

CURRENT TRENDS IN THE DEVELOPMENT OF RURAL GREEN TOURISM IN THE POST-WAR PERIOD

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Abstract: The urgency of the development of rural green tourism in Ukraine as a promising direction in the post-war period is due to the urgent need to immediately address the problems of socio-economic development of rural areas. They are, in most cases, depressed. This, in turn, will allow for diversification of the directions of economic development of the Ukrainian village, restrain the demographic decline, and, in conjunction with other spheres of activity, solve the urgent problems of the region. Rural green tourism all over the world is a developed and highly profitable sector of the economy. With further urbanization, the demand for this type of recreation in the world will grow. Consequently, the need for rural estates and tourist facilities that these services can offer will grow. Research aim – to establish the regularity of the state of development of rural green tourism as a promising direction in the post-war period based on the Travel and Tourism Competitiveness Index report by conducting regression analysis. Methods of the research: systematization; comparative analysis; generalization; regression analysis. Results. With the help of regression analysis, it has been established that the value of the determination coefficient shows that the regression model by 44.5% reflects the direct dependence of the state of effective development of rural green tourism in the regions of Ukraine, based on the results of integrated indicators of tourism and environmental competitiveness. This indicates that there are still a significant number of other factors influencing the effectiveness of rural green tourism development in the regions of Ukraine. It is determined that according to the results of the rating of Ukrainian regions, the leaders in terms of environmental competitiveness from 2019 to 2020 were Lviv, Ivano-Frankivsk, Zakarpattia, Zaporizhzhia, and Odesa oblasts. It is found that from 2019 to 2020 Ivano-Frankivsk, Chernivtsi, and Lviv oblasts remain the leaders in terms of tourism competitiveness. During the analyzed period, Odesa and Cherkasy regions significantly increased their tourist competitiveness, while Rivne and Kyiv oblasts, on the contrary, worsened and became outsiders in terms of tourist competitiveness. It is established that during 2012-2019 the number of people who visited agro-farmsteads increased by almost 70% and amounted to about 86 thousand people in 2019. It was discovered that the number of farmsteads in 2019 increased significantly to 389 units, compared to 2012 when 230 farmsteads operated. As a result of the study, the main directions of state policy that will contribute to the further effective development of rural green tourism in the post-war period have been identified. These include the following: improvement of the regulatory framework for the control of this sphere of activity; attraction of domestic and foreign investments and creation of new jobs; development of external and internal rural green tourism; creation of appropriate conditions for the development of rural green tourism services; comprehensive encouragement of Ukrainian citizens to participate in the development of rural green tourism.

Keywords: rural green tourism, development, post-war period.

1 Introduction

In recent decades, tourism has been one of the most dynamic industries at the global level. Its growth rates surpass all economic sectors. In the current context, it is becoming increasingly difficult to ignore the importance of rural areas in supporting the continued growth of the tourism sector (UNWTO, 2018). Recent developments in tourism have contributed to a renewed interest in rural green tourism as a driver of socioeconomic development and rural revitalization (Iorio & Corsale, 2010; Ghaderi & Henderson, 2012; Lee, 2013). This is

especially applicable to those areas where there is a low level of development of agricultural activities or soft industry. The role of rural green tourism as an engine for sustainable development (Hall and Boyd, 2005; Jucan, Jucan, 2013) is mainly since local attractions, natural or cultural, already exist. Furthermore, the level of investment to incorporate these attractions into tourism systems is relatively low (Ibănescu et al., 2018).

Rural communities see tourism development as an opportunity to diversify the rural economy and revive areas that are otherwise no longer competitive in the face of market dynamics and evolving agricultural policies. The interest in rural green tourism as a factor of rural development lies in numerous elements. These elements may be the following: the need for work and easily accessible training, which can thus guarantee high participation of the local population and the possibility for them to start a new activity even with limited private investment, as well as to attract investment flows from outside and to promote demand that can create an induced and therefore expanded impact of activation on local people (Ammirato, Felicetti, 2014; Belletti, 2010).

The rural area has many economic and social values and is becoming the center of those economic activities that stimulate new development, much more conscious and lasting than in the past. Thus, rural green tourism is seen as an opportunity that will contribute to local development. It represents an economic activity that serves to develop positive changes in rural areas (López et al., 2011; De Rosa et al., 2019; Ivona, 2021).

The development of rural green tourism is a proven world practice as a way to increase the income of the rural population. Therefore, it is necessary to widely use European practices and create the necessary legislative environment as soon as possible to overcome the problems that hinder the development of this tourism category in Ukraine. The importance of the practical use of the results of the study lies in the further analysis of rural green tourism as a promising area of development in the post-war period, to promote the recovery of the country's economy.

The aim of the research – is to establish the pattern of the state of development of rural green tourism as a promising direction in the post-war period based on the Travel and Tourism Competitiveness Index report by conducting regression analysis.

Research objectives of the article:

1. To analyze the features of managing the development of farmsteads in the process of implementing a business strategy in the field of rural green tourism.
2. To analyze the main indicators of rural green tourism development in Ukraine during 2012-2019.
3. To carry out a comparative characterization of the ecological and tourist competitiveness of the regions of Ukraine.
4. To conduct a regression analysis to reflect the dependence of the state of efficiency of rural green tourism development in the regions of Ukraine, based on the results of indicators of tourism and environmental competitiveness.
5. To analyze the state of efficiency of rural green tourism development based on the report of the Travel and Tourism Competitiveness Index.

2 Literature review

Recent studies show that tourism activities have a positive impact on rural areas, primarily on economic growth, economic diversification (Roberts and Hall, 2001), demographic stabilization (Müller and Jansson, 2007), increasing the economic value of food and stimulating agricultural development (Roberts et al., 2017; Chuang, 2010), improving

socio-economic well-being (Muresan et al., 2016; Park, Yoon, 2011) and the creation or growth of new local businesses (ILOO, 2013). Rural green tourism contributes to improving the overall quality of life of residents (Woo et al., 2015; Lin et al., 2017) and supports sustainable rural development and the reduction of out-migration (Androschuk, Chernenko, 2016; Ibănescu et al., 2018).

Rural green tourism is defined as an economic activity with potential social, economic, and environmental impacts. It largely depends on the local characteristics of the region and has the potential to stimulate the rural economy with a positive impact on the income part. Therefore, one of the priorities of rural green tourism development is its sustainability. According to the World Tourism Organization: "Sustainable rural tourism is about finding the right harmony in the relationship established between the needs of the visitor, the place, and the host community". Therefore, the main functions of rural green tourism are: completing agriculture, restoring traditional architectural heritage, managing natural and cultural resources, and promoting the integration of local people into tourism to improve their quality of life (López et al., 2011; De Rosa et al., 2019; Ivona, 2021).

Lee et al. (2016) consider rural green tourism as a term that refers to the natural environment and cultural heritage of an area or the implementation of good environmental management practices (Gryshchenko et al., 2022). According to J. Kloeze, rural green tourism is defined as a concept that includes all types of tourism activities that develop in a rural environment (Kloeze, 1999). An alternative definition was given by B. Bartmann, who defines rural green tourism as a concept that includes tourism activities organized and managed by local people, based on a close relationship with the environment - natural and anthropogenic (Bartmann, 1998). The European organization Euroter gives the following definition: "Rural green tourism is tourism that supports the development of agricultural regions, the preservation of cultural heritage and rural ecology, and the revival of local traditions and products. This type of tourism is characterized by regional identification and meets the needs of tourists in accommodation, food, leisure, and other services that contribute to the sustainable development of the social sphere of the village" (UNWTO, 2022).

Rural green tourism is defined as a well-known mechanism for retaining the population, especially young people (more vulnerable to emigration phenomena) due to its ability to create new jobs quickly and the lack of high standards of requirements for these jobs (Müller, Jansson, 2007). Furthermore, the human labor force employed in tourism requires cheaper conversion from existing sectors (e.g. agriculture, low-end industry, or handicrafts). It is therefore not surprising that regions of Southern Europe with demographic decline experienced a reduction in emigration when tourism activities began to flourish (Loukissas, 1982). Tayebi et al. have demonstrated that the tourism industry is associated with economic growth in the case of low- and middle-income countries in Latin America (Tayebi et al., 2007), while Kim and Chen found a long-run equilibrium relationship between tourism and economic growth in Taiwan (Kim, Chen, 2006).

Additional research has revealed another positive and interesting impact of tourism activities related to sustainable development in sensitive, mostly rural, areas: encouraging residents to preserve local heritage, natural or cultural, and to enhance the quality of the visitor experience (Chuang, 2010; Stabler, 1997; Park et al., 2008). In addition to the positive impact on the destination, rural tourism has been proven to contribute to the sustainable economic growth of neighboring rural areas through the well-known contagion effect, thus contributing to sustainable regional development (Pascariu, Tiganasu, 2014). In general, tourism activity generates increased revenues, job creation, modernization of facilities, employment of the rural population, improvement of living standards, and better quality of life (Chang, 2011; Tangit et al., 2014). Thus, it is not surprising that national and local actors around the world have promoted

tourism policies and strategies to revitalize depressed rural areas. Moreover, rural tourism has been perceived as a "panacea" for many rural problems (Bahrami, Noori, 2013; Cánoves et al., 2004).

Thus, rural green tourism is one of the most important areas of rural development and a means of improving the living standards of the rural population. It should be noted that rural green tourism in Ukraine is a new direction in the tourism industry and one of the ways of rural development, which will solve several problems in rural areas based on the replenishment of local budgets. Rural green tourism in the current conditions of tourism market development is becoming increasingly popular. This is one of the directions of sustainable development of the tourism industry. It is aimed at protecting Ukrainian natural, cultural and historical heritage, promoting interethnic tolerance, and encouraging people to actively participate in solving their financial problems, as well as a way to restore the country's economy in the post-war period. Scientific research and experience show that the accelerated development of rural green tourism can play the role of a catalyst for economic restructuring, demographic stability, and solving urgent socio-economic problems in rural areas and the country (Pavlova, 2020).

Thus, the problems of rural green tourism development as a promising area in the post-war period find little reflection in scientific publications in the form of theoretical research and practical research. However, the issue of analyzing the development of rural green tourism in the post-war period remains relevant and open for further research.

3 Methods and Materials

The realization of the aim of this research foresees the involvement of such research methods as:

- systematization of the main features of managing the development of farmsteads in the process of implementing a business strategy in the field of rural green tourism
- systematic and logical analysis, method of synthesis of information on the main indicators of rural green tourism development in Ukraine during 2012-2019;
- generalization of statistical data published by governments and accountable organizations to establish an assessment and current analysis of the state of efficiency of rural green tourism development based on the Travel and Tourism Competitiveness Index report;
- a comparative method for differentiating the eco-tourism competitiveness of Ukrainian regions.

The regression analysis has been applied to reflect the dependence of the state of efficiency of rural green tourism development in the regions of Ukraine, based on the results of indicators of tourism and environmental competitiveness.

4 Results

Under current conditions, a significant number of players in the tourism market of Ukraine understand the importance of the environmental component. However, it is worth noting that the share of entrepreneurs who know the principles of the concept of "ecotourism" or "green tourism" is relatively small. Figure 1 is compiled following the statistical data published in the WEF's Travel and Tourism Competitiveness Index for the countries of the world in 2017 and 2019 (Fig. 1.).

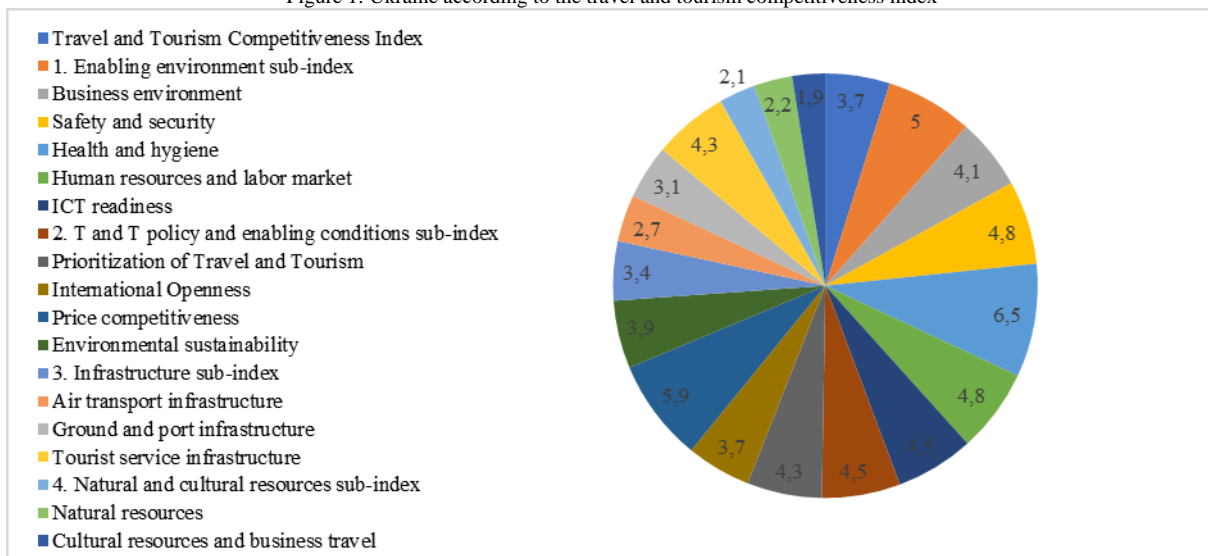
According to the Travel & Tourism Competitiveness Index methodology, the component of the natural resource measures the available natural capital and the development of outdoor tourism activities. Natural capital is defined by the landscape, natural parks, and fauna richness. A key feature of Ukrainian rural green tourism is its unique tourist lifestyle, which is based on the realization of the entrepreneurial potential of the rural population to improve their well-being in the future and to restore the country's economy in the post-war period. The overall

dynamics of rural green tourism development in Ukraine are acceptable. It is worth taking into account the global COVID-19 crisis and the war on the territory of Ukraine, which has had a significant impact on the tourism business. Notwithstanding these challenges, domestic demand for Ukrainian attractions may increase, however, increased demand does not always mean a long-term effect.

The matrix approach to assessing the potential of rural green tourism in the regions of Ukraine combines two integral indicators: environmental competitiveness and tourism competitiveness (Fig. 2). As follows from Figure 2, according to the results of the rating of Ukrainian oblasts, the leaders in terms

of environmental competitiveness from 2019 to 2020 are Lviv, Ivano-Frankivsk, Zakarpattia, Zaporizhzhia and Odesa oblasts. It should be noted that from 2019 to 2020 Ivano-Frankivsk, Chernivtsi, and Lviv oblasts remain the leaders in terms of tourism competitiveness. In 2020, the Cherkasy region ceased to be among the outsiders in terms of environmental competitiveness. Unfortunately, the outsiders in 2019 and 2020 in terms of tourism competitiveness were Donetsk (Ukraine-controlled part) and Kharkiv oblasts. During the analyzed period, Odesa and Cherkasy oblasts significantly increased their tourist competitiveness, while Rivne and Kyiv, on the contrary, worsened and became outsiders in terms of tourist competitiveness.

Figure 1: Ukraine according to the travel and tourism competitiveness index

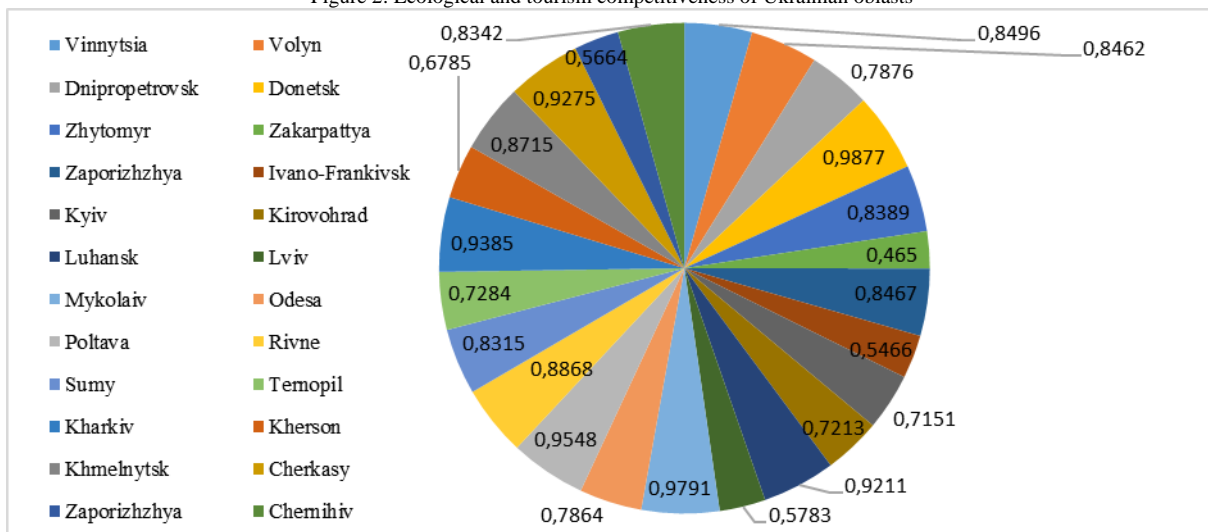


Source: Compiled by the authors based on official data of TTCR, (2017), TTCR, (2019).

We consider it necessary to note the high density of the results obtained for the rest of the regions of Ukraine, which can be qualified as below average. The COVID-19 pandemic has had a significant impact on tourism development. This in turn had a positive impact on the development of rural green tourism. According to Figure 2, environmental competitiveness has increased in 12 oblasts (Volyn, Dnipropetrovsk, Donetsk,

Zhytomyr, Zaporizhzhia, Lviv, Mykolaiv, Odesa, Poltava, Kharkiv, Kherson, Cherkasy), and tourism competitiveness - in 16 oblasts (Dnipropetrovsk, Donetsk (Ukraine-controlled part), Zakarpattia, Zaporizhzhia, Ivano-Frankivsk, Kyiv, Luhansk, Lviv, Mykolaiv, Rivne, Sumy, Ternopil, Kharkiv, Kherson, Chernivtsi, Chernihiv).

Figure 2: Ecological and tourism competitiveness of Ukrainian oblasts



Source: Compiled by the authors based on official data of SSSU, (2020).

Table 1 shows the results of regression modeling to establish the dependence of the state of effective development of rural green tourism in the regions of Ukraine (based on the data in Fig. 2),

based on the results of integrated indicators of tourism and environmental competitiveness:

Effectiveness of development of rural green tourism

$$= (0,7898) + (-0,0006) * Tourism competitiveness + 0,0042 * Ecological competitiveness$$

Thus, the efficiency of rural green tourism development in the regions of Ukraine depends on the current results of tourism and environmental competitiveness indicators. The model parameters are statistically significant, as indicated by t Stat of 0.14 and 0.84 and P-values of 0.8897 and 0.4064.

The value of the determination coefficient indicates that the regression model by 44.5% reflects the direct dependence of the state of effective development of rural green tourism in the regions of Ukraine, based on the results of integrated indicators of tourism and environmental competitiveness. This analysis indicates that there are still a significant number of other factors influencing the efficiency of rural green tourism development in the regions of Ukraine, which are not included in the regression model.

Tab. 1: Results of regression modeling

Regression Statistics								
Multiple R	0,029							
R Square	0,0009							
Adjusted R Square	0,445							
Standard Error	0,15							
Observations	24							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0,0004	0,0004	0,02	0,89			
Residual	22	0,4961	0,0225					
Total	23	0,50						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0,7898	0,0633	12,48	0,00000000002	0,6586	0,9210	0,6586	0,9210
Tourism competitiveness	-0,0006	0,0044	0,14	0,8897	-0,0098	0,0086	-0,0098	0,0086
Ecological competitiveness	0,0042	0,0050	0,84	0,4064	-0,006	0,014	-0,0061	0,0146

Source: Compiled by the authors.

Rural green tourism is rapidly developing in Ukraine, as evidenced by the growth in the number of farmsteads and the number of people accommodated in them (see Table 2). For example, during 2012-2019, the number of people who visited such farmsteads increased by almost 70% and amounted to about 86 thousand people in 2019. The number of agro-farms in 2019

increased significantly to 389 units, compared to 2012 when 230 agro-farms were operating. It is worth noting that the total area of farmsteads has doubled, in particular, the living space has increased 2.4 times and amounted to about 30 thousand m² in 2019. At the same time, the average capacity of farmsteads increased by 50%.

Tab. 2: Analysis of the main indicators of rural green tourism development in Ukraine during 2012-2019

Indicators	Year								Absolute deviation of 2019 to 2012, (+; -)	Relative deviation, 2019 to 2012, (%)
	2012	2013	2014	2015	2016	2017	2018	2019		
The number of farmsteads, in units.	230	285	233	235	375	377	380	389	159	169,1
The number of people accommodated	50724	49948	39311	49253	79891	82570	83211	85995	35271	169,5
The average capacity of farmsteads, beds	11,0	12,6	13,5	12,7	13,2	13,4	14,2	16,5	5,5	150,0
The total area of farmsteads, m ²	49425	65986	71208	73241	90811	91300	93435	101329	51904	205,1
incl. residential	20787	29988	29201	25558	43764	44056	44736	49912	29125	240,1

Source: Compiled by the authors based on official data of SSSU, (2020).

All this is evidence that the population began to pay more attention to domestic travel and family communication in nature.

Based on the analysis of the legislation of Ukraine on rural green tourism, the main directions of state policy that will contribute to the further effective development of this sphere in the post-war period have been identified. They are as follows:

- improving the regulatory framework for governing relations in this area of activity;
- definition of rural green tourism as an important link in the tourism industry of Ukraine, encouraging domestic and foreign investment in this area and creating new jobs;
- development of external and internal rural green tourism, promoting its transformation into an economically efficient and competitive segment of the tourism industry;

- a creation of appropriate conditions for the development of rural green tourism services, support for priority areas of tourism activities by simplifying and harmonizing tax, currency, customs, border, visa, and other types of regulation;
- comprehensive encouragement of Ukrainian citizens to participate in the development of rural green tourism as a profitable part of tourism activities and an additional source of replenishment of personal income of citizens, and local and state budgets.

The directions of implementation of state support for rural green tourism as a promising area of development in the post-war period are reflected in Figure 3.

Thus, the development of rural green tourism should be supported both at the state level and at the level of public

organizations, where its main aspects are agro-resource, socio-economic, cultural, tourist, and environmental.

5 Discussion

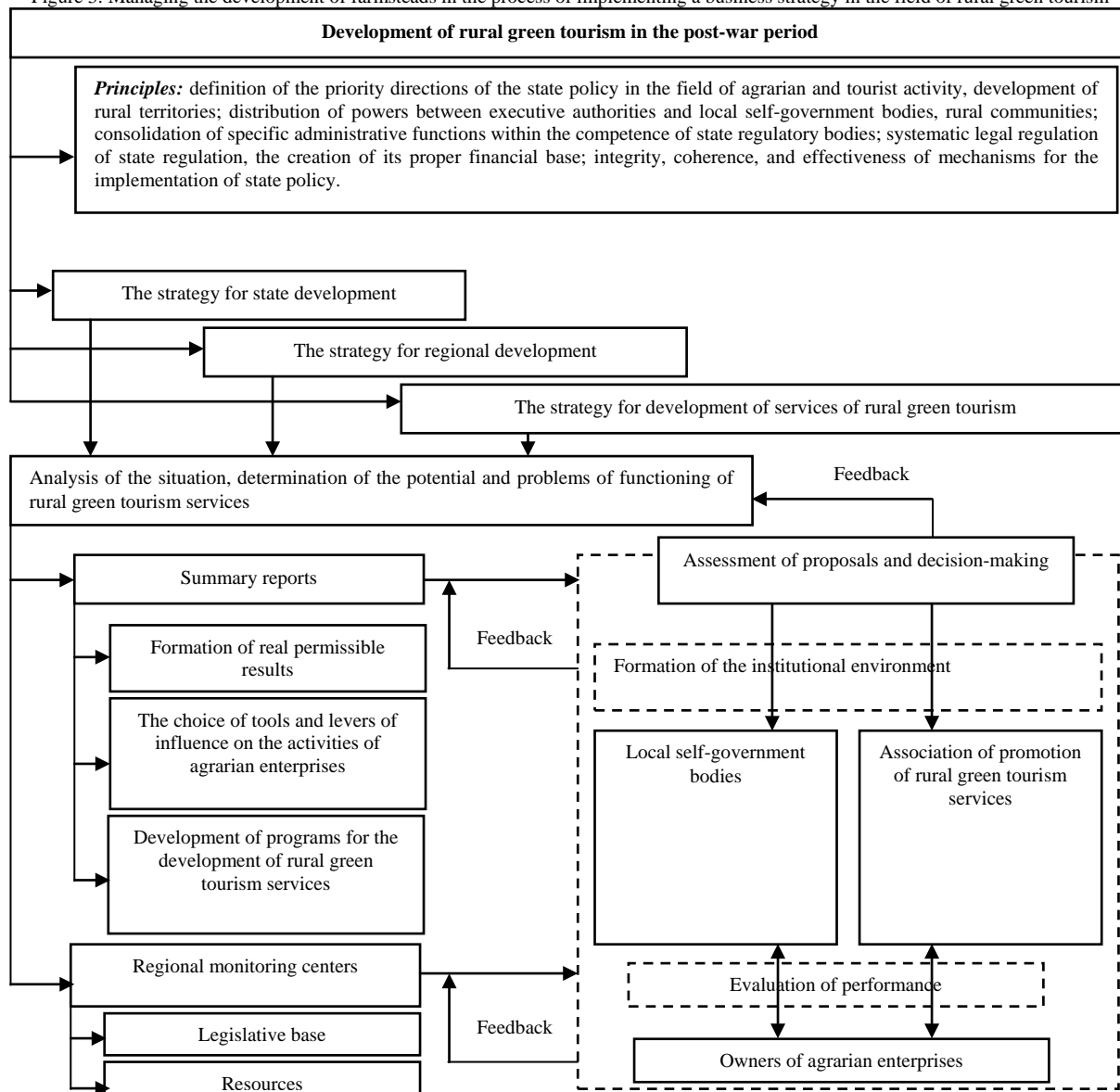
The results of the study of rural green tourism as a promising area of development in the post-war period have led to the following conclusions. It has been determined that rural green tourism involves recreation in ecologically clean natural areas or regions, which is combined with visits to scientific, educational, cultural, and cognitive places, etc. It has been clarified that rural green tourism contributes to the preservation and improvement of the ecological potential of the environment and the well-being of the population. Based on the study, the following main conclusions can be drawn:

1) an approach based on the assessment of the tourism and environmental component by establishing the competitiveness of the regions has been applied. It covers the most relevant array of statistical data and provides a representative assessment of the current state of rural green tourism potential (Ivona, 2021; Ibănescu et al., 2018);

2) according to the rating of tourism and environmental competitiveness, the regions with the highest and lowest potential have been identified. The positive dynamics of rural green tourism development in 2019-2020 have been revealed. It has been determined that Lviv, Ivano-Frankivsk, and Odesa oblasts were the leaders in the ranking of tourism and environmental competitiveness. In 2020, environmental competitiveness increased in twelve regions, and tourist competitiveness - in 16 oblasts of Ukraine. The results confirm that the vast majority of regions are in the unsatisfactory zone;

3) as a result of regression modeling, it has been found that the coefficient of determination indicates that the regression model by 44.5% reflects the direct dependence of the state of effective development of rural green tourism in the regions of Ukraine, based on the results of integrated indicators of tourism and environmental competitiveness. It has been clarified that there are still a significant number of other factors influencing the efficiency of rural green tourism development in the regions of Ukraine, which are not included in the regression model.

Figure 3: Managing the development of farmsteads in the process of implementing a business strategy in the field of rural green tourism



Source: Compiled by the authors based on Kyrylov, Yarovoy, (2018).

Therefore, it is considered necessary to raise consumer awareness of the functioning of rural green tourism facilities and

their competitive advantages. It is essential to focus on legal support and a well-developed training base (how to be profitable

in this area, promote a tourism company, the importance of certification, etc.) This will help orient existing service providers and attract even more people who want to start a business in this area. To gain additional competitive advantages and increase trust among the population, the rural green tourism enterprise has the opportunity to improve the level of recreational facilities by obtaining "green certification" and building a communication policy on this basis (Gryshchenko et al., 2022).

Thus, the established features will ensure a higher level of development of rural green tourism services by farmsteads in a certain territory. They will position it as an important means of stimulating and investing in the development of the country's economy in the post-war period, as well as for the socio-economic development of the countryside, by promoting the development of rural infrastructure, integrated rural development and rural infrastructure, creating new sources of income for the rural population, as well as better recreation of urban residents in the countryside; popularization of Ukrainian culture; dissemination of knowledge and information about the historical, natural, ethnographic features of Ukraine. An in-depth study of this topic will contribute to improving knowledge on the development of rural green tourism as a promising area in the post-war period.

6 Conclusion

As a result of the analysis of rural green tourism as a promising area of development in the post-war period, it was found that this type of tourism is defined as a highly promising industry that is important for the economy of Ukraine and its recovery in the post-war period. Legislative regulation of relations in the field of rural green tourism, formulation of the main strategic directions of its development, and provision of quality services will contribute to its popularization, attractiveness, and capacity building. The fulfillment of the tasks set for the regulation and development of rural green tourism will contribute to the quality development, organization, and management of rural green tourism, as well as attract investment in the tourism industry and the economy of Ukraine.

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Primary Paper Section: A

Secondary Paper Section: AH