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COMPARISON OF THE ECONOMIC EFFICIENCY OF AN ELECTRIC CAR AND AN AIRCRAFT AS A MEANS OF EUROPEAN ECOTOURISM

R. Nikonenko, stud.

(P. Vasilenko Kharkov National Technical University of Agriculture)

Under the influence of various factors affecting the development of eco-tourism in recent times, several current trends have emerged. Firstly, eco-tourism is becoming more and more diverse, as new forms and manifestations arise. Secondly, there is a growing integration of ecotourism with other types of tourism and tourism industries. Adherents of the true meaning of ecotourism, which is add up to the environmental sense, persons which are perplexed by the negative impact of large flows of ecotourists gain the point aimed at prohibition the maintenance of any form of tourist activity in specially protected natural territories. Despite their position, eco-tourism has already become a part of mass destinations. For example, short-term visit to nature reserves, national parks and other protected natural areas construed as an excursion component in many cultural and educational or beach tours. Of course, the emergence of new trends changes the original meaning and significance of ecotourism and, often, dilutes the concept of ecotourism. Today, eco-tourism is one of the most promising and rapidly developing sectors of the tourism industry, occupies one of the most well-known positions. According to experts, eco-tourism accounts for more than 10-20% of the profits of the entire tourist market. In Australia, Germany, Ireland, Finland, Great Britain, South African countries, Asian countries, ecological tourism has gotten global development. According to experts, goods and services produced for the needs of ecotourism for 55 billion dollars. At home of eco-tourism Costa Rica, income reach 650 million dollars per a year. In Kenya, the annual income from the use of national parks makes up \$ 450 million. Ecuador collect revenue more than \$ 180 million annually. [1].

An electric car is a car driven by one or more electric motors powered by an independent source of electricity (batteries, fuel cells, capacitors, etc.) and not by an internal combustion engine. Electric cars have low transportation costs. Ford Ranger consumes 0,25 kWh per kilometer, Toyota RAV4 EV – 0,19 kWh per kilometer. The average annual vehicle mileage in the United States is 19,200 km (52 km per day). When the cost of electricity in the United States is from 5 to 20 cents per kWh, the cost of the annual mileage of the Ford Ranger accounts from \$ 240 to \$ 1,050, RAV-4 – from \$ 180 to \$ 970 [2].

References

1. Alekseeva E.V., Dreval E.V., Yudin A.G., Kartseva E.V. (2015) Ecological Tourism: Problems and Prospects // Problems of the Environment and Natural Resources –No 8. –p. 99-112.
2. <https://ru.wikipedia.org/wiki/Электромобиль>.