

redesign of Soborna Street). Very much rewarded was the aversion to a glossy «high-end» urbanism and the focus on ambitious, but tactful, simple and realizable urban projects.

The Integrated Urban Transport and Spatial Planning Strategy for the city of Vinnytsia is not only an interesting example for other Ukrainian cities of how sustainable, qualitative, cost-efficient urban development on local level can be reinforced. Lessons could be also learned by foreign cooperation organizations, whose integrated urban development projects often are too much considered as a management task, emphasizing organizational processes and lacking inspiring ideas, concrete results and local implementations. To make possible new directions in urban development in Ukraine, more engagement for similar projects would be needed.

#### **References:**

1. <https://www.giz.de/en/worldwide/80902.html>
2. <https://mistosite.org.ua/uk/articles/contemporary-urban-development-in-ukraine-the-vinnytsia-case>

## **DEVELOPMENT OF ECOLOGICAL TOURISM IN UKRAINE: PROBLEMS AND PROSPECTS**

TAISIYA KURBATOVA, student

NATALIIA BOGDAN, Professor, Doctor of Science in Economics

OLENA ILIENKO, Associate Professor, PhD (Philology), English Language Adviser

*O. M. Beketov National University of Urban Economy in Kharkiv*

The tourism sector is one of the strategic sectors of the economy, which has an impact on further socio-economic development of the state. However, the formation of the tourist market requires the presence of a number of components of the tourism industry, and the availability of a tourist and recreational potential is not a guarantee of a successful development of the national tourism.

Eco-tourism is one of the branches of the world tourist industry, which is rapidly developing today. According to WTA forecasts, eco-tourism is one of the five main strategic directions of tourism development until 2020 [1].

The recreational and tourist potential of Ukraine is unlimited for the possibilities of organizing ecological tourism. It should be noted that this is a special trend of the last few years having a rapid pace of development.

The works of domestic and foreign authors, namely, O. O. Beidyk, I. V. Berezna, O. O. Lyubitseva [2], M. P. Malskaya, T. I. Tkachenko, I. M. Balabanova, Yu. O. Vedenina, I. V. Zorina, N. I. Kabushkina, V. O. Kvartalnova, V. S. Preobrazhensky, D. Fletcher, etc. are devoted to studying of tourism, including the ecological one.

Ecological tourism (English "ecotour, ecotourism") – a relatively new concept in tourist activities. The main reason for the emergence of ecotourism is the misbalanced relations in the system "society-nature", or, in the tourist interpretation, "tourism-ecology" [2]. It is the focus on the ecological component that can explain the increased attention in recent years to visiting places with unchanged or little changed natural environment. Numerous surveys of tourists prove that among the leading motives of traveling the desire of people to communicate with nature is increasingly dominating.

It is clear why ecotourism is poorly developed in Ukraine as a direction of domestic tourism: the people of the country have not yet formed a demand for this type of tourism; there are only few conscious ecotourists who are willing to spend money, time and effort to communicate with nature and protect it. This fact results in a weak development of the tourist supply, therefore, a few existing types of domestic ecotourism often classified among active, park, adventure, extreme and even social tourism, i.e. the types that does not need to be supported from the public funds.

Eco-tourism can be defined as an integrative direction of the recreational activities aimed at harmonizing the relations between the tourists, the tour operators, the natural environment and the local communities, which is realized through an ecologization of all types of tourism, nature protection, environmental education and upbringing [2].

The problems of ecological tourism development in Ukraine are as follows:

- imperfection of the legislative and regulatory bases, especially the tax policy, the visa system, the land use rules;
- lack of the strategy and specific plans for ecotourism development at the state and regional levels;
- lack of powers separation between the state executive bodies and local self-government;
- low efficiency of functioning of the existing objects of the resort and recreational complex;
- lack or low comfort of the infrastructure;
- a limited range of tourist and recreational services;
- inefficient tourism development management system;
- passivity of the marketing, information and advertising activities;
- wear and tear of the main fixed assets of the tourist infrastructure;
- a gradual depletion of the medical and climatic resources;
- lack of a detailed information about the regions of making tours and environmental education programs;
- a low qualification of staff, due to the lack of a degree system of education in the field of tourism [3].

Taking into consideration the abovementioned facts and analyzing the ecotourism potential of Ukraine and its regions, it is possible to identify the

main types of the ecotourism activities that are eventual and appropriate within those regions, as well as the relevant ecotourism products, services, goods. The most common among them are as follows:

- developed, equipped and controlled ecological trails and routes;
- environmentally friendly intellectual, educational and consulting services of various types;
- organized sports, adventure, green rural, medical and rehabilitation tourism;
- special ecological and ecocultural tours;
- excursion services, including ecological-natural and historical-cultural excursions;
- special sports, cultural and leisure events and promotions (sports competitions, games, trainings, meetings, festivals, contests, exhibitions, fairs, auctions, etc.);
- a supervised collecting and storage of mushrooms, berries, plants and other "gifts of nature" by vacationers and tourists, photo hunting, non-commercial and sport fishing (including underwater hunting and diving);
- sale of ecologically clean local food and dishes of the national cuisine;
- eco-technological accommodation services and transport services;
- rental of tourist equipment;
- production and sale of various souvenirs, first of all, local crafts;
- advertising and information services, creation and sale of products with ecological symbols of the territory, including postage stamps;
- production and sale of special eco-oriented audio, video, photo and film products, etc.

Each item listed below can be an independent ecotourism product, service or goods, as well as become the basis for creating new options for ecotourism products, goods and services. Under condition of an effective use of ecological potential, ecological tourism holds a promise to become a forceful impetus for the development of the tourism industry in Ukraine.

#### **References:**

1. Світова туристична організація UNWTO [Електронний ресурс]. – Режим доступу: <http://www.unwto.org>
2. Любіцева О. О. Ринок туристичних послуг (геопросторові аспекти). – Київ : Альтерпрес, 2002. – 436 с.
3. Ткаченко Т. І. Сталий розвиток туризму: теорія, методологія, реалії бізнесу / Т. І. Ткаченко. – Київ : КНТЕУ, 2006. – 537 с.