

PERSPECTIVES OF GREEN TOURISM IN UKRAINE

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From ancient times to nowadays Ukraine has been known for its black soils, picturesque sceneries, that had always attracted conquerors. Thanks to its natural resources, national parks, recreational zones, health resorts Ukrainian green tourism has the preconditions for the successful development. You can cross the country from north to south, from west to east, and can see many natural assets, located in its territory: left somewhere wild forests, unplowed steppes, changing into the fields with sunflowers and golden wheat, high mountains, green forests, blue rivers and lakes, endless seas. That is why this type of tourism has a right to exist in Ukraine. The most attractive areas for the sustainable tourism boost are Transcarpathian, Ivano-Frankivsk, Vinnytsya, Kyiv, Lviv, Poltava regions and the Autonomous Republic of Crimea (still annexed, by the Russian Federation, but is an outlook with fair promise in the future). With every year that passes, a new region is added to the list of regions with developed green tourism infrastructure.

Green tourism for many residents of megacities has become not only an opportunity to escape from the suffocating stone jungle to countryside, but also a chance to return to the sources and traditions of ancestors who lived with deep respect for nature and its gifts. According to European statistics, 35% of the big cities' inhabitants in EU prefer to have a rest in the countryside. Eco tourism or green tourism has existed in Europe for more than half a century and France is its homeland. In the middle of the 20th century, many French farmers began to move to the cities because of the losses they incurred in agriculture. To slow down this process somehow, the French government offered to organize the conditions on farms for the reception of tourists. And in the 70 years of the 20th century rural tourism in France received an independent status. Now it brings about 1 billion dollars in profits to the state budget of the country.

Green tourism for many residents of megacities has become not only an opportunity to escape from the suffocating stone jungle to countryside, but also a chance to return to the sources and traditions of ancestors who lived with deep respect for nature and its gifts. For foreign guests of Ukraine, green tourism is an opportunity to live in authentic Ukrainian village, to learn the history and traditions of this or that region, to learn about local natural beauties and to become a direct participant of rural life in the Ukrainian province. Two types of green tourism can be named: active leisure like hiking with overnight stays in tents, bike tours, rafting, fishing and hunting. The second type of green tourism is about direct residence in the village, where the tourist becomes a participant in everyday routine. The guests can see the rural life with their own eyes, as well as

to care for livestock, prepare firewood, work in the garden, be engaged in beekeeping and try themselves at various crafts. The Carpathians in the period from spring to autumn is one of the most popular regions for both types of green tourism. The incredible beauties of nature, the variety of routes, the abundance of picturesque mountain villages, where the ancient Ukrainian traditions are carefully preserved, make this region the pearl of green tourism in the country. Crystal clear air and delicious cuisine, prepared exclusively from natural products, bathing in mountain lakes and rivers can restore not only spiritually, but also physically. In addition, the tourists can learn a lot about the history of the region by visiting numerous unique museums and excursions.

Odesa and Mykolayiv regions are no less interesting for green tourism. Fresh sea air, sea adventures in combination with the traditions of fishing and winemaking make this region so attractive for tourists. Small farms with their vineyards or small houses of fishermen with nets in the courtyard are a real romance.

But if the sea and mountains are too far away at the moment, then guests can enjoy green tourism in Kyiv region. Not far from the noisy capital there are lots of places of high demand by eco tourists. And sometimes it is not needed to go to some special village, but it's enough to rent the appropriate housing in the suburbs. The choice is very large, and the tourist can always stop at something specific, whether it's a stable estate, a house with a large garden, a villa with a household or a bee yard.

In the employment system, rural green tourism occupies an intermediate position between the services of accommodation (mini-hotels in Poland) and the use of their own homes for personal (family) needs only (in Ukraine). Given that the unemployment rate in the countryside is much higher than in urban areas, rural green tourism provides an opportunity for additional earnings, using the “abundance” of residential premises and other facilities adapted for the reception of tourists. However, in Ukraine, the certification of housing on the level of comfort and other standards, although, has the proper theoretical and methodological justification, in practice, requires comprehensive implementation and confirmation.

In any other region of the country, the tourist will be able to find its unique features that make this type of tourism so attractive in Ukraine. Affordable prices for recreation, preservation of old traditions, picturesque nature and sincere hospitality attract more and more green tourists to our country. It is important not only to preserve and maintain this uniqueness, not only to pass it on to future generations, but also to turn it into a national treasure that brings money to the state treasury.

Over the past 5-10 years, the whole world has begun to change its attitude towards ecology, to the role of human being in the eco system, to the consumption of natural resources and the processing of all kinds of waste. The

first steps have been made already, and this awareness affects all spheres of human activities, including tourism.

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UKRAINIAN URBAN ECONOMY MANAGEMENT

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In 2014, in what is referred to as the ‘Revolution of Dignity’, the Ukrainian people demonstrated for more democracy. Since then, the Ukrainian Government has launched numerous reforms in the areas of decentralization and local self-government, which have strengthened cities’ responsibility for tasks and improved their available resources. Nevertheless, urban service provision and infrastructures are frequently inadequate. Firstly, there is no national framework for integrated urban development to provide orientation for government and urban actors. Secondly, many Ukrainian cities have not yet succeeded in coordinating measures in urban areas of action, in achieving a consensus among stakeholders involved through participation formats and in increasing the effectiveness of public funds by bundling resources. With a view to meeting these challenges, Ukrainian cities are increasingly seeking the approach of ‘integrated urban development’. Planning in accordance with this concept promotes sustainable development, a social balance and social diversity. If this is not achieved, it will be difficult to attain cultural and structural building quality and economic growth. Today, local authorities of Ukrainian cities have only few competences and resources in urban planning. At the same time, there are weak relationships between key actors of urban development: politicians, local and regional authorities, land-owners, professionals and others. Cooperation with concerned citizens is rare and the advantages of common decision-making are underestimated.

This often results in development strategies and masterplans with little relation to the local context. The focus is on quantities like growth numbers and traffic capacities. Identities and qualities, but also feasibility (local political structure) and viability (economy, financial means) are hardly considered. Besides, the rigid law-based planning system also prevents a forward-looking urban development with ambitious future-oriented projects. According to the article of Vladyslav Tymynskiy, Urs Thomann, and Van de