

## **Part 3. INNOVATIVE TRENDS OF MODERN ORGANIZATIONS DEVELOPMENT**

### **3.1. AGROTOURISM AS A TOOL OF KHERSON REGION AGRICULTURAL UNITS DIVERSIFICATION**

In the conditions of active integration of agricultural sector enterprises into the market environment, agroformations require the existing industries to be brought up to a qualitatively new level of competitiveness, to ensure high standards of the exported products, as well as to develop new areas of activity that will ensure a high level of profitability, stabilize the financial condition of the business subjects and promote the elimination of seasonal production problems. The European experience of agrarian sector development shows the effectiveness of agricultural production as a tool for their competitive development. This is due to the relevance of the selected topic of research.

In order to generate profit, agricultural formations are engaged in the production and sale of agricultural products. However, agrarian business, like no other, is characterized by risks and uncertainty of the influence of natural and climatic factors and seasonal production. In addition, it is important to properly plan revenue and expenditure, rational distribution of material and financial resources. Thus, efficient management of agrarian enterprises requires the formation of a model that will ensure stable and constant income, will neutralize the negative impact of environmental factors and will insure the risks of entrepreneurial activity.

Diversification of activities should be innovative from the processing of its own products and its sale to the end consumer to the establishment of new types of business that are not specific to agricultural production - shops, pharmacies, hairdressers, hotels and others. In the list of directions of diversification, priority is given not only to the production of new types of products, but also to new types of services, including tourist ones.

At the present stage, the issues of legislative support and regulatory framework for agrotourism development are not regulated, because in agrarian tourism, mainly as a sphere of activity of individuals (rural masters and members of their families), which are not subjects of entrepreneurial activity and provide services temporary accommodation (accommodation) of tourists in the owner's own house. The agrarian tourism is considered as one of the services that can be provided within the framework of the economic activity of individual peasant farms in the Ukrainian legislation.

In connection with the processes of global urbanization, agrotourism is gaining popularity among the population and among the families with children. In contrast to the traditional forms of tourism, the day off in the agrarian environment acquires cognitive, educational functions, where participants can learn about the origin of food products, especially the technology of their production, environmental aspects of the activities of agricultural enterprises in practice.

Business ideas of agrotourism are connected with attraction of tourists not only to passive recreation in nature, but also to active activity in the process of collection and production of products of agriculture, forestry and fish farming. In particular, fish farming, soil cultivation, the creation of garden and park facilities, the harvesting of fruits, berries, mushrooms on fields and in natural conditions, feeding and care for farm animals, and the creation of eco-settlements<sup>1</sup> will be relevant for recreation.

Main benefits of agro-tourism for farms providing services in this area:

- additional stable income during the year in the service sector;
- entrepreneurial activity of the economy activation, attraction of additional workplaces and other resources for tourism business;

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<sup>1</sup> Business Idea: How to Earn on Green Tourism URL: <http://my.rv.ua/hotnews/biznes-ideya-yak-zarobiti-na-zelenomu-turizmi/>

- development of skills, new knowledge and skills of workers acquisition in reception and maintenance of tourists, excursions, familiarization with the economy and individual business processes;
- free farm facilities usage - public catering establishments, cultural buildings, historical and cultural monuments, recreational areas;
- popularization of own products, its qualitative indicators increase, expansion of the trade consumers and intensification circle;
- aesthetic and cultural development of business entities;
- related areas development (solar farms, trade establishments, hotel and restaurant business, cultural and sports facilities).

Experts estimate that the family of farmers can receive a constant 20-30% of income from rural tourism to the total income<sup>1</sup>. A well-established tourist route for agribusiness can provide additional cash flows. Agreeing with the opinion of advocates of progressive local self-government, agrarian tourism is the most important point of local communities' unification and a key component of rural tourism<sup>2</sup>. Farm tourism is a type of rural green tourism, informative and recreational, associated with the use of subsistence farms or agricultural enterprises, temporarily withdrawn from the agrarian sector<sup>3</sup>.

In our opinion, agrotourism should be interpreted more widely, not only as activity on land withdrawn from agricultural turnover. After all, agrotourism product can be the technological process of agrarian enterprises, which involve all factors of production, the process of processing agricultural products, the finished products themselves.

We offer the definition of agrotourism as the activities of economic actors in rural areas on the basis of the use of land, labor, material and technical and socio-cultural resources in order to obtain additional income and profits. At the core of the distribution of agrotourism are a number of socio-economic aspects, which determine its effective development (Table 1).

*Table 1. Socio-economic aspects of agritourism development \**

Agritourism aspects	Content
Economic	Farm tourism serves as an additional source of income for economic entities, creates opportunities for using non-expendable resources, improving their own production and farmland, and, consequently, increasing demand for products and their market value.
Socio-cultural	Interaction of household workers with residents of big cities and other regions (the effect of cultural and psychological intergeneration when communicating).
Ethno-cultural	Activation of resources of business entities, revival of historical values, promotion of cultural national traditions.
Personal	The development of people from the side of tourists and agroformations on the basis of the need to acquire new knowledge, skills, professional development of workers for the excursions organization and tourists' reception, increase of the individual self-esteem, awareness of responsibility, independence, reliance on their own strength and resources of their own economy.
Social	Farm tourism contributes to solving a number of social issues related to the manpower attraction, increase of employees' income, streamlining of territories, payment of taxes to local budgets.

- Adapted for<sup>4</sup>.

<sup>1</sup> Tourists in the countryside: the hidden possibilities of Ukraine URL: <https://www.radiosvoboda.org/a/svoboda-v-detalyah/29374595.html>

<sup>2</sup> Business Idea: How to Earn on Green Tourism URL: <http://my.rv.ua/hotnews/biznes-ideya-yak-zarobiti-na-zelenomu-turizmi/>

<sup>3</sup> Farm tourism as a form of diversification of activities of agrarian formations URL: [http://tourlib.net/statti\\_eng/pereguda.htm](http://tourlib.net/statti_eng/pereguda.htm)

<sup>4</sup> Prospects for the development of rural green tourism in Ukraine URL: [http://tourlib.net/statti\\_eng/siltur7.htm](http://tourlib.net/statti_eng/siltur7.htm)

Such activities will contribute to the achievement of not only economic but also a number of socio-cultural goals, namely:

- will achieve preservation and reproduction of cultural heritage, national identity of the territory;
- will contribute to changing the psychology of people in connection with the transformation of them from employees of traditional agriculture to the service staff;
- will provide changes to the traditional structure of agricultural production, etc.;
- will contribute to the growth of incomes of both the local population and the region as a whole, reducing the unemployment rate in the village;
- will create conditions for the development of small business in rural areas and reduce the shadow economy;
- will raise a careful attitude towards nature;
- will act as an active factor in the development of social sphere in rural settlements and the creation of social infrastructure, improvement of the appearance of rural areas, etc.

At the same time, this type of tourism will stimulate the development of agricultural production and its diversification. This is due to the increase in production, as tourists will buy food (honey, milk, etc.) and expanding the structure of demand for food, handicraft items (jugs, embroidered clothes) that are produced in rural areas.

Although agrarian tourism originated in European countries, the development leadership over the past few years has kept the United States. About 2/3 of the adult citizens of the country, at least once during their lives, traveled to the countryside for rest in the last few years. Currently, about \$ 600 billion in revenue comes from the travel industry every year, yielding only medical services and business services.

The European model of agrotourism is directly dependent on state support and programs for involving rural communities in agrarian tourism. The Government of the countries of the European Union, in agrarian tourism, sees the main lever of the economic recovery of rural areas. According to the experts of the European Bank for Reconstruction and Development, the creation of conditions for living and working in the village costs 20 times less than the cost of living in rural areas<sup>1</sup>.

In Western Europe the number of beds for recreation in the countryside has almost equaled in private agro-villages and in classical hotels. For example, the values and traditions of agrotourism for many years profess Britain nowadays. The national tourist organization of the country has accredited more than 1,000 agrohholds. This type of tourism provides over 350 thousand jobs and is a prerequisite for the existence of 25 thousand small businesses in rural areas<sup>2</sup>.

For example, in Denmark, the National Farm Tourism Association was founded only thirty years ago (with the material support of the Union of Danish Farmers), but already brings together about 200 people with 1500 beds in rural areas.

Agrarian tourism in France is represented by the National Organization of Rest Houses and Green Tourism. It is this organization that owns agro-churches for every taste and kind of rest, certified according to high national standards of service. At the same time, different agro-tourism concepts are implemented, such as seaside agro-churches, equestrian farms, wine-growing farmsteads, ski chalets, pandas-agroecocottages, castles in the countryside, fishing houses, etc. A progressive development has been made by a network of camping camps, which are actively used by those tourists who like to travel the country on their own car. These campsites are located in rural areas, so travelers can get fresh home cooking products.

Also, the leader in agrotourism development is Spain. This country has more than 5,000 vacation options in the countryside, and the number of beds exceeds 27 thousand units. About 750 rural hotels have been categorized by «INNS OF SPAIN» system, and received from 1 to 4 tulips. A significant part of such rural hotels are located on the territory of the redeveloped monasteries,

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<sup>2</sup> The European experience of organizing rural green tourism URL: [http://tourlib.net/statti\\_ukr/siltur2.htm](http://tourlib.net/statti_ukr/siltur2.htm)

rebuilt estates, historical castles. Every year, the services of this type of tourism are used by more than 1 million people.

Meanwhile, in Italy, agrotourism business is closely interwoven with the resort. After the introduction about thirty years ago, the government of the country's preferential tax regime for rural entrepreneurship has developed an extensive network of image recreation cottages and boarding houses, which have a categorization of at least three-star level. Such establishments are provided with the entire necessary recreational infrastructure. Despite the fact that the cost of services for this kind of recreation in Italy is almost twice as high as, for example, in France or Spain, it employs about 2 million people annually (78% of them are residents of this country).

Austria also has more than 15 thousand registered agro-tourism farms with a total capacity of 170 thousand beds - this is every seventh tourist bed. The «highlight» of the holiday in the Austrian Alps is the direct involvement of guests in the traditional farmhouse - cattle on alpine meadows, the collection of mountain grasses and berries, the manufacture of dairy products, etc., as well as various programs of Active Mountain, extreme and ecological tourism.

It should be noted that all the national organizations of rural tourism and agro-tourism of the countries of Europe in the late 1990s joined the European federation of farm and rural tourism. The federation's short name is EuroGites. Its main goal is defined as follows: the comprehensive promotion of the values of recreation in rural areas, the study and preservation of the potential of rural tourism in Europe, the promotion of rural green tourism in all agrarian regions of Europe, etc. Today, EuroGites is considering joining a federation as a full member of Ukraine from the All-Ukrainian Association for the Promotion of Rural Green Tourism Development<sup>1</sup>.

Ukraine also identifies as one of its priority activities the diversification of entrepreneurship in rural areas, the development of rural tourism, the revival of auxiliary crafts and crafts in order to create a level playing field for the efficient functioning of farms of all forms of ownership, as well as stimulating the association of commodity producers both in production and in the service sector, which will enhance their competitiveness<sup>2</sup>.

Unfortunately, the current state of the agrarian sector of Ukraine shows the state's inability to provide effective support for the development of rural areas, therefore the option of participation in this process of agricultural producers who are themselves in a very fragile situation, given the low profitability of agricultural production, remains a significant factor. From this it becomes clear that without increasing the efficiency of production it is impossible to carry out profound socio-economic transformations in the agrarian sphere. To resolve this dilemma, diversification is called, which makes it possible, rationally using existing natural resource potential, to ensure the material well-being of the population and the social and economic well-being of the regions<sup>3</sup>.

An overview of scientific publications devoted to diversification, gives an understanding of the economic essence of diversifying the activities of enterprises as an important direction in managing their operation in the dynamic conditions of scientific and technological progress and crisis situations. Diversification is considered in scientific journals mainly at the level of introduction of new types of products, non-traditional for agrarian business.

Diversification of production in the agroindustrial complex is an expansion of the nomenclature and assortment, a change in the types of products produced by the enterprise to improve the efficiency of economic activity, obtain economic benefits, prevent bankruptcy, taking into account the environmental and social needs of the population<sup>4</sup>.

Diversification is also associated with avoiding part of the risk when allocating capital between different activities. Thus, the excessive deepening of the specialization of the agricultural

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enterprise significantly increases its risk. At the same time, natural and economic conditions, including the market capacity and the degree of its saturation with agricultural products, may be favorable for the organization of new production<sup>1</sup>. In this way V. Goncharov defines diversification as a process of expanding the product range of the firm in order to ensure greater stability of the results and avoid fluctuations in profit making<sup>2</sup>. As a decrease in the degree of entrepreneurial risk due to the elimination of dependence on a single product, the diversification of L. Lozovsky<sup>3</sup>.

It is the diversification, according to A. Shepitsen, in agricultural production is used to reduce risks, the conquest of new segments of the market, increase in revenues of the enterprise through the processing, and in some situations and sales of products.

Diversification of production in agriculture involves increasing profits through the use of market opportunities and the establishment of market benefits, providing new workplaces of rural labor.

The main reason for diversification is the desire of farms to reduce their dependence on narrow commodity nomenclature<sup>4</sup>. Similar opinion on this term is also observed by E. Boguslavsky, which defines it as an element of effective enterprise management, where, due to the skillful combination of different types of activities with a minimum degree of risk, the maximum profit can be achieved. Diversification involves identifying exactly the type of activity in which the most competitive advantage of the enterprise can be realized<sup>5</sup>.

Considering diversification from the point of view of managing the formation of the efficiency of agrarian enterprises, we consider it appropriate to define it as a complex of decisions and actions aimed at obtaining income from different sources, which within each enterprise meet the stated goals and contribute to the achievement of the ultimate goal, that is, those intentions that the enterprise is guided by its activity. But it is not enough to adopt diversification as the main strategy of socio-economic growth. It is necessary to provide methodological and practical support for the implementation of this strategy in the practice of enterprise management.

The development of agricultural production depends on the attitude of society to the social problems of the rural population, the level of its qualifications and culture, the motivation of its labor and social activity in the implementation of economic reform, the introduction of scientific and technological progress in agricultural production. Social transformations in the countryside should provide the same living conditions for the rural and urban population, since the standard of living in the village depends on the income of the rural population, the sources and the structure of their formation and use. The lack of sufficient savings from the population has become the main problem of labor migration of the rural population, especially young people.

An extremely important aspect of the organization of rural development is the unification of relevant state, regional and local financial, material and other efforts and opportunities. Each of these levels will perform the function inherent in this work. Not the biggest problem is their harmonization and purposeful regulation. One of the most important steps in this way should be the implementation by each subject of the tasks assigned to him at a specified time and in the prescribed amounts.

In order to address the problems of rural development, it is important to organize integrated rural development based on a carefully elaborated diversification strategy, which forms the basis for the creation of new jobs with the subsequent reduction of unemployment, and an increase in the incomes of the rural population; ensuring the effective functioning of agrarian enterprises in accordance with the natural and climatic conditions, their own resource potential and educational and qualification level of the population and maintaining the ecological reliability of rural areas.

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<sup>5</sup> The wine-making economy of Prince P.M. Trubetskoy URL: <https://vina-trubetskogo.com.ua/vinnyj-turizm/>

Among the effective directions of diversification in the agricultural sector, not only the focus on intra-industry diversification of production should be considered in order to increase the current profitability of crop production and livestock production, but also the introduction of new types of activities that do not belong to the profile of agricultural enterprises. Among them, rural tourism (green) is especially important.

In addition to minimizing the risks of non-profit management, these directions will orient the management of enterprises operating in depressed regions, the year-round involvement of production personnel and managerial optimization of the structure of the enterprise with the strategic goal of entering new markets for products. Diversification will enable enterprises to make full use of material resources, land and labor. This will help to mitigate the seasonality of production, increase the employment of employees, obtain additional income and solve on this basis a number of socio-economic problems.

The development of the tourism sector in the countryside will contribute to the restructuring of the rural economy. It will have an impact on the development, first of all, of such industries as transport, construction, communications, agriculture, social sphere. Agrarian tourism, often referred to as rural green tourism, has acceptable natural, climatic, socio-cultural and economic preconditions for development in the Kherson region, due to the presence of rural areas: activities related to rural enterprises, with land, nature, traditional for sat down in a way of life; opportunities for participation in the activities of the local population; flexible contacts with the rural population; necessary buildings, constructions, etc.

In our time, residents of big cities have a need to communicate with nature, breathe clean air, to go in natural silence, for some time to live on natural food.

For example, of the total number of tourists in the world, almost one in three prefer rural tourism, which involves resting tourists on the basis of farm or household. We can describe the development of agrarian and ecological tourism in rural areas of the Kherson region as «targeted tours in rural areas with non-disturbance of ecosystems», which provide a direct contribution to solving the problems of the rural population. It is a kind of socio-economic program for the transfer of part of the agrarian population to the service sector.

Agrarian tourism does not require special, special skills, but the organization needs significant financial and material resources in order to prepare the premises for reception of tourists, because in rural green tourism, first of all, there is a good quality of farms and their structures, purity, picturesque nature, clean air. And this, in turn, requires the creation of preferential terms for lending and sponsorship.

Another feature of this business is the need to increase demand for this type of service, which largely depends on the regulation and formation of information and advertising mechanisms.

Their choice is made on the basis of such criteria as the material and technical equipment of farms (their development and modernization of the infrastructure); the competitiveness of each economy in the market of providing services, the level of their profitability from activities in the field of rural green tourism; the quality of providing services in this area, the level of their improvement.

The author defines the main problems in the development of agro-tourism in Ukraine:

- absence of potential participants in the relevant knowledge on the organization of this type of tourism business;
- insufficient experience in carrying out promotional activities and the creation of appropriate communications;
- lack of information on opportunities for agro-tourism rest;
- low level of agro-tourism culture;
- lack of training system for agro-tourism activities;
- disorganization of this type of business;
- unsettled legislation and the system of taxation of agro-tourism activities;
- absence of a system of categorization of agro-tourism farms;

- lack of business activity of self-government bodies in the development of agro-tourism in rural areas and software support of the state<sup>1</sup>.

The development of agrarian tourism for the rural areas of the Kherson region is not only the development of a highly profitable type of entrepreneurial activity, but one of the areas of development of the village and rural areas, a way of reducing social tension, raising the living standards of peasants and farm workers, and ensuring a stable socio-economic development of the region.

In our opinion, particular attention should be paid to the development of agro-tourism in farms with more opportunities than households. An example of diversification of the main activities and effective activities in the field of agro-tourism in Kherson region may be the Demchenko "PP. Lyubimovka of the Kakhovka district, which actively attracted tourists to the knowledge of "saffron business" and organized agrotura to the festival of tulips "Little Holland-2018"<sup>2</sup>.

Also popular with tourists is wine tours with tasting. A romantic holiday surrounded by vineyards, with an incredible view of the Dnieper in comfortable conditions, gives its guests "The wine-growing economy of Prince P.M. Trubetskoy ". A journey through history can be found in wine cellars and fanciful galleries. Here you can plunge into history, because 8 wine cellars store more than 10 thousand bottles, among which about 7 thousand wines - rare specimens. Tour "Winery by Prince P.M. Trubetskoy "introduces tourists to the wonderful world of winemaking. Here you can find out how the wine is made and touch the magic of this process, visit vineyards, chateau, galleries of wine cellars of the 19th century, the palace of Peter Trubetskoy, join one of the ethnographic, enogastronomic and other tours organized by the wineries<sup>3</sup>.

The family winery «Kurin» - one of the first Ukrainian micro-industry also practices the attraction of tourists. Having studied the European traditions of the ages, the farmer M. Khalupenko concluded that a high-quality authentic wine, which has its own style, can be done only in small volumes, at the farm grow high-quality grapes and produce quality wine from it. The family winery TM «Kurin» is created on the example of French chateau. Kurin's wine is highly appreciated not only by visitors from Ukraine, but a lot of foreign language records in the guest book.

Principles that profess in their work wine-makers TM «Kurin», aimed at the quality of the product:

- Avoiding the mass production of wine in the direction of individualization;
- the creation of wine, maximally expresses the features of the terroir;
- revival of the culture of wine consumption.

According to the head of Kurin, Kherson Region is becoming not only an agrarian, but also a tourist region, which makes farmers have stable sales. This year, Kurin sold a lot of wine to the guests of the region, hoping that the tourism industry will continue to grow, which will provide additional earnings to all Kherson producers<sup>4</sup>.

Innovations in the development of agro-tourism were held this year's shares of Kurin – «Pick up raspberries by yourself», «Pick up your apples - stock vitamins for the winter now», which caused a real «fruit boom». The farmer invited all those wishing to collect juicy, environmentally friendly apple varieties Johnagold, Golden, Semerenko and Pears Conference, Berez Bos, Tavriyska and buy them at low prices<sup>5</sup>.

The Kherson region still lacks a range of agro-tourism products and services. It is worthwhile extending them by introducing agro-goblins, agro-gastronomy, agro-harvesting, agro-therapy<sup>6</sup>.

<sup>1</sup> The European experience of organizing rural green tourism URL: [http://tourlib.net/statti\\_ukr/siltur2.htm](http://tourlib.net/statti_ukr/siltur2.htm)

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<sup>4</sup> The wine-making economy of Prince P.M. Trubetskoy URL: <https://vina-trubetskogo.com.ua/vinnyj-turizm/>

<sup>5</sup> Business idea to grow saffron URL: <http://jak-zarobyty.pp.ua/4008-bznes-deya-z-viroschuvannya-shafranu.html> In Kherson region there will be an agro-tour instead of a tulip festival. URL: <https://khersondaily.com/news/nahersonschini-projde-agro-tur-zamine-festivalian-tjulpaniv>.

<sup>6</sup> Kherson farmer Nikolai Khalupenko told about a unique family business URL: <http://kherson.ua.city/society/7710-khersonskij-vinorob-mikola-khalupenko-na-pidpriemstvi>

Based on our research, we have substantiated the following models of agro tourism organization in the Kherson region:

1. The development of agro-tourism on the basis of a domestic or personal farm, which produces a certain type of agricultural products and attracts tourists to get acquainted with the peculiarities of economic activity, provides certain periods of residence of tourists and their food (up to 10 beds).

2. Tourist activity of specialized agro-tourism farms («Kurin», Horse-breeding enterprise «Grand Prix», «Winemaking farm named after P.M. Trubetskoi»).

3. We share the opinion of Kulik that a model that includes agricultural theme parks and centers is considered a promising one. The concept of such a model is the popularization of new innovative technologies in agriculture, alternative energy sources, familiarization with traditional agricultural production, traditional and new holidays and events connected with it, providing advisory services and hospitality<sup>1</sup>.

The most successful model is the association of agrotourism subjects services in the form of a cluster, in the center of which a certain type of product (winemaking, cheese making, Kherson watermelons, tomatoes or other environmental or craft products). Such cluster associations involve the interaction of power, business and science and provide the highest quality and efficiency of the tourist product. An important component of the development of agrotourism is to become its own legend, brand and slogan, which distinguish this tourist object and create unforgettable associations with real impressions.

Thus, agricultural tourism in the present conditions of the development of agrarian formations becomes an effective means of formation of stable incomes and an effective market mechanism of management, ensures the receipt of significant funds to local communities and the state budget, is one of the forms of rational use of free time of the population, carrying out of informative and cognitive leisure, studying features the agrarian sphere, the history of the development of traditional forms of economic activity and innovative types of business in agriculture, the involvement of the general population to the historical and cultural heritage knowledge.

To effectively develop agrotourism, standards and standards of services should be developed at the legislative level, harmonize certification standards, licensing, taxation, rights and obligations of those who work in the field of agro-tourism, to clearly distinguish between subjects and objects of this type of tourist services. Legislation should clearly identify which types of activities relate to agro-tourism.

With the decent service and developed infrastructure, the agrotourism of the Kherson region has a prospect of development.

As an offer of an effective component of agrotourism the creation of cultural-cognitive and educational cultural programs are to increase the intellectual level of travelers in the process of their participation in agrotourisms.

For example, agrotour «Senor-tomato» with the participation of the well-known enterprise PP «Chumak» and a number of enterprises that produce tomatoes for processing at this enterprise. In the course of the tour, tourists can be asked to make sure their eyes are ecologically safe to grow tomatoes directly on the field, to hold tasting of different varieties and types of tomatoes, and, in the end, in the processing plant, follow the stages of the production of finished products - tomatoes, ketchups, canned goods.

In order to optimize and streamline agritourism services in the Kherson region, a Regional Tourist Information Center should be set up and, in the regions, tourist information centers, which will develop and implement procedures for ensuring and improving the quality of tourist services - certification of rural homesteads, marking and standardization of agrotourism routes, establishment of light boxes (signs of quality), creation and support of sites and online reservation systems [11].

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<sup>1</sup> Khersons offer plenty of apples and pears - you collect it yourself, buy cheaper URL: <http://favoritekherson.co/2018/09/12/hersoncyam-proponuyut-zapastisya-yablukami-y-grushami-zbirayesh-sam-kupuyesh-deshevshe/>.



Additional services of these centers will be the training and training of owners of agrotourism business, attracting new subjects and popularizing this type of business among the enterprises of the region, expanding participants in thematic conferences, seminars, attracting investors and consulting assistance in shaping documents and business plans.

The introduction of agro-tourism for agrarian formations will become not only a direction of additional money revenues, but also an incentive for attracting additional workers, preservation of environmentally friendly environment, attractiveness of the territory of farms, advertising and thoughtful marketing moves to promote their own products among tourists from other regions and from abroad. And openness of the enterprise, transparency of technological processes in food production will become an important factor for the growth of tourist activity of the population and the success of business processes of farms.

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Additional services of these centers will be the training and training of owners of agrotourism business, attracting new subjects and popularizing this type of business among the enterprises of the region, expanding participants in thematic conferences, seminars, attracting investors and consulting assistance in shaping documents and business plans.

The introduction of agro-tourism for agrarian formations will become not only a direction of additional money revenues, but also an incentive for attracting additional workers, preservation of environmentally friendly environment, attractiveness of the territory of farms, advertising and thoughtful marketing moves to promote their own products among tourists from other regions and from abroad. And openness of the enterprise, transparency of technological processes in food production will become an important factor for the growth of tourist activity of the population and the success of business processes of farms.

On the basis of the conducted research it is possible to distinguish the main directions of increasing the effectiveness of agroformations that implement tourism services:

- development and implementation of regional projects for the effective development of agro-tourism and wide involvement of farms in tourism business, creation of social and transport infrastructure, restoration of work of local catering establishments and rest;
- holding forums, conferences, seminars, thematic exhibitions in order to popularize agro-tourism;
- development of methodical guides for establishing a business, standardizing services in the field of agro-tourism, which will comply with current legislation and European standards;
- training of qualified specialists in the market of agro-tourism services and increasing the number of their recruitment in institutions of higher education on the basis of regional orders for targeted destinations;
- creation of a system of state statistics for monitoring of regional and state programs of development of rural green tourism in general and agro-tourism, in particular;
- settlement of the issue of taxation of income received for the provision of services in the field of agro-tourism at the minimum rates set by local councils, the establishment of the tax base and terms of payment.

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<sup>1</sup> Healthy T. At work and at home: how rural tourism can be useful to Ukrainian farmers URL: <http://www.umoloda.kiev.ua/number/3240/159/117922/>

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