

PROSPECTS FOR THE DEVELOPMENT OF RURAL TOURISM IN THE DNEPROPETROVSK REGION

Before the severe conditions of the pandemic, more than 700 million tourists traveled around the world annually, with more than 20% of them preferring rural tourism. These figures characterize only the international situation, and the number of domestic tourists to rural areas in different countries is much higher.

Rural tourism combines a wide range of different types of tourism based on the using of natural, historical and other characteristics of the countryside resources and is developing at a rapid rate. In the United States and Western Europe, rural tourism in the past twenty years has become an independent, stable and highly profitable branch of the tourism industry, which is second in popularity after beach holidays. According to the World Trade Organization, rural tourism is one of the five strategic directions for the development of tourism in the world until 2025 [2].

The data show that at present, rural tourism abroad has become an important and stable segment of the tourism services market. Its development has achieved such results in a relatively short period of time.

Despite the popularity of this type of tourism abroad, rural tourism is a relatively new phenomenon for Ukraine. With the subsequent urbanization, the demand for this type of recreation in the world will only grow, which means that the need for rural guesthouse and tourist attractive territories that these services will be able to offer will grow. Ukraine in this regard has a powerful resource potential, which is little used today and remains insufficiently explored by tourists. This is especially true of rural areas with a rich cultural and historical heritage, a significant natural reserve fund and food base.

Dnipropetrovsk region does not come into the highest priority areas for the development of rural tourism, but this does not mean that there is nothing to see, and there are no prerequisites for the development of rural tourism. In particular, it was established that the Dnipropetrovsk region has important prerequisites for the development of this type of entrepreneurship, such as: the concentration of 20% of housing in rural areas, where 16% of the population lives; high unemployment and low incomes in rural areas; availability of unique natural, socio-historical and other tourist and recreational resources; preservation of traditional folk crafts and so on.

The resort and tourist infrastructure of the Dnipropetrovsk region includes more than 90 health and recreation facilities, more than 130 accommodation facilities, as well as a wide range of cultural and entertainment facilities. In a number of districts of the region there are 15 guesthouses of rural tourism. There are more than 6,000 historical and cultural monuments in the region under state protection, including 23 of national importance, and 131 museums of various forms of ownership.

You can feel the hospitality of the Dnieper hosts by settling in the so-called «green» guesthouses. Each guesthouse has its own charms. In Nikopol region, guests are guided by forest routes. Four Cossack farms invite tourists to the Petrikov region.

A special problem of rural tourism enterprises, which cannot be solved instantly, is the quality of tourist services. In foreign countries that developed rural tourism, government support was actively used. In the pioneer countries of rural tourism, its prospects were initially assessed by regional authorities, and they also supported its development by adopting appropriate laws and development programs.

Considering the above, it seems that in Ukraine it is necessary to develop regional (local) programs for the development of rural tourism. As a result, tourist objects can expect to receive financial assistance from two or three sources.

Examples in other kinds of tourism already exist. In particular, the settlements of the Dnipropetrovsk region receive support within the framework of the program «Development of tourism in the Dnipropetrovsk region for 2014 to 2022» [5]. The program was developed taking into account the tourism strategy of the Dnipropetrovsk region until. Within the framework of the Program, a gradual solution is planned, including on the development of rural tourism by attracting the private sector, especially in rural areas, to recreational and tourist entrepreneurship and activities in the direction of rural tourism.

A comprehensive program for the intensification of the development of small and medium-sized businesses in the Dnipropetrovsk region for 2019 to 2020 also involves the development and support of new types of activities of small and medium-sized businesses, in particular in the field of rural tourism. Within the framework of this direction, the implementation of the projects «School of agritourism», «Evaluation of guesthouses and issuance of quality certificates of international standard», «Ethno-village – attracting people with disabilities (invalids) to green tourism» is provided.

According to the list of tasks and activities of the Tourism Development Program in the Dnipropetrovsk region for 2014 to 2022 in the direction of rural tourism development, the regional administration proposes the following activities.

Dnipropetrovsk region has all the necessary prerequisites for the further development of the tourism industry: a favorable geographical position, natural conditions, historical, cultural, human and material resources.

An important part of tourism development planning is the effective implementation of «pilot» projects for rural recreation, which are carried out by the regional communal enterprise (RCE) «Center for Green Tourism and Folk Crafts of Dnepropetrovsk region «Divokray»», the Dnipro Development Agency.

Implementation of the program for the development of rural tourism in the Dnipropetrovsk region will create a positive image of rural tourism in the Dnipropetrovsk region, intensify the region's participation in international tourism projects, tourist information exchange with other regions of Ukraine.

Partnership and joint activities should become a key factor in realizing the potential of rural tourism, as well as an important socio-economic step in supporting the Ukrainian countryside as a whole.

Reference:

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