

YOUTH ENTREPRENEURIAL ACTIVITY IN THE DEVELOPMENT OF RURAL GREEN TOURISM: THE CASE OF UKRAINE

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ABSTRACT

The subject of the research is the entrepreneurial potential of young people in the development of rural green tourism in Ukraine. Studies of trends in the rural labour market in terms of modernisation of the agrarian sector and the impact of world trends in transforming the role of rural territories have been taken into account. The development of entrepreneurship in the agricultural and industrial complex, including rural tourism, is one way of solving the youth employment problem. In the study, the authors rely on an assessment of the potential of rural green tourism in Ukraine, which is significant. The main directions of youth entrepreneurship in rural green tourism are identified. The article focuses on promoting the realisation of the potential of youth in rural green tourism businesses. Specific examples show features of labour motivation and highlight opportunities for its increase in entrepreneurship in rural green tourism. It is proposed to create conditions for the activation of youth entrepreneurship in rural green tourism. The authors come to the conclusion that modern youth, as a specific socio-demographic group, are a reserve for the multiplication of the labour force in the agricultural sector, and are a strategic resource for the development of rural areas through entrepreneurship in various fields, including rural green tourism.

KEY WORDS: *entrepreneurship, youth, rural green tourism, Ukraine, private farming households.*

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Introduction

Conditions for reforming sectors of the Ukrainian economy, in particular the agrarian sector, determine the clear need for a comprehensive assessment of rural youth as a specific socio-demographic group in the country's population, which is a strategic resource for rural development. Rural green tourism is a promising area for development as a separate area of entrepreneurial activity that has grown in Ukraine in the last decade and is constantly developing.

The theoretical basis of the study are works by domestic and foreign scientists on questions of demography, labour economics, social economics and politics, the development of productive forces and the regional economy, the management of the national economy and enterprises, the mechanism of public administration, local government, and other issues. The economic aspects of research into issues of the regional development of rural green tourism and the promotion of entrepreneurship in this field are reflected in the works of lea-

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ding Ukrainian scientists, B. V. Burkinsky (2004), T. P. Galushkina (2009), Z. V. Gerasymchuk (2014), L. P. Dyadechko (2007), S. P. Kuzik (2011), T. Y. Luzhanska (2008), M. P. Malska (2008), S. G. Nezdoyminov (2011), V. V. Papp (2017), T. I. Tkachenko (2009), L. M. Chepurda (2015), I. M. Shkola (2007), and others.

Research problem. A number of aspects relating to this current matter of interest remain poorly understood today and require deeper study.

Aim of the research. To determine the role of the entrepreneurial potential of young people in the development of rural green tourism as a way of obtaining alternative additional sources of income and prerequisites for the further socio-economic development of rural areas.

Subject of the research. The subject of the research is the entrepreneurial potential of young people in the development of rural green tourism in Ukraine.

Tasks. In order to achieve the goal of the study, a number of interrelated tasks must be addressed:

- 1) to provide an assessment of rural youth in Ukraine as a specific socio-demographic group;
- 2) to analyse demographic indicators (birth rate, migration of young people), and the level of salaries, as the motivation for entrepreneurial activity;
- 3) to determine the organisational and legal basis for the development of rural green tourism in Ukraine;
- 4) to substantiate practical experience of the development of youth entrepreneurship in rural green tourism in Ukraine.

Statistical methods were used to determine the number of young people according to socio-economic indicators, demographic characteristics, and the experience of the Institute of Demography of Ukraine in a survey of young people graduating from universities and their motivation in finding a job and creating their own business.

1. Assessment of rural youth in Ukraine as a specific socio-demographic group

Ukrainian legislation on promoting the socio-economic formation and development of youth is based on the Constitution of Ukraine, the laws 'On Employment', 'On Compulsory State Social Insurance against Unemployment', 'On Promoting the Social Development and Development of Youth in Ukraine', 'On Labour Protection', and other legislative and regulatory acts that guarantee young people equal rights to work. To some extent, this contributes to the employment of rural youth; but in our view, these measures are not enough to improve rural employment substantially.

Youth, as a subject of social reproduction, is a special socio-demographic group, moving from childhood dependence and incomplete responsibility for their actions, to adulthood, and social and economic independence. During the period of youth, a citizen as the subject of state policy becomes a fully fledged subject in public life (Buyak, 2007: 208).

According to the United Nations, young people (aged 15 to 24) make up about 20% of the world's population. At the same time, more than 80% of young people live in developing countries, and by 2025 this figure is expected to increase to 89%. Different views should be considered on the age limits of the category of 'youth'. According to current Ukrainian legislation, people in the age range 14 to 35 years are considered to be youth. Two separate groups can be distinguished: minors (14 to 18 years) and adults (18 to 35 years). Members of this population category are at different stages of socialisation, differing in their interests and problems. Such age-based mental, physiological and psychological differences, and legal capacity make the process of the realisation of youth policy very difficult (Motrechko, 2018: 71). There are increasingly frequent discussions in our country about reducing the upper limit to 30 years. The international position on this issue is also different: usually in European youth policy, the upper threshold of the category of 'youth' is 30 years, whereas recently, on the contrary, the WHO raised the limit to 44 years.

Let us describe the demographic situation and the labour market of rural youth in Ukraine.

The period since 1990 shows a decline in the rural population. The number of settlements decreased by almost 500 units. The share of the rural population decreased by 3.9 million people, along with the overall decline in the population of Ukraine (see Table 1).

Table 1. The rural population and number of rural settlements in Ukraine, 1991-2019

	1991	1995	2000	2005	2010	2015	2019	Deviation, 2019 to 1991
Number of rural settlements	28845	28864	28739	28585	28471	28388	28376	-469
Rural population, mln.	16.8	16.6	16.1	15.3	14.4	13.3	12.9	-3.9
Total population, mln.	51.9	51.7	49.4	47.3	45.9	42.3	42.2	-9.7
Rural population share, %	32.36	32.10	32.59	32.34	31.37	31.44	30.56	-1.80

Source: State Statistics Service of Ukraine.

Between 1991 and 2019, the proportion of the rural population decreased. There are significant reductions in rural birth rates. Between 1990 and 2018, rural births decreased by 54% (see Fig. 1).

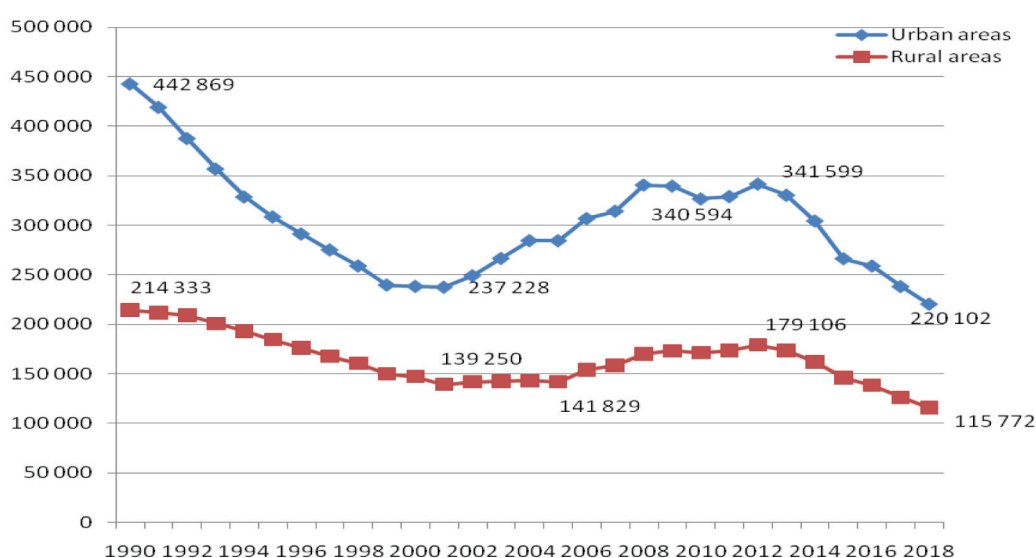


Fig. 1. The number of newborns in urban and rural areas of Ukraine in 1990-2018

Source: State Statistics Service of Ukraine.

The gender balance in rural areas is also important. From 1989 to 2000, the number of men aged 15 to 34 decreased. This was due to the collapse of economic relations in agriculture: rising unemployment, declining production in rural areas, and the flow of young people to urban areas in search of jobs, qualifications and new opportunities. Since the mid-2010s, there has been a slight increase in the number of men per 1,000 women, which is an indicator of a relative gender balance (see Fig. 2).

The lack of work in rural areas, as well as the search for a better quality of life, has led to significant migration to urban areas, influenced especially by the deteriorating economic situation in rural areas in the last three years (Fig. 3).

The sharp increase in migration from rural areas is typical of mainly agro-industrial regions of Ukraine, such as the Carpathians and central Ukraine. The most attractive vectors of migration are large industrial areas and cities with developed services (a higher quality of life, easier to find jobs, higher wages): Kyiv, Dnipro, Odessa, Lviv, Kharkiv.

Among age groups, young people have the highest rates of migration, especially women aged 20 to 24 (Fig. 4).

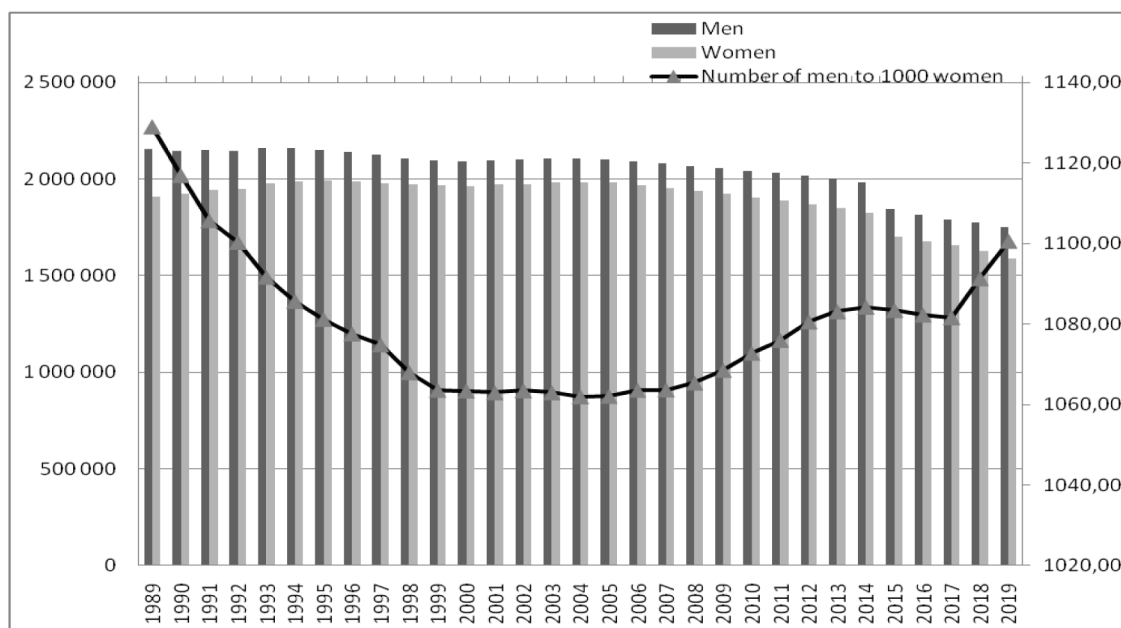


Fig. 2. The number of young people aged 15 to 34 according to gender from 1989 to 2019

Source: State Statistics Service of Ukraine.

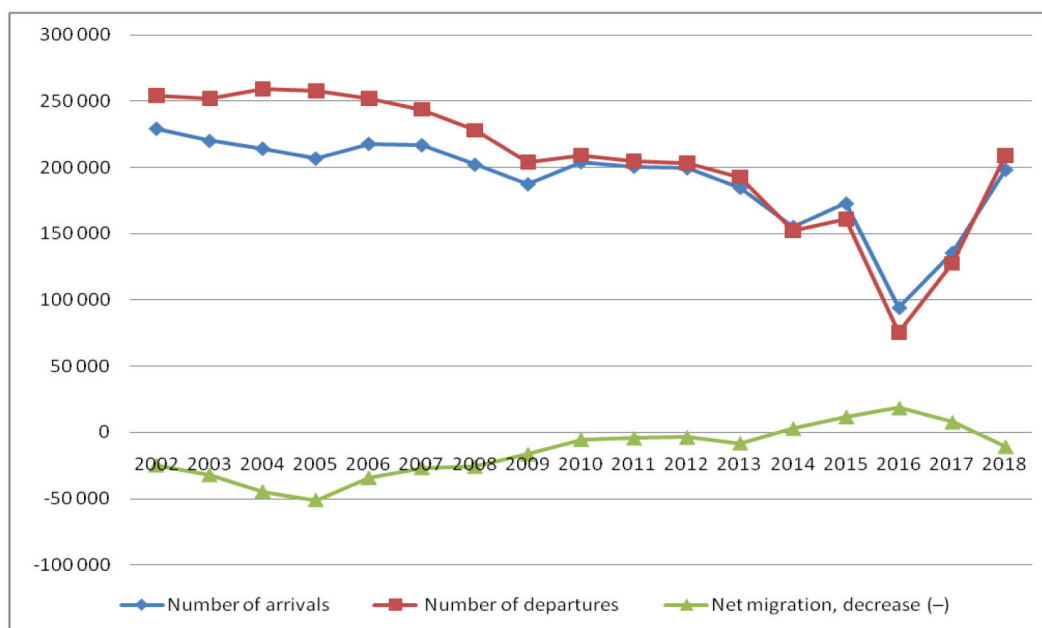


Fig. 3. The number of migrants from rural areas and the net migration index

Source: State Statistics Service of Ukraine.

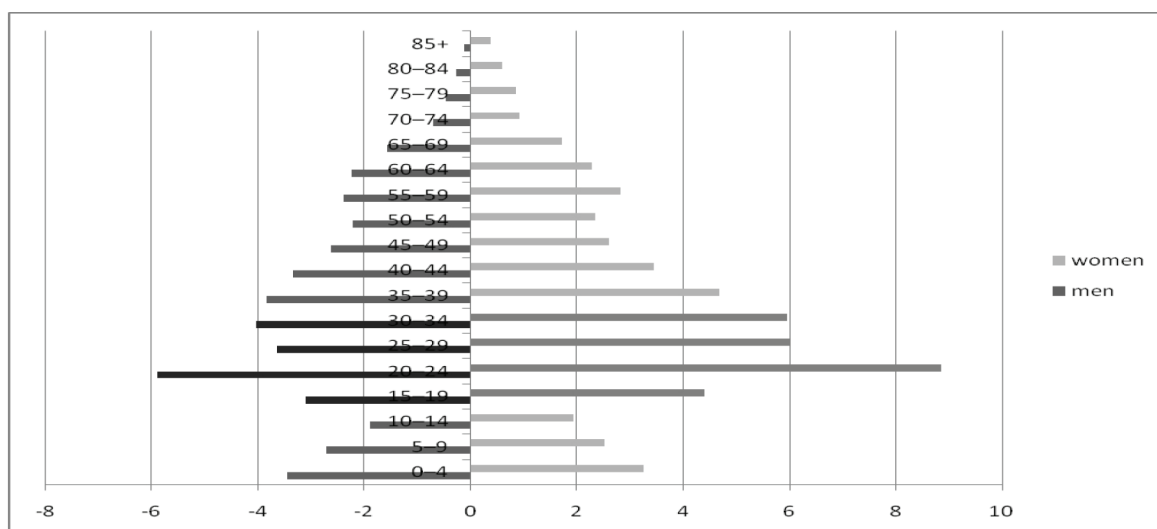


Fig. 4. The gender-age pyramid of migratory activity in rural areas in Ukraine, 2018 (% of total migration turnover for rural areas)

Source: State Statistics Service of Ukraine.

The gender ratio is important, taking into account the fact that young men aged 15 to 34 are more likely to be entrepreneurs than women.

When interviewing young people aged 15 to 34 years, 41% said they are already entrepreneurs, and 39% want to become an entrepreneur, but are prevented by circumstances (see Fig. 5). Among the main reasons, this group of respondents indicated the following:

- a lack of capital necessary for starting a business;
- the difficult and unstable political and economic situation in the country;
- high taxes;
- bureaucratic obstacles and insufficient knowledge to run a business.

The share of those planning to become an entrepreneur in the future was 6% of respondents.

The unemployment rate among the 15 to 24 age group is traditionally high, for it is connected with searching for the first job, which is influenced by several factors: education, youth, place of residence, prestige, general labour market situation, etc (see Fig. 6).

An important factor influencing the motivation of young people to find work in rural areas is the level of wages. Thus, the level of wages in agriculture in 2018 was 7,166 UAH, in industry 9,633 UAH, in the hotel and restaurant business 5,875 UAH, and in administrative and support services, including tourism, 7,228 UAH. However, there are regions where wages are much higher, and agricultural activity is higher than average for Ukraine.

The highest are the wages in the Ivano-Frankivsk region, at 9,900 UAH, the Lviv region at 8,900 UAH, the Ternopil region at 8,300 UAH, and the Vinnytsia region at 8,000 UAH (see Fig. 7).

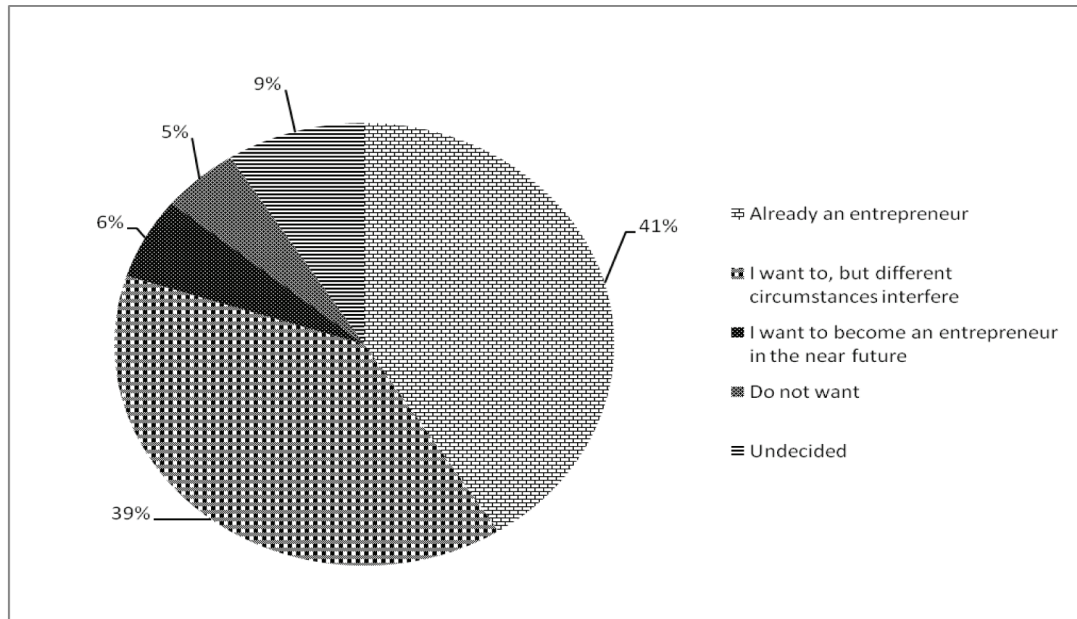


Fig. 5. The share of respondents interviewed aged 15 to 34 according to the desire to become an entrepreneur, %

Source: State Statistics Service of Ukraine.

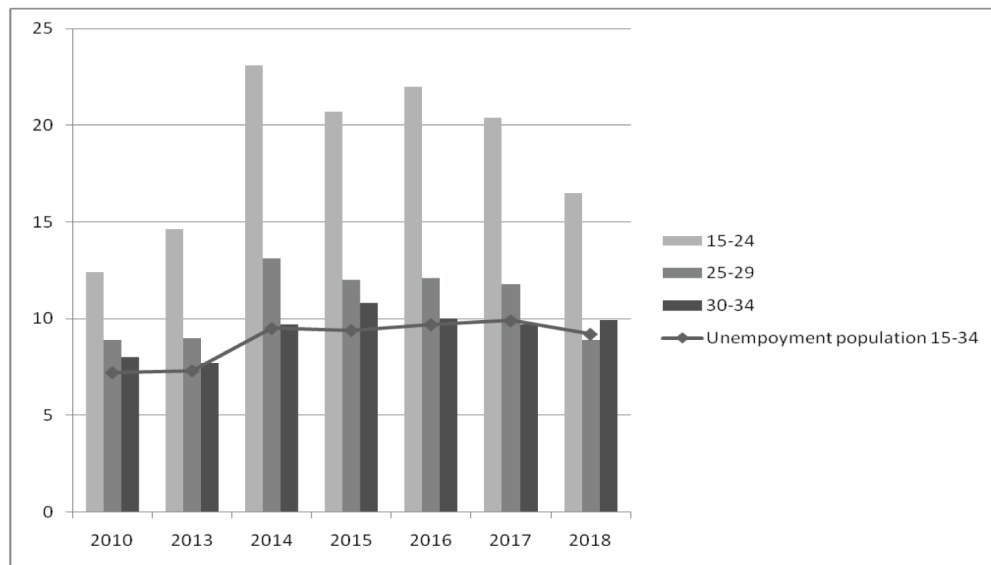


Fig. 6. The unemployment rate among young people aged 15 to 34 years, and the population of working age in Ukraine in 2010-2018

Source: State Statistics Service of Ukraine.

This suggests that these regions offer better starting conditions for organising rural green tourism and attracting young people to engage in business in this field in personal agricultural enterprises or as employees.

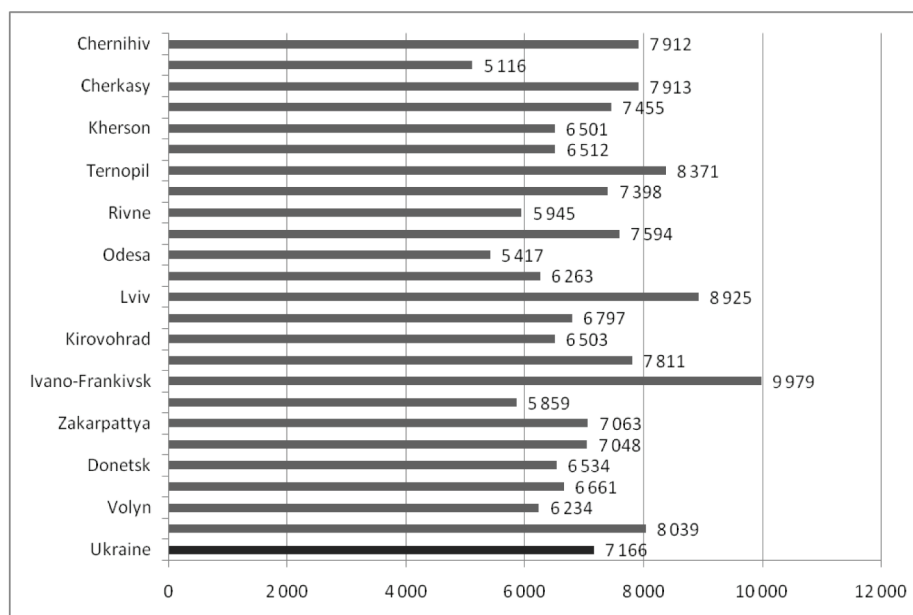


Fig. 7. Average wages in agriculture in the regions of Ukraine in 2018 (in UAH)

Source: State Statistics Service of Ukraine.

2. The organisational and legal basis for the development of rural green tourism in Ukraine

As has been noted in works by Ukrainian researchers on the diversification of economic activity in rural areas, the issues of stimulating the development of entrepreneurship in rural areas as a basis for creating a network of new jobs for the rural community, attracting investment, and so on, remain problematic (Gerashenko, Nezdoymynov, 2011). After all, as practical experience shows, the rural population, including young people, are psychologically, not quite ready to start their own business. They retain the old stereotype of thinking that someone will solve these issues and give them jobs.

We defined directions for the diversification of economic activity through the development of related and alternative types of employment (or alternative employment) and self-employment in the countryside: farming, tourism, the revival of folk crafts and trades, the creation of non-agricultural businesses in the countryside (especially in the area of social and tourism services), women's entrepreneurship, community service, and other activities.

In order to find ways to activate the entrepreneurial potential of country people, we have developed and presented a model of entrepreneurial labour in rural areas (see Fig. 8).

The entrepreneurial labour market in rural areas is influenced by two main factors: socio-cultural (economic, management, psychological and status motivators), and the entrepreneurial climate (community support, state support and encouragement, internal motivators). They form entrepreneurial potential and activity, and influence the business climate in rural areas. It is outlined on the diagram that the formation of entrepreneurial potential is a process that can and should be managed. However, it is important to note that the methods of this management should not be by order, especially for young people. Measures related to the creation of favourable conditions for the formation of an entrepreneurial environment in which young people can quickly create and develop their own entrepreneurial initiatives are at the heart of this management.

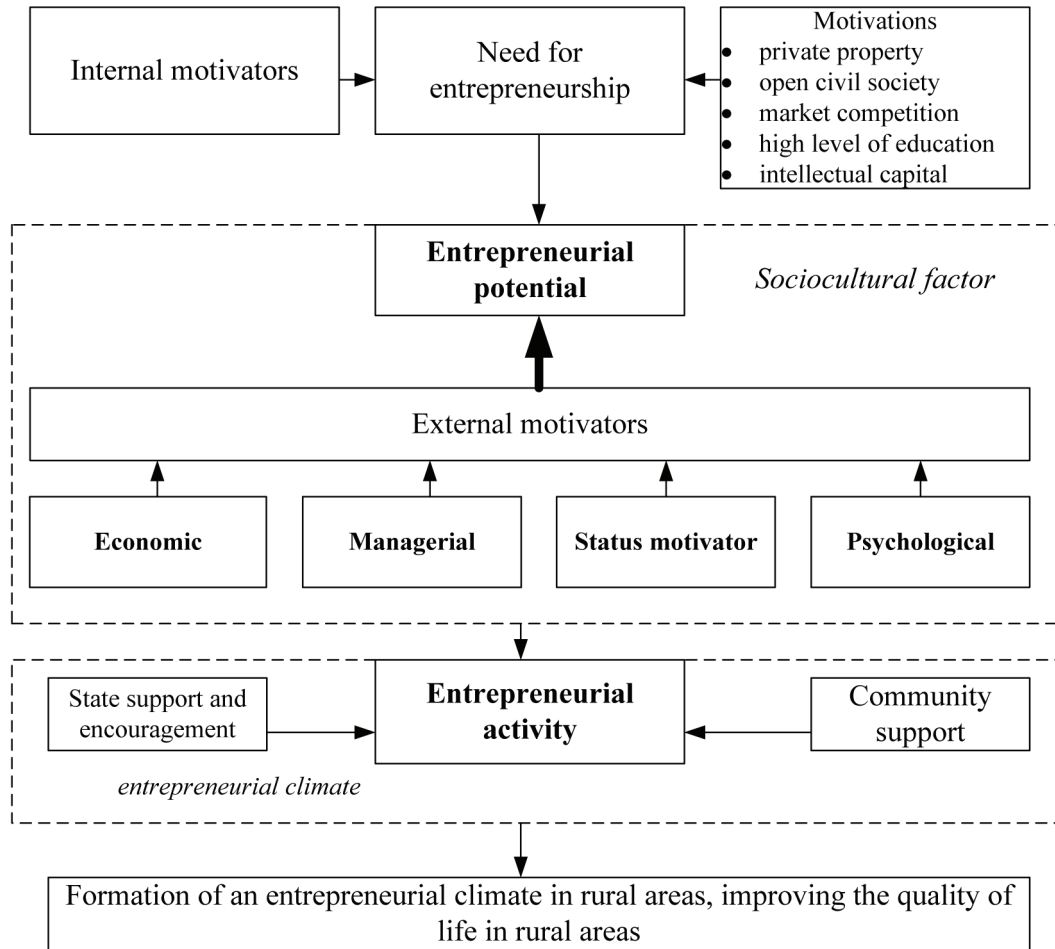


Fig. 8. Entrepreneurial labour in rural areas

Given the peculiarities of the geographical location, and the favourable climate, culture and traditions, there are sufficient prerequisites for the development of rural green tourism in our country. It is a subsystem of tourist activity, and at the same time a subsystem of agriculture, a means for the reproduction and conservation of the natural resource potential of the regions of Ukraine. The most promising areas in terms of natural resource potential for the development of rural green tourism in Ukraine are the Transcarpathian, Ivano-Frankivsk, Lviv, Chernivtsi and Vinnytsia areas. The high and average level of natural resource potential provision is characteristic of the Zakarpattia, Ivano-Frankivsk, Lviv, Chernivtsi, Vinnytsia, Volyn, Ternopil, Khmelnytsky and Cherkasy regions (Tyshchuk, 2018; Korchynska, 2015).

The experience of Poland is the most relevant to Ukraine in assessing the role of rural green tourism in the development of entrepreneurship in rural areas. According to the UNWTO, since the 2000s, Poland is one of the ten most visited countries in Europe.

Mass rural tourism originated and developed in Poland in the early 1990s, as a result of large-scale socio-political transformations in Europe. It was stimulated both by the success of the liberal policy of the state and by the needs of the market. Since its inception, rural tourism in Poland has been an opportunity to develop regions that are poor and depressed because they have no hope of industrial development. In terms of regions, rural green tourism in Poland is currently developing very unevenly.

According to Polish law, the provision of rural green tourism services is clearly defined, and does not belong to entrepreneurial activity, which allows farms to receive income that is not subject to value added tax. Thanks to the activity in the field of the classification and categorisation of rural accommodation facilities

initiated by the Polish ‘Hospitable Farms’ Federation of Rural Tourism in 1997, the quality of the services offered has increased, and is still being maintained. The categorisation system for the rural accommodation base is voluntary. It is possible to categorise both individual rooms and the whole object. Researchers note a high level of promotion of Polish agro-tourism households.

There are now more than 50 different agro-tourism associations in Poland, and more than 8,000 hotels and micro-hotels in rural areas, for which rural tourism is the main form of entrepreneurship. Of them, a significant number are strategically focused on receiving German tourists (in economically developed parts of western Poland), which requires compliance with high standards. One of the main tasks in the development of rural green tourism facilities in Poland is to preserve the authenticity of homes in the tradition of the Polish countryside.

Using Poland’s best practices in the development of entrepreneurship in rural green tourism, the main vector of the development of rural green tourism in Ukraine should be: creating favourable conditions for tax benefits and loans for farm owners, advertising agricultural services, issuing various guides, and encouraging different types of agro-tourism business, including resort specialisation in rural green tourism.

It is important to note that rural tourism, in essence, should be:

- located in a rural area;
- functionally based on the features of rural life, small business, open spaces, and contact with nature, the environment and the cultural heritage;
- as a rule, business activities are carried out on a small scale;
- the business is built on local traditions, and services are provided by families (Papp, Boshota, 2017: 893).

The concept of rural tourism is considered as a type of tourism in the Ukrainian law ‘On Tourism’. The definition, concept and relevant legal framework has not been sufficiently developed. The regulation of relations in the field of rural tourism is related to the Ukrainian law ‘On Personal Farm Households’, which states that the use of the property of private farms may be connected to the processing of raw materials and the storage of agricultural products, as well as the provision of services for its sales, including the organisation of activities in the field of rural green tourism.

The draft law ‘On Rural Green Tourism’ defines rural green tourism as a type of holiday tourism, which envisages temporary stays by tourists in rural areas (villages) and the receipt of rural green tourism services.

Rural green tourism services are the activities of members of private farming households or personal subsidiary establishments in providing booking, accommodation, catering, information, and other types of services aimed at meeting the needs of tourists.

The Ukrainian Ministry of Agrarian Policy and Food views rural green tourism as a branch of economic activity involving the property of a private farming household, by providing temporary accommodation, food, recreation, the practical display of processes of cultivation and care of plants, animals, bees, as well as the production of clay products, embroidery, woodcarving, and so on, folk traditions, the familiarisation of tourists with the life and living conditions of the rural community, and special features of the region, its landmarks, its natural landscape, etc.

This form of recreation is provided on private farms in rural areas using the property and labour resources of private farms, with a stay in the owner’s own house or in a separate guest house, on a private farm.

In addition, the draft law ‘On Agrarian Tourism and Agro-Tourism Activities’ defines the concept of agrarian tourism, recreational and cognitive tourism relating to the use of the property of personal farms aimed at the implementation of agro-tourism activities, as meeting the needs of tourists and providing accommodation services, catering, sightseeing and other services of a cognitive and recreational nature.

According to the State Statistics Service of Ukraine, in 2019 there were 3,996,500 private households (see Table 2).

The Union of Rural Green Tourism of Ukraine was established in 1999. Its main activities are:

- promoting the development of rural green tourism, non-agricultural activities in the countryside;
- the promotion of rural employment and rural development;
- facilitating the development of standards and improving the quality of services in the field of rural tourism services.

Table 2. Private farms in 2018-2019

Indicator	2016	2017	2018	2019	Change rate, 2019 to 2016, %	Absolute deviation, in units
Number of households, units	4108.2	4075.2	4031.7	3996.5	97.28	-111.7
Area of land, ha, including	6307.2	6268	6175.3	6132.2	97.22	-175
construction and maintenance of buildings and structures	803.1	799.7	793.3	791	98.49	-12.1
keeping a private farm	2603.3	2580.9	2551.3	2513.4	96.54	-89.9
agricultural commodity production	2837.1	2818.9	2799.3	2777.1	97.88	-60
Rent	315.9	330.2	338.5	345	109.21	29.1

Source: State Statistics Service of Ukraine.

The Union conducts the voluntary certification of rural green tourism businesses. Guest houses divide into four categories, which distinguish several groups of criteria: general requirements for the house and the surrounding area, interior and equipment, housing and a list of additional services, environmental requirements (see Table 3).

Table 3. Ukrainian manors receiving guests

Macro-region	Administrative units	Number of manors, by category			
		Basic	1	2	3
Western	Lviv	2		1	2
	Zakarpattia	3	5	10	
	Ivano-Frankivsk	3	3	4	2
	Chernivtsi	1	1		
Central and northern	Zhytomyr	4			1
	Kyiv region	3	2	1	1
	Poltava	9		2	1
	Kirovohrad				1
	Cherkasy	3	4	2	1
	Vinnytsia	1			1
Eastern	Dnipropetrovsk	1	2		1
	Kharkiv	3	1		
Southern	Mykolaiv	1			
	Kherson	2		1	
	Zaporizhia	1		2	
	Odessa	3		1	2

Source: NGO Union of Rural Green Tourism of Ukraine.

The development of rural green tourism is linked to the need for rural development. In 2015, the cabinet of ministers adopted the Rural Development Concept.

The purpose is to diversify economic activity, preserve cultural and historical features and the identity of country people, and improve the quality of life of country people.

The main directions for the implementation of the Concept are:

- creating and providing incentives for the proper functioning of rural youth in various areas of rural economic activity;
- the construction and modernisation of the transport infrastructure and communications;

- the preservation and restoration of the cultural and historical heritage in the countryside;
- the development of the social infrastructure;
- the development of tourism and the recreational sphere for the diversification and development of the rural economy;
- the simplification of conditions for access by rural communities to financial resources and education in entrepreneurship;
- the training of specialists for the formation of local projects for rural development.

3. Practical experience in the development of youth entrepreneurship in rural green tourism in Ukraine

The research indicates the innovative potential of the development of regional tourism and recreation with the involvement of youth (Panukhnik, 2015: 9). The substantiation of practical experience of the development of entrepreneurial activity by young people in rural green tourism in the regions of Ukraine allows us to highlight the following main directions:

- the development of new forms of business, employment in rural green tourism specific to young people, and the promotion of new ones (multifunctional agro-estates located in biosphere reserves and national parks, greenways, eco-museums, etc);
- the formation of new types of business entity (for example, online agencies and online consultants);
- starting businesses and participating in the revival of folk crafts and traditions, which can become additional sources of income from rural green tourism services (embroidery, carpentry, pottery, weaving, carving, metalwork, etc);
- promoting the complexity and increasing the level of service in the provision of rural green tourism services;
- the formation of a virtual service sector (geocaching, a modern tourist game using information and communication technologies and search engines).

Examples of successful individual farms, community activities and private rural youth initiatives inspire optimism about the development of rural green tourism in Ukraine. A very interesting eco-place, the farm Babyni kozy (www.babynikozy.com.ua), is located in the village of Halayki on the border of the Kyiv and Vinnytsia regions. The company was founded in 2007 by the Babin family. The head of the family started the farm at the age of 32, and moved to live in the countryside after a successful career as a senior manager at a major metropolitan company. The goat farm produces cheese and other goats' milk products. The number of goats in Ukraine is a negligible proportion of the total livestock population, less than one per cent; therefore, goat farming is a very promising direction for agro-business. A soap factory was started, to produce around 30 kinds of unique goats' milk and butter soap. All this contributed to the development of green tourism not only by the owners, but also in the village, where many children from Kyiv, Vinnytsia and other places come. The head of the household plans to start the construction of a holiday complex and expand the range of rural green tourism services. According to the family, the farm became not only a business for them, but also a hobby, and a way of life in general.

The Gutsuliki NGO in the village of Kryvorivnya in the Verkhovyna district in the Ivano-Frankivsk region (<https://verkhovyna.life/hutsulyky>) has considerable experience in combining public, entrepreneurial and pro-government initiatives in the promotion of rural green tourism. Its leaders, young men 22 to 25 years old (the founder of the organisation and entrepreneur, Ruslan Boychuk, is already a very famous person in the national tourism business), created the organisation in January 2019, and in a short time started and took an active part in many projects: developing the Verkhovyna tourism brand as Gutsul capital, supporting volunteer tourism movements, the presentation of local souvenir products, the distribution of agro-village advertising campaigns, ethno-estates, and the creation and marketing of green routes and other activities. According to its leader, the main idea of the association, which provides synergy in the work of the Gutsuliki NGO and

is an engine for the implementation of a large number of measures in the formation and development of the rural green tourism industry in the Hutsul region as a whole, is social partnership.

State support is of paramount importance in the development of rural green tourism, in particular through the introduction and funding of national and regional programmes to support rural youth entrepreneurship. We have analysed the list of regional development projects submitted for consideration by the relevant competition commission that can be implemented with funding received from the European Union as of 27 September 2017, which is available on the website of the Ministry for the Development of Communities and Territories. Out of more than 500 competition projects, at least 50 are aimed at creating a special economic and legal environment for starting and supporting entrepreneurial initiatives in rural areas (for example, 'Development of Entrepreneurs' Capacity and Employment Opportunities for Socially Vulnerable Populations in the Rivne Region', 'Enhancing Community Capacity and Improving the Quality of Life of Young People in Rural Areas' with the support of the Chernihiv regional state administration, 'Creating a Green Tourism Centre in the Tatarbuniar District of the Odessa Region', and others).

Fig. 9 shows the number of regional development projects in which the target group is rural youth.

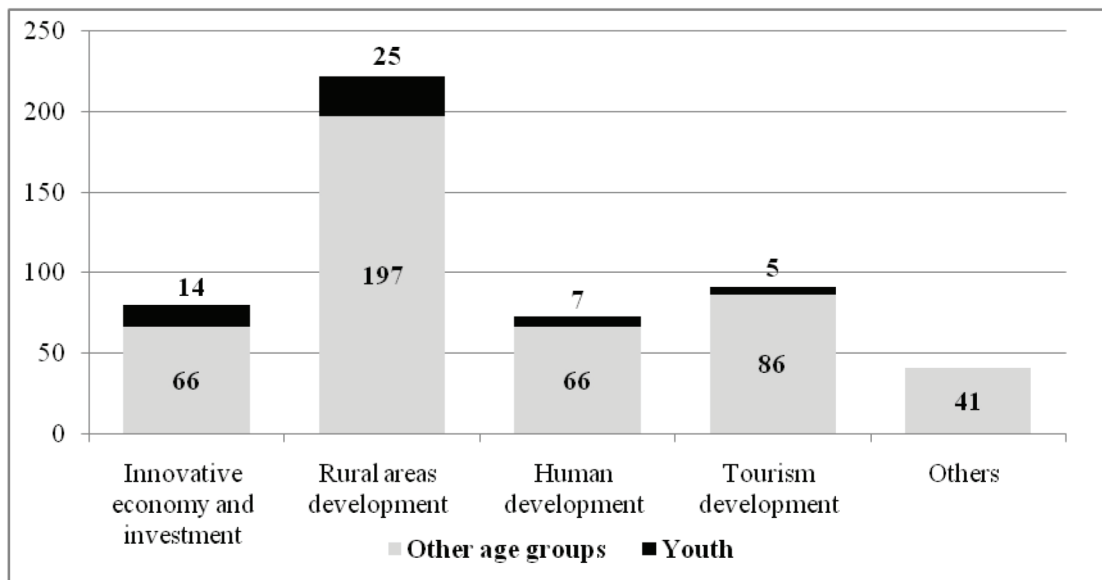


Fig. 9. The number of regional development projects with 'rural youth' as a target group

The development of rural green tourism in Ukraine is supported by international governmental projects: the United Nations Population Fund (UNFPA), the United Nations Development Program (UNDP), TACIS Special European Programmes, the International Renaissance Foundation, the Eurasia Foundation, Erasmus+, the European Federation of Rural Green Tourism EuroGites, the social programmes of multinational companies (Shell), private initiatives, and more.

It should also be noted that the rural youth movement has great potential and prospects. At present, only a small proportion of existing community youth and children's organisations are concerned with rural youth (about 30 out of more than 150 registered). These are, first of all, the Union of Young Agrarians of Ukraine, the all-Ukrainian NGO Union of Agrarian Youth, the all-Ukrainian Association of Young Farmers, the all-Ukrainian youth NGO Centre for Supporting Rural Youth, the Ukrainian Social-Democratic People's Organisation youth movement, the 'Plast' National Scout Organisation of Ukraine, the People's Democratic League of Youth, the all-Ukrainian youth NGO Young Enlightenment, the Ukrainian children's and youth company Sich.

Many researchers (Gerasimenko, Nezdoyminov, 2011; Korchinskaya, 2015 and Tishuk, 2018) have identified a number of threats and risks that hinder the development of entrepreneurial activity in the field of

rural green tourism in Ukraine (from the lack of an appropriate image of the country in the world, and an underdeveloped rural infrastructure, to insignificant strategic support at all levels) in support of the country.

In our opinion, the motivation for entrepreneurial activity by young people in rural areas in rural green tourism is constrained by the following problems:

- a lack of affordable, secure loans and micro-loans for the construction, purchase or arrangement of housing in rural areas in the context of increased mortgage lending for young people and young families in rural areas;
- the insufficient popularisation of rural green tourism ideas among young people;
- a lack of subsidies for training and further training of talented young rural entrepreneurs in agro-tourism;
- a lack of opportunities to receive grants for young people to organise agro-tourism facilities;
- an insufficient level of activity stimulating the creation of associations, clubs, internet communities of young rural entrepreneurs and youth project teams, and other problems.

In the current situation in Ukraine, financial incentives should be key components for motivation. The availability of long-term loans and the organisation of appropriate competitions can be especially favourable for young people and young rural families.

This requires, above all, the creation of a set of conditions for the activation of youth entrepreneurship in rural green tourism in Ukraine.

Conclusions

The definition of 'youth' is in constant change, under the influence of civilisational change. The age-related psycho-physiological difference in the category of youth, in particular in the capacity for entrepreneurial activity, must be taken into account when proposing rural youth policies and programmes.

Rural youth is seen as an accurate indicator of social and economic problems in public life. Ukrainian youth employment, in particular rural employment, is shaped in the context of deep structural shifts in the country's economy, which are also linked to the transformation of the sectoral structure of the economy, from the dominance of industrial activity to the service sector. The potential of rural green tourism in Ukraine as a factor for economic activity by the rural population, in particular youth, has been identified, and is confirmed by examples of the experience of youth entrepreneurship and public activity in the regions of Ukraine.

Modern youth, as a specific socio-demographic group, is a reserve for rebuilding the workforce in the agricultural sector, and is a strategic resource for rural development through entrepreneurship, including in rural green tourism.

Thus, we consider the conditions for the activation of youth entrepreneurship in rural green tourism in Ukraine to be:

- the formation of an effective and efficient legislative framework for the regulation of the rural green tourism market, first of all in the area of taxation, the credit system, and the control and monitoring of the activity of business structures;
- state support at all levels, in particular to create conditions for strengthening the role of local self-government actors in the implementation of rural youth support programmes;
- strengthening the institution of the family as a favourable environment for the development of family farms that will create a rural green tourism product;
- the involvement of international and national non-governmental organisations and private initiatives to support and promote entrepreneurial activity among young people, promote partnerships, and share experience;
- the development of a set of practical measures for the social and professional orientation of rural youth, training, retraining, consolidation and improvement of the skills of young people in rural areas, in particular the role of educational and research institutions (the creation of business incubators, business centres, business schools, internships, clusters, etc) and other conditions.

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JAUNIMO VERSLUMAS PLĖTOJANT ŽALIAJĄ TURIZMĄ KAIMIŠKOSIOSE VIETOVĖSE: UKRAINOS ATVEJIS

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Santrauka

Tyrimo objektas – jaunimo verslumo potencialas plėtojant žaliąjį turizmą Ukrainos kaimiškiose vietovėse. Nagrinėtos kaimiškųjų vietovių darbo rinkos tendencijos, susijusios su agrarinio sektoriaus modernizavimu ir pasaulio tendencijų įtaka keičiant kaimo teritorijų vaidmenį. Verslumo plėtra žemės ūkio ir pramonės komplekse, įskaitant kaimo turizmą, yra vienas iš būdų spręsti jaunimo užimtumo problemas.

Tyrimo uždaviniai: 1) pateikti Ukrainos kaimo jaunimo, kaip tam tikros socialinės ir demografinės grupės, vertinimą; 2) išanalizuoti demografinius rodiklius (gimstamumo, jaunų žmonių migracijos, atlyginimų dydžio) ir verslumo motyvacijos; 3) apibrėžti ekologinio kaimo turizmo plėtros Ukrainoje organizacinius ir teisinius veiksnius; 4) įvertinti jaunimo verslumo plėtojimo ekologinio kaimo turizmo Ukrainoje praktinę patirtį.

Nustatant jaunų žmonių skaičių pagal socialinius-ekonominius ir demografinius rodiklius remtasi Ukrainos Demografijos instituto statistiniais duomenimis, kurie gauti apklausus universitetus baigusius jaunus žmones, kokia jų motyvacija ieškant darbo, kuriant savo verslą.

Atlikdami tyrimą autoriai rėmėsi ekologiško kaimo turizmo Ukrainoje potencialo vertinimu, jis vertinamas kaip reikšmingas. Skiriamos pagrindinės jaunimo verslumo žaliąjo turizmo kaimiškiose vietovėse kryptys. Straipsnyje nagrinėjamas jaunimo galimybių realizavimo ekologiško kaimo turizmo versle tyrimas.

Autoriai padarė išvadą, kad šiuolaikinis jaunimas, specifinė socialinė ir demografinė grupė, yra darbo jėgos žemės ūkio sektoriuje rezervas ir strateginis kaimo vietovių plėtros plėtojant verslumą įvairiose srityse, įskaitant kaimo žaliąjį turizmą, šaltinis. Kaimo jaunimas traktuojamas kaip tikslus socialinių ir ekonominių viešojo gyvenimo problemų rodiklis. Ukrainos jaunimo užimtumas, ypač kaime, formuojamas atsižvelgiant į didelius struktūrinius šalies ekonomikos pokyčius, kurie susiję ir su ekonomikos sektoriaus struktūros pertvarkymu iš pramoninės veiklos dominavimo į paslaugų sektorių. Nustatytas žaliąjo kaimo turizmo Ukrainoje, kaip kaimo gyventojų, ypač jaunimo, ekonominio aktyvumo veiksnys, kurį patvirtina jaunimo verslumo ir visuomenės aktyvumo Ukrainos regionuose patirties pavyzdžiai. Siūloma skatinti jaunimo verslumą, užsiimant žaliuoju kaimo turizmu. Straipsnio autorių manymu, jaunimo verslumo skatinimo sąlygos plėtojant žaliąjį turizmą yra šios:

- veiksmingos ekologinio kaimo turizmo rinkos reguliavimo teisinės bazės kūrimas, visų pirma mokesčių, kreditų sistemos, verslo struktūrų veiklos kontrolės ir stebėsenos srityse;
- valstybės parama visais lygmenimis, visų pirma siekiant sudaryti sąlygas sustiprinti vietos savivaldos subjektų vaidmenį įgyvendinant kaimo jaunimo paramos programas;
- stiprinti šeimos institutą, kaip palankią aplinką šeimos ūkių, galinčių kurti žaliąjo kaimo turizmo produktą, plėtrai;
- tarptautinių ir nacionalinių nevyriausybinų organizacijų ir privačių iniciatyvų įtraukimas į paramą, jaunimo verslumo, partnerystės skatinimą, keitimąsi patirtimi;
- kaimo jaunimo socialinis ir profesinis orientavimas, mokymas, perkvalifikavimas, telkimas kaimo vietovėse, įgūdžių tobulinimas, ypač švietimo ir mokslo institucijų vaidmeniui (verslo inkubatorių kūrimas, verslo centrai, verslo mokyklos, stažuotės, klasteriai ir kt.), kitos sąlygos.

PAGRINDINIAI ŽODŽIAI: *verslumas, jaunimas, žaliasis kaimo turizmas, Ukraina, asmeniniai ūkiai.*

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