

**STATE REGULATION OF RURAL GREEN  
TOURISM ©**

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*The article is aimed at highlighting the theoretical foundations of state regulation of rural green tourism in Ukraine. Tourism is increasingly playing the role of an indicator of political relations between the states, a stabilizer of partner relations in the international political arena. Therefore, considering the great importance of tourism, the state has identified it as one of the priority directions of development of the national economy and culture, the sphere of realization of rights and needs of man and society, one of the defining components of the socio-economic policy of the state and regions. Today in Ukraine there are a number of problems that do not contribute to the development of the tourist industry, leading to a significant destruction of economic and social relations in the tourism sector. This article reveals the concept of "rural green tourism", as well as the significance of its development for the country's economy. The characteristic of the concept of "state regulation of rural green tourism" is given, and the system of methods of regulation is described. The necessity of marketing research as one of ways to improve the system of management of the rural tourism sector is presented. Formulated conclusions that include ways to develop and improve the state regulation of rural green tourism in Ukraine.*

**Key words:** tourism, countryside, state policy, state regulation, agrotourism, rural green tourism.

**Fig.: 1. Lit.: 8.**

**ДЕРЖАВНЕ РЕГУЛЮВАННЯ СІЛЬСЬКОГО ЗЕЛЕНОГО ТУРИЗМУ**

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*Дослідження статті спрямоване на висвітлення теоретичних основ державного регулювання сільського зеленого туризму в Україні. Туризм все частіше відіграє роль індикатора політичних відносин між державами, стабілізатора партнерських відносин на міжнародній політичній арені. Тому, зважаючи на велике значення туризму, держава визначила його одним з пріоритетних напрямів розвитку національної економіки та культури, сферою реалізації прав і потреб людини та суспільства, однією з визначальних складових соціально-економічної політики держави і регіонів. На сьогодні в Україні існує низка проблем, котрі не сприяють розвитку туристичної галузі, призводять до суттєвого руйнування економічних і соціальних відносин у туристичній сфері. Дана стаття розкриває поняття «сільський зелений туризм», а також значення його розвитку для економіки країни. Надана характеристика поняття «державне регулювання сільського зеленого туризму», та охарактеризована система методів регулювання. Наведена необхідність проведення маркетингового дослідження як один із шляхів удосконалення системи управління галузі сільського туризму. Сформовано висновки які включають в себе шляхи розвитку та удосконалення державного регулювання сільського зеленого туризму в Україні.*

**Ключові слова:** туризм, сільська місцевість, державна політика, державне регулювання, агротуризм, сільський зелений туризм.

**Рис.: 1. Літ.: 8.**

## ГОСУДАРСТВЕННОЕ РЕГУЛИРОВАНИЕ СЕЛЬСКОГО ЗЕЛЕННОГО ТУРИЗМА

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*Исследование статьи направлено на освещение теоретических основ государственного регулирования сельским зеленым туризмом в Украине. Туризм все чаще играет роль индикатора политических отношений между государствами, стабилизатора партнерских отношений на международной политической арене. Поэтому, несмотря на большое значение туризма, государство определило его одним из приоритетных направлений развития национальной экономики и культуры, сферой реализации прав и потребностей человека и общества, одной из определяющих составляющих социально-экономической политики государства и регионов. На сегодня в Украине существует ряд проблем, которые не способствуют развитию туристической отрасли, приводят к существенному разрушению экономических и социальных отношений в туристической сфере. Статья раскрывает понятие «сельский зеленый туризм», а также значение его развития для экономики страны. Дана характеристика понятия «государственное регулирование сельского зеленого туризма», и охарактеризована система методов регулирования. Приведенная необходимости проведения маркетингового исследования как один из путей совершенствования системы управления в области сельского туризма. Сформулированы выводы включающие в себя пути развития и совершенствования государственного регулирования сельского зеленого туризма в Украине.*

**Ключевые слова:** туризм, сельская местность, государственная политика, государственное регулирование, агротуризм, сельский зеленый туризм.

**Рис 1.: Лит.: 8.**

**Formulation of the problem.** Rural green tourism – is necessary both for tourists, and for the owners – peasants, rural communities, regions and the state as a whole, promotes the development of many related industries.

It is strategically important for Ukraine to rapidly overcome the gap in the field of rural green tourism, which can play the role of a catalyst for structural adjustment of the economy, provide for demographic stability and address urgent socio-economic problems in rural areas, as well as accelerate the implementation of the existing rich tourism potential through the holding of well-balanced policy of state regulation, in particular at the regional level. Given the state regulation of rural greens, due attention should be paid.

**Analysis of recent research and publications.** Some aspects of rural green tourism are covered in the works of famous scientists in the fields of law, history, tourism, sociology, economics and geography, in particular Yu. Alexeyev, V. Birkovich [1], V. Kifiak [4], M. Landel, N. Lipchuk [5], M. Pityulich and others. Research shows that rural tourism is able to provide economic and demographic stability in rural areas and solve their socio-economic problems. It also has a positive impact on the revival, preservation and development of local folk customs, crafts, monuments of historical and cultural heritage.

**The purpose of the article** is to clarify the role and place of rural green tourism in the overall system of the national tourism industry and the development of the socio-political situation in rural regions of Ukraine, as well as to identify the priority regulatory and organizational measures for ensuring the regulatory influence of the state in order to bring them in line with Ukraine's course on European integration.

**Presentation of the main research material.** To implement the state regulation development of rural green tourism, certain mechanisms are needed that require the theoretical foundations of their construction, as well as the number of these mechanisms, since they cover various directions of state influence on the activities of rural tourism actors. State regulation plays an extremely important role in every economic activity. In particular, in tourist activity its place is especially important, since the main goal of state regulation is to improve the life and leisure of both rural and urban populations. The formation of tourism regulation is carried out not only by the state bodies of the central and regional levels, but also by local self-government bodies, public and professional organizations and business structures.

The growth rate of rural green tourism is estimated at 10-20% to 30% per year (for adventure tourism, which is part of the WTO statistics), and its share in income from international tourism reaches

10-15%. The rural tourism market in our country is on the stage of becoming. The number of farms operating in this market is insignificant. To date, these are mainly the regions that have the socio-economic background for this – the Ukrainian Carpathians, Slobozhanshchyna, Polissya, Podillya [2, p. 23].

Possibility of using the natural, material and cultural potential of certain regions and the activities of the rural family, providing housing, providing food and introducing guests to the characteristics of the countryside and farming on the ground affects the improvement of the conditions and quality of life of the peasants, expands the employment of the rural population, provides additional income, expands the possibilities of employment of the rural owner not only in the production sphere, but also in the service sector. Almost 60% of rural residents are under the poverty line. With a certain accumulation of the number of vacationers there is a need to meet their diverse requests, which, in turn, stimulates the development of the service sector: transport, communications, trade, life services, recreation and entertainment, and others [6, p. 18].

Research shows that rural tourism is able to provide economic and demographic stability in rural areas and solve their socio-economic problems. It also has a positive impact on the revival, preservation and development of local folk customs, crafts, and monuments of historical and cultural heritage.

Today, tourism, in particular rural green, is the fastest growing industry in the world. Approximately 10% of the world's gross product brings the international tourism industry, about \$ 500 billion. The United States makes annual revenues from the global tourism industry.

Ukraine has just begun its move to the world-wide standards of rural tourism existing in the developed world, and gives priority to the development of inbound and domestic tourism as important factors in improving the quality of life of the population.

Rural green tourism is the very sector of the economy that deserves the greatest attention in Ukraine. It can potentially provide a significant contribution to the economy of rural areas in the form of new jobs, increased revenues from foreign economic activity, replenishment of the state budget through tax payments, facilitate the reduction of imports and intensify the use of local raw materials. Such a type of tourism is the export industry, which differs from other export industries in one important aspect. Most exporters export their goods from the country to the consumer. In tourism, the consumer comes to the country in order to purchase and consume manufactured products and services. This creates additional revenues in the local economy [3, p. 62].

There is a wide range of varieties of tourism – cultural and cognitive, recreational and sports, environmental and educational, rural and agritourism (in rural areas), green (in landscape areas), and others. The main types of rural tourism - environmental tourism and agritourism. Synonyms of the concept of "ecotourism" are green and natural tourism. Traditional tourism is characterized by the following features:

- the advantage of natural, not cultural objects of tourism;
- sustainable use of nature;
- less workload;
- personal participation in the socio-economic development of territories;
- ecological education of tourists.

Rural tourism is a recreational type of tourism focused on rural areas, which involves the development of tourist routes, recreation areas, agricultural and national museums, as well as tourist centers with guides and guides.

Farm tourism is a recreational type of tourism, which is concentrated in rural areas, which involves the use of a rural (farm) farm with a view to recreation, education or active involvement in traditional forms of farming.

Farm tourism can be found in different forms, but always includes hiring a rural home:

- hire a service home directly within the household;
- accommodation for self-catering lodging on land owned by the farm, for example, in camping and tents.

Ecological tourism – is a cognitive and recreational type of tourism, focused on natural (unchanged human) territories, which involves classes in various forms of active recreation in natural landscapes without causing harm to the environment.

The term "rural green tourism", the content of which is treated as a vacation in the Ukrainian village, appeared in the legal field of Ukraine in 1996 with the registration in the Ministry of Justice of Ukraine of a public non-profit organization of the Union for the Promotion of Rural Green Tourism in Ukraine (hereinafter – the Union). Later this term was used in the Law of Ukraine of 2003 "On Personal Peasant Economy" and the Law of Ukraine "On Agricultural Advisory Activities" of 2004, as well as in the normative documents of the President of Ukraine and the Cabinet of Ministers of Ukraine. The term "rural green tourism" is used only in Ukraine [4, p. 126].

The popularization of rural green tourism in Ukraine is facilitated by the popular science magazine "Tourism of rural green", a directory-directory "Rest in the Ukrainian village", the manual "Tips for beginners". The union has already implemented more than 30 projects supported by the Eurasia Foundation, the International Renaissance Foundation, the EU TACIS Program, and others. Today the local branches of the Union actively operate in 18 regions of Ukraine. it is accepted by the European Federation of Rural and Farm Tourism EVROGITES.

If the great wealth of material and spiritual culture of Ukraine is properly involved, in rural green tourism, the positive result will not be delayed. Namely, rural welfare will increase, rural incomes will be diversified, migration from rural areas diminishes, travel services will expand in Ukraine, revenue will increase in local budgets, competitiveness and attractiveness will increase, domestic and foreign investments will increase to rural areas, the number of workers will increase places in sectors directly or indirectly related to rural tourism; young people, in particular women, other categories of citizens will start their own business in the field of rural tourism.

Today there is a significant reserve for replenishing the working capital of the owners of rural homesteads providing tourist services. Most of them have land parcels that are leased, and for that they receive a meager salary of up to 3% of the value of land, not taking into account its cadastral value, and therefore very cheap. The time has come to significantly increase the rent for owners of land shares, possibly up to 20% of the cost of the harvest. Then they will feel themselves real rulers of their land, and the suffering Ukrainian village will gradually begin to raise its standard of living [5, p. 207].

At present, many homes have not yet fully understood the very essence of green tourism. In the context of the general economic crisis, the economic and social problems of the village are extremely aggravated, the widespread and development of rural green tourism are particularly desirable.

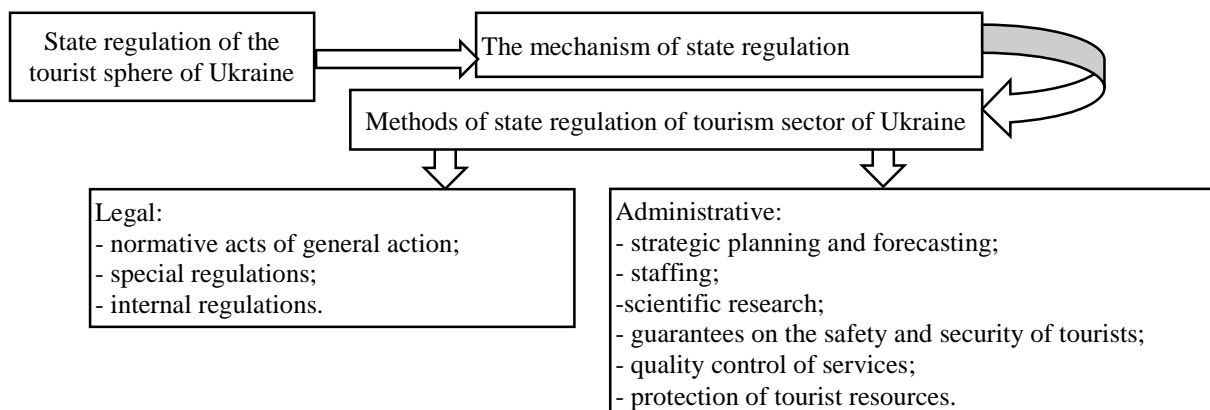
The mechanism of realization of the tourist regulation of the state includes: drawing up of targeted programs for tourism development at the state and regional levels; the development of certain measures necessary to achieve the goal; state regulation of tourism industry development, etc.

State regulation of the sphere of rural tourism is realized through economic, legal and administrative influence through legislative and regulatory acts; state and interstate standards; licensing of certain types of activities; state norms and norms oriented to the world market; state programs and plans; financial-tax, monetary and tariff regulation; investment, antitrust, social, environmental policy. The very concept of state regulation is unambiguous in legislation and scientific literature, which is why most authors disclose its essence in a particular field, mainly this concerns the economy.

In order for rural green tourism in Ukraine to become widespread and become a significant economic contribution for the family of each rural host, close cooperation between local governments, public organizations and village owners is needed. To this end, in Ukraine, it is necessary to create a favorable rural population, a transparent and effective regulatory framework, as well as mechanisms for monitoring the implementation of the laws in force.

According to the legislation of Ukraine, regulation in the field of tourism is carried out by the Verkhovna Rada of Ukraine, the Cabinet of Ministers of Ukraine, the central body of executive power in the field of tourism, local state administrations, local self-government bodies, as well as other bodies within their competence.

Depending on the use of means of influence on the subjects of tourism management distinguish between legal and administrative methods of regulation of rural green tourism, which are depicted in Fig. 1.



**Fig. 1. The system of state regulation of tourism in Ukraine**

Source: [2, p. 42]

One of the most important state regulators is the legal regulation of tourism development.

Legal methods - a set of methods of action of the subject of management through legal rules, legal relations and legal acts. They are developed and implemented by central and local authorities and provide for the general organization and legal regulation of tourism activity, the creation of a favorable legal and regulatory framework for all subjects of tourism management by [5, p. 206]:

- improvement of the existing legal and regulatory framework;
- legislative protection of the safety and security of tourists;
- development and improvement of the rules of entry, departure and stay of tourists on the territory of Ukraine;
- development of the methodology of licensing, standardization of tourist activity and tourist industry objects, tourist product certification, travel insurance;
- harmonization of the regulatory framework of tourism with international law.

It should be noted that in order to more effectively implement the program of measures for the development of tourism, it is necessary to provide legal support to rural green tourism in Ukraine. Regulatory framework for regulating the development of this type of activity is quite wide and because all normative acts on activities in this area can be divided into the following categories: general acts, special regulations and internal regulations.

General normative acts [5, p. 207]:

- The Constitution of Ukraine, which defines the general legal rules for the settlement of property relations;
- Civil and Commercial Codes of Ukraine; Special regulations regulate the activity of a separate branch of law or a separate direction (in this case, the activity in the field of rural tourism). These include: Laws and Decrees of the President of Ukraine, Decrees of the Cabinet of Ministers, Housing Code of Ukraine, departmental regulations.

Among the special laws is the Law of Ukraine "On Tourism" dated September 15, 1995 No. 324, as amended by the amendments dated 02.10.2018, No. 2581-VIII [7], which defines the general, legal, organizational, educational and socio-economic principles realization of the state policy in the field of tourism. According to this Law, tourism has been recognized as one of the priority directions of development of the economy of the country, which determines the state attention and conducting a stimulating state tourism regulation aimed at developing the tourism industry in accordance with European standards.- Laws of Ukraine: "On Protection of Consumer Rights", "On the Procedure for Exit from Ukraine and Entering Ukraine Citizens of Ukraine", "On Advertising", "On Environmental Protection", "On the Legal Status of Foreigners", "On Protection" cultural heritage ", etc.

The draft Law of Ukraine "On Rural and Rural Green Tourism", adopted by the Verkhovna Rada of Ukraine on November 16, 2004, aims to stimulate and encourage the rural population to self-employment and develop an entrepreneurial initiative. Although the bill needs to be further improved, its adoption will promote the revival and development of the village, increase employment of the rural population, and meet the requirements of the implementation of the state regulation in the field of tourism.

The list of normative acts used in the field of rural green tourism activity may increase, depending on the property owned by individuals and used in tourism, from the types of services rendered by the owner of the farmhouse, etc.

Internal normative acts include: the status of the All-Ukrainian Union for the Promotion of Rural Green Tourism in Ukraine, the provisions of the regional and local branches of the union, statutory documents of other organizations dealing with rural green tourism.

The process of legislative regulation and other forms of regulation of activities in the field of rural green tourism should take place with the direct participation of rural owners and their public associations. The right to define individual norms and standards of activity and control over their compliance should be delegated to public associations.

In addition to the above-mentioned legal methods of state regulation of activities in the field of rural green tourism, administrative methods have been widely used, which essentially express direct government control.

Administrative methods of regulation of tourism activity are the levers of market model management with elements of state regulation of development and activation of economic processes in the tourism industry at the national and regional levels. Distinguish administrative methods of direct and indirect state influence. Direct methods are the mechanisms of public administration and coordination of activities in the tourism industry, and provide for both state regulation and self-regulation of tourism actors through the establishment of certain associations and associations [2, p. 84].

Indirect methods of state influence are regarded as a market model of self-regulation through the achievement of demand and supply of a tourism product. It is necessary to use the following methods of influence to the maximum extent, which will lead to a reduction of state interference in entrepreneurial activity, elimination of economic, administrative, legal and organizational obstacles in the development of entrepreneurial structures.

Administrative management methods can be divided into the following components:

Strategic planning and forecasting of tourism development is the process of developing a common strategy, concepts and program of action that ensures the effective functioning and development of the industry in the future; regulation of spatial distribution of objects of the tourist complex and tourist streams, planning of development of tourist infrastructure.

Planning activities in rural tourism is based on the development of a business plan that has an external function (presentation of its plans to consumers and investors, the basis for obtaining financial resources, loans), and internal (becomes a tool for successful management of the enterprise). The business plan is a specific program of the field of rural tourism, a plan for the specific objectives of the activity, which includes estimating the expected costs and benefits.

Personnel provision provides for the creation of an educational network for the training and retraining of personnel in the field of management and marketing of rural green tourism at the level of world standards, which would educate specialists capable of working individually and productively in a competitive environment [4, p. 96].

Together with specialists from the Ministry of Labor and Social Policy of Ukraine, the State Employment Center and the Union, training plans and programs for the training of such specialists are developed. It is also advisable to involve in this work teachers of higher education regions of the largest rural tourism development. The positive result is holding consultative conferences and workshops on the exchange of experiences between rural green tourism owners, as well as scholars who have studied experience in other regions and countries [2, p. 18].

A business association of individual representatives engaged in rural green tourism in a certain associative form enables to effectively and quickly coordinate the activities of participants in one clearly defined direction, provide targeted financing for development support, methodological, informational, innovative, marketing assistance, to represent common interests in the state authorities, to reduce expenses for the main activity at the expense of cooperation, etc.

Research is to conduct an analysis of the tourism industry in the countryside, market research, the creation of a single information provision for the needs of the tourist complex, the development of recommendations for improving the management system of rural tourism.

In order to constantly have information about changes in the market of tourist services and to be able to react promptly to them, every owner in the field of rural tourism needs to conduct marketing research - permanent and periodic. Achievement of high methodological and scientific level of marketing research of rural green tourism involves:

- selection of the most relevant issues;
- formulation of goals;
- planning of research for each goal;
- selection of sources of information and definition of breadth of coverage;
- collection of information;
- compilation and analysis of information;
- developing recommendations and forecasting their effectiveness.

At the stage of developing recommendations and forecasting their effectiveness, the marketing research does not end, it has a continuation – the implementation of the recommendations obtained during the study, and monitoring their implementation.

The quality control of services consists in the development and implementation of appropriate standards and procedures for ensuring the quality of services in the field of rural green tourism (certification, categorization), and also includes environmental protection criteria. The introduction of standards is extremely important in terms of improving the quality of tourist services and Ukraine's integration into the world and European tourist community.

In the countries of the world, rural green tourism has existed for decades and is supported and stimulated at the national level. In particular, the maximum simplified procedure for involving the rural population in this activity and introduces a number of benefits, including tax for owners of green farmsteads. Therefore, it is expedient to develop and work out the mechanism of domestic state regulation and support of this sphere, taking into account the experience of foreign countries, in particular, Eastern European.

For example, in Poland, green tourism is separated from other types of tourism and agricultural activities by legislation, by defining the main concepts – "agro-tourism services", "peasant (owner)", "rural (peasant) economy". There is a system of granting tax privileges to actors in the field of green tourism, in particular, exemption from taxation of income received from the delivery of rooms by individuals under certain conditions. In Hungary, personal income from this activity is not subject to taxation, if the annual income does not exceed 10 minimum monthly salaries, and the place of permanent residence of the person is in the real estate being used. In developed European countries (France, Great Britain, Holland, Ireland, Germany, Spain) rural tourism creates new jobs, brings real income to the regions, became the main area of protection and reproduction of rural landscapes [6, p. 39].

In addition, for the preservation of the ecology of the environment, a system of ecological labeling of farmsteads (ecological certification) in Ukraine under the name "Green Manor", which became a member of the European Federation of Rural and Farm Tourism EUROGITÉS, was developed.

In order to promote the conservation and protection of tourist resources in Ukraine, it is envisaged to create national and regional landscape parks in cooperation with neighboring countries, which will protect natural objects that are of value not only for our country. As a result, this will be an effective step not only in the protection of landscapes common in several countries, but will also create the necessary conditions for greater attractiveness of these regions.

**Conclusion.** To date, Ukraine has established certain organizational and regulatory frameworks for the development of rural green tourism. It is first of all to develop a regulatory framework for the definition of organizational conditions for the provision of rural green tourism services within the limits of a personal farm. Summing up, it should be noted that at this stage of development it is worthwhile to draw attention to the experience of legal regulation of rural green tourism in post-soviet and former socialist regions, as it is necessary to solve common problems - elimination of the crisis of the agrarian sphere, improvement of the living standards of the rural population and improvement in some cases, and renovation) of village infrastructure. With regard to developed European countries, the main difference is the direction of legal regulation not only on solving socio-economic aspects, but also on improving the state of the environment, raising the level of services and obtaining state revenue from activities in the field of agrarian tourism.

The formation of tourism regulation, the system of state regulation in the field of rural green tourism, determination of their forms, means and tools remains extremely important. The main task in shaping this regulation is to coordinate efforts of the government, parliament, ministries, departments, other bodies of state power, as well as public organizations and business structures for the more effective development of rural green tourism in Ukraine. In order to ensure the sustainable development of the recreation sector in the Ukrainian countryside, in the context of the economic crisis, there should be regulated partnerships between authorities, businesses and professional non-governmental organizations. That is why, taking into account the current state of the Ukrainian economy, increasing demand for recreation in the natural environment, and taking into account the need to create a modern market for recreational offerings in rural areas, support from the state should be timely. Therefore, further research will highlight the economic efficiency of the functioning of rural green tourism.

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