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## **PROBLEMS OF ECOLOGICAL TOURISM DEVELOPMENT IN UKRAINE**

Prior to the current problems, the development of ecologic tourism in Ukraine has gone through the introduction of food in the system and training of professional faculties, the introduction and re-qualification of the civilian government and the unemployed population in the villages. In Ukraine, special consulting companies are not based on a permanent basis, so that they could not provide more professional advice and support. There are also no regional information and training centers that could provide the necessary services to a average peasant. Instead, now in Ukraine we have a large number of owners who work without education and special skills. Thus, in order to ensure the proper quality of services provided by farmers, the problem of creating a group of specialists who could transform from a rural novice – the owner of a farmstead, whose services will satisfy the taste of the most demanding customer in the future [1].

One of the significant obstacles to the effective promotion of the idea of ecological tourism among tourists is the lack of professionally developed marketing and advertising strategy. A significant number of existing tourist routes (products) were developed in the complete absence of information about the wishes of those for whom it was created – potential customers.

Hence the problems associated with the sale of a significant number of eco-tourism products that are not in demand.

At this stage, we can also see the lack of established and working mechanisms that would ensure a constant connection between the owner of the farmstead, who is interested in selling their services and a client who wants to relax in one of the Ukrainian villages. The media pay little attention to this problem, which greatly complicates the process of perception and assimilation of information, on the one hand – potential tourists, on the other – the owners. It should also be noted that a single farm can not independently form and sell good tourist product. Creating an eco-tourism product requires the efforts of many people and people from many industries, who share a common goal.

International practice shows that the development of rural tourism in the form of a small family hotel business is a major socio-economic program to transfer part of the agricultural population from the sphere of production to the sphere of services. Its goal is to give impetus to the development of agricultural regions, as well as the local population by organizing a new specific sector of the local economy. In developed European countries, where an important factor is that the housing stock in rural areas as a whole has a high level of comfort, the concept of ecological green tourism is

based primarily on the use of household resources. Thus, the prevailing model in Europe for the development of this type of tourism is focused on the development of small family hotels in the ecological provinces. To implement this model of ecological tourism development it is necessary [2]:

- availability of free or conditionally free housing in rural areas terrain;
- a fairly high level of comfort and satisfactory condition of the majority housing stock;
- regular state support of tourist farms: adoption political decision on the development of eco-tourism as a sector of the sphere tourist services;
- organizational support: creation special structures for the organization works, introduction of information technologies;
- legal (adoption of relevant laws and government programs), advertising, information support for the promotion of national and regional ecological tourist products;
- financial support (system of preferential crediting or subsidies eco-tourism farms).

The above-mentioned model of ecological tourism development is also implemented in the countries of Central and Eastern Europe. They usually do not have the same level of housing as in Western Europe, however, in these countries there are government programs to develop the rural tourism sector. At the level of the central government, decisions on state support for ecological tourism have been approved, appropriate programs have been adopted, and a system of preferential lending to ecotourism farms is being created for the reconstruction and re-equipment of buildings. National associations of ecological tourism business entities have also been organized, information technologies are being introduced at the initial stage and information and advertising portals are being supported [3].

In less economically developed countries, where private homes can not be used as accommodation facilities for tourists, but there is a unique tourist potential (climatic, natural, landscape, historical and cultural), practice a different approach - in rural areas outside the resort areas are created large private tourist centers focused on the use of tourist resources in rural areas.

Currently, the world has practical experience in implementing three models of eco-tourism development. They can be grouped as follows:

1. Development of tourism business on the basis of a small family hotel farms. This model is successfully implemented within several concepts that form the basis of state policy on the transfer of the rural population from the agricultural production sector to the services sector subject to acceptance on state level comprehensive social-economic strategy aimed at support for rural areas. This strategy includes supporting network development accommodation facilities (private micro hotels) on the basis of existing in the ecological areas of housing, eco-economic and specialized facilities.

2. Construction of large and medium-sized private tourist facilities in rural areas: specialized hotels, cultural and ethnographic center. This model for successful

implementation requires first of all, investment resources – both local and external, as well as support for relevant projects at the regional level.

3. Creation of public or private eco-economic parks. Except development of the tourism industry, based on such a model concept puts for the purpose of popularization and propagation of achievements of agriculture of the country and demonstration of traditional eco-economic production techniques. Being multifunctional centers, state eco-parks can in parallel to carry out research and selection work, while remaining entertaining tourist sites and permanent exhibitions exposure centers.

The above models of ecotourism have been tested in world practice. The concept of ecological tourism development in the Ukrainian province should be comprehensive: due to the huge variety of conditions in our country, it can include all these areas (models), and their practical implementation depends on the characteristics of the region.

The development of eco-tourism as a sector of the Ukrainian tourism industry requires partnerships between government, business, local communities and a wide range of interested NGOs at all levels. Institutions of inter-municipal cooperation and association of eco-tourism entities can play a significant role in coordinating this process. One example of a regional association of tourism entities is the creation of eco-tourism unions.

Thus, the development of the tourism sector in the Ukrainian province should be an important factor in the growth and development of Ukrainian society: economic, social, cultural and spiritual. The most important result of ecological tourism development is the growth of material well-being of local communities, socio-cultural and spiritual effect as a result of activation of local creative resources, preservation and development of national natural, historical, cultural and spiritual heritage, self-esteem of local communities, emergence of positive social perspective.

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