

TOURISM DEVELOPMENT IN RURAL AREAS IN UKRAINE

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In the modern world, rural tourism has developed into a separate significant sector of the global tourism market. Taking into account the socio-economic, ecological and natural climatic character of modernity, its formation and development take place in the context of green and rural tourism as one of the crucial aspects of diversification of the agro-industrial regions of Ukraine.

In recent years, there has been a clear trend towards increased environmental measures. Europe as a whole is characterized by relatively high living standards. These factors explain the increased attention to environmental issues on the continent. Decisions on the issues of water and air purification, recycling, protection of flora and fauna, etc. are constantly discussed and adopted at the state level. This is facilitated by the high level of media attention to these issues. In most cases, the consideration of environmental issues is combined with tourism development issues, which helps to attract the attention of European governments to sustainable tourism development. The increased attention to these issues undoubtedly creates conditions for the emergence of new tourism products, both at the level of individual tourism related to environmental interests, on the part of environmental protection and of tourists. Thus, one of the types that has emerged based on the concept of sustainable tourism development is green and rural tourism. At the same time, modern global trends demonstrate the changes of political economy paradigm in favor of agriculture and rural development. Democratization and increased public participation in policy making in many of the world's leading countries have enhanced the capacity of the poor rural population to influence the implementation of development goals – poverty reduction, living standards in rural areas, etc [16]. That is why green and rural tourism will contribute to ecologically, socially and economically well-balanced sustainable development of rural areas. As one of the ways of diversifying the incomes of the rural population, green and rural tourism originated in Europe. At the beginning of the 18th century the first expedition guest houses appeared in the mountainous regions of France and Switzerland.

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And at the end of the 20th century green rural tourism developed intensively on a global scale due to the decline of agriculture and other types of economic activity typical of a particular area. Under these circumstances, green and rural tourism are turning into a form of alternative development in order to prevent the degradation of economic systems. Organized rural vacations in Ukraine were popular with the members of youth organizations, the Ukrainian intelligentsia in the late 19th and early 20th centuries. It was then that the summer vacation in the countryside was known as “litnysko” (from Ukrainian «літо» –summer). Since the 60s of the 20th century, in the traditionally popular area for a “litnysko”, vacation tourist-health complexes, such as Morshyn, Truskavets, Svaliava, began to appear. During peak seasons, there was a shortage of facilities for the official recreational zones. At the end of the 20th century, Union for the Promotion of Rural Green Tourism in Ukraine (founded in 1996, since 2003 a member of Eurogites) began the promotion of rural recreation. A significant result of its activity is the creation of the domestic brand “rural green tourism”, which is well-known in the international tourism market [16].

The development of rural tourism should be considered in connection with the agricultural production, problems of agriculture. Thus, green and rural tourism is a complex sector of the economy that should be considered as: a variety of services; domestic and international tourism sector; type of entrepreneurial activity in rural areas; the development of rural tourism also involves addressing a number of economic, environmental and social problems in the host region.

In addition, green and rural tourism, as a service sector in rural areas, significantly changes the system of economic relations not only between rural residents but also between them and tourists. Thus, green and rural tourism is a new field of activity and research that traces the interaction of directions, both of economic and non-economic nature, both at the global and national levels. Green and rural tourism is a subtype of sustainable tourism and a type of tourism that partially overlaps with ecotourism. Therefore, the definition “rural green” tourism can often be seen. Ecotourism and agrotourism are complementary and interdependent concepts in the tourism sector development in many countries. Moreover, in the contemporary international practice, a number of similar types of tourism that have a mild influence on the environment and local community, and are close in their purposes (including rural, farming, sports, culinary, adventure, extreme, etc.), are often combined in a single sector of eco-agrotourism. This is indicated by European experience: there are examples of organizations that have included this term in their name (European Center for Eco Agro Tourism - ECEAT) [3].

Rural tourism includes not only accommodation in a rural area, but can also be combined with other types of recreational activity. Green and rural tourism is between classic rural tourism and tourism in a rural area, where these types of tourism are also dependent on the principles of

ecology and can include other types of tourism activities, such as: sports, agrotourism, health, beach, gastronomic, extreme, natural etc.

“Classic rural tourism” is fully integrated into rural tourism and has little contact with other types of tourism, since its organization does not require any services other than basic accommodation and catering. Rural and other types of tourism interact in different ways. Green and rural tourism, as a relatively new phenomenon that has developed rapidly abroad, and has become recognizable in Ukraine only in recent decades, has many definitions and classifications given in Table 1.

Table 1
Definitions of rural and green tourism

Rural tourism		Green tourism (ecotourism)	
Reference	Concept	Reference	Concept
S. Medlik [10]	Rural tourism is a recreational type of tourism, in rural areas. It implies the development of scenic routes, recreation sites, agricultural and folk museums, as well as tourist service centers with tour guides.	Report of Swedish Enterprises on the Perspectives of International Tourism Market Development [13]	Green tourism is a term that can be described as any tourism that relates to the natural environment of a particular area or introduces the practice of green environmental management.
V. Vasyliev, P. Horishevskiyi Yu. Zinko [7]	Rural tourism is a vacation with any purpose, type and form of organizing a trip to the countryside with a vacation in the farmhouse, which uses the resources of <i>subsistence farming</i> .	S. Medlik, British Dictionary of Travel, Tourism and Hospitality [10]	Green tourism is synonymous with the concept of “ecotourism”, that is, a form of travel that is environmentally friendly and incorporates the main principles of ecotourism.
V. Byrkovych [2]	Rural green tourism is a specific form of recreation on private rural farms, which uses the property and labor resources of private, subsistence or intensive farming, natural and recreational features of the area and cultural, historical and ethnographic heritage of the region.	S. Medlik, British Dictionary of Travel, Tourism and Hospitality [10]	Ecological tourism is an environmentally friendly travel form. It occurs in areas of natural value (national and landscape parks). Ecotourism aims to protect the natural and cultural environment of the regions visited by tourists.

As seen from Table 1, the concept of “green and rural tourism”, indeed, remains a concept that has no universally accepted definition. According to the author, rural tourism is a much broader

concept of agrotourism and farm tourism, but it includes ecological aspects of environmental protection, i.e. green tourism, which means it can be considered as rural tourism.

That is, according to the author, the priority concept is rural green tourism, taking into account the principles of this form of tourism. The above mentioned concepts are reflected in the tourist movement of Ukraine. In general, recreation in Ukrainian villages has been defined as “rural green tourism”, which covers a wide range of recreation: from in-country rural recreation (rural tourism), recreation in tourist centers and resorts located in villages or towns to recreation directly in rural estates or farms (agrotourism, farm tourism). According to the author, the ecological focus of rural tourism has defined this type of tourism as “green” tourism.

Thus, green and rural tourism is a type of activity organized in the countryside, which helps to form integrated services for accommodation, recreation, catering, sightseeing, leisure and sports activities, active tourism, organization of fishing, hunting, acquisition of knowledge and skills. Green and rural tourism is focused on the use of agricultural, natural, cultural, historical and other resources of the countryside and its specific features to create a complex tourist product.

At the global level, there is still no common unified system for the development of green and rural tourism, although there are a number of common principles and approaches for its implementation. As rural tourism is developing quite dynamically abroad and it is a significant sector of the tourism industry, it is advisable to conduct research into the development of green and rural tourism industry and infrastructure abroad in order to identify the most successful approaches to its development. There are several different concepts of green and rural tourism, with different goals and objectives. In many countries, green and rural tourism is considered as one of the leading directions of development of the national tourism industry, which is reflected in the national concepts of tourism development.

International (mainly European) practice shows that the development of green and rural tourism in the form of a small family-run hotel business is a major socio-economic program for the transfer of agricultural population from manufacturing to services. Its task is to trigger the development of agricultural regions and their populations through the organization of a new specific sector of the local economy. In addition to economic goals, such public policy pursues social and socio-cultural goals: to stop the degradation of rural areas, population outflow and the growth of negative social phenomena, to preserve and partially recreate cultural heritage, national identity.

Data from EuroGites, the European Federation of Rural Tourism, show that the average annual rate of development of the rural tourism segment over the last 10 – 15 years has been 10 – 15%, which is much higher than for European tourism in general (4 – 5%) [14].

Considering the portrait of a consumer of green and rural tourism services in Europe, EuroGites experts note the following characteristics [14]:

- 1) 95% of tourists are domestic, 80% of them live within a less than three-hour drive;
- 2) the average stay lasts from 1, 5 days (local market), 3, 6 days (within 4 hours of transport accessibility), and about 8 days (foreign tourists);
- 3) the most popular accommodation is the one with minimal or no service;
- 4) more than 80% of visitors prefer independent living;
- 5) less than 20% of visitors prefer to use the traditional "B&B-style".

In France the share of rural tourism in the tourist flow reaches 33%, in the UK about 10% of entrepreneurs doing business in the countryside are integrated in the rural tourism industry and offer related services, in Germany a little less - 4% of entrepreneurs [17], which serve up to 13% of the domestic tourism market [14]. In New Zealand, 11% of inbound tourists visit farms with foreign tourists accounting for an average of 53% of rural tourism users. It is interesting to note that if foreign tourists visiting New Zealand farms are predominantly in the 55-64 age group, domestic tourists are predominantly 25-34 years old [15].

Models of rural and green tourism development are presented in Table 2.

Table 2

Models of development of green and rural tourism

French model	<ol style="list-style-type: none"> 1) Different forms of classic rural green tourism, variable depending on the proximity to the sea; 2) considerable attention is paid to the development of gastronomic and wine tourism; 3) forms of accommodation for tourists involve less residence on farms, tourists are housed in cottages.
German model	<ol style="list-style-type: none"> 1) Accommodation and catering in farm buildings; 2) rural green tourism is intertwined with farm and event; 3) work on the ground is assumed.
Italian model	<ol style="list-style-type: none"> 1) Rural green tourism combined with restoration of health, study of gastronomy and local produce, sports; 2) accommodation of tourists in apartments; 3) widespread tent camps.
Czech model	<ol style="list-style-type: none"> 1) Focuses on productive regions and regions bordering protected areas; 2) is a budget type of holiday; 3) accommodation in farmhouses with elements of authentic rural life.
Spanish model	<ol style="list-style-type: none"> 1) Extended vacation in the village and on the farm; 2) acquaintance with housekeeping, gastronomy, animal care.
Polish model	<ol style="list-style-type: none"> 1) It is distinguished by a clear delineation of "tourist" farms: for some it is the main and only business, for others it is additional income; 2) accommodation facilities vary in cost and quality of services provided.
Latvian model	<ol style="list-style-type: none"> 1) Rest with elements of traditions and customs on farms.

The success of rural tourism, which in many countries has turned from an auxiliary sub-sector of agriculture into an independent and competitive service sector, has contributed to its purposeful development in different countries of the world. Summarizing, it is possible to distinguish the following four concepts of managing tourism development in rural areas, that is, green and rural tourism in the world:

Western European, where the focus is on the environmental aspect, support for the reconstruction of accommodation facilities and tourist infrastructure;

Eastern European, where the focus is on leisure in the countryside, in which the system of state support for the development of green and rural tourism plays a major role;

Anglo-American provides low-cost accommodation in rural areas;

Asian, which emphasizes elements of national culture.

Green and rural tourism is at the junction of three areas of activity: rural development, agricultural development and tourism product diversification.

Thus, the analysis of foreign experience shows the high importance of integrating different types of tourism with rural and green tourism for the success of tourism development in rural areas.

As for the development of rural tourism, today the ecological market is positioning itself as one of the most promising economic development sectors not only at the state, but also primarily at the regional level. Its formation is the most important direction in solving problems of sustainable development of rural regions in Ukraine. According to statistics, agricultural activity alone does not immediately raise the standard of living of the rural population, so it is important to promote rural green tourism in Ukraine as a major aspect of rural economy diversification, along with the main activities, since according to World Tourism and Excursion Council (WTTC) and the World Tourism Organization (WTO), tourism is the largest dynamic industry in the world. According to the Ministry of Economic Development and Trade of Ukraine at the end of 2018, there are 522 tour operators for inland, inbound and outbound tourism. In general, if we analyze the dynamics of tourist flows over the last decade, we obtain the following results (Table 3) [9].

According to the data in 2018, there is an increase in foreign tourists, compared with 2017, namely 35071 thousand people, and there is an increase in domestic tourist flows – 453561 thousand people. The development of domestic tourism has been influenced by the political and economic situation in the country.

In today's environment, many experts consider rural tourism, i.e. green and rural tourism, one of the most famous and popular types of recreation. Rural regions of Ukraine are large territories with high levels of agricultural development and rich tourist and recreational potential. Diversity of tourism resources, cultural heritage of Ukraine have allowed entrepreneurs to create various types of tourism products in the rural recreation segment.

Table 3

Analysis of tourist flows of Ukraine

Years	The number of citizens of Ukraine who traveled abroad - total thousand people	Number of foreign nationals who visited Ukraine - total, thousand people	Number of tourists served by tourist operators of Ukraine – total, thousand people	Of the total number of tourists:		
				foreign tourists, thousand people	tourists-citizens of Ukraine who went abroad, thousand people	domestic tourists, thousand people
2001	13422320	6430940	2013998	377871	285353	1350774
2002	14849033	9174166	2175090	416186	271281	1487623
2003	14729444	10516665	2265317	417729	302632	1544956
2004	14794932	12513883	2856983	590641	344 332	1922010
2005	15487571	15629213	1890370	436311	441798	1012261
2006	16453704	17630760	1825649	326389	566942	932318
2007	16875256	18935775	2206498	299125	868228	1039145
2008	17334653	23122157	2863820	372455	336049	2155316
2009	15498567	25449078	3041655	372752	1282023	1386880
2010	15333949	20798342	2290097	282287	913640	1094170
2011	17180034	21203327	2280757	335835	1295623	649299
2012	19773143	21415296	2199977	234271	1250068	715638
2013	21432836	23012823	3000696	270064	1956662	773970
2014	23761287	24671227	3454316	232311	2519390	702615
2015	22437671	12711507	2425089	17070	2085273	322746
2016	23141646	12428286	2019576	15159	1647390	357027
2018	24668233	13333096	2549606	35071	2060974	453561

Each country with significant tourist flows seeks to create its own model of rural green tourism at the national level. It should be emphasized that the development of rural green tourism is only possible in regions with low levels of environmental pollution. Thus, according to the results of the annual ranking of countries on the Environmental Sustainability Index published by Yale Center for Environmental Law & Policy in 2018, Ukraine ranked 44 out of 180 countries.

The Environmental Sustainability Index takes into account the success of countries in reducing the impact of environmental pollution caused by economic activity on human health and natural ecosystems. The ranking takes into account water and air quality, environmental impact on human health, greenhouse gas emissions, forest areas, etc. It should be noted that countries are ranked on the basis of criteria grouped into 9 categories, a comprehensive analysis of which can identify the strengths and weaknesses of a country in the field of environmental performance [6].

According to the indicators of the categories, Ukraine is ranked 25th in the category of “climate change and energy”, 45th in the “population health”, 50th in “agriculture”. That is, the

country's eco-efficiency makes it possible to develop "green" tourism in Ukraine. However, the level of development of rural green tourism in Ukraine is quite low, despite the enormous natural, ethnographic, historical and cultural potential. Recreational territories cover almost 17% of the country's total area. However, neither an organizational nor a separate regulatory framework nor financial and statistical reporting has been created yet, and there is no investment in this type of tourism at all.

In Ukraine, the Union for Promoting Rural Green Tourism in Ukraine (hereinafter referred to as the Union) has initiated the promotion of green and rural tourism development ideas. At its initiative, green and rural tourism centers have been established and are functioning in most regions of Ukraine. The Union, in collaboration with scientists and governmental bodies, has developed the Concept Project and started work on the Rural Tourism Development Program in Ukraine. The Union carries out ecological marking of estates in compliance with the requirements of the ecological standard, namely the following components of green and rural tourism services: environment; estates; rooms; products; rational use of water resources; rational use of electricity and fuel; limited use of household chemicals; tourist information; recommended tourist activity; support for national traditions; transport. The provision of rural green tourism services in Ukraine based on private farms does not belong to entrepreneurial activity (Law of Ukraine "On Private Farming" (Article 1). According to the Law of Ukraine "On Tourism", if a private farm owner is required to carry out activities in the field of rural green tourism within the limits defined by the current legislation, all he needs to do is to be registered in the village, town, city council at the location of the land plot. For instance, the bill "On Rural and Rural Green Tourism" suggests establishing additional terms of classifying agrotourism activities as non-entrepreneurial, namely the presence of 10 beds in a rural estate for temporary accommodation of tourists. All the other types of tourism organization (both professional and non-professional) are regarded as entrepreneurial [16].

By various estimates, as of 2019 Ukrainian rural tourism services provide from 1500 to 2000 or more estates. Most of the farms are concentrated in Western Ukraine. Given the lack of official statistical information on the development of green and rural tourism, it is advisable to consider the resource potential of the country, including Kharkiv Oblast, to further effectively organize rural green tourism. One of the trends in green and rural tourism development is the increased demand of urban population for recreation in rural areas.

The City of Kharkiv and Kharkiv Oblast, as one of the leading oblasts in the tourism sector of Ukraine, achieved significant results in 2018, thanks to the efficient management of the tourism sector. Six Kharkiv farmsteads of rural green tourism (agro-farmsteads) won the All-Ukrainian competition "100 best farmhouses of rural green tourism". For the first time in 2017, a regional

network of “Guest Houses of Kharkiv Oblast” was created in the number of 37 houses, of different categories, which were included in the “All-Ukrainian Guest House”. The categorization of existing rural tourism estates located in the priority territories of Balakliia, Borova, Valky, Vovchansk, Dvorichna, Zmiiv, Iziium, Nova Vodolaha, Chuhuiiv raions and the city of Dergachi, was carried out within the framework of the implementation of the project “Supporting entrepreneurship initiatives of rural residents in the field of green tourism”, developed by a non-governmental organization “Institute for Social Policy of the Region” [9]. Natural recreational resources (nature reserve, forests, green areas of cities and suburbs, water resources) are important assets for tourism activity, namely for the development of green and rural tourism in Kharkiv Oblast.

The nature reserve of Kharkiv Oblast (presented in Table 4) has valuable unique natural territorial complexes, which are the basis for the development of green and rural tourism, and are part of the national nature reserve network. The natural territories and the nature reserve sites of the region are represented by national nature parks, regional landscape parks, botanical gardens, zoological parks, national and local nature reserves, nature monuments and nature reserves of local importance. As of 01.01.2019 the natural reserve fund of the region has 242 territories and sites with a total area of 74 151.34 ha, including 13 sites of national value with an area of 23 984.6 ha, the percentage of conservation is 2.36 [5] from the total area of the region (Table 4).

Activation and spread of green and rural tourism in Kharkiv Oblast cannot be ensured without solving the key problems that hinder the development of this field at the present stage.

According to an expert survey, the main constraints of the region are: unsatisfactory state of social infrastructure development and technical communications (heat, water supply, availability of everyday objects, lack of facilities and transport networks, etc.); the low standard of living of the rural population, which diminishes the potential attractiveness for domestic and foreign tourists; imperfect current legislation in the field of standardization, certification, marking of “green” services, categorization of subjects of the tourist services market; poor quality of services; low level of information support for green and rural tourism; lack of a clear strategy for the development of green tourism at the regional and national levels. At the same time, the lack of regulation of the organizational, legal, social rules and standards of further development of green tourism should not become a hindering factor for the implementation of green industry projects, which should be implemented within the framework of regional programs and strategies of socio-economic development. The key role in the implementation of this strategic task rests with the executive authorities of oblasts and regions.

Summarizing the conducted research, it can be noted that the development of tourism in rural areas is one of the priority activities for households and population in rural areas of Kharkiv

Oblast as well as other agro-industrial regions of Ukraine, whose experience can be used in other developing countries, for example, in India.

Table 4

The nature reserve of Kharkiv Oblast

Categories	The nature reserve sites					
	National		Local nature		In all	
	reserves		reserves			
	Number, pieces	Area, thousand hectares	Number, pieces	Area, thousand hectares	Number, pieces	Area, thousand hectares
National nature parks	3	22690	-	-	3	22690
Regional landscape parks	-	-	7	20544,3	7	20544,3
Represented, In all	3	1038	166	36921,6	169	37959,6
including:						
Landscaping	-	-	13	26043,2	13	26043,2
Forest	-	-	9	3207,1	9	3207,1
Botanical gardens	1	185	51	3169,99	52	3346,19
general zoological	2	853	5	1292,4	7	2145,4
ornithological	-	-	7	787,9	7	787,9
entomological	-	-	63	594,8	63	594,8
Hydrological	-	-	17	1811,6	17	1811,6
General-geological	-	-	1	14,6	1	14,6
Nature sights, In all	-	-	44	645,9	44	645,9
including:						
Complex	-	-	2	176,3	2	176,3
Botanical	-	-	38	455,2	38	455,2
Hydrological	-	-	4	14,4	4	14,4
Conservation tracts	-	-	9	2537,2	9	2537,2
Botanical Gardens	1	41,9	1	13,25	2	55,15
Dendrological parks	1	22,8	1	51,5	2	74,3
Park monuments of landscape art	4	169,9	1	10,8	5	180,7
Zoological parks	1	22	-	-	1	22
In all	13	23984,6	229	60724,5	242	74151,3

In modern conditions, the activation of green and rural tourism makes it possible to solve the most difficult problems of the countryside: it contributes to additional employment of the

population, becomes a promising source of income generation, contributes to the reduction of social tension in the society, forms the social values system, and increases the cultural and educational level of the population. The conducted analysis of the conceptual bases and practical organizational and economic approaches to the development of rural tourism shows that, unlike other types of tourism, more diverse socio-economic factors influence the formation of the industry and infrastructure of rural tourism. In general, when considering the typology of socio-economic factors of tourism development, researchers take different points of view on their structure and grouping. According to the results of the research, the most comprehensive set of factors of this kind, formed and systematized in the paper, implies the need to single out two groups of factors: tourism industry (production, engineering, infrastructure, tourism resources and tourist supply); tourism infrastructure (financial-investment, labor, regulatory, innovative, marketing). However, it is possible to consider the main, most important factors of tourism development from the standpoint of rural tourism development restraint (lack of complete legal framework, weak financial base of population, living in rural areas, difficult demographic situation in rural areas, lack of permanent systematic support of rural population on attraction to the tourism sector, lack of a developed system of informing potential consumers of tourist services in rural areas, underdeveloped advisory services of the rural population willing to run tourism business). Taking into account these negative factors, a generalized model plan of action for eliminating their destructive effects is developed and presented in Table 5.

Table 5

Typical generalized action plan for rural tourism development

Direction of solving the problem	Meaning	Objectives
1	2	3
Management of green and rural tourism and partnership with authorities.	The purpose of this direction is to consolidate the actions of rural tourism operators through creation of tourist clusters, registers of tourist services, implementation of projects on rural tourism development both at the level of raions and at the level of rural communities. In partnership with the authorities, the aim is to coordinate the actions of the authorities at all levels concerning the development of rural tourism by facilitating legislative regulation of existing problems, creating new institutions, devising rural tourism development programs at the level of oblasts, raions and village	To form a Coordinating Council for the development, promotion and dissemination of green and rural tourism.
		To develop and submit for approval to the Verkhovna Rada of Ukraine (based on the Concept of Rural Tourism Development in Ukraine) a draft of Rural Tourism Development Program in the Region.
		To develop and approve a strategic period (5 years) for regional rural tourism development programs.
		To develop and approve rural green tourism development programs in the village councils of the region.

	councils.	To test selected tourism development models in rural areas in terms of cost and profit.
1	2	3
Development and implementation of quality standards for tourist services in rural areas.	The purpose of this direction is to create optimal conditions for accommodation of tourists in rural areas and to provide them with quality services at tourist sites, to increase the attractiveness of rural tourism through the development of quality standards, the organization of certification and categorization of rural tourism objects, the creation of catalogs of such sites.	To allocate investment resources in order to support the most significant and popular rural tourism sites.
Development and implementation of quality standards.	The purpose of this direction is to create optimal conditions for accommodation of rural tourists and to provide them with quality services at tourist sites, to increase the attractiveness of rural tourism through the development of quality standards, the organization of certification and categorization of rural tourism objects, the creation of catalogs of such sites.	To create a register of rural tourism sites in the region for further placement on advertising and information resources.
		To develop a note aimed at clarifying the Rules for the mandatory certification of services for the temporary accommodation of tourist service consumers.
		To develop a unified system of voluntary categorization of rural tourism objects of the region.
		To constantly work on certification and categorization of rural tourism sites of the region.
Advanced training of farm owners in the rural tourism sector.	The main purpose of this direction is the organization of training and advanced training of people involved in the rural tourism sector through the organization of training courses, seminars, research-and-practice conferences, the preparation of educational and methodological literature.	To create the first catalog of rural tourism sites of the region that have been certified and categorized.
		To develop methodological recommendations on organizational and legal forms of activity in the rural tourism sector.
		To develop and approve the program of the permanent seminar "Rural tourism as a tool for rural development".
		To prepare and publish an instructional guide on rural tourism organization for rural estate owners.
		To hold research-and-practice conferences "Experience and problems of rural tourism in the region".
		To conduct trainings for rural estate owners and seminars for rural residents willing to engage in rural tourism.

		To conduct seminars “Rural tourism as a tool for rural development” for employees of state executive bodies and the local government.
1	2	3
Rural tourism marketing.	The purpose of this direction is to increase the competitiveness of rural tourism in the region by promoting tourist products on the market, creating a website, tourist information centers, participating in Ukrainian and international tourist exhibitions, publishing catalogs, maps and guidebooks.	<p>To create a register of sites that provide additional services for tourists in the rural area.</p> <p>To develop an information website for rural tourism in the region.</p> <p>To develop an advertising website for rural tourism in the region.</p> <p>To develop and approve a marketing strategy for rural tourism in the region.</p> <p>To establish cluster-based rural tourism information centers in the region.</p> <p>To participate in Ukrainian and international tourist fairs.</p> <p>To prepare a calendar of the tourist season events (festivals, exhibitions, carnivals, city days, competitions, gatherings, concerts, etc.) for the current year.</p> <p>To organize and hold ethnic festivals in the rural area of the region.</p> <p>To publish catalogs, guides, maps of rural tourism in the region.</p>

The implementation of the measures of the proposed plan will activate the development of green and rural tourism with the use of the following tools: informing the rural population in the rural tourism sector, involving the rural population in tourism activities, education of the rural population in the tourism sector.

The purpose of raising the awareness among the rural population of the region about the issues of tourism activity is to form a positive attitude to the tourism sector as a whole, including rural tourism, to understand the importance and the opportunities of rural tourism, the prospects for the development of tourism activities within a certain territory, as well as to involve the rural population in rural tourism events. Measures to spread and clarify information on rural tourism development in the tourism sector of the region will contribute to achieving this goal.

These measures should be based on the publications in various print and electronic media, on the regional radio and television, materials on the effectiveness of rural tourism development, the

dynamics of the main indicators of the tourism sector development. Particular attention should also be paid to other influential channels of spreading information in the rural area. This measure will raise awareness of the rural population of the region about new developments in the tourism sector, as well as the contribution of the tourism industry to the socio-economic development of rural areas in accordance with the activation of educational measures.

The involvement of the population in tourism activities allows to form and develop the necessary human resource capacity of rural tourism, as well as partially solve problems of increasing the employment and the quality of life of rural population, the development of non-agricultural activities in rural areas. Experience has shown that effective measures are being taken in this regard to increase the activity of green and rural tourism enterprises, improve the image of tourism professions, and promote employment in green and rural tourism sector in the region.

The purpose of involving the rural population of the region in tourism activities is to form and develop the necessary human resource capacity of rural tourism, as well as to solve problems of increasing the employment and the quality of life of the rural population, the development of non-agricultural activities in rural areas. Measures related to increasing the activity of rural tourism enterprises, improving the image of the tourist region, and promoting employment in rural tourism will contribute to achieving this goal.

Thus, based on the analysis and generalization of legal acts and literary sources, we can draw the following basic conclusions. Features of rural and green tourism in the aspect of sustainable development are revealed, models of development of rural green tourism abroad are defined. Based on the results of the analysis of conceptual approaches to the definition of rural and green tourism and its features, it is proved that rural tourism should be considered in the context of ecological tourism, that is, rural green tourism is used as a generalized concept that combines different types of organized and amateur tourism realized in the countryside.

According to the analysis of foreign experience with the practice and methodology of the development of green and rural tourism, working with the population is the most important aspect of the green and rural tourism development. Farm owners must be convinced of the prospects for development of tourist activity in the countryside, their ability to create and manage an attractive tourist product, to access the necessary technologies. In this regard, the paper offers a generalized plan for activating the development of green and rural tourism, aimed at creating an effective system for involving the rural population in tourism.

The main tasks of raising awareness of the rural population about tourism activities are the formation of a positive attitude to the tourism sector as a whole, including rural tourism, understanding of the importance and the opportunities of rural tourism, the prospects for the development of tourism activities within a certain territory, as well as involvement in green and

rural tourism events. Achieving this goal will help to improve the socio-economic processes of tourism development in both rural areas of Ukraine and countries that have chosen the path of market socio-economic development.

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