

ресурсів. В екотуризмі виховний аспект має власну область діяльності, яку можна виразити таким чином: людина (об'єкт) - природа (суб'єкт) виховання. Сучасна педагогіка виходить з того, що процес виховання є не тільки активна взаємодія різних суб'єктів на індивідуальному і груповому рівнях, а й активні контакти з іншими об'єктами. Завданнями екотуризму у формування особистості молодого фахівця є оволодіння загальнолюдськими цінностями, історичним досвідом і патріотичними традиціями України, регіону, конкретної території. Реалізація завдань такого виду виховання забезпечується спільними зусиллями всіх суб'єктів, одним з яких є екологічний туризм, здатний вирішувати складні проблеми взаємини природи і людини. Сталій розвиток передбачає екологізацію і гуманізацію свідомості і поведінки, зміна ціннісних орієнтацій.

### **Список використаних джерел**

1. Манильская декларация по мировому туризму [Електронний ресурс] // Международные правовые документы. – Режим доступа: <http://www.eco-tourism.kz/eco4.html> – Назва з екрана.

*I. V. Lytovchenko, Ph. D., docent;  
O. A. Kononenko, assistant  
HEEU «Poltava University of Economics  
and Trade», Poltava  
lytovchenkoiryna@yahoo.com*

### **PROSPECTS OF RURAL GREEN TOURISM DEVELOPMENT IN UKRAINE**

The Ukrainian village has an extraordinarily rich historical and architectural heritage, culture, original way of life complimented with nature picturesque landscapes, and also therapeutic and recreational resources. Our villages are rich in an individual housing fund and good and hard-working people. At the same time the acute problem of many villages is growing surplus of labor force. Taking into account absence of capital investments on creation of new workplaces in rural areas of Ukraine, more attention should be paid to those sectors that do not require large amounts of money to develop at the national level. Such industries include rural tourism, which has long been practiced in Ukraine. Indeed, in villages with a suitable recreational base there have always been many holiday-

makers. Most of all, it concerns villages located on the banks of rivers, seas and in mountainous terrain.

Ukraine has all the prerequisites for recreation development in the countryside, which can be considered as a specific form of subsidiary economic activity in the rural environment, using the natural and cultural potential of the region, or as a form of small entrepreneurship, which allows to some extent solve the problem of employment of the rural population, improve its welfare, make full use of the natural and historical and cultural potential of rural areas. The issue of rural tourism development has a real state perspective and contributes to the improvement of the socio-economic situation in rural areas.

Rural tourism is an important factor in the steady dynamic growth of budget revenues and in the development of many sectors of the economy (transport, trade, communications, construction, agriculture, etc.).

Rural holidays in Ukraine due to the care of ethnographic identity should acquire national significance. Firstly, it gives impetus to the rebirth and development of traditional culture: folk architecture, art, crafts – all that is local flavor, and that, along with natural-recreational factors, is no less attractive for holidaymakers. Secondly, because of rural holidays, inhabitants of urbanized territories with mass culture have an opportunity to know the true Ukrainian traditions. Thirdly, the ethnic culture of the village represents Ukraine to the world and attracts foreign tourists as well. Therefore, as a prerequisite for the successful development of recreation in rural ethnographic areas, it is necessary to consider the formation of the ideology of the revival and development of the entire spectrum of traditional culture, ranging from forms of economic activities to the heritage of the spiritual sphere, which will act as favorable factors for individual vacations in ethnographic regions of Ukraine.

Rural population of Ukraine is able to receive real incomes in the field of rural tourism from such activities as: the development of tourist routes; arrangement and operation of tourist facilities; working as a tour guide; transport services for tourists; rental of tourist equipment; acceptance services for tourists; culinary services; preparation of cultural programs; folk crafts; production and sale of ecologically clean food to tourists; selling berries and mushrooms.

Owners of village houses must be aware of the responsibility they assume by arranging rest in their homes. Inappropriate service can permanently discourage the client from resting in the village.

A guest who comes to rest in a village house wants to explore beautiful nature. That is why the landscape of the village should have an attractive look. The village community must stick to the sanitary and hygienic conditions of living, care for the absence of landfills, the aesthetic appearance of buildings, streets, gardens, public institutions. Also people should take care of greenery, use free areas, taking into account the interests of tourists.

One of the main components of the holiday offer is the living conditions. Accommodation conditions should guarantee the possibility of comfortable bed, personal hygiene, and a good nutrition. Therefore, the owners should be guided by the recommendations on the categorization of rural housing of the Ukrainian Union for the promotion of rural green tourism. The assignment of the category of housing provided for the rest gives the owner the right to report the appropriate quality of housing conditions in the advertising facilities of the Union, which will increase the resting demand and income of the owner.

Most owners provide such services as food, based on products manufactured in their own households. However, it does not mean cooking for tourists separately, as this is one of the characteristic features of rural recreation.

Now the issue of promoting the very idea of rural tourism in Ukraine is especially important. The purpose of the development of large-scale programs should be raising the awareness and creating a positive attitude towards this type of holiday. First of all, the following types of marketing communications, such as PR articles, interviews, press conferences, seminars, briefings, and TV shows that give rise to trust and positive reaction, should be involved.

It is also worthwhile to increase the role of local authorities in supporting the goals of rural green tourism. After all, every local official should understand that rural green tourism - is additional money and the improvement of the infrastructure of the district, creating new jobs. It is the local authorities who can apply for tax breaks when receiving state subsidies (from local budgets) to those involved in the provision of agro-tourism services.

The strategies for the development of rural green tourism, aimed at solving socio-economic, ecological and ethno cultural problems of rural areas, which have been worked out for today, require clear planning at the level of regions and separate rural communities. An important part of planning is the effective implementation of the

«pilot» rural recreation projects implemented by the regional associations of promoting the development of rural green tourism.

The uncertainty about the legal status of owners of small recreational complexes located in rural areas remains a rather problematic issue. Thus, the literature describes cases where up to 80 % of tourism businesses in small towns and villages are misappropriated, managed or controlled by urban producers who can aggressively behave in relation to traditional culture, labor practices and architectural styles.

It should be noted that the development of rural tourism in mountain landscapes already creates certain problems of nature conservation. Only rural green tourism in modern economic and demographic conditions can really help small settlements of Ukraine to survive, because it is the small villages' specificity attracts tourists.

### References

1. Горішевський П. Сільський зелений туризм: організація надання послуг гостинності / П. Горішевський, В. Васильєв, Ю. Зінко. – Івано-Франківськ : Місто НВ, 2003. – 148 с.
2. Литовченко И. Зеленый туризм в Украине – важный фактор социально-экономического развития сельских территорий / И. Литовченко // Устойчивое развитие Sustainable development: международный журнал. – 2015. – № 1 (22). – С. 46–51.
3. Литовченко І. В. Сільський зелений туризм в Україні: партнерство в структурі головних факторів розвитку / І. В. Литовченко // Модернізація туризмознавства: теорія і практика партнерства : монографія / [авт. кол.]; за заг. ред. Г. П. Скліяра. – Полтава : ПУЕТ, 2015. – С. 241–246.
4. Рутинський М. Й. Зелений туризм / М. Й. Рутинський, Ю. В. Зінко. – Киев : Знання, 2008. – 271 с.

*І. В. Литовченко, к. геогр. н., доцент;  
Д. А. Миронов, к. т. н.;  
М. В. Письменницька, студентка  
Вищій навчальний заклад Укоопспілки  
«Полтавський університет  
економіки і торгівлі», м. Полтава  
mari0295777@gmail.com*

### РОЗВИТОК ЕКОТУРИЗМУ В УКРАЇНІ

Сьогодні, поряд з великою кількістю словосполучень, що включають слово туризм, таких як: пригодницький туризм,