

MOTIVATIONAL MECHANISMS OF DEVELOPMENT OF RURAL GREEN TOURISM ENTERPRISES

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Summary: Features of rural green tourism as one of subsystems of tourist activity and at the same time and subsystems of agriculture are designated. It is determined that rural green tourism is an important direction of entrepreneurial activity in rural areas. It is shown that rural green tourism is one of the components of the socio-economic revival of the village, a promising and multi-purpose form of solving a large number of problems of its development and meeting the needs of those interested in recreation and recreation. In addition, rural green tourism has ample opportunities to attract foreign exchange and various kinds of investments, provides income growth and increase the level of well-being of the rural population. A special place is given to tourism in creating jobs and solving the problem of employment. Practice shows that the number of jobs is increasing, without requiring large costs, and the number of people employed in the tourism sector is constantly growing. An environmentally oriented strategy, the use of innovative intensive technologies of agricultural production, the study of economic, social, price, demographic parameters, the study of market segments of tourist products, the place of rural green tourism in this market will ensure in the future the success of agro-tourism business, the possibility of diversifying agricultural production, expanding the market for agricultural products and related tourist services.

Keywords: rural green tourism, enterprises, motivational mechanisms, development, employment

Introduction

The socio-economic revival of rural areas today directly depends on the development of rural green tourism. This branch of management is a promising and multi-purpose form of solving a number of problems of rural development and meeting the needs of consumers (tourists) who are interested in this type of tourism. Both farmers and consumers are now interested in the development of this type of activity. For villagers it is an opportunity to learn a new type of activity and an opportunity to get additional income, for tourists-to get tourist services.

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Main text

Rural green tourism is one of the components of the socio-economic revival of the village. It is a multi-faceted and multi-purpose form of solving a large number of problems of rural development and meeting the needs of consumers interested in recreation and recreation. That is, agricultural tourism is the result of mutual interest of two groups of citizens: some of them have taken the initiative in the development of a new business for them, others use it in their own interests and needs. Their joint interest and the Commonwealth formed an unconventional form of rural employment and became extremely important not only for the subjects on both sides, but also for the region and the country as a whole, Marmul at. al., 2018.

In the coming years, rural green tourism will become an important area of entrepreneurial activity in rural areas. The tourist type of business now often attracts peasant entrepreneurs with a moderate start-up capital and a quick payback period. It is also equally important that the demand for tourist services is high. Now in the villages, under the influence of high unemployment, the processes of searching for non-traditional production and economic activities by peasants with the aim of employment in the non-agricultural sphere or with its partial involvement are becoming more active.

The development of non-agricultural activities in rural areas is associated with socio-economic transformations in the agricultural strategy of the state, the possibility of obtaining financial and credit assistance, the activities of local governments and other state institutions (for example, services of agricultural doradnitsva) and public organizations.

Rural green tourism is one of the components of the socio-economic revival of the village. It is an extremely important social and social phenomenon, which originated from below, at the initiative of the residents in order to protect themselves from the negative processes that have led to mass unemployment and poverty of a large part of the peasants and other rural residents. At the same time, rural green tourism has become a factor in reducing the outflow of local population from forced migration to foreign countries in search of work and earnings. Along with this, it has acquired the importance of one of the factors of preserving the ethnic identity of the region with high spiritual qualities, great efficiency and other extremely important features of local residents, Darchuk, 2013.

Rural green tourism is a promising and multi-purpose form of solving a large number of problems of rural development and meeting the needs of those interested in recreation and recreation. Economic activity is the desire of an able-bodied person to put into practice his abilities to work, knowledge and experience for remuneration in monetary or other form. Realization of this aspiration appears in employment of the person by economic activity, and its unrealisation is shown in unemployment. The economically active population,

or labour force, according to the ILO methodology, is a population of both sexes between the ages of 15 and 70 years, inclusive, which for a certain period ensures the supply of its labour force in the labour market. The quantitatively economically active population consists of the number of people engaged in economic activities and the number of unemployed, to which well-defined groups of people belong according to this method.

In those areas where rural green tourism acquires intensive development, more able-bodied population, and the number of working population is markedly different in a positive way. Private enterprises in areas where we are seeing an active development of rural green tourism, there is also more that can not be said about tourist enterprises, which are often simply not registered as hotels, and operate as private enterprises. In General, farmers are not registered as entrepreneurs for providing agricultural services in the season and motivate non-registration of excessive bureaucratic procedure. Others do not even know that they are engaged in business activities in the countryside, taking tourists in their apartment. Today the consumer of a tourist product pays the attention not only to the price, but also to quality of the offered product. Therefore, today Ukraine has proposed a program of voluntary categorization. According to its terms the owner of the estate on special indications establishes the category of his farmstead, Romaniuk, 2015.

For the successful development of rural green tourism owners of farmsteads and local governments need to pay attention to such stages of the circulation of financial resources in the field of agro tourism services:

- improving the quality of tourist services is necessary for successful competition in the tourism market, the quality ensures a steady interest of the tourist to his activities;

- advertising will provide a clear and stable tourist information flow to the market, tell about a particular tourist product that is offered in the farmstead;

- after successful advertising, there will be an intensification of interest in the tourist product, then the demand for the product will grow and tourists will start receiving funds for the services received;

- the next stage will be the growth of well-being of peasants and rural areas, where rural green tourism is actively developing.

The development of rural tourism causes a number of positive socio-economic consequences: the development of rural infrastructure, cultural development of peasants, increasing the kindness of the population, the emergence of new jobs, improving the environmental condition of rural areas, Pitiulych, 2011. Thus, the development of rural tourism contributes to the revival of the Ukrainian village.

Rural tourism has a positive impact on the development of rural areas in Europe and the world. For the effective development of rural tourism in Ukraine, it is necessary: in the process of drafting laws to take into account the

world experience in providing tax benefits to the subjects of tourist business; to determine the strategic goal of rural tourism development is to create a competitive tourist product both in the domestic and foreign markets; to ensure the organization of material support for the development of this type of activity; regulate the functioning of various types of rural tourism at the state level.

Taking into account the need to preserve the environment at the level of world environmental standards, the subjects of tourism business in rural areas should develop their own eco-strategies aimed at creating high-quality environmentally friendly products and at preserving and restoring natural resources, Ihnatenko, 2010. Thus, an environmentally oriented strategy will ensure the success of the agro-tourism business in the future. At the same time, the traditional principle of agriculture should be observed: the maximum yield of agricultural crops at the lowest cost of labor without destroying the natural environment. That is, the use of innovative intensive technologies for the production of agricultural products should also not lead to a violation of the ecological balance of the territories. Socio-economic benefits that can be expected with the development of the agro-tourism industry associated with the possibility of diversification of agricultural production, expansion of the market for agricultural products and related tourism services.

The main prerequisite for the successful development of rural green tourism as an independent form of management in the countryside is the development and implementation of a set of measures that contribute to the organizational and economic development of agro-tourism, its marketing direction, information, technical and Advisory support, Havrylko, at. al., 2018. Such activities include research of market segments of tourism products, the place of rural green tourism in this market, the study of economic, social, price, demographic parameters, the level of diversification of agricultural production, ensuring environmental standards.

The motivation behind the revitalization of green tourism in the regions of Ukraine form the practice of strategic socio-economic objectives for further dynamic and sustainable development of agricultural production: the promotion of employment of the population, reduction of unemployment; increase of the level of income, quality of life and well-being of the rural population to the level *serednyachki* indicators by region, country and the economy in General; the realization of labor potential of rural territories; formation potential and stimulate actual demand for services green tourism; increasing the tourism potential of the country's regions; diversification of agricultural business; diversification of the structure of employment of rural population, sources of income, types of economic activity; formation of a holistic cultural, tourist, economic and social space for further active integration of Ukraine into the European community, consolidation of the

system of values and priorities in the framework of joint programs for the development of agricultural and social policy of European States.

Conclusion

So, the main driving force behind the development of rural green tourism is the economic benefits it provides. Rural green tourism stimulates the development of infrastructure elements-hotels, restaurants, trade enterprises. It predetermines the increase in the revenue part of the budget due to taxes, which can be direct (visa fee, customs duty) or indirect (increase in wages of employees causes an increase in the amount of income tax that they pay to the budget). In addition, rural green tourism has ample opportunities to attract foreign exchange and various kinds of investments, provides income growth and increase the level of well-being of the rural population. A special place is given to tourism in creating jobs and solving the problem of employment. Practice shows that the number of jobs is increasing, without requiring large costs, and the number of people employed in the tourism sector is constantly growing. An environmentally oriented strategy, the use of innovative intensive technologies of agricultural production, the study of economic, social, price, demographic parameters, the study of market segments of tourist products, the place of rural green tourism in this market will ensure in the future the success of agro-tourism business, the possibility of diversifying agricultural production, expanding the market for agricultural products and related tourist services.

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