

HISTORY OF ECOTOURISM DEVELOPMENT AND ITS SOCIO-ECONOMIC POTENTIAL IN UKRAINE

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Today, global environmental problems are attracting the attention of all mankind. The environmental crisis has given impetus to awareness of environmental issues and further action to improve the situation. In turn, the promotion of a healthy lifestyle is now an important condition for preserving the genotype of the Ukrainian nation. Given this, the development of ecological tourism in different regions of Ukraine is always relevant.

The theoretical and methodological basis for the study of ecological tourism in Ukraine were the data of the State Statistics Service and the Ministry of Culture of Ukraine, reports of international organizations and the achievements of domestic and foreign scientists. Among them it is necessary to single out the works of scientists, such as: O. Beidyk, V. Vyshnevskiy, O. Dmytruk, S.Dmytruk, Yu.Zinko, T.Luzhanska, S.Makhlynets, L.Tebliashkina, M.Rutynskiy and other. The scientific works of these authors note the importance of studying the development of ecotourism, its organization and management, as well as the cultural value of ecotourism, both for residents of a certain natural area and for tourists.

Examining the essence of the category "ecotourism" (ecological), it should be noted that it has a broad interpretation. Today there are many different definitions of "eco-tourism":

- organization of trips with a limited number of participants to natural areas with possible visits to places of cultural value and in order to implement various projects for the protection and rational use of natural resources [1, p. 145],
- responsible travel to natural areas and areas in order to preserve the environment and maintain the well-being of local people (defined by the International Ecotourism Organization) Eco-tourism means combining travel with caring for nature their protection [2, p. 44],
- tourism to places with relatively untouched nature, to naturally valuable objects in order to enjoy being in nature, expanding knowledge about it and improving health [3, p. 43],
- includes the study of the natural and cultural environment and serves to improve the situation in this environment [4, p. 33].

Due to the lack of a clear wording of the term – ecotourism, it is often confused with other areas of tourism: rural tourism, agritourism, biotourism, nature tourism, adventure and some others. They are indeed interconnected, but they are still remotely related to eco-tourism because they have completely different goals..

One of the first and most successful domestic interpretations of ecotourism, proposed by scientists RS Guzhin, M.Yu. Belikov in 1997 – “The basis of ecotourism is care for the environment. At the forefront is the organization of trips with a limited number of participants to natural areas of cultural interest in order to implement various projects for the protection and rational use of natural resources”. [5, p. 55]. This definition has much in common with the definition of the International Ecotourism Organization (IIES): “Ecotourism is a responsible journey to natural areas, areas that preserve the environment and support the well-being of local people. Ecotourism coordinates, helps and stimulates the use of cultural and natural tourist resources, recognizing the importance of preserving the local cultural heritage and natural resources of the region (region) for the local population and future tourists" [6, p. 46].

The first ecotour was made by Thomas Cook in 1841. Soon, visiting untouched corners, especially located in the mountains, became the content of many clubs and circles. It is necessary to mention the First Alpine Club, which originated in Great Britain in 1857. The main tasks of the club were the development of mountaineering and the dissemination of knowledge about the mountains. The activity of the Viennese society "Friends of Nature" turned out to be similar. In this case, an important task was to promote travel in general.

Taking under the protection of natural monuments and intensifying attention to them can be considered a unique and important event in the field of ecotourism. An example is the creation in the United States in 1872 of the world's first Yellowstone National Park. Since then, it has been an important ecotourism site for almost a century and a half. It is visited by several million people every year.

Later, similar parks appeared in other countries. They serve not only to preserve flora and fauna, but also to visit, promote knowledge about nature, environmental education.

In 1880 in the Carpathians, namely near the village of Vorokhta, the first ecological trail on the territory of modern Ukraine was equipped. Within a few years, the Ukrainian Carpathians began to install signs for tourists. In the 80s of the XIX century, there was a group of fans of nature, mountain sports and the Crimean Mountains in Yalta. In recent years of the XIX century, in Crimea was laid the first ecological trail, named after the doctor and tourism promoter FT Shtangeeva. Later, the Botkin Trail was organized.

In 1888, the National Geographic Society emerged in the United States, which set as its main goal the dissemination of geographical knowledge. The society was founded by people who are not indifferent to travel. That same year, the first issue of National Geographic magazine was published. During its existence, the society contributed to the organization of a large number of expeditions and really achieved its goal – to spread knowledge about the world around us.

In the following decades, ecotourism continued to develop and become more widespread. There are certain regions with its greatest development. Public figures concerned about changes in the state of the natural environment also contributed to the formation of ecotourism. The problem of environmental degradation was the main topic of the international conference in Stockholm in 1972. The participants of the conference decided to celebrate the Day of Environmental Protection. It is celebrated on June 5. Every year on this day a number of events are held to increase attention to nature conservation. At the same time, in 1972, UNESCO adopted the Convention Concerning the Protection of the World Cultural and Natural Heritage. Today, about 200 natural sites from around the world are listed as World Heritage Sites, and they have become popular tourist attractions.

The above information can be interpreted as a prehistory of ecotourism. Modern ecotourism, which emerged in the early 80's of the twentieth century, differs from the previous stage by a number of features:

- greater mass;
- organization;
- professionalism.

The activities of many organizations, including The International Ecotourism Union (TIES), have played a role in the spread of ecotourism. The website of this organization briefly covers its history. It is noted that in 1990 her assets for the first time managed to get a grant for their activities. Over time, TIES has held several conferences and published several books. The organization is open for membership, but this requires a certain amount to become a member.

Unfortunately, the 1990s were a failure for Ukraine's tourism industry, primarily due to the protracted economic crisis. At the same time, it was during these years that domestic travel companies began to be established. A milestone in the history of ecotourism was 2002, which the UN declared the year of ecotourism. There is a corresponding resolution on this. This year was also declared the year of the mountains. In 2002, the World Ecotourism Summit was held in Quebec (Canada), which was attended by representatives of 132 countries. Later, in 2007, the World Conference was held in Oslo. Today, ecotourism in Europe is well organized, has a significant infrastructure, and brings economic benefits.

Another impetus for the active development of ecotourism in Ukraine, unfortunately, was covid-19. It was during the coronavirus pandemic that the tourist demand of Ukrainians changed dramatically. Because the first thing a Ukrainian tourist cares about today is security. Secondly, frequent stress and tension at work make you want to go to nature, where you can find peace of mind and balance with the environment. Third, today ecotourism has become a way to earn money "from the air". Fourth – ecotourism has become a "lifeline" for Ukrainians during the world quarantine.

Google Ukraine recently provided statistics on how Ukrainians' online searches for leisure have changed. Compared to last year, now hot tours are almost not in demand, now people are less interested in sightseeing tours. But at the same time, the demand for ecotourism has increased (outdoor recreation – 70% of requests). Especially since Ukraine (in particular Kharkiv region) has great potential for the development of ecotourism.

The area of recreational areas in Ukraine is 12.8% of the country's territory. The main principles of ecological tourism development in Ukraine are 6737 specially designated areas and objects of the nature reserve fund; their total area exceeds 2.8 million hectares, which is more than 3.9% of the total area of the state [7]. In Ukraine, there are 39 reserves and natural and national parks, located on an area of 559, 2 thousand hectares, and of them: biosphere – 4 (137, 2 thousand hectares): Askania Nova, Carpathian, Danube, Black Sea; nature reserves – 17 (160.1 thousand hectares): Gorgan, Dnieper-Oryol, Yelanets steppe, Kazantip, Kaniv, Karadag, Crimean, Luhansk, Medobory, Cape Martian, Opuk, Polissya, Rivne, Roztocze, Ukrainian steppe, Cheremsky Yalta-mountain forest; national natural parks – 18 (261, 9 thousand hectares): Azov-Sivasky, Velykyi Luh, Vyzhnytskyi, Halytskyi, Holosiivskyi, Gomilshansky forests, Hutsulshchyna, Desnyansko-Starogutskyi, Ichnyanskyi, Karpatskyi, Mezynskyi, Podilskyi Tovtry, Holy mountains, Sy Skole Beskydy, Uzhansky, Shatsky, Yavorivsky; 45 regional landscape parks; 3078 natural monuments, 2729 reserves, 616 botanical, zoological gardens, arboretums, and parks of monuments of landscape art, 793 protected tracts [8, p. 123].

In the territories of the nature reserve fund the most interesting types of recreational and tourist activities are: travel by tourist routes and ecological trails; organization of beach and swimming recreation; creation and functioning of visit centers and museums of nature; organization of bird watching; amateur and professional photo and video shooting. Today there are about 350 biosphere reserves in the world and four of them are located in Ukraine.

Today in Ukraine there are a number of such programs that contribute to the improvement of the environment: cleaning of territories, production of navigation signs, planting of trees, reconstruction, restoration of parks, etc. In addition, the number of public environmental organizations in Ukraine is growing every year. In addition, today in every region of the country there are environmental organizations that care about the environment. Such organizations implement their programs through a number of different actions and projects. All this contributes to the promotion of ecotourism in Ukraine.

Due to the sharp deterioration of the ecological situation in the world (particularly in Ukraine), ecological tourism has become one of the priority goals of tourism at the state level. It is logical that it is a promising area at the present stage of tourism development in Ukraine. By developing ecotourism, you can achieve significant benefits in the social sphere of the country. It is ecotourism today that can change the views of our citizens on their way of life, environmental protection, and thus improve the overall quality of life of both local and rural residents. As a result, the ecological situation of our planet may improve.

Ukraine has a sufficient number of nature reserves, reservoirs, caves, various plants and animals. In addition, each region has its own special recreational resources. So ecotourism can be developed throughout Ukraine. And besides, today in Ukraine every year the number of eco-hotels available for accommodation sharply grows – it is both estates, and resort recreation centers.

But the development of ecotourism in Ukraine is also influenced by negative factors, such as: emissions of pollutants into the atmosphere from stationary and mobile sources of pollution, a large number of existing industrial enterprises, the presence of "artificial" reservoirs for hydropower, quarries and other industrial excavations, unauthorized landfills etc. In addition, the problem at the current stage of development of ecotourism in Ukraine is the "green wash" or "green capture", when tourism entities pretend that their services are environmentally friendly, deceiving consumers, creating conditions for unfair competition [9]

So, the problem of pollution and destruction of the environment the environment is extremely relevant today. In particular, in the context of tourism, which today is one of the most popular and widespread forms of interaction between man and nature. There is a need to form a new philosophy of tourism in Ukraine, which would take into account the peculiarities of this communication. Ecotourism is exactly the tourist activity, the purpose of which is to get acquainted with the peculiarities of natural

landscapes and to promote the preservation of landscape diversity. On the territory of Ukraine there are favorable conditions and resources for the development of ecotourism. But for its development and for it to become a priority of national tourism – the basis of its development should be the development of special state, regional and local programs for the development of ecotourism and of course, the conscious attitude of each of us to the environment.

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