
DEVELOPMENT OF ENTREPRENEURSHIP IN THE FIELD OF GREEN TOURISM

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Abstract. *The problem of tourism development in Ukraine is becoming a problem along with raising the standard of living of the rural population. Rural green tourism involves the development of entrepreneurial activities in this field and provides an opportunity for local residents to improve their well-being. The study of prospects for the development of green tourism is relevant today. This article analyzes and substantiates the development of tourism business in Ukraine as a priority component of the state's economic development, highlights the state and prospects of entrepreneurial activity in the countryside, gives recommendations on the prospects for the development of entrepreneurship in the field of green tourism.*

In the post-war period, the state should resume support for the tourism industry in the development of green tourism. Unfortunately, now we can talk about the central and western parts of Ukraine. Country estates will play their mission to the full extent for a long time to come. And this type of entrepreneurial activity will have many functions, such as recreational, medical, or perhaps there will be a need in the market to provide new services that have not yet been in demand.

So, having analyzed the state and prospects for the development of the hospitality industry in Ukraine, namely green tourism, it is worth noting that this direction of

activity in the countryside has many positive aspects, starting from the solution of socio-economic problems in rural areas and ending with issues of the development of the state economy.

Keywords: *tourism; green tourism; employment; hospitality industry; entrepreneurship; tourist potential.*

Introduction.

The tourism industry makes a significant contribution to the world economy. Many countries classify themselves as touristic, that is, a significant share of business activity is touristic. The development of the tourist business encourages people to create services, especially in rural areas, which will be in demand among those who want to relax, change the city bustle to a quiet ecological location for a while. And this, in turn, involves the creation of jobs, and therefore the reduction of unemployment. The direction of European integration of Ukraine encourages the improvement of tourist services in order to attract tourists. It is not necessary to separate the state regulation of this activity, because we are talking about the sphere of service, that is, the provision of hotel, restaurant, tourist services to clients.

Due to the change in the needs of consumers, we see a rapidly growing demand for recreation in nature, which is determined by the increase in the mismatch of the living environment of modern man with his physiological and psychological needs. The increase in demand for rural recreation is growing due to a decrease in working hours, an increase in the number of paid vacations, an increase in the level of education, the development of the transport network (railway, road, air, sea transport), and one of the main reasons for this phenomenon is «rescue» from the stressful impact of developed large cities [1].

The development of entrepreneurship in the field of green tourism in the post-war period in the country is one of the possible sources of filling the budget, in addition, the need of consumers for recreation in ecologically clean and, depending on the location, therapeutic areas is taken into account. Owners of estates or peasants living in these territories will have the opportunity to receive additional income from providing services to tourists. Territorial rural communities and local self-government bodies should make maximum efforts for self-development and coordination in the use of natural resources they own.

Analysis of recent researches and publications.

Considerable attention has been paid to the development of rural green tourism in Ukraine in recent years. The Union of Rural Green Tourism, advisory services and many other associations are making every effort to hold seminars, courses on this topic, etc. with the involvement of scientists, which is reflected in the works of V. Vasiliev, Yu. Zinko.

The study of many aspects of the formation and development of rural green tourism found its important place in the scientific works of L. Zaburana, O. Lyubitseva. Such scientists as O. Gundyak, H. Mykhailichenko, T. Tkachenko, etc. paid attention to the development of entrepreneurial activity in the field of tourism, namely green tourism, its prospects and shortcomings, by improving the process of tourist service.

However, the topic of research in the field of rural tourism development remains insufficiently studied and disclosed, which provides a great field for the development of effective ways of revealing the tourist potential in rural areas and the disclosure of Ukraine both for business activities and for foreign tourists.

The purpose of the study: analysis of entrepreneurial activity in the field of tourism and hospitality industry in Ukraine, substantiation of aspects of the development of rural green tourism and providing proposals for their further development.

Materials and methods of research.

The methods of theoretical generalization, a combination of historical and logical, comparative and structural-functional approach were used as a methodological basis for solving the main theoretical and methodological problems for analyzing the state of entrepreneurial activity in the village and characterizing the tourist attractiveness of the rural area, as well as for highlighting the economic importance of the tourism industry, analysis and synthesis of information, comparative legal method, as well as statistical and economic analysis, a dialectical method and a systematic approach to the study of socio-economic processes of rural development and the development of entrepreneurial activity of agro-villages in the field of rural green tourism as a phenomenon of the organization of the economic activity of the rural population, the meaning of the concepts «agri-village», «rural green tourism», classification of forms of its functioning; by the method of induction and deduction, specific manifestations and gener-

alized characteristics of the development of agro-villages in the system of rural green tourism were studied on the basis of entrepreneurship; abstract-logical methods were used to study the positive and negative factors influencing the processes of their formation, formation and development.

Results of the research and their discussion.

The modern period of economic development of Ukraine requires the search for new forms of management in rural areas. One of the most promising forms can be a small business, because it takes into account the interests of both producers and consumers of products.

The hospitality industry in Ukraine has a huge potential for effective functioning. Tourism business is becoming one of the leading and profitable areas of social and economic development. If we look at this type of activity from an economic point of view, then we have a set of social relations that arise during the formation of business activities of enterprises, namely during the production of a tourist product, distribution, exchange and its consumption.

The economy of the tourist business is an integral part of the national economic complex of the country as a catalyst of economic growth [7, 3]. Tourist companies, owners of rural estates, as business entities, by carrying out entrepreneurial activities, provide jobs to the population, which reduces unemployment, and earn profit.

The development of modern rural green tourism as non-standard segment of the tourist services market is in close relationship with the leading onesectors of the regional economic complex. Yes, in particular we can to high-

light close cooperation with agriculture, trade, transport, communication system, construction, production of everyday goods, acting as a catalyst for comprehensive development of rural areas. In modern conditions in the tourism business segment, rural green tourism takes its unique place in the tourist market. Modern scientific studies confirm that the dynamic development of rural green tourism acts as a driver of the structural transformation of the regional economy, promote demographic stability and solve socio-economic problems formation of regions.

Due to changes in living conditions in large metropolises, the population is increasingly moving away from nature. Living in such an environment leads to partial isolation of a person, a feeling of loneliness, excessive psychological stress, stressful situations, etc. Therefore, a person has a completely natural and understandable desire to go out into nature, to the village, to relieve his nervous system.

Rural green tourism is the activity of rural residents, associated with rural natural environment, homestead plot and agribusiness, where the basis is nature and man. There is no rural green tourism negative impact on the environment, and makes a significant contribution to dynamics of regional development. This type of tourism promotes rational the use of the existing housing stock, and also does not require significant investment costs.

For the Ukrainian village, this is another way of involvement surplus labor force, which was released from the agricultural sector production. Because it is known that small entrepreneurial structures in the agricultural sector sectors of the economy of Ukraine work on the basis of self-sufficiency, self-sufficiency,

and the choice of vectors of functioning and full responsibility for equine results of activity. That is why rural tourism is considered one of the most promising areas of entrepreneurship development in rural areas community. The current state of development of rural tourism attracts special attention the attention of Ukrainian scientists, who research the world experience and use it positive practice for the development of entrepreneurial activity in Ukraine. Rural green tourism is a new progressive form of entrepreneurship activity, it can be classified as a small business, which creates competitive market environment in the domestic agro-industrial complex [14].

The tourism development of the regions of Ukraine allows to improve the areas of effective sanatorium-resort and active recreation, gastronomic and entertainment tourism business. Ukraine is potentially attractive for the development of tourism. The tourist potential of the state is the historical heritage, cultural and ethnographic factors, gastronomic diversity, geographical factors, etc.

The tourism industry will be effective for the national economy of the state. The European integration reforms of Ukraine require further improvement of the tourism industry in order to attract foreign tourists, including. Scientific research is aimed at determining the advantages and disadvantages of the development of this field. The role of the state is to improve the mechanisms of regulation of tourist activity, since not only travel agencies are involved in this process, but also other spheres.

The further development of green tourism should involve the creation of a network of institutions and organizations capable of uniting and supporting a similar type of entrepreneurial activity within a certain region: these can be, as

experience shows, rural tourism agencies, tourism promotion associations, organizational centers, unions, etc. In the socio-economic development plans of the regions (regions, district centers), it is necessary to define the settlements on the territory of which the development of rural green tourism is the most promising. The creation of appropriate infrastructure here will allow additional funds to be attracted for investment projects, the effectiveness of which will largely depend on the excellence of marketing research on the development of rural green tourism, the creation of demonstrative estates with elements of ethnography in the region, and the formation of excursion routes and programs. Meetings of working commissions (groups) should be considered important, where issues of economic cooperation between various forms of small business in the region should be agreed upon, in particular, the possibility of coordinated management of flows of goods and services.

The main factors that negatively affect the development of the tourist business are the political situation in the country, insufficiently regulated regional development, insufficient work of tourist marketers regarding information measures about Ukraine outside its borders, imperfection of the tax system, imperfection of the hotel and restaurant sector and non-compliance with world standards, etc.

As a component of the economic mechanism, tourism business creates tourist services, forms a tourist product and implements it, actively using marketing communications; has its own industry of production and provision of services to tourists; forms the market of tourist services at different levels of complexity; works as a multiplier for the growth of national income, gross do-

mestic product, employment of the population; contributes to the development of local infrastructure and raising the standard of living of the population; represents an area in which jobs are created cheaply and a high level of efficiency and a quick return on investment are ensured; is a fairly effective means of protecting the environment and the country's historical and cultural heritage, which is the material basis of the resource potential of tourism, which forms a specific field of activity; functions in connection with almost all industries and types of human activity; has advantages in the integration and globalization processes taking place in the world space [12].

Green tourism in this case performs a recreational function. In this case, rural estates provide the needs of consumers – tourists. After all, they are located in places with beautiful natural landscapes, in wooded areas, in many cases next to natural springs or lakes or other health resorts. In the process of mutual relations, the owners of estates and tourists have their needs met: the owner receives money for the services provided, and the tourist wishes for rest. At the same time, harmony is maintained in compliance with the rules of nature conservation.

Rural green tourism also includes a communicative and informational aspect, contributing to the expansion of the circle of communication, the formation and development of social and cultural ties, the exchange of experiences, the revival of crafts and traditions of the Ukrainian people, the formation of a careful attitude to the use of natural and recreational resources, etc. [4, 5, 8, 9].

Although rural green tourism determines the development of the infrastructure of rural areas, their beautification, there are groups of consumers who, on the contrary, consciously try to avoid

«civilized conditions» and will choose a place of rest where the originality of the territories and rural life is still preserved. Therefore, opportunities for the development of rural green tourism exist in all rural areas, and the effectiveness of this process does not always depend on the development of infrastructure [18].

Green tourism as an entrepreneurial activity in the countryside can be attributed to the sphere of entrepreneurship in a market environment. The development of this type of tourism involves, first of all, filling the budget of local communities, attracting investments for the development of tourist locations, submitting applications for grants, etc [15, 16]. This type of entrepreneurial activity provides an opportunity for cooperation in the development of other areas of service (folk crafts, road management and transport, the field of trade and food, other enterprises in the field of services) and production.

Successful development of the agrarian sector of the economy is impossible without rural development. Agricultural production and rural areas are elements that form a single economic space within which the agrarian sphere functions. Modern production technologies and innovations in its organization change the structure of resource potential and the relationship between production factors, which results in a significant reduction in the need for human resources in production and the release of labor. This is a prerequisite for diversification of production and organizational restructuring of all economic activity. The freed human capital turns into a resource for self-employment and forms the potential for the development of entrepreneurial activity in the countryside, which is often implemented in the form of rural green tourism [4, 10, 12].

Regional programs for the development of rural green tourism in Ukraine as components of socio-economic development programs of the region are formed and implemented with the aim of rational use and development of local tourist resources (natural, cultural, ethnographic, historical, social and household, etc.), their preservation and restoration. Patriotic and ecological education of the population should be considered an important aspect [9].

Implementation of regional programs for the development of small businesses is a continuation of the activities of local government bodies, the public, and academic circles regarding the consistent implementation of regional policy in order to systematically support the development of various forms of small and medium-sized businesses in the region, not least of which is rural green tourism. The success and effectiveness of program measures leads to the strengthening of the socio-economic base of the regions, contributes to the formation of the middle class of citizens, guarantees the strengthening of democratic values and the political stability of the country [2].

Rural green tourism is a promising area of entrepreneurial activity in the countryside. Rural green tourism is the activity of the inhabitants of the rural area, connected with the rural natural environment, homestead and agribusiness, where the basis is nature and man. Rural green tourism does not have a negative impact on the environment, makes a significant contribution to the dynamics of regional development, promotes the rational use of the existing housing stock and does not require significant investment costs. For the Ukrainian village, this is another way of involving the local population. Small business structures in the agrarian sector of the econ-

omy of Ukraine work on the principles of self-sufficiency, self-sufficiency, and the choice of vectors of functioning and full responsibility for the final results of activity, therefore, rural tourism is considered one of the most promising areas of entrepreneurship development in rural communities.

Thus, the owners of green estates create additional jobs, for example, one bed provides work for an average of 3-4 local residents, provides services related to accommodation and food, as well as related services related to the specialty of rural living and recreation: fishing, participation in field work, traditional Ukrainian celebrations, etc. Attractive features of this type of tourism are natural beauty, clean air, nature, acquaintance with cultural traditions and customs, etc. There is an opportunity to relax after the hustle and bustle of the city, as well as for active recreation: riding horses, cycling, skiing, sledding in the winter, relaxing in an apiary, picking seasonal berries and herbs, etc. There are many people who want to watch or take part in the celebration of authentic Ukrainian holidays and rituals that have reached the modern generation already forgotten.

Tourist potential in itself is not a factor of development, if it is not effectively used. Based on the strategic analysis of the tourism industry of the region, it is possible to determine the points of application of efforts in this area, which can contribute to increasing the efficiency of the industry. This applies to such factors as the development of a network of tourist information centers, improvement of coordination of activities of tourist agents, development of tourist routes and paths, etc.

In the global industry, rural tourism is considered as an alternative to rural production. Since both types of activity

are profitable. In addition, the development of the green tourism infrastructure itself does not require significant capital investments and can be carried out at the expense of the villagers themselves without additional investments.

In Poland, for peasants who want to start activities in the field of green tourism, and those who already provide such services, the law does not apply regulates economic (entrepreneurial) activity. Therefore, monetary rewards for relevant services are not subject to VAT. The legislation also provides, under certain conditions, for the exemption of received income and from personal income tax. The law obliges farmers register vacationers in a special journal. Cause of occurrence civil liability may be non-fulfillment or improper fulfillment terms of agreements between the parties, as well as damage. Such liability is realized by indemnifying the cost of the damage caused. The mutual rights and obligations of the parties are determined by the contract concluded between them [14, 19].

Latvia has significant legislative experience in the development of agritourism. Conditional it is because it has been the main contingent of tourists for a long time to rest in the countryside there, there are foreigners. The government paid attention in time on this very promising type of tourism, capable of solving the problem unemployment in the countryside, and approved a number of relevant regulations [14, 19]. Small business is any independent, systematic, proactive activity (production, commercial, financial, insurance) of enterprises and citizens, which is carried out at one's own risk, in order to realize economic interests, where up to 50 workers are employed, and the amount of revenue from the sale of products per year is up to UAH 10 million [6].

In order to finance the activities of regional programs for the development of green tourism, local executive authorities can traditionally use two mechanisms for the development of budget funds: the first one involves the channeling of funds through regional entrepreneurship support funds, the second one is direct financing of program activities by the main manager of such funds - the state administration. Regarding the targeted allocation of budget funds within the framework of the implementation of regional programs for the development of green tourism, according to the current legislation, they should be spent on financing investment projects in this area; on the creation of infrastructure facilities to support small businesses, etc. [1, 10].

Entrepreneurial activity in the village in the direction of the development of green tourism is partly in the shadows due to certain legal factors. Of course, such a situation is unacceptable in the conditions of a market economy, but it is quite real and reflects all the shortcomings and gaps in the legislative and regulatory regulation of business activities in the field of rural green tourism. The lack of a unified approach and system of criteria for evaluating the activities of estates leads to complete confusion and inconsistency of data. Entrepreneurial activity in the field of rural green tourism, taking into account the norms of the current legislation, can be carried out by registering a natural person – an entrepreneur and a legal entity.

Economic security is a state in which the people can confidently, without interference and pressure from outside, determine the ways and forms of their economic development [14, 7, 6]. Thus, when considering business activities in the field of green tourism, it is worth paying attention to safety aspects.

Therefore, economic security will involve taking into account the following factors:

- lack of a concept of development of small forms of farming in the countryside;
- high level of unemployment in the countryside;
- imperfection of national legislation related to entrepreneurship in the countryside;
- social insecurity of the rural population;
- shadow business.

Food safety will need to take into account:

- insufficient focus on the production of final consumption products;
- the need to improve state support for product manufacturers;
- low level of wages;
- scarcity, imbalance of the food market;
- lack of effective market infrastructure [17].

The formation of an organizational and economic mechanism for its functioning, as well as support in solving the following issues, is relevant today for the legal support of green tourism:

- adoption of regulatory documents that will regulate the activities of various forms of rural tourism;
- implementation of measures to support and promote rural tourism on the domestic and international tourist market;
- provision of organizational and material support by the state for a new type of services in the countryside – rural tourism and agrotourism [20].

Rural tourism attracts residents of large cities of Ukraine who dream at least for a few days to immerse yourself in the atmosphere of rural life, in an ecologically clean environment, try delicious dishes of Ukrainian cuisine prepared from

natural products, as well as to rest from the mad rush in the picturesque corners of our country. Recently, green tourism has gained widespread among foreigners living and working in Ukraine, namely employees of embassies, employees of foreign companies, banks, etc. They come to of the Ukrainian village both for the weekend and for a longer period term [17].

Green tourism is a promising direction of business activity in the countryside. At the same time, both tourists and estate owners, territorial communities and the state will benefit. At the same time, other sectors of the economy will also benefit from this activity. Considering that Ukraine is entering the world markets with tourist services, it is worth emphasizing that rural green tourism offers authentic Ukrainian tourist services that will be identified with our state.

According to the estimates of the Ministry of Agrarian Policy, as of 2015, about 2.5 thousand residents of rural areas were employed in the field of green tourism. Green tourism is recognized as one of the priorities of the Agriculture Development Strategy for the period up to 2020 and the developed Ministry of Agrarian Policy of the new version of the law on state support of farms [14].

There are three varieties of current rural green tourism in Ukraine:

- agritourism – a type of rural green tourism, both educational and recreational, associated with the use of household farms or lands of agricultural enterprises that are temporarily not used in the agricultural sector. This type may not have restrictions on the load on the territory and the regulation of types of entertainment.

- recreational (rest in the village). The basis of its development is the capital housing fund on the estates

of the owners and the available natural, recreational, historical-architectural, cultural-domestic and other assets of one or another area.

- ecotourism - a scientific and cognitive type of rural green tourism, characteristic of rural areas and villages located within the territories of national parks, protected areas, natural parks, etc., where appropriate restrictions on loads on the territory are provided and types of recreational recreation are regulated [13].

Studying demand on the tourist market services in green tourism, GFK company Ukraine conducted research, results which showed that rest in estates Western Ukraine is preferred by 41% of vacationers [17].

Extremely promising for development Zakarpattia Oblast is the region of green tourism. Its most important feature and advantage is economic and geographical position. This is the westernmost region of Ukraine and the only bordering one immediately with the four countries of the Central Europe: Romania, Hungary, Slovakia and Poland. Good neighborly relations and high demand for tourist services among the urban urbanized population of the neighbors countries make our transformation real region to the center of rural tourism among countries Central and Eastern Europe [14].

The attitude towards rural tourism among ordinary Ukrainians is quite different – from complete rejection of this type of recreation to great admiration for its environmental friendliness and economy. However, a significant part of the population remains completely unaware of this form of tourism, therefore before Ukraine there is an extremely important task – to promote the ideas of rural tourism in general and to acquaint citizens

with its main principles. The main goal should be promoting this type of recreation and creating its positive image in the mass media.

Rural green tourism is one of the earning opportunities of villagers and one of them from the components of integrated development of rural areas and their infrastructure. Rural ecotourism has the potential to become one of the strategies for overcoming rural poverty, so rural ecotourism in developing countries should be promoted and stimulate the state to provide a boost to economic activity in this segment. Access should be as simplified as possible, with subjects systematic provision of excursion activities. Services in this area have many benefits such as tax benefits. An important component of the organization of rural recreation is a rural family whose activities are related to management subsidy economy. Provision of additional services is carried out by use of the property of this farm to provide services to vacationers: green tourism in rural areas, including accommodation, food and knowledge of local culture and traditions. The key prerequisite for the socio-economic growth of agriculture is the maximization of existing resources: opportunities, high-quality and rational use of material, financial, production and labor resources, search for new opportunities for business, implementation of the latest achievements of scientific and technical progress, modern management and development of tourism contribute to sustainable socio-economic development of Ukraine in general, and villages in particular. When assessing economic profitability of the rural economy, the total volume of economic resources is taken into account: are owned and controlled by agro-industrial organizations, and economic consequences of their ra-

tional use. In the context of modern social development, it can be argued that rural green tourism can not only raise the standard of living in rural areas, but also plays an important role in raising the economic level of the whole country, active, especially in rural areas:

- rural tourism – recreation in nature in the countryside, where the owner provides accommodation and food. The main purpose of this type of tourism is dynamic-passive, cognitive and recreational life of peasants [1, 2];

- agritourism is cognitive and skill-building, skill-building and recreational tourism, which aims to use auxiliary peasant chip farming farms, as well as lands of agricultural enterprises, which are not yet used in agrarian business. Agrotourism is a capacious phenomenon that takes into account structural chain «tourist – owner – peasant economy – village – natural environment» [1, 2];

- agro-ecotourism-recreation of families engaged in rural management farms using organic methods (on farms with appropriate certificates).

The main prerequisites for the development of rural tourism in the country: on the one hand – the growth of demand for recreation and rural areas; interest in learning about Ukrainian heritage; available recreational resources; on the other hand, the availability of labor resources in the village for service; traditional Ukrainian hospitality and benevolence, which is an important factor; and various types of active recreation (excursions, horseback riding, canoeing on the river, forest walks, etc.). And what is important, depending on the season, the tourist can always choose the desired type of recreation.

Investment attractiveness is an important condition for the formation of investment climate of rural green tour-

ism development regions. Investment the attractiveness of the region is a complex economic category, based on which a characteristic of the region's ability to attract capital and form is being formed investment climate. Investment attractiveness of agricultural tourist regions is formed under the influence of a number of factors that affect the investment index attractiveness of agricultural tourist regions of Ukraine [13, 3].

The process of development of agro-villages as business entities in the field of rural green tourism in Ukraine has a number of features and regularities. It has been established that it occurs spontaneously and spreads unevenly in rural areas of Ukraine. Agricultural settlements effectively function and develop in those territories where there are favorable natural and climatic conditions, existing historical and cultural objects and preserved national traditions. The basis of the formation and development of agro-villages is the process of transformation of personal peasant farms into economic units of rural green tourism [9, 11].

Therefore, taking into account the tourist potential, green tourism in Ukraine has prospects for development. It contributes to a positive impact on the revival, preservation and development of local folk customs, crafts, monuments of historical and cultural heritage, and also expands the sales channels for the products of the peasant's subsidiary economy.

Conclusions and future perspectives of the study.

Having conducted research in the field of rural tourism, the following conclusions can be drawn. Rural tourism is one of the promising areas of entrepreneurial activity in the countryside. Its development will contribute to the

preservation of the culture and spirituality of the Ukrainian people, these are additional opportunities for popularizing Ukrainian culture, authenticity, customs and traditions, as well as the historical and cultural heritage of the state.

This type of entrepreneurial activity in the village is one of those that can solve the socio-economic problems of the Ukrainian village: overcoming unemployment, raising the standard of living of the local population, etc.

The policy of entrepreneurship development in the field of green tourism will ensure:

- strengthening the market foundations of business;
- increase in revenues to the regional budget;
- providing jobs;
- attracting the attention of both Ukrainian and foreign investors;
- establishment of cooperation with international organizations for the development of tourism business;
- settlement of state business support in the village;
- development of related areas of entrepreneurship in rural areas (authentic souvenirs, agar production products, etc.);
- improving the well-being of the local population and self-organization of leisure time;
- preservation and popularization of Ukrainian historical and cultural heritage, natural resources, customs and traditions, etc.

However, for the prospective development of tourism in the village, it would be necessary to develop and improve the regulatory and legal framework at all levels of management; carry out an analysis of the state of demand on the market for tourist services and provide financial support for rural estates, agricultural settle-

ments at the state level. One of the options is the holding of trainings and seminars on training those who wish to submit grant applications in communities.

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Мосіюк С.І., Мосіюк В.І., Солодуха Г.А. (2023).

РОЗВИТОК ПІДПРИЄМНИЦТВА У СФЕРІ ЗЕЛЕНОГО ТУРИЗМУ

BIOECONOMY AND AGRARIAN BUSINESS, 14(2): 87-100.

[https://doi.org/10.31548/economics14\(2\).2023.087](https://doi.org/10.31548/economics14(2).2023.087)

Анотація. Проблематика розвитку туризму в Україні постає наряду із підвищенням рівня життя сільського населення. Сільський зелений туризм передбачає розвиток підприємницької діяльності в даній галузі надає можливість місцевим жителям підвищувати свій добробут. Дослідження перспектив розвитку зеленого туризму є актуальним сьогоднішнім. У даній статті проаналізовано й обґрунтовано розвиток туристичного бізнесу в Україні як пріоритетної складової економічного розвитку держави, висвітлено стан і перспективи підприємницької діяльності на селі, наведено рекомендації щодо перспектив розвитку підприємництва у сфері зеленого туризму.

Зелений туризм сприятиме покращенню добробуту територіальній громаді, зростанню зайнятості сільського населення, розвитку інших напрямків бізнесової діяльності на селі та збільшенню надходжень до бюджету як громад, так і держави. Однак для ефективної діяльності це потребуватиме покращення інформаційного, рекламного тощо забезпечення туристично-рекреаційного потенціалу локацій.

У повоєнний період держава повинна відновити підтримку індустрії туризму в питанні розвитку зеленого туризму. На жаль, нині ми можемо говорити про центральну і західну частини України. Сільські садиби будуть відігравати свою місію в повній мірі ще довгі часи. І цей вид підприємницької діяльності матиме безліч функцій як відпочинкових, лікувальних або можливо виникне на ринку потреба в забезпеченні нових, досі не затребуваних послуг. Держава має сприяти розвитку зеленого туризму та слідкувати за дотриманням якості послуг. Євроінтеграційний напрямок України вимагає дотримання відповідних стандартів якості у сфері гостинності.

Дослідивши передумови та перспективи розвитку індустрії гостинності в Україні, а саме зеленого туризму, дійшли висновку, що даний напрямок діяльності на селі має багато позитивних аспектів, починаючи від вирішення соціально-економічних проблем у сільській місцевості й завершуючи впливом на розвиток економіки держави загалом. Туристичний ресурсний потенціал держави при належному використанні, вмілому маркетинговому плануванні, популяризації української автентичності на світовому ринку з високою ймовірністю можуть вивести Україну в п'ятірку світових лідерів індустрії туризму.

Ключові слова: туризм; зелений туризм; зайнятість; індустрія гостинності; підприємництво; туристичний потенціал.