as ranking evidence of GRP (maximum and minimum of real GRP by 25 regions).

2. Results and Discussion

One of the important directions of sustainable function of regional economy can be accelerated development of the tourism industry. All regions of Ukraine have a certain tourist and recreation resources. Beydyk (2001) identifies and ranks regions in accordance to indicators of tourist and recreation resources provision.

The first in this rank is an Autonomy Republic of Crimea with the highest rates because it has the unique climate, natural diversity and rich history of region.

The second group consists of Vinnytsia, Kyiv, Lviv, and Odesa regions (or oblasts in Ukrainian), in which anthropogenic and natural components are organically combined.

The third group includes Ivano-Frankivsk and Chernihiv regions with rich historical and cultural, natural recreational areas and centers.

The fourth group is quite numerous. It is formed by Volyn, Dnipropetrovsk, Zhytomyr, Zakarpatska, Mykolaiv, Poltava, Rivne, Sumy, Ternopil, Kharkiv, Kherson, Khmelnytsky, Cherkasy and Chernivtsi regions.

The fifth group consists of Donetsk, Zaporizhia, Kirovohrad, Luhansk regions with lowest ratings.

Comparing ranks of regions by classification of O. Beydyk (2001) and the main economic indicators (GRP) one can see the significant differences. That shows about existing and possible to issue potential of tourist and recreational resources (Table 2).

Table 2. Rank indicators of tourist and recreational resources potential and gross regional product in regions of Ukraine

Regions	Rank of recreational resource	Rank of GRP indicator	Differences in ranks
AR of Crimea	1	10	-9
Vinnytsia	4	12	-8
Volyn	8	23	-5
Dnipropetrovsk	18	2	16
Donetsk	22	1	21
Zhytomyr	13	17	-4
Zakarpatska	12	22	-10
Zaporizhia	23	7	16
Ivano-Frankivsk	6	14	-8
Kyiv	2	6	-4
Kirovohrad	23	21	2
Luhansk	25	5	20
L'viv	4	8	-4
Mykolaiv	13	11	2
Odesa	2	4	-2
Poltava	13	9	4
Rivne	13	19	-6
Sumy	18	15	3
Ternopil	18	24	-6
Kharkiv	8	3	5

Regions	Rank of recreational resource	Rank of GRP indicator	Differences in ranks
Kherson	18	20	-2
Khmelnysky	8	16	-8
Cherkasy	8	13	-5
Chernivtsi	13	25	-12
Chernihiv	7	18	-11

The significant part of these regions consist the rural areas, so “growth point” can and should be the green rural tourism in these regions.

The green rural tourism can be a factor in solution of region backwardness problems in preferred direction of integrated development of rural areas. For example, in the Europe has become popular the green tourism in holydays. The main factors of this process are (Grushchynsky, Krakovia-Bal, Kazmir, 2007):

- ethno-cultural and socio-demographic changes in society, securing a healthy lifestyle, understanding of the environment values, natural products in mass production of artificial and synthetic materials, the need for urban residents to rest in rural areas;
- difficult economic situation in agriculture;
- release (due to technological progress in industry) workers of agriculture and the need for job creation in rural areas;
- the desire to “self-sufficient” rural families get extra income from renting accommodation and free sale of agricultural quality natural products;
- in time of the commercialization has increased the popularity of alternative tourism that promotes recreational activities;
- ecologically clean environment;
- the need to protect and restore rural landscapes.

Thus, on the one hand, there was demand for recreation in the country side, on the other hand, was the offering responding to this demand by creating green tourism in a basis of farms and providing related services.

There are several types of tourism nowadays. The rural tourism is a form of recreation in the country side which is closely related to local history, ethnic, cultural tourism and directly uses the attractiveness of rural areas. This form of tourism is valued for the fresh air, hospitality, local natural and cultural attractions.

It is possible to identify several forms of rural tourism (Kravchenko, 2007):

- rural tourism – recreation in the country side;
- agritourism (a form of rural tourism is closely connected with agriculture (animal husbandry, fishing, gardening) or agri-recreational tourism that develops on the basis of households rural or farm lands, provides for recreation in nature and voluntary participation in the holiday farm work, but work on their land is the main source of family needs for food and getting extra cash benefits;
- green rural tourism (ecotourism variety), where the subject of tourism demand is ecologically clean areas, natural diversity, attractive landscapes. The basis for its development of rural settlements is located within or near the sites of nature.

There are different possible combinations of types and forms of tourism. It may be cultural, educational, industrial, sports and health tourism, which develops on the basis of rural settlements. This can vary greatly in range of services. Separate homestead (farmstead; in Ukrainian – *sadyba*) can specialize in hunting, fishing, horseback riding, organizing holidays. Significant spread of rural tourism gained in Europe, which operates in two admissions: first – based on farms that specialize in various kinds of agricultural production and provide additional travel services, the second – only focuses on serving tourists. Green tourism provides employment for 0.5 to 0.9 million in EU (Oleynik, 2010). Over 2 million tourists may get the accommo-

dation in rural homesteads in Europe. A profit from green tourism reaches 10–20 % of the total income of tourism industry.

In Latin America ecological tourism has become an alternative to timber industry and was competitive. Foreign exchange receipts from tourism exceed the environmental benefits from the export of bananas, coffee, textiles.

The alternative version of development of eco-tourism and rural tourism activities are becoming popular in the African continent. Tourism became a protected segment model of national parks instead of the old colonial scheme as unique natural areas intended, primarily, as an exclusive possession for ‘white’ tourists, scientists and hunters. Local residents could visit the holy places, historical monuments. Now the situation has changed. The basis of environmental models is the principle, the essence of which is: unique species of flora and fauna, fragile ecosystems can be saved if the population that lives near the area to be financially interested in the development of protected areas, conservation of nature. Through eco-tourism the local inhabitants have to be compensated for the loss of other income (hunting, logging).

The development of green tourism in Ukraine began much later than in the Europe and completely on other principles. First (by Ganin, 2011), consumers of services in the eco-tourism are usually the poor Ukrainians and foreign (especially Russians), and secondly, rural tourism is developing as an alternative activity that provides employment for agriculture which suffered decline. Unfortunately, for our fellow citizens (basically) green tourism is not yet to become an important type of recreation and continues to be some ‘unexplained exotic’. According to opinion polls only 15 % of Ukrainian tourists prefer green tourism over other types of recreation.

In 2010, the country offers nearly 1,000 different farms with a total capacity of 10 thousand places each year for 800,000 visitors. For comparison, known locally as agritourism in Poland are functioning about 12 thousand households, in France, United Kingdom and Germany – at least 20 thousand in each country. In Ukraine, hosts are mainly concentrated in the traditional tourist regions: in Crimea, close to Azov Sea, and the Carpathian Mountains, where about 90 % of rural tourism estates are concentrated. It should be noted that the supply of domestic agritourism products, services and products covers a rather narrow range. First of all rural villages offer tours, traditional cuisine, wellness and active forms of tourism activities. Investigation of the main types of agritourism activities in the Carpathian region showed that a high share offers in promotional publications account for a variety of recreation classes, trips to area attractions, hiking and gathering mushrooms and berries.

Such tourist activities associated with the traditional known locally as agri-tourism, agri-therapy, agri-entertainments, here are not sufficiently developed. World experience of agri-tourism products and services using indicates that a wide range of proposals in various spheres of activity are proposed. In particular, the innovative nature of them have the products and services in a special zoo corner in farmsteads, field games of the new generation, hypnotherapy, different types of agri-entertainments. In Ukraine, these innovative classes are not enough popular and little used in practice of the green rural tourism and agri-tourism. Therefore it is important to study these new forms of tourism activities in rural areas.

Along with the development of Ukrainian agriculture tourism in organizational terms is different from European ones. Unlike the practice of European countries Ukrainian began to develop this sphere conducted “from above”. However, every year more and more local authorities and governments, civil society organizations involved in rural tourism development, approved policies and programs. The media has special role in this process that promotes the possibility of rest in the village, pays attention to existing unused resources.

For example through the activities of the Union to promote rural tourism, in Ukraine actively implemented in tourist market agri-tourism product, known as the “green tourism”. Twenty-two regions of the country representing the properties of homestead that provides accommodation, meals, attraction to the work of local residents and foreign tourists. At the same time, given the approaching tourist season 2012, the soccer championship Euro-2012 and the International Congress Apimondia in 2013 to almost new version is being prepared for the Ukrainian information and tourist guide to api-tourism environment that will order the selected services and clarify the issue of location:

- 1) owners of farmsteads (sadybas) of rural tourism with an apiary and bee offered for medical purposes;
- 2) beekeepers offering bee products in medicinal purposes and services of accommodation and meals in their own sadybas;
- 3) information materials with invitation about the possibilities of recreation and api-therapy;
- 4) contacts of sadybas' owners of rural tourism and beekeepers;
- 5) commentaries with experts on api-therapy.

Promoting of rural tourism in Ukraine is suspended by the absence of perfect legislation. In the January 2009, in Ukraine was not adopted a law on rural or ecological (green) tourism – unlike some neighbouring countries (Poland, Hungary). In consideration taken as the basis – the first reading – the draft law “On rural and green tourism” (Resolution of Parliament № 2179 of 16.11.2004 town) was not repeatedly discussed at Ukrainian Parliament. In Parliament (Verkhovna Rada) there were bills “On rural tourism” № 0920 from 25.06.2006, and “On the village green tourism” № 3467 of 12.04.2007. However, in the autumn of 2007, the Verkhovna Rada of Ukraine the next convocation withdrew them from consideration.

Currently the Parliament is not pending any special law on green tourism. Registered bills in tourism related solely to tour operators and travel agents. Law of Ukraine “On Tourism” № 324/95 of 15.10.1998, the total is for all types of tourism and tourist activities. Some clarification of policies explains procedure to provide services to temporary accommodation, approved by the Government (Cabinet of Ministries) of Ukraine on March 15, 2006, N 297.

Conclusions

There is a need of funds in addition to the organization of rural tourism. The modern village has no better times. For proper execution of homesteads, procurement of necessary equipment and transport the help from the state is necessary. It would be needed to establish a public fund for the development of rural tourism, to introduce the provision of targeted loans at low interest rates.

The problem is also how to create competitive regional tourism products: it is important to improve bad roads, inadequate development of rural infrastructure, low information basis for potential tourists, reducing the attractiveness of recreational resources of natural and anthropogenic origin due to irrational use and lack of effective measures for their protection.

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ŽALIOJO KAIMO TURIZMO UKRAINOJE PLĖTROS PROBLEMAS IR GALIMYBĖS

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Santrauka

Žaliojo turizmo tyrimas Ukrainoje yra svarbus. Valstybinio Ukrainos statistikos komiteto teigimu, apie 32 % Ukrainos gyventojų gyvena kaimo vietovėse. Pereinant prie rinkos ekonomikos žemės ūkio sektoriuje vyksta gyventojų nutekėjimas į miestus. Viena vertus, tą galima paaiškinti didesne mechanizacija, kita vertus – besitęsiančia urbanizacija. Sprendžiant šią krizę, išeitis būtų – industrializacija ir turizmo, kaip regioninio ekonominio multiplikatoriaus, plėtra. Žaliasis turizmas Ukrainoje turi daug galimybių plėtrai: dideli žemės ūkiui naudojami plotai, kraštovaizdžio įvairovė, žmogiškieji ištekliai.

Taikydami O. Beydyk rekreacinių išteklių matavimo metodą ir V. Olejnyk atsilikusių regionų tyrimo metodus, straipsnio autoriai atliko lyginamąją sąlygų skirtumų analizę. Tyrimas parodė, kad tokie regionai kaip Krymo autonominė respublika, Černihiv, Čerkasy, Zakarpatska turi didelį rekreacinį potencialą, bet mažą bendrąjį nacionalinį produktą (BNP). Tai rodo menką regionų išsivystymą. Tai galėtų pagerėti išnaudojus turizmo sektoriaus privalumus.

Šiame straipsnyje taip pat įvertinama kai kurių Europos valstybių patirtis ir pateikiamos bendros pasaulio turistinių regionų charakteristikos. Būsiami tyrimai turėtų sietis su planavimo schemų administraciniuose vienetuose kūrimu, turizmo išteklių inventorizavimu, perspektyviausių turizmo plėtros sričių nustatymu.

PAGRINDINIAI ŽODŽIAI: *žaliasis turizmas, agroturizmas, kaimo turizmas, namų ūkiai ir sodybos.*

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