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Velychko Olena, Candidate of Economic Sciences, Associate Professor of the Department of Hotel and Restaurant Business and Business Organization, Mykolaiv National Agrarian University, Mykolaiv, Ukraine

ORCID ID: 0000-0001-6555-3691

e-mail: kalyzna1976@gmail.com

Andriushchenko Yana, Candidate of Pedagogical Sciences, Senior Lecturer of the Department of Hotel and Restaurant Business and Business Organization, Mykolaiv National Agrarian University, Mykolaiv, Ukraine

ORCID ID: 0000-0002-9191-7652

e-mail: andriushchenko@outlook.com

Rural Green Tourism as a Factor in the Development of Rural Areas

Abstract. Introduction. Today, the tourism industry in Ukraine is only the fifth most important component of budget filling, but its share should increase significantly given such objective prerequisites as favorable geopolitical location of Ukraine in central Europe, the presence of significant tourist and recreational potential, favorable climate, rich flora and fauna, numerous world-class cultural and historical monuments. The general state and potential of rural green tourism in Ukraine are investigated in the work, the problems and prospects of its development are determined. Rural green tourism for Ukraine is a new concept, although it is developing quite actively. Research has shown that rural green tourism in combination with other industries will be able to solve a number of economic, social and environmental problems inherent in rural areas of Ukraine. It is determined that rural green tourism is one of the promising areas of national internal tourism in Ukraine.

Purpose. The purpose of the article is to study the current state of rural green tourism in Mykolaiv region and to develop theoretical provisions and practical recommendations for its further development.

Results. The essence and varieties of rural green tourism, processes of formation and factors of its development are investigated in the work. The views of scientists on the interpretation of the concept of "rural green tourism" are systematized. It is established that a common feature of rural tourism is the concept of the created atmosphere, which mainly determines the quality of the tourist product from the standpoint of the consumer. The study carried out a comprehensive assessment of the socio-economic conditions of the industry, characterized the natural resource potential of Mykolaiv region, which is quite attractive for tourists. The main recreational zones of Mykolaiv region, which will promote the formation and development of the location of rural green tourism, are analyzed. It is substantiated that for the formation of the tourist product of the region it is necessary to involve not only a powerful nature reserve fund, historical and architectural heritage, but also the agricultural sector, which produces organic products. The study identified factors that delay the development of rural green tourism. They include the lack of government policy and information support, proper rural infrastructure, limited choice of leisure, high share of agricultural production and manual labor in farms, absence of coordination center between rural communities, authorities and consumers about tourism development. It is determined that the successful development of rural green tourism requires a strategy that takes into account the specialization of each area and emphasizes the uniqueness of the tourist product.

Conclusions. Prospects for the development of green tourism in rural areas are described. The internal potential and possibilities of its involvement for the development of green tourism are determined. It is established that green tourism can be an additional factor in filling the revenue side of the budget of rural settlements. The creation of a new tourist location is proposed and its economic efficiency is substantiated. The implementation of the proposed recommendations will promote mutually beneficial cooperation between the rural green tourism market of the region and local governments, environmental protection, as well as sustainable rural development.

Keywords: rural green tourism, agritourism, rural area, farmhouse of rural green tourism, product of rural green tourism, territory of priority development, recreation complex, economic stability.

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Величко О. В., кандидат економічних наук, доцент кафедри готельно-ресторанної справи і організації бізнесу Миколаївського національного аграрного університету, м. Миколаїв, Україна

Андрющенко Я. Е., кандидат педагогічних наук, старший викладач кафедри готельно-ресторанної справи і організації бізнесу Миколаївського національного аграрного університету, м. Миколаїв, Україна

Сільський зелений туризм як фактор розвитку сільських територій

Анотація На сьогодні туристична індустрія в Україні є лише п'ятою за вагомістю складовою наповнення бюджету, але її частка має значно збільшитися з огляду на такі об'єктивні передумови, як: сприятливе геополітичне розташування України в Центральній Європі, наявність значного туристичного та рекреаційного потенціалу, сприятливий клімат, багата флора і фауна, численні культурно-історичні пам'ятки світового рівня. У роботі досліджується загальний стан та потенціал сільського зеленого туризму в Україні, визначаються проблеми та

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перспективи його розвитку. Сільський зелений туризм для України – це нова концепція, хоча вона досить активно розвивається. Дослідження показали, що сільський зелений туризм у поєднанні з іншими галузями промисловості зможе розв'язати низку економічних, соціальних та екологічних проблем, притаманних сільській місцевості України. Визначено, що сільський зелений туризм є одним із перспективних напрямів національного внутрішнього туризму в Україні.

У роботі досліджено сутність та різновиди сільського зеленого туризму, процеси формування та чинники його розвитку. Систематизовано погляди вчених на тлумачення поняття «сільський зелений туризм». Встановлено, що спільною рисою сільського туризму є концепція створеної атмосфери, яка переважно визначає якість туристичного продукту з позицій споживача. Досліджено комплексну оцінку соціально-економічних умов галузі, схарактеризовано природно-ресурсний потенціал Миколаївщини, який є досить привабливим для туристів. Проаналізовано основні рекреаційні зони Миколаївщини, які сприятимуть формуванню та розвитку місцеперебування сільського зеленого туризму. Обґрунтовано, що для формування туристичного продукту регіону необхідно залучати не лише потужний природно-заповідний фонд, історико-архітектурну спадщину, а й аграрний сектор, який виробляє органічну продукцію. Описано перспективи розвитку зеленого туризму в сільській місцевості. Визначається внутрішній потенціал та можливості його залучення для розвитку зеленого туризму. Встановлено, що зелений туризм може стати додатковим чинником наповнення дохідної частини бюджету сільських поселень. Запропоновано створення нової туристичної локації та обґрунтовано її економічну ефективність. Виконання запропонованих рекомендацій сприятиме взаємовигідній співпраці між ринком сільського зеленого туризму регіону та органами місцевого самоврядування, охороні навколишнього середовища, а також сталому розвитку села.

Ключові слова: сільський зелений туризм; агротуризм; сільська територія; фермерський будинок сільського зеленого туризму; продукт сільського зеленого туризму; територія пріоритетного розвитку; рекреаційний комплекс; економічна стабільність.

Formulation of the problem. Rural green tourism for Ukraine is a new concept, although it is developing quite actively. Today, the tourism industry in Ukraine is only the fifth most important component of budget filling, but its share should increase significantly given such objective prerequisites as favorable geopolitical location of Ukraine in central Europe, the presence of significant tourist and recreational potential, favorable climate, rich flora and fauna, numerous world-class cultural and historical monuments. The COVID-19 pandemic has caused an unprecedented failure in travel and tourism, affecting the collapse of global tourism since mid-March 2020. According to the data provided by collective accommodation facilities, the number of international tourists stays (overnight stays) in the first five months of 2020 decreased by 56%, compared to the same period last year to July 2020, this figure reached 97% [2].

The priority of rural green tourism development in Ukraine is due to the urgent need to solve the socio-economic problems of modern villages. The positive impact of rural green tourism on solving socio-economic problems of the village is primarily that it expands the employment of the rural population and gives farmers additional income, increases employment opportunities for farmers not only in production but also in services. Rural green tourism in most countries is seen as an integral part of the integrated socio-economic development of the village and as one of the means of solving many rural problems. Today in Ukraine the understanding of rural green tourism as a specific form of recreation in the countryside with the possibility of effective use of natural, material and cultural potential of the regions is formed [1].

Today, world tourism shows signs of gradual, but still cautious change in this situation, the question of the development of internal and intra-regional tourism markets is increasingly emerging. One of the alternative and promising types of internal tourism in Ukraine is

green rural tourism. There is an understanding of rural green tourism as a specific form of recreation in the countryside with a wide opportunity to use the natural, material and cultural potential of the region. Therefore, the study of prospects for green tourism is quite relevant.

Analysis of recent research and publications. Currently, there is no single agreed definition of rural green tourism, in practice the terms “rural tourism”, “green tourism”, farm tourism, ecotourism, agritourism are used. In Ukraine, there is no single definition of “rural tourism”. The Law of Ukraine “On Tourism” of 15.09.1995 № 324/95-VR provides only an interpretation of the term “tourism” [5]. In addition to the Law of Ukraine “On Tourism”, the main legal acts that confirm the legality of rural tourism in Ukraine as a branch of tourism business are: Law of Ukraine “On personal farming” № 742 of 15.05.2003 [6]; Resolution of the Cabinet of Ministers of Ukraine «On approval of the procedure for providing services for temporary accommodation (residence)» of 15.03.2006 №297 [7].

The term «rural green tourism» is used in the Law of Ukraine «On personal farming» in relation to one of the activities of personal farms (PF) – the provision of rural green tourism services using the property of these farms.

Members of personal farms carry out activities at their own discretion and risk within the established legal economic order, complying with the requirements of the laws of Ukraine and other regulations. Such activities are related to personal farming, do not belong to entrepreneurial activities, are positioned as one of the types of work and services in personal subsidiary farming and are subject to accounting by local authorities. PF members providing services in the field of rural green tourism are obliged to: pay land tax or rent in a timely manner; comply with current standards for product quality, sanitary, environmental and other requirements in accordance with the law; to provide village or city

councils with the necessary data on their accounting. In order to calculate the amount of total annual taxable income, the procedure of the management of income and expenses accounting by such farms is also determined. Thus, the provision of rural green tourism services within a personal farm does not require a special permit from government agencies, and income from such activities is taxed on a general basis as income of individuals not registered as entrepreneurs.

According to V. Byrkovych, «rural green tourism» is a specific form of recreation in private farms in rural areas with the use of property and labor resources of personal or subsidiary farm, natural and recreational features of the area, cultural, historical, and ethnographic heritage of the region [8]. The concept of «ecological tourism» is most common in the scientific literature. This term was proposed by T. Miller in 1978, who defined it as «viable tourism, sensitive to the environment, which includes the study of natural and cultural environment and aims to improve the situation in it» [9].

According to the definition of N. V. Lipchuk, agritourism is a type of ancillary activity of a farmer to provide tourist services in a rural environment using its own potential, primarily its own accommodation [19].

G. Munin and G. Zinoviev understand rural tourism as «tourism activities related to the rural environment, rural houses and occupations that focus on nature and man. Rural tourism, in contrast to mass tourism, does not have a harmful effect on the natural and cultural environment and, at the same time, makes a significant contribution to regional development» [20].

Along with the concept of «rural tourism» the term «agritourism» functions in the special scientific literature. It emerged as a combination of two components: agriculture – agro, tourism – tourism. We share the view of S. Nezdoinov that both concepts have both common and specific features. The common denominator is that both rural and agritourism are closely linked to the countryside, and therefore to agriculture. The difference is that rural tourism is associated primarily with staying and recreation in rural areas, while agritourism involves the voluntary involvement of tourists in certain types of agricultural work [21].

The concept of «rural green tourism» is close in meaning to the concept of «ecological tourism». But there is a difference between them, because, firstly, the object of ecotourism is wildlife (primary, undisturbed landscapes), and the object of green tourism are secondary landscapes, that is, changed in the process of human economic activity. Secondly, the hotel-cognitive type of tourism, concentrated in rural areas, which involves various forms of active and more passive recreation, without harming the natural environment and does not ruin the ability of future generations to meet their needs.

We agree with the opinion of V. V. Papp that the following principles should be embodied in the development of rural green tourism:

- environmental protection, minimization of damage in the process of tourist activity, ecological supervision over the state of tourist development of the territory;
- controlled use of tourist services technologies;
- social justice for local communities (profits and other benefits from this type of activity should be distributed on a parity basis, taking into account the interests of the local population);
- aesthetic harmonization of tourist nature management (tourist infrastructure must organically flow into the historically formed environment and preserve the unique originality of each area) [10].

In our opinion, the most detailed definition of rural green tourism is given by V. Darchuk, which is: «type of tourism, which involves the accommodation of tourists in a rural estate for recreation and receiving appropriate services (traditional basic: accommodation (ecological, cultural, historical location)), food (ecologically clean products, tasting of local (home-made dishes), entertainment (participation in festivals, fairs, organization of traditional holidays); traditional additional: work on the farm, garden, farmyard, hayloft, fishing, hunting and specific: caring for pets, horseback riding, boats, learning folk crafts, etc.» [11].

There is an active discussion in society among scientists, representatives of public organizations about how to use the term: «rural tourism» or «rural green tourism». What we have in common, in our opinion, is that green and rural tourism is an economic activity in the field of tourist services, which includes providing a place to live or stay in the nature (in the woods, in the mountains, in the countryside, etc.). The difference between rural and green tourism is that green tourism is not tied to the stay (residence) of a tourist in the village. You can live in the woods, in a dugout or in a tent [1]. Common features are the ability to provide the tourist at his request services that are associated with such accommodation and recreation: in the green – picking berries, mushrooms, etc.; in rural areas – the study of life, work on the farm, etc. (but for recreational purposes, because tourism – is primarily recreation).

One of the important issues today is the identification of rural green tourism in Ukraine and its definition at the legislative level. According to experts, the difficulty in determining is primarily due to the fact that it is a multifaceted and cross-sectoral activity. In particular, an obstacle to the spread of the idea of such tourism in rural areas is the lack of understanding of its fundamental difference from commercial tourism in legislative, governmental and educational circles. Rural green tourism is mistakenly considered as a sphere of tourism, that is, it is identified with highly profitable business in urban areas. Instead, for rural areas in both Europe and Ukraine, it is not so much a profitable commercial

activity as a socio-economic phenomenon that gives a chance to revive the rural economy, preserve its traditional values and rural communities.

Formulation of the research material. The purpose of the article is to study the current state of rural green tourism in Mykolaiv region and to develop theoretical provisions and practical recommendations for its further development.

Outline of the main research material. Ukraine, which is rich in natural, historical, cultural, ethnographic, food resources, which is known for its friendly, sincere, hard-working people, has all chances to promote in rural areas activities based on rural green tourism. For a positive solution to this issue there are all the necessary conditions. For example, every year more and more city dwellers seek to take advantage of the hospitality of rural green estates in order to relax or meet cultural and cognitive needs; the environment of peasant and personal farms shows a high level of interest in new projects for the development of rural green tourism; constantly looking for innovative ways to develop the industry. Recently, green tourism as an organizational form of entrepreneurial activity in the field of agribusiness is increasingly considered by scientists and economists as a priority type of employment of the rural population and a promising source of income.

Around 700 million people travel around the world every year, 10-30% of which choose rural tourism. The number of "green" trips in the domestic market in any country is much higher than in other sectors of the industry. For example, in France, only 7% of business travelers stay in hotels, the remaining 93% choose rural hotels and campsites [3].

According to the World Tourism Organization, green tourism is one of the five key strategic directions of the tourism industry in the world [3]. Currently, green tourism is most common in Hungary, the Czech Republic and the United Kingdom, as well as in Spain, Italy and Germany. These, as well as some other European countries, under the auspices of the Council of Europe merged into the Central and Eastern European Federation for the Development of Rural Green Tourism. Rural green tourism in a relatively short period of time has been organically combined with various industries and spheres of society. In most European countries, the development of green rural tourism is facilitated by government support. For example, in Hungarian law, the regulation of "green tourism" relations is not subject to regulations governing relations in the field of entrepreneurship. Accordingly, personal income received by peasants from the use of their own homes for recreation is not subject to taxation. There are also special benefits and advantages for family farms engaged in (or willing to engage in) activities in the field of rural tourism, if they are located in rural areas in economically underdeveloped (defined by economically depressed) regions [4].

Today, rural tourism is developing quite rapidly and, in some countries, attracts a significant proportion of foreign tourists, and the share of such "green" travel in the overall structure of tourism services is more than 20%. The experience of European countries shows that rural tourism, especially in the implementation of targeted development programs, has a positive impact on the development of rural areas, rational use of their resource potential, stimulates the development of personal farms, expanding demand for organic, natural foods and also the arrangement of rural areas, rural building, crafts, culture and identity, that is, in general to solve the socio-economic problems of rural areas, especially the problems of employment in rural areas. All this ultimately affects the level of competitiveness of rural areas, which is manifested in improving the welfare of residents.

Today Mykolaiv region is one of priority areas of the southern region concerning development of rural green tourism [12]. Favorable economic and geographical position of Mykolaiv region, climatic conditions, first of all an exit to the Black Sea, existence of historical and cultural monuments, unique landscapes, rich natural heritage, invaluable recreational resources create favorable conditions for formation of a tourist and recreational complex, increasing the volume of tourist services by expanding internal tourism.

Recreational potential of rural green tourism is a set of natural, ethnocultural, socio-demographic resources, as well as the existing economic and communication infrastructure of the territory, which serve or may serve as prerequisites for the development of rural green tourism [15]. Mykolaiv region has significant recreational potential, in particular, it is: sea sandy beaches with a length of about 140 km, mineral water springs with approved reserves of up to 1 thousand m³, reserves of therapeutic mud, especially Tiligul and Beikush estuaries with geological reserves over 2 million m³, 141 objects of nature reserve fund, with an area of about 75.5 thousand hectares or 3.07 percent of the region territory.

The tourist branch of Mykolaiv region gradually develops the potential that gives the chance to generate considerable interest to tourist locations of region for both Ukrainian, and foreign tourists. Today the most popular types of tourism for the purpose of travel in Mykolaiv region are: cultural and cognitive; medical and health, recreational; rural green tourism; event tourism; sports and active tourism; religious tourism. The nature reserve fund of Mykolaiv region is presented by various unique natural complexes. The actual area of the nature reserve fund of the region is 75,450.27 hectares or 3.07% of the territory of the region and has 141 objects, 8 of which are of national importance. The nature reserve fund of the region is represented by almost all categories: nature reserves - 1, biosphere reserves - 1, Mykolaiv Zoo - 1, national nature parks - 2, regional landscape parks - 5, reserves - 55, protected tracts - 13,

parks-monuments of garden and park art – 20,
monuments of nature – 43.

Nature reserve facilities have been established in all districts of the region from east to west and from north to south. The main tourist locations situated in the countryside of Mykolaiv region include the following: National Nature Park «Buzkiy Gard», Nature Reserve «Yelanetskiy Steppe», National Nature Park «Biloberezhzhya Svyatoslava», Regional Landscape Park «Kinburn Spit», Regional Landscape «Pryingulskiy», National Historical and Archaeological Reserve «Olvia», Regional Landscape Park «Granite-Steppe Pobuzhzhya».

National Nature Park «Buzkiy Gard» was established in 2009 on the territory of five administrative districts of Mykolaiv region with an area of 6,138.13 hectares. The park covers the river valley of the Southern Bug and the canyon-like valleys of its tributaries. The administrative center of the National Park is located in the ancient Cossack village of Migia.

The natural complex of the Aktove canyon in the village of Aktove, which is part of the National Nature Park «Buzkiy Gard», is included in the list of seven natural wonders of Ukraine and is considered one of the oldest European land areas.

Regional Landscape Park «Granite-Steppe Pobuzhzhya» is also part of the National Nature Park «Buzkiy Gard». It is a unique recreational place for tourists.

The coast of the villages of Mygiya, Kuripchyno, Hrushivka of Pervomaysk district is one of the best natural water slalom trails in Europe, which attracts fans of rafting, rafting on catamarans and kayaks. And the steep granite cliffs of the canyons are a favorite place for climbers. Picturesque landscapes attract many lovers of tourism and active recreation, give unforgettable impressions of communication with nature.

Trykratskiy Forest is a protected area that is part of the Regional Landscape Park «Granite-Steppe Pobuzhzhya». It is a unique man-made forest plantation on the Arbuzyuka River near the village of Trykraty, which in its beauty is not inferior to «Sofia Park» in Uman.

Nature Reserve «Yelanetskiy Steppe» is a protected area in the Novoodeskiy and Elanetskiy districts of Mykolaiv region. The reserve was established in 1996 on an area of 1675.7 hectares, designed to preserve and restore the steppe natural complexes of the Right Bank of Ukraine.

Despite its relatively small size, the reserve has an extremely diverse landscape, which determines the richness of its flora and fauna. On the territory of the reserve you can find 11 species of animals listed in the European Red List, 71 species of animals listed in the Red Book of Ukraine. One 1.2 km long ecological trail has been created in the reserve, the route of which passes by the zoo enclosure, where bison live in semi-free conditions.

Kinburn Spit is the sandy spit located in the Ochakiv district of Mykolaiv region. National Nature Park «Biloberezhzhya Svyatoslava» and Regional Landscape Park «Kinburn Spit» are located on this territory. National Nature Park «Biloberezhzhya Svyatoslava» is a protected peninsula located on the territory of Ochakiv and Berezanskiy districts of Mykolaiv region between the Dnieper-Bug estuary and the Black Sea.

The total area of the park is 35,223.15 hectares. The uniqueness of this area is due to the large number of species of flora and fauna. One of the largest (over 60 hectares) habitats of wild orchids in Ukraine and Europe can be seen on the Kinburn peninsula near the village Pokrovka.

Kinburn has more than 300 lakes with fresh and salt water. Several lakes have therapeutic mud, and there are deposits of blue clay. Most lakes of the coastal zone of the sea and Yahorlyk Bay have access to the sea, which regulates their water exchange.

Visitors can expect various types of active recreation in the national park such as: car tours with marked tourist routes, horseback riding (on the territory of the Wildlife Rehabilitation Center), visits to therapeutic mud lakes, summer beach tourism, bird watching and photo-tourism. Every year the ecological regatta «Kinburn Spit Cup» starts on the shores of the Kinburn peninsula, during which the championship of Ukraine among cruising and racing yachts is held. The ecological regatta is the most popular in Ukraine and at the same time unique, as its participants compete in several types of reservoirs: on the river, estuary and sea.

Regional Landscape Park «Tyligulskiy» includes the coast and adjacent waters of the Tyligul estuary within the Berezanskiy district of Mykolaiv region with a total area of 8195.4 hectares. It also includes the ornithological reserve of local significance «Lower Tyligul estuary». The park ensures the preservation of valuable natural complexes and historical and cultural sites. The Tyligul estuary is considered to be one of the cleanest estuaries of the North-Western Black Sea coast. There are 5 recreational areas on the territory of the park: Koblivska, Chervonoukrainska, Anatoliivska, Atamanska and Tashynska. They are maintained in proper condition. All this provides opportunities for the development of ecological tourism and various types of recreational activities within the park. The activity of them is constantly growing in the world.

Regional Landscape «Pryingulskiy» was established in 2002 to preserve the natural state of the Ingul Valley with its typical and unique natural complexes, fragments of pristine steppe, granite outcrops, watercourses, forest plantations, etc. The area of the park is over 3 thousand hectares. Sofiyivskiy reservoir, around which the park is created, is the second largest in the Mykolaiv region, and Sofiyivska hydroelectric power station is the only one according to its design solution. Here is the largest artificial waterfall in the region. The reservoir itself has the status of a hydrological reserve called «Sofia».

Reservoir». A valley near the village Pelageyivka is a botanical reserve. There is also St. Michael's Convent in that village. Along with the monastery, you can visit the excavations that are led nearby - on the site of a settlement with a two-thousand-year history. The area is also enchanting with spacious gardens and vineyards.

National Historical and Archaeological Reserve «Olvia» is located near the village of Parutyne. It is an ancient city-state founded by Greek settlers in the early 6th century BC, which attracts thousands of tourists

every year. The area of the reserve is 33 hectares, 330 hectares of the necropolis, as well as 23.6 hectares of the island of Berezan. The reserve has a museum, depository, lapidary (stone museum) and a scientific library. Every year the regional open festival of author's song, Greek culture and tourist recreation «Olvia» is held on the territory of the reserve.

The available tourist potential of Mykolaiv region is given in table 1.

Table 1. Tourist potential of Mykolaiv region

Nature reserve fund	Historical and architectural potential	Sanatorium and recreational potential
2 National Nature Parks 1 nature reserve 1 biosphere reserve 5 regional landscape parks 55 reserves 13 protected tracts 20 parks - monuments of landscape art 43 natural monuments 1 Mykolaiv Zoo 74 objects of rural (green) tourism 6 individual entrepreneurs providing services of rural tourism 89 tourist accommodation establishments 11 subjects of tour operator activity (tour operators) and 59 travel agents. 15 objects of the Emerald Network of Europe	4490 monuments of archeology 1199 historical monuments 67 monuments of monumental art 145 architectural monuments 1 monument of science and technology 30 monuments have the status of «national importance»	15 sanatoriums 14 boarding houses 197 recreation centers 11 health camps 30 beaches 56 places of massive recreation of people on the water 54 parking bases for small vessels 4 mineral water deposits 2 deposits of therapeutic mud

Source: compiled by the authors on the basis [16, 17]

According to the classification given by Gorishevskiy P. A., Vasylev V. P., Zinko Yu. V., rural green tourism in Ukraine can be divided into 3 varieties:

Agritourism – a type of rural green tourism, characterized by cognitive and recreational nature, associated with the use of agricultural institutions, land and other agricultural resources that are not used temporarily in the agricultural sector. Agritourism may not have restrictions on the load of rural areas and the regulation of various types of entertainment;

Recreational – functional development of recreational rural green tourism is possible under the condition of capital housing in personal farms, rural community and available recreational, natural, cultural, historical, architectural and other heritage of a rural area;

Ecotourism – a type of rural green tourism of scientific and cognitive nature, which is inherent in rural areas and villages that are territorially within the nature reserve fund, where the law sets certain restrictions on agricultural loads on the territory and regulated types of recreational activities [13].

According to results of our researches it is possible to state that the rest and ecotourism are most developed in Mykolaiv region.

According to various estimates, currently in Ukraine, tourist services in rural areas provide from 1,500 to 2,000 or more estates. It should be noted that rural green tourism in Ukraine is developing unevenly: most rural households and agro-villages are concentrated in western Ukraine.

Mykolaiv region includes 74 objects of rural green tourism, the largest of which are: «Savanna farm» (Stavky village of Veselynovskiy district); ostrich farm «Kremenivskiy ostrich» (village Kremenivka, Veselinovskiy district); PRIVAT fishing and recreation complex «Golden Horseshoe» (Kandybyne village, Novoodeskiy district); entertainment center «Cossack Outpost» (town of Kostiantynivka, Arbuzyntskiy district), sport and entertainment center «Istoky» (Petrovo-Solonykha village, Mykolaiv district).

In terms of districts of the region, most objects of rural (green) tourism are concentrated in Berezanskiy district - 41 objects (55%). Ochakiv district is represented by 10 rural estates (14%), Pervomaysk – 5 (7%), Kryvoozerskiy and Mykolaiv 4 (5%), there are 1-2 objects in other districts [14].

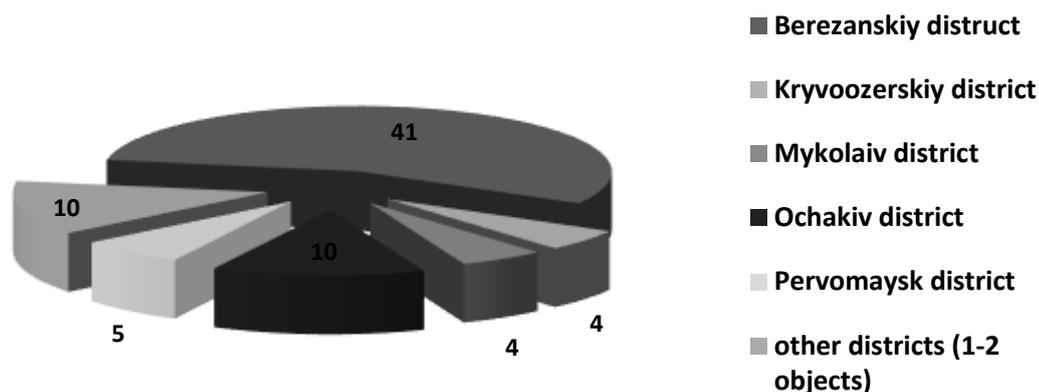


Figure 1 – Number of rural tourism facilities in Mykolaiv region, 2019

Source: compiled by the authors

At the present stage many experts note that rural green tourism has considerable potential in Mykolaiv region. Rural regions of Mykolaiv region are significant territories with a high level of agricultural development and rich tourist and recreational potential. The diversity of tourist resources and cultural heritage allowed entrepreneurs to create different types of tourist products in the segment of rural recreation.

Further transformation of socio-economic relations of the Ukrainian countryside and the traditionally low quality of life of rural residents leads to the search for non-traditional ways of conducting agribusiness that can increase the welfare of the rural population. One of the promising types of business activities in the countryside, which allows to ensure maximum employment and income growth of the rural population, is rural green tourism.

Consumers of rural green tourism services are most often urban residents, mostly middle-aged, who come on vacation with families, very often with small children, usually they have their own business, their approximate age is 25-45 years [10]. These people seek picturesque landscapes, rural silence, the opportunity to feel the atmosphere of a rural family,

establishing contacts, learning about the traditions, culture, historical heritage of a region, consumption of natural products, learning certain crafts and the basics of agriculture. Natural and climatic factors in many cases are decisive for the development of rural green tourism. Positive emotions from the cozy atmosphere of rural recreation are fixed by picturesque landscapes. Landscapes and the ecological situation are often crucial for consumers.

In order to make more complete use of natural resource potential and picturesque landscapes, increase the number of tourists, the development of rural green tourism, it is proposed to plant a lavender field on an area of 1 hectare. It is proposed to use land located near the village Blagodarivka of Mykolaiv region. This location is located 10 km from Mykolaiv, near the Mykolaiv-Odesa highway where the majority of the tourist routes directed to a resort zone on the Black Sea coast pass.

It is planned to use 1-year-old seedlings for planting, the method of planting in order to create a quality photo location is compacted. The main costs associated with planting lavender are shown in Table 2.

Table 2. Composition and cost structure per 1 ha of lavender planting

Cost items	Total cost, UAH	Cost structure, %
Salary	6000	3,6
Material costs - total	163166	96,0
Planting material	150 000	88,3
Complex fertilizers	4560	2,7
Tools of plants protecting	5946	3,5
Fuel	2290	1,3
Works and services	370,0	0,2
Other expenses	750,0	0,4

Total costs	169916,0	100,0
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Source: compiled by the authors

Lavender flowering will be in the second year of planting, the most complete and bright flowering can be observed only in 3-4 years. Lavender field attracts tourists as an interesting photo location. Lavender blooms from the second half of June to mid-July (3-4 weeks). The average duration of the photo session is 17 hours a day.

The cost of 1 hour of field rent on average depends on the time of day. Thus, according to the data [18] the price of similar services in the village Poradivka of Kyiv region for one group is: from 4:00 to 5:00 in the morning - 600 UAH, 5:00-7:00 - 1050 UAH, 7:00-17:00 - 800 UAH, 17:00-21:00 - 1050 UAH.

Thus, even if only one group of people will rent a field for a photo session during the day, the expected rent will be UAH 29.800. For the period of abundant flowering of lavender 3 weeks (21 days) the expected rent will be:

$$29.800 \text{ UAH} * 21 \text{ days} = 625.800 \text{ UAH.}$$

According to calculations, the cost of growing lavender can be returned within 1 year of using the field as a photo location. After flowering it is necessary to carry out pruning of flowers which is carried out manually. Flowers can be used for processing into aroma oil, creation of various alterations from dried flowers (dried bouquets souvenirs, handmade soap). The seasonality factor significantly affects the development of the tourism industry and does not affect the income of owners in the best way. To mitigate the impact of this factor, homeowners should diversify their activities to avoid significant losses.

Obstacles to the development of rural tourism in Mykolaiv region are unfavorable factors, among which are: low preparedness of the population of the region for entrepreneurship, low quality of infrastructure in general (roads, communications, utilities, etc.), and recreational, in particular, lack of information base, lack of tourist staff. To increase the share of small and medium enterprises in the structure of rural tourism, and, as a consequence for the integrated development of rural areas, it is necessary to take a set of measures to attract investment in strengthening the tourist infrastructure of the village. It is necessary to create a system of strategic planning for tourism development in rural areas. It is not only about the development of the state target program for the development of rural tourism, but first of all about the need to develop and implement programs of socio-economic development of municipalities of all levels - from rural settlements to districts and regions. Currently «The program of development of tourism and resorts in Mykolaiv region for 2016-2020» was implemented only partially, and “The program of development of tourism and resorts of Mykolaiv region for 2021-2023” is only at a development stage.

In general, for the development of green tourism in the south of the region it is necessary to carry out a unified categorization of holiday homes taking into account the peculiarities of southern Ukraine, to develop measures to improve the image of Mykolaiv region as a place of recreation, health and spiritual eco-enrichment. They can include publication of brochures, speeches in the media, conducting various advertising campaigns, increasing the length of stay of tourists in rural settlements, training for potential owners of agro-houses and rural workers involved in agritourism service, pilot projects that will clearly demonstrate the benefits of eco- and ethnic villages for different rural communities and gain experience, to create web page of each region of the south as a center of rural green tourism and information centers that would collect and update information about the owners of agro-houses, attractions, the state of filling agro-houses, price conditions and other information valuable for tourists. Information centers are smaller in scale functions they performed. They should be offered for district centers or places with high attractiveness for tourists.

As a result, the potential consumer will receive comprehensive, complete information about the area. Such information includes the consumption of rural tourism product, local customs, traditions, historical monuments, thematic tours, unique objects or attractions that are specific to the area, information about security of stay in a certain region. Having such social advertising will help potential consumers to choose rural green tourism, increase the confidence of tourists in this area of activity and help raise the industry to a much higher level of development, which will facilitate its transition from amateur to professional level.

Conclusions. The development of rural green tourism is conditioned by the need to support the socio-economic development of areas with a significant rural population in order to increase their economic activity, self-employment, as well as the effective use of existing natural and historical and cultural potential. The positive impact of rural green tourism on solving socio-economic problems of the village is that it expands the employment of the rural population (not only in production but also in services) and provides an opportunity to diversify its activities by finding a trade niche that will provide maximizing profits, increasing resistance in competition. Rural residents, developing green tourism, will be able to receive real income in this area from such activities as: arrangement of tourist routes; arrangement and operation of parking lots for tourists; work as a guide; transport service for tourists; culinary services; sale of folk-art goods, preparation of cultural programs, etc. Taken into account the significant role of rural green

tourism in the socio-economic development of rural communities, the state should promote its development. To increase the share of small and medium enterprises in the structure of rural tourism,

and, as a consequence for the integrated development of rural areas, it is necessary to take a set of measures to attract investment in order to strengthen the tourist infrastructure of the village.

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