

THE PROSPECTS OF RURAL TOURISM: MUTUAL ENRICHMENT WITH THE EXPERIENCE OF THE NEIGHBORING COUNTRIES AND UKRAINE

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Tourism, as a phenomenon, has already become very large many years ago. But research on its impact on the life of an individual, a particular region or culture, on the environment, on the economy, and even on politics, is still ongoing. In many spheres of life there is a certain impact of tourism.

Today, the tourism industry in Ukraine is not the leading component of the budget replenishment, and its share must increase significantly in view of such objective preconditions as the advantageous geopolitical location of Ukraine in the center of Europe, the presence of significant tourist and recreational potential, favorable climate, rich flora and fauna, numerous cultural and historical monuments of the world level. 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.). [1].

Rural green tourism is a leisure time in a rural environment, which has its own habitat, rural life, scenic landscape and suburbs. It is green because tourist activities in the form of hiking and horseback riding, sports and health travel (even hunting and fishing) occur in the countryside through the living green nature [2].

The rural population of Ukraine is able to receive real revenues in the field of rural tourism from the following types of activities: the development of tourist routes, the arrangement and operation of tourist facilities, the work of a guide or tour guide, tourist transport services, hunting activities (hunting, amateur and sports fishing), rental tourist equipment, tourist reception services, culinary services, preparation of cultural programs, folk crafts, production and realization of ecologically clean products for tourists, realization for tourists of berries and mushrooms.

The services of rural tourism are mostly used by young people under 35 who live in large cities. Their share is more than $2/3$ of the total number of agrotourists. In the world of greatest development, rural tourism has reached North American countries and Europe.

Indeed, a great feature of green tourism is its characteristic from the point of view of «disadvantages – advantages». Compared to other species, the rural first of all does not so badly affect the ecological state of the territories used.

Clearly, one of the problems is the following:

- a. the semi-legal status of the industry, without a clear organizational structure, without an adequate information and marketing activity;
- b. insufficient level of development of communications and social and technical infrastructure in many centers of rural tourism;
- c. ignorance of the common Ukrainian with such a form of rest;
- d. low quality of services;
- e. lack of training centers for the training and retraining of managers for this type of tourism;
- f. the absence of advertising;
- g. unfavorable credit conditions for the rural population [3].

Considering these problems in more detail, we can conclude that each of the points characterizes the overall economic, cultural, educational situation in the country. Each of these problems has a global basis, which is based on the country's economic policy in general, and not only in the tourism.

However, we can use the experience of other countries, especially Hungary and Poland. First country has one of the most developed infrastructure of green tourism in Europe, then the second one – had a tourist situation, and the economy as a whole, is similar to ours. And now Poland is making full use potential in this area [4].

In Hungarian legislation, regulation of green tourism does not fall within the scope of regulations that regulate business relations. Accordingly, they are not subject to taxation and personal income received by peasants from the use for recreation of their own homes. There are also special privileges and benefits for family farms engaged in rural tourism activities. There are also projects where participants can receive material support in the form of loans (up to 8 thousand USD), which, in case of successful implementation of the project, will not be returned to the return.

In Poland, the peasants who wish to start activities in the field of green tourism and those who already provide such services are not covered by the law governing business (entrepreneurial) activity. Therefore, monetary rewards for the relevant services are not subject to VAT. Legislation also provides, under certain conditions, for exemption from incomes and personal income tax. Also, the authorities and owners of the farmsteads voluntarily categorized farmsteads. This allows you to evaluate the quality of the services of green homesteads [5].

It is also necessary to learn the experience of Romania, especially as regards the policy of development of rural tourism in the Carpathian region. The Romanians are guided by the same advantages as the Ukrainians, that is, on the preservation of the natural environment and ethno-cultural traditions (rites, customs, folk crafts, sheep breeding in the Carpathian mountain regions, gastronomic traditions, unique folk architecture, mountain locks, a network of nature reserves) [6].

The main ways of solving problems, taking into account the experience of neighboring countries, should look like this:

- creation of a substantiated legal basis;

- according to the preceding paragraph – the creation of a truly effective governing body of the industry;
- favorable lending conditions for the development of business in rural tourism, without any financial or legislative constraints;
- create conditions and encourage rural tourism business owners to study foreign languages for the possibility of providing services in a multilingual format (for the full-fledged provision of services to foreign tourists);
- to encourage business owners in the field of tourism to study marketing and advertising processes, creating a course on relevant activities, for example, on the Prometheus IT platform.
- to create an educational foundation-program necessary for studying managers (managers) of this sphere of work.

Consequently, we can conclude that this type of tourism is really very promising, and Ukraine has enormous potential in it. However, due to certain problems, it lags far behind in the development of neighboring countries. The proposed solutions, while fulfilling all the points, will necessarily give a favorable impetus to the development of this sphere, creating conditions for scaling and useful competition. Efficient and well-planned work will provide the necessary result and will allow to bring the level of rural tourism to the level of leading neighboring countries.

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