



Microeconomics

Luydmyla NESHCHADYM

**GREEN TOURISM DEVELOPMENT
AS A FACTOR OF IMPROVING
OF SOCIAL SPHERE
OF CHERKASSY REGION**

Abstract

The article analyzes the future development of green tourism in Cherkasy region. The priority economic impact of effective development of agricultural tourism in the region is highlighted. The rural green tourism is studied and singled out as one of the components of socio-economic revival of the village. It is mentioned that in Ukraine, rural green tourism is under development. An important factor in the emergence of Ukrainian agro market is that it's building in a decentralized way - almost without central structures. This makes it possible to develop this type of business, taking into account the needs and problems of the rural population. It is determined that Cherkassy Region is one of the leaders in Ukraine for provision of resorts and recreational resources.

Overviewed that an important condition for the future development of agricultural tourism activities in the Cherkasy region is the rational use and expanded reproduction and protection of natural recreational resources, effective use and update of the existing material and technical base, increasing the share produced in national income, the return of invested material and financial means; taking on a recreational market with the aim of the most complete services to meet the

© Luydmyla Neshchadym, 2015.

Neshchadym Luydmyla, Cand. of Economic Sciences, Assist. Prof., Uman National University of Horticulture, Ukraine.

needs of the population in the rest and recovery. It is summarized that the regional rural green tourism can be an important factor in economic development and stability for districts of Cherkassy region, especially to those where it is impossible to effectively develop agriculture or other activities.

Key words:

Tourism, rural green tourism, social sphere, recreational areas, cultural heritage, agritourism, agritourist product, decentralization, resort, recreation mud, production, business.

JEL: L83.

Formulation of the problem. In modern terms, tourism is one of the few businesses that are growing rapidly. The processes of socio-economic transformations taking place in the agricultural sector of the Ukrainian economy cause the search of more promising ways and organizational forms of business, which will allow getting a stable income. A promising way out of the crisis and improving of the socio-economic security of the rural population is the development of entrepreneurship in the non-production sphere of rural green tourism. Its formation and development contributes to the solving of major problems in the agricultural sector, which is associated with the differentiation of production, expanding the range of services non-production sphere, increase of rural employment, improving the quality of life.

Analysis of recent research and publications. Main issues concerning justification of areas of rural tourism in agriculture and development of private farms were studied by domestic scientists: Vasiliev, P. Horishevskyy, L. Guth, J. Zinko, V. Kafarskyy, V. Kosenko, M. Kostrytsya, N. Kudla, A. Lengyel, V. Lypchuk, N. Lypchuk, A. Moran, M. Rutynskyy, M. Tovt and foreign scientists: K. Drongo, V. Kotlinskyy, J. Majewski, S. Medlik, J. Sikora et al. In addition, the rural green tourism in most regions of Ukraine and in particular to Cherkassy region is in its infancy and needs scientific, organizational and economic substantiation of development prospects.

Unsolved problems. For a comprehensive solution of problems of rural green tourism in Cherkassy region as a factor of social improvement in the region

requires a detailed analysis of logistics in rural areas, recreational facilities and capacity areas, training of specialized professionals of tourism industry.

Forming the purposes of article. To prove the theoretical approaches concerning the future development of rural green tourism as a factor of social improvement in Cherkasy.

The main material research. Green rural tourism – useful for both tourists and for the owners – farmers, rural communities, regions and states in general, as it contributes to the development of many related industries. Its development also will help preserve the peasantry as a carrier of Ukrainian identity, culture and spirituality, is an additional opportunity for popularization of Ukrainian culture, knowledge and information historical, natural, ethnographic peculiarities of Ukraine, which deserves all possible support from the state. (The Law of Ukraine on Tourism)

Green rural tourism is part of the socio-economic revival of the village. It is a multidimensional and multi-form solution of a large number of rural development issues and customer satisfaction are interested in rest and recuperation. In other words, agricultural tourism is the result of the mutual interest of the two groups of people: some of them have shown the initiative to learn new things for them; others use it in their own interests and needs. Their common interest and cooperation formed unconventional form of rural employment and was extremely important not only for business on both sides, but also for the Cherkasy region and the country as a whole. The complicated structural construction Agricultural tourism organization determines its operation based on the performance of a relatively large number of extremely important socio-economic functions (Features of development of green tourism in Ukraine; Chernyava).

Cherkasy region has a very rich historical and architectural heritage, culture, original way of life, bestowed by nature with picturesque landscapes, as well as medical and recreational resources. Villages of the region are rich with individual housing and good and hardworking people. However, many villages acute problem is the growing surplus labor. Given the lack of investment to create new jobs in rural areas of Ukraine, at the national level, more attention should be given to those sectors that do not require for their development of large cash investments. These industries owned rural tourism, which has long been practiced in Ukraine. In the world of rural green tourism is seen as an alternative to agriculture-size profits. In addition, the development of rural tourism infrastructure requires significant investments such as tourism and other types can be done at the expense of the peasants without additional investment (Pisarevsky).

The only thing that is missing is a universal concept of rural tourism. Common thing is that just what green tourism actually becomes an effective and promising sector of the tourism industry, not only in Europe, where it received the greatest development in the last two decades (Getman, 2002; Kotenneva).

In Ukraine, rural green tourism is under development. For further efficiency of this type of business must meet the following conditions:

- Political and economic support from the state to agritourism;
- Creating of an effective microeconomic model;
- The competitiveness of Ukrainian tourist product;
- Support of the local authorities on the development of green tourism;
- Development and implementation of government programs in place for the development of agritourism.

An important factor in the emergence of Ukrainian agritourism market is that it is built in a decentralized way – almost without central structures. This makes it possible to develop this type of business, taking into account the needs and problems of the rural population (Byrkovych, 2008; Neschadym, 2015).

Ukraine already has the experience of agritourism enterprises by «board» model type, «tour with accommodation in traditional nomadic dwelling», «Ukrainian village», «VIP-village», «rural property» and others. However, work in agritourism is just beginning and its scope, methods of organization and funding is not yet suggest the deployment of modern agritourism sector in the tourism industry. In terms of price-quality Ukrainian Farm Tourism product cannot yet compete in the international market. The main focus for the Ukrainian agro sector aimed at domestic tourism, which, however, does not exclude the development of some high quality tourism products specifically for the external market (Pisarevsky).

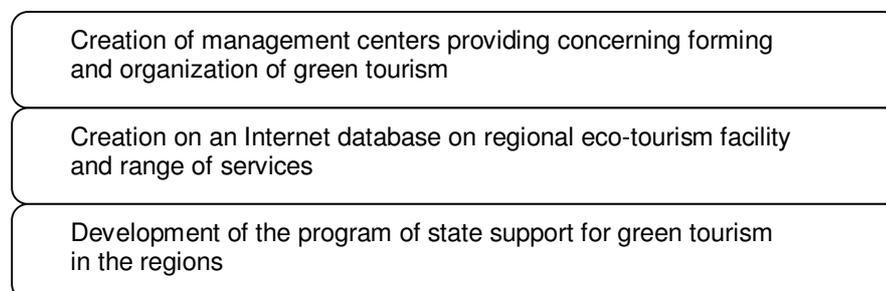
Effective rural green tourism in Ukraine and particularly in the Cherkasy region need to solve the following problem (Fig. 1).

Today Cherkasy is one of the leaders in Ukraine for provision of resorts and recreational resources. The region is famous for its green beauty Dnieper beaches, picturesque landscapes in riverside areas, caves, mud and hydrocarbon presence of radon and sodium-magnesium-calcium waters (Getman, 2002). Also an important tourist and excursion objects are different historical and cultural monuments of archeology, history, architecture and art.

Recreation and resort area of Cherkasy region is about 275 thousand hectares (13%) areas (The main trends and prospects of development of domestic tourism in the XX–XXI centuries). Analysis of the areas that are suitable for the development of green tourism in the region makes it possible to determine the future development of this type of business.

Figure 1

**Conditions of efficient development of green tourism
in Ukraine and its regions**



A detailed study of the functioning of rural green tourism in Cherkasy region in recent years shows the following:

- Increasing of dwellings green tourism;
- Increase individuals that provide services of rural green tourism and improve their skills;
- Improving service quality and expanding the existing range;
- Reducing of rural unemployment in the tourism sector;
- The improvement of quality of life of rural population, which provides services of rural green tourism;
- Improving of the overall social situation of the village, which is part of the recreational area.

Cherkasy region has unique tourist potential, able for the further development of the national tourism product. The most important task concerning this is to ensure the formation of sustainable tourism in the state ideology aimed at the rational and efficient use of natural, historical, cultural and welfare resources for the development of inbound and domestic tourism (Rights of rural green tourism in Ukraine; Kotenneva).

The development of green tourism in the Cherkasy region will provide the increase in real income in sector of agribusiness and rural areas due to improving the social situation of the village. This will help the tourism industry following services:

- Providing of services of accommodation to tourists;

- Arrangement of tourist routes and providing excursions of services;
- Transport services for tourists;
- Chasseur activities (hunting, amateur and sport fishing);
- Providing of tourist equipment rental services;
- Production and sale to tourists of organic foods, providing culinary services;
- Sale of goods crafts;
- Carrying out recreational activities on the basis of historical and ethnographic heritage (animation).

An important condition for the future development of agricultural tourism activities in the Cherkasy region is the sustainable use of expanded reproduction and protection of natural and recreational resources, effective use and update the existing material and technical base, increasing the share produced in national income, the return of invested material and financial means; conquer of recreational market with the aim of providing of most complete services to meet the needs of the population in the rest and recovery. The all above points of effective development represent the main directions of rural tourism in the region.

Regional rural green tourism can be an extremely important factor in economic development and stability for rural areas in Cherkasy region, especially those where it is impossible to effectively develop agriculture or other activities. This also applies to peripheral rural areas are far from large cities and economically lagging (Byrkovych, 2008; Chernyava).

Receiving tourists is extremely important for the people of Cherkasy region, as this is one of the most important sources of income and employment. Researchers distinguish such tourism economic impact on the effective development of agricultural tourism in the Cherkasy region:

- creating new jobs and retaining existing;
- expansion of industries that exist in the village (ie, new economic field where you can earn, for example, are cafes or clubs);
- owners of households got an additional source of income, even if they take tourists only seasonally, and the rest of the time are involved in agricultural activities;
- economic stability and revival of small villages and settlements, which usually are endangered because there live too few people and the economic sector do not develop properly;

- development of handicrafts, which attract tourists and can generate significant revenue. Now the most popular handicrafts are such as pottery, basket weaving, weaving, embroidery. It is often cases that thing that tourists are willing to pay for making craft by themselves instead of buying ready-made products. Revenues that farmers receive for learning of the craft, are greater than sales of finished products (The main trends and prospects of development of domestic tourism in the XX–XXI centuries);
- economic employment of women. This is important because in the rural environment often women are placed secondary, their interests are not taken into account and it is difficult to find any activities that would bring revenue while being not physically heavy. In the reception of tourists the main role played by women who are able to find themselves and simultaneously improve the situation of families and to some extent to participate in local politics and development (Koteneva);
- economic employment of women. This is important because in the rural environment often women are placed secondary, their interests are not taken into account and it is difficult to find any activities that would bring revenue while being not physically heavy. In the reception of tourists the main role played by women who are able to find themselves and simultaneously improve the situation of families and to some extent to participate in local politics and development (Koteneva);
- new ideas and initiatives and innovations. Here it is possible to add investments in rural areas.

Conclusions and prospects for further research in this direction.

Consequently, the economic function of rural green tourism contributes to the income of rural residents. Thanks agritourist agricultural tourism is leisure at affordable prices; and the villagers can sell agricultural products of own production, while developing their own business. Farmers receive income by providing housing (houses, cottages, rooms) to those who wish to relax in the countryside, offers food services and implement own products (cheese, honey, milk, cream, etc.) not only to vacationers, but to other newcomers too. Extremely important is that thing that the income can not only be provided from the basic services (accommodation and meals), but also from additional services such as sport and recreation, transport, sightseeing, cultural, entertainment and more.

In addition, the development of agricultural tourism encourages rural households to improve landscaping, streets, villages in general; encourages the development of local social infrastructure – roads, water and gas pipelines, treatment plants, waste management solution. Moreover, this effect has a positive effect on the improvement of demographic processes in rural areas, contrib-

utes to rural areas, including those that have fallen into the category of degraded or depressed.

Bibliography

1. The Law of Ukraine on Tourism [electronic resource]. – Access : <http://zakon1.rada.gov.ua/cgi-bin/laws/main.cgi>.
2. Features of development of green tourism in Ukraine (visual reference materials for the press) [electronic resource]. – Access : <http://mincult.kmu.gov.ua/mincult/uk/publish/article/183838>.
3. Getman V. Ecotourism or ecological tourism: Theory and Reality / V. I. Getman // Mother Nature. – 2002. – № 3. – P. 24–29.
4. Byrkovych V. I. Rural Green Tourism – Tourist priority-term development of the industry Ukraine / V. I. Byrkovych // Strategic priorities. – 2008. – № 1 (6). – P. 138–143.
5. Pisarevsky I. M. Background analysis of the level of tourism development regions of Ukraine [Electronic resource] / I. M. Pisarevsky, N. B. Petrov. – Access : http://www.confcontact.com/2008dec/4_pisarev.php.
6. The main trends and prospects of development of domestic tourism in the XX–XXI centuries [Electronic resource]. – Access : <http://buklib.net/books/28702/>.
7. Rights of rural green tourism in Ukraine // [electronic resource]. – Access : <http://www.palitra-buk.com.ua/show/news/id:77.html>.
8. Kotenneva O. How to transform a rural house in the object of green tourism [Electronic resource] / O. Kotenneva. – Access : <http://1k.com.ua/383/details/3/1>.
9. Neschadym L. M. Tourist attraction and preconditions for the development of agritourism in Ukraine / L. M. Neschadym, S. V. Timchuk // A young scientist. – 2015. – № 4 (19). – P. 12–15.
10. Chernyava A.L. Main elements Preparation of specialists in the field of organization of agricultural green tourism in Ukraine [Electronic re-Zurza] / A. L. Chernyava. – Access : http://tourlib.net/statti_tourism/chernyava.htm.

The article was received on November 30, 2015.