

capabilities of the tourism industries of the economically developed countries [1].

The development of a set of measures for the management of eco-tourism, including the creation of an organizational mechanism for interaction, monitoring and control over the economic agents' activities, will maximize a huge potential for eco-tourism in Ukraine. The organizational and economic mechanism for managing the development of eco-tourism is based on long-term goals, namely, the transformation of the region with the greatest natural resource potential for eco-tourism development into a dynamically developing one, on the basis of a reasonable consumption of recreational resources, which are especially valuable [2]. High rates of economic growth should be a means of achieving significant environmental goals, successful solution of urgent problems of structural and technological modernization of the recreational economy, implementation of additional competitive advantages of resorts and tourist regions on the global stage.

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FLOWER TOURISM AS A NEW KIND OF TOURISM IN THE 21ST CENTURY

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Flower tourism is a trip to different countries of the world to study the richness of their flora, find something new, unique samples of gardens and indoor plants, study their main properties and become the owner of the most liked specimens. Visiting the best botanical gardens in the world can be great fun if you choose the right country.

The most important thing of this type of tourism is no detrimental effect on the environment and on the contrary improvement of wild plants living conditions and their protection from human hands. Tourists travel to relax and recuperate. But the main damage to nature is caused through recreational activities. This is manifested mostly when tourists leave among mountains of garbage, stretching fossils on souvenirs and destruction of natural resources.

Flower tourism helps to preserve the ecology of nature and save our planet from extinction.

Nowadays, this type of tourism is being developed in such countries as: Great Britain, Holland, Belgium and Spain.

Holland is the mother of flowers. Why is it so? It's quite difficult to answer this question definitely. Firstly, Amsterdam is home of the world's flower market, which has been working for the benefit of gardeners and ordinary admirers of natural beauty for three hundred years. Secondly, in huge greenhouses you can buy seeds, seedlings and ready-made creations of the best breeders of Holland, and at the same time get incredible pleasure from contemplating plants of all possible colors.

Great Britain is trying to become like Holland. If there is vacation in August, flower admirers prefer a trip to Jersey. It is in this small town in Great Britain that the Battle of the Flowers carnival takes place. The holiday always begins on the second Thursday of the last summer month, but a few days after its ending, tourists have the opportunity to buy outlandish plants and visit the country's flower fairs.

The Spaniards are also not neutral to beauty, so they hold a spring flower festival every year. The most active part in it is taken by two cities - Granada and Cordoba, where residents decorate streets and houses with colorful, fragrant bouquets, and members of religious communities compete in making large crucifixes from plants.

As for Ukraine, hundreds of tourists went to Transcarpathia to admire the flowering crocuses. Saffron carpets cover spring fields. Most primroses are in Vynohradiv, Mukachevo and Mizhhirya districts. The flower, as experts say, isn't only beautiful but also useful. Saffron is used in cooking and pharmaceuticals.

Recreational rejuvenation helps tourists to restore health, cure some diseases and stress fatigue from living in noisy cities.

In conclusion, I would like to say that saving the planet Earth is any green tourism. You have to choose where you want to live in garbage or in harmony with nature?

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