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## ПРОБЛЕМИ РОЗВИТКУ ЗЕЛЕНОГО ТУРИЗМУ В УКРАЇНІ І СВІТІ

*Анотація.* В роботі розглянуто особливості розвитку сфери зеленого туризму в європейській країнах, а також досліджено проблематику правового статусу підприємств сфери зеленого туризму в Україні.

Важливим є пошук сучасних бізнес-ідей щодо облаштування локацій малого бізнесу у сфері зеленого туризму, нового дизайну мислення та інноваційної архітектури.

Авторами досліджено досвід організації бізнесу у сфері зеленого туризму у таких країнах як Іспанія, Нідерланди, Фінляндія, Швеція. В роботі обгруновано необхідність креативного розвитку зеленого туризму в Україні з урахуванням світового досвіду та необхідності такого виду послуг та суспільства. Авторами запропоновано визначення зеленого туризму як форми організації діяльності у сфері екоорієнтованого туризму, яка ґрунтується на принципах сталого розвитку та враховує потреби збереження природного середовища, етнографічної та культурної спадщини, самобутніх традицій місцевого населення, соціально-економічного розвитку місцевих територій та добробуту місцевого населення. Світовий досвід показує, що державна підтримка фермерського туризму та сприяння його активного розвитку була обумовлена в тому числі наміром досягнення таких результатів: як підвищення добробуту фермерів, перешикодження міграції та закриття ферм, сталий розвиток сільських територій. Фермерський туризм може бути концептуалізований як «альтернативне фермерське підприємство», що включає одну з

*кількох потенційних форм диверсифікації фермерського малого бізнесу. Будучи гнучким підприємством, фермерський туризм може розширюватися та скорочуватися відповідно до вимог ринку.*

*Для розвитку зеленого туризму підприємцям важливо мати фінансову підтримку від фондів та грантових програм. Активна соціальна реклама зеленого туризму сприятиме взаємозв'язку між стійким сільським господарством і відповідальним туризмом, перетворюючи фермерів на учасників власного розвитку та сприяючи проектам і ініціативам.*

**Ключові слова:** *зелений туризм, агротуризм, туристичні пропозиції, фактори розвитку, природне середовище*

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## **PROBLEMS OF GREEN TOURISM DEVELOPMENT IN UKRAINE AND THE WORLD**

**Abstract.** *The paper examines the peculiarities of the development of the green tourism sector in European countries and also explores the issues of the legal status of green tourism enterprises in Ukraine. It is important to search for modern business ideas for the arrangement of small business locations in the field of green tourism, new design thinking and innovative architecture.*

*The authors have studied the experience of organizing business in the field of green tourism in such countries as Spain, the Netherlands, Finland, and Sweden. The paper substantiates the need for creative development of green tourism in Ukraine, taking into account international experience and the need for this type of service and society. The authors propose a definition of green tourism as a form of organization of activities in the field of eco-oriented tourism, which is based on the principles of sustainable development and takes into account the needs of preserving the natural environment, ethnographic and cultural heritage, original traditions of the local population, socio-*

*economic development of local territories and the welfare of the local population. International experience shows that state support for farm tourism and promotion of its active development was conditioned, among other things, by the intention to achieve the following results: improving the welfare of farmers, preventing migration and closure of farms, and sustainable development of rural areas. Farm tourism can be conceptualized as an "alternative farm enterprise", which includes one of several potential forms of diversification of farm small businesses. As a flexible enterprise, farm tourism can expand and contract according to market demands.*

*To develop green tourism, it is important for entrepreneurs to have financial support from funds and grant programs. Active social advertising of green tourism will promote the relationship between sustainable agriculture and responsible tourism, turning farmers into participants in their own development and promoting projects and initiatives.*

**Keywords:** *green tourism, agritourism, tourist offers, development factors, natural environment*

### ***Introduction and problem statement.***

The development of green tourism is relevant in modern conditions. It is important to find modern business ideas for the arrangement of small business locations in the field of green tourism, new design thinking and innovative architecture.

***The purpose of the article.*** The purpose of the article is to assess the trend of the green tourism market in European countries. The aim of the work is to substantiate the directions of development of green tourism in Ukraine.

### ***Literature review.***

Green tourism in the world is gaining popularity every year and is considered one of the most important means of stimulating economic and social development of regions on the principles of sustainability.

In the regions of Ukraine, outbound tourism has been developing mainly (which has contributed to the development of foreign tourism companies), and partially "green", recreational, cultural and historical tourism. Among a number of systemic problems in the development of tourism and recreation in Ukraine is the imperfection of domestic legislation on tourism business.

To understand the essence of green tourism in Ukraine, it is necessary, first of all, to study the interpretation of its concept (definition of the term) in the current legislation of Ukraine. For example, the Law "On Tourism" does not contain a definition of the term "green tourism," but Article 4 mentions the existence of such types of tourism as ecological (green) and rural tourism, among others.

Article 1 of the Law of Ukraine "On Private Farming" of May 15, 2003, No. 742-IV contains the concept of private farming, according to which the property of private farming can be used. This also applies to the field of rural green tourism. Activities related to personal farming are not considered to be entrepreneurial activities. Article 3 of this law stipulates that its effect applies to individuals who, in accordance with the procedure established by law, have been transferred ownership or lease of land plots for personal farming. [2]

According to the draft Law "On Rural and Rural Green Tourism" No. 5206, it is proposed to use the following terms: rural tourism - a recreational type of tourism that involves the temporary stay of tourists in rural areas (villages); rural green tourism - a recreational type of tourism associated with the stay of tourists in the owner's own residential house, a separate (guest) house or on the territory of a personal peasant (farm) farm; ecotourism - a type of rural tourism that involves visiting.

**Thus, the existing Ukrainian legal framework does not define the term "green tourism" in a regulatory manner, and the "green" feature is inherent in both ecological (green) and rural (green) tourism.**

**Also, at present, Ukraine does not unify and characterize the differences between the terms "rural tourism", "rural (green) tourism", "green tourism", "ecotourism", "agritourism", etc. used for eco-oriented tourism. Therefore, confusion arises due to their complementarity and interdependence.**

There is also no clear regulatory framework for determining the organizational conditions and procedure for providing services in the field of green tourism. For further understanding of the essence of this area of activity in the tourism sector, I consider it expedient to use a common feature - green tourism and look to other sources to determine its essence. Here are some definitions of the concept of "green tourism" found in the scientific works of domestic scientists and in open information sources.

Green tourism is a visit to tourist sites during the growing season of the flora. Green tourism is an integral part of the tourism industry that produces and sells its tourist products and makes a profit from it, or as a tourist activity in rural areas that generates income to preserve the natural environment and improve the living standards of the local population [3].

Green tourism is a purposeful trip to rural areas to learn about local culture and the history of the natural environment that does not violate the integrity of the ecosystem, while making the protection of natural resources beneficial for rural residents. [4]

Ecotourism (synonymous with green tourism) is travel to places with relatively untouched nature that do not lead to a violation of the integrity of ecosystems, in order to gain an understanding of the natural, cultural and ethnographic features of the area, which creates economic conditions

where nature protection becomes beneficial to the local population. The researchers note that the approach that defines green tourism as outdoor recreation in areas altered by humans is gaining popularity, which is typical for the United States and Western Europe, where the primary landscapes have hardly been preserved, and the high need for communication with nature is satisfied by the population with so-called secondary nature. Such tourism is classified as ecological tourism, and in some regions its importance is becoming crucial for the protection and restoration of the environment, folk traditions, and the greening of economic development.

In the works of scientists, periodicals, reports, studies, and expert opinions, we can additionally find the concepts of "agritourism," "agrietourism," "farm tourism," "nature tourism," "ethnographic tourism," and so on. Very often, such concepts as "rural tourism", "green tourism", "agritourism", "ecotourism" are used as synonyms. The authors consider green tourism as a comprehensive term that applies to any form of organization of activities in the field of eco-oriented tourism.

### ***Summary of the main material.***

The agricultural market of Ukraine is characterized by diversity and multifunctionality. According to Article 4 of the Law of Ukraine "On Tourism", the organizational forms of tourism are international and domestic tourism. Depending on the categories of persons making tourist trips (trips, visits), their purposes, objects used or visited, or other features, there are the following types of tourism: children's; youth; family; for the elderly; for persons with disabilities; cultural and educational; health and recreation; sports; ecological (green); rural; amateur; etc. [2] According to the available published statistics, it is not possible to determine for certain the number of farmsteads in Ukraine and by region that provide rural green tourism services by 2022. The dominant part of them was not properly registered. During the period of martial law in Ukraine, this is impossible at all. As of 2021, the western regions of Ukraine (Zakarpattia, Ivano-Frankivsk, and Lviv regions) were leading in this area, and this is quite justified by their favorable geographical location and availability of recreational resources. The central and southern regions of Ukraine (Kyiv, Vinnytsia, Poltava, and Odesa regions) showed a development trend due to their natural and historical resources, fairs, and festivals.

Nature-oriented (green), specialized tourism in all its well-known creative manifestations is a recognized global development trend for the future. This should lead to interest and decision-making by business entities that have never considered it as a sector of the economy capable of generating significant income and have worked within a single market (for example, agrarian) to supplement the

range of their economic activities with new directions. The market of green agritourism services for short-term visits to the territory and the use of farm property for recreation will have significant unrealized demand in Zaporizhzhia region and adjacent regions in the near future.

When starting or diversifying small business activities in the field of green tourism, it is important to pay attention to the experience of European countries in this area. Thus, the post-war overcoming of economic crises by countries, the transition to sustainable development, is associated not only with the restoration or modernization of infrastructure, but also with the achievement of a certain degree of satisfaction of the population of these countries with their lives, the presence of a sense of significant social support and the prevalence of positive emotions in people's moods.

Researchers have noticed that even in these difficult years, positive emotions remain twice as common in these countries as negative emotions, and the feeling of positive social support is twice as strong as the feeling of loneliness.

Green tourism is considered a promising area of economic activity in the EU for small businesses and regional development. According to experts of the European Bank for Reconstruction and Development, it is 20 times more expensive to settle a person from a rural area in a city than to create conditions for their life and work in the countryside, so the development of this economic activity is provided with significant government support. In addition, governments, especially in Northern Europe (Finland, Norway, the Netherlands, Denmark), understand that it is cost-effective to promote conditions for maintaining good mental health and preventing mental illness in people, regardless of where they live. Each European country has its own peculiarities of organizing activities in the field of green tourism.

The Kingdom of the Netherlands is an interesting example of the effective development of green tourism, which is used as a way to develop rural infrastructure, attract investment and improve the lives of local residents.

The reasons for the intensive development of green tourism in the Netherlands are the so-called "escape" from the busy rhythm of city life, the opportunity to immerse oneself in rural life, the ability to relax, the desire for outdoor recreation and communication with the living world, and family vacations. A large number of family farms combine traditional commodity agricultural production with small tourism business. All production on these small farms is organic. Small entrepreneurs find their niche in the market and make a profit by providing quality service.

**Table 1 - Characteristics of tourist offers in rural areas in the Netherlands as of 2023.**

Location.	Rural areas
Locations offered for visiting and recreation	Man-made gardens, ponds, private parks of various themes, mansions with backyards, livestock farms, greenhouses, etc.
List of offers and events on the territory of the tourist site	Cozy farmsteads, ponds, meadows, flowers, gardens, communication with domestic animals, vegan or organic food, helping with household chores, participating in interesting events, seminars and courses in nature, master classes, naturopathic procedures, spiritual workshops, purchase of a wide range of own organic products in farm shops, additional rental of log cabins, tents, etc., boat trips, natural swimming, rental of bicycles, canoes, other outdoor equipment, outdoor sports facilities (tennis courts, sports grounds for team games)
Amenities and activities near the tourist site	Hiking trails Guided nature walks Outdoor/indoor swimming pool. A wide range of cultural and culinary trips, excursions to historical monuments, ancient small towns.

\*Source: developed by the authors on the basis of [5]

As part of green tourism, the country is actively developing such areas of psychosocial rehabilitation as agrotherapy and garden therapy. Agrotherapy is based on the agrotherapeutic effects of growing and caring for agricultural plants. The locations for agrotherapy can be greenhouse complexes, fields with specialization in growing grain, vegetables and other crops, household plots, etc. Garden therapy is a related method to agrotherapy, but is based on the use of therapeutic effects from human interaction with certain types of plants and in a complex manner within park and forest park areas.

Norwegian society loves outdoor activities, and more and more tourists are seeking unique experiences in nature by choosing green travel destinations. The management of the tourism industry is trying to find the right balance between tourism offers and nature protection. Design thinking, innovative architecture, and the electrification of travel are part of Norway's green tourism future.

There is strong opposition from large agribusinesses and farmers' organizations using mono-functional production methods to the activities of NGOs, volunteers, and other associations that initiate breakthroughs in environmental policy. Nevertheless, the most significant segment of tourism is coastal and nature tourism, defined as tourism outside the four main cities: Copenhagen, Aarhus, Odense and Aalborg.

Finland, as a socially-oriented Nordic country, pays a lot of attention to nature conservation.

The population is proud of the nature of their country, believing that connection with nature contributes to their well-being. About 12% of all natural areas in Finland are different types of protected areas: strict nature reserves, private and public protected areas, and national parks. The statistics of visitors per year on these sites for 40 national parks is almost 4 million visits in 2020. In 2021, funding for the repair of national parks' infrastructure will be tripled to further attract the growing number of green tourism travelers now and in the future. Finland's national tourism strategy for 2019-2028 is to support and develop sustainable tourism. To this end, a free Sustainable Travel Finland (STF) program has been developed for all tourism stakeholders, which provides companies with a step-by-step course that includes analyzing their current state through the STF self-assessment, developing a development plan in accordance with international sustainability standards, and receiving specific tools in accordance with the criteria for sustainable tourism development to facilitate the implementation of solutions in the daily life of a region or company.

In Finland, special attention is paid to the environmental and cultural sustainability of tourism services that support organic agriculture, sustainable land use, nature and environmental protection, as well as the protection of cultural heritage and traditional rural landscapes. The organization provides a service for tourists to find officially designated recreation facilities and has information and communication technologies to connect owners of recreation facilities and travelers in person or through a central travel booking system in Finland.

**Table 2 - Generalized characteristics of tourism offers in rural areas in Finland as of 2023.**

Location.	Rural areas
Locations, types of premises offered for recreation	Environmentally responsible guesthouses, small hotels, private cottages, apartments, campsites, other types of stationary and modular premises with/without a minimum lease term, located near national parks, on the banks of water bodies, on the territory of organic or retro-style farms, etc.
List of offers and events on the territory of the tourist site	Accommodation, the possibility of organic food, communication with domestic animals, assistance with household chores, purchase of farm organic products, additional rental of log cabins, tents, etc., boat trips, sauna, fishing permit, beach by the pond/lake, bicycle rental, other outdoor equipment.
Amenities and activities near the tourist site	National parks, other protected private and public areas, including all necessary infrastructure

Source: developed by the authors on the basis of [6]



Finland's green tourism small businesses offer daily life in peace and tranquility in a clean natural environment with an authentic immersion in Finnish traditions, lifestyle and mobility provided by tourists' own muscles.

Spain is a popular country in the Mediterranean region with a long history of agricultural development, culture, and regional traditions, which has influenced the development of small businesses in the field of green tourism. This European country, among other European countries, has the largest number of biosphere reserves - 34, while Denmark and the Netherlands, for example, have only one each.

Agriculture, agritourism, and ecotourism are dynamically developing in the country, and they are sustainable tourism destinations. These types of tourism combine everything related to the countryside, the rural environment, nature and respect for it. Most agritourism sites are located near or within various national parks. In addition, the large number of medieval castles and forts located throughout Spain has allowed many villages in various Spanish provinces, including such as Zaragoza, Asturias, and Alicante, to become centers of tourist attraction.

The dominant type of green tourism in Spain is agritourism. Agritourism in Spanish is a form of rural tourism where tourists are accommodated on small organic farms or in rural houses (*casa rural*). Farmers and the local rural population realize that in order to systematically improve their living conditions and the environment, they need to contribute to the diversification of agricultural income through a sustainable rural tourism model. This concept of agritourism is based on receiving tourists on the farms themselves, without the direct need for overnight accommodation and the mandatory participation of tourists in active production processes, but aims to show the tourist the daily activities of the farm, which functions with or without him, and the tourist is only optionally integrated into the context of its daily life. The model of classical mass rural tourism is considered outdated. Agritourism promotes the relationship between sustainable agriculture and responsible tourism, turning farmers into participants in their own development and promoting projects and initiatives to combat rural desertification. The main difference between agritourism in Spain and traditional rural tourism is that traditional rural accommodation does not have tourist offers or activities to complement the stay in the accommodation.

The owners of farms and rural houses in Spain have their own associations, among whose tasks is the categorization of rural houses depending on the level of services provided and monitoring compliance with the requirements of the associations. Entrepreneurs and farmers offer a wide range of vacation rentals in rural areas across the country. Ecotourism in Spanish is a form of eco-tourism when a tourist visits natural areas, enjoys the fauna, flora, landscape, communicates with the local population and tries to change the natural environment where he or she travels as little as possible.

The goal of ecotourism is to minimize the negative impact of humans on the socio-cultural and natural environment. This type of tourism was considered sustainable because it is a socially motivated activity that does not create new dependencies and does not disrupt local economic systems, the environmental impact is negligible, and energy consumption is within the limits of sustainability.

The state support for farm tourism and promotion of its active development was conditioned, among other things, by the intention to achieve the following results: improving the welfare of farmers, "soft" obstruction of migration and farm closures, and sustainable development of rural areas. Farm tourism has been conceptualized as an "alternative farm enterprise" that includes one of several potential forms of diversification of farm small businesses.

Current trends point to the growing popularity of farm tourism in Sweden. Today, farm tourism is a recognized means of diversifying agriculture and the rural economy, making it less vulnerable to market instability. Being a flexible enterprise, farm tourism can expand and contract according to market demands. It provides employment especially for women (e.g. wives and other relatives of farmers).

One of the most important aspects of farm tourism in Sweden is its positive role in providing tourists with knowledge about food production and natural processes in general. This increases their interest in the environment and promotes a critical attitude towards the "modern lifestyle". Contacts with animals are considered important for children, as well as the development of children's empathy for animals and their desire to take care of them. Studies have shown that animals have a positive impact on the health and well-being of both children and adults. Thus, farm tourism seems to be an ideal way to arouse interest in animals and nature. Farm tourism in Sweden is exclusively a small business. No more than eight beds in four rooms are allowed on a farm. Swedish farmers offer three different accommodation options: self-catering accommodation, bed and breakfast and camping. Bed and breakfast is the most popular form of accommodation on the farm. The target audience of farm tourism is families with children, elderly couples, workers looking for temporary inexpensive accommodation, and foreigners.

Farm tourism in Sweden is considered sustainable because it is small-scale and there is little risk of negative environmental or socio-economic impacts if it continues to grow.

### ***Conclusions.***

Certain features of the organization of activities in the field of green tourism are inherent in each of the above European countries. In order to develop green tourism in Ukraine, the authors have considered the factors that helped each of the above countries to cope with the problems of rural development, rural migration to cities, and increase the population's sense of responsibility for their own land and responsible land use, the state of the environment, preservation of rural life traditions

and cultural heritage, etc.

For the development of green tourism, it is important to develop innovative environmental governance measures to promote travel to rural areas, to unite people to participate in volunteer activities to equip small businesses in the field of green tourism, to maintain order at these locations for recreation, and this will not be considered shadow "hired" workers, but understood as a contribution to their future vacation at these locations on preferential terms.

Design thinking and innovative architecture should be part of green tourism. The national benchmark in the field of green tourism is the availability of a wide range of service offerings from the simplest marked trails and cozy shelters to creative visitor centers and installations.

For the development of green tourism, it is important that entrepreneurs, farmers, and others who want to start a small business in the field of green tourism be able to receive financial support from private funds, through grant programs, and on other grounds on preferential terms or without an obligation to repay.

Active social advertising of green tourism will promote the relationship between sustainable agriculture and responsible tourism, turning farmers into participants in their own development and facilitating projects and initiatives. It is important to develop separate support programs for women who decide to start a small business in the field of green tourism.

The paper examines the world experience of green tourism development in European countries - leaders in this segment. The paper systematizes the key factors of green tourism development in some European countries. The potential of the Ukrainian market in this segment of the tourism business is considered. The problems and prospects of the domestic market of services in the field of green tourism are analyzed.

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