

THE DETECTION OF MAIN FACTORS THAT INFLUENCE ON THE DEVELOPMENT OF RURAL TOURISM

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1. Introduction

Attention to the development of rural tourism is conditioned by its very positive influence on the economy of Ukrainian regions due to the use of the actual amount of private housing, the increasing sphere of employment of rural citizens, the opportunities to sell local agricultural products, to produce ecologically pure food stuff and to preserve safe environment, which are the consequences of the anthropogenic pressure reduction. Nowadays, with the crisis underway, the revival and the further economic and social development of rural areas in Ukraine are connected with rural tourism. Rural tourism is characterized by specific factors, which influence its development.

2. The analysis of investigation and publications of recent years

Recent studies prove that rural tourism is able to provide economic and demographic stability in rural areas and to solve their socio-economic problems. In their research papers V. V. Yurchishin, V. P. Vasiliyev, U. M. Zinko, V. S. Kravtsiv, P. A. Gorishevsky, N. E. Kudla, J. Sikora, J. Majeski and other scholars focus their attention on the development of rural communities and territories in the context of elimination of unemployment in the village, creation of favourable conditions for surplus profits from nonagricultural activities, the development of rural infrastructure, preservation of the cultural heritage of the Ukrainian village. However the problem of influence of socio-economic factors on the development of rural tourism is still to be tackled in further research.

3. Presentation of the main points.

Rural tourism is of special significance for the comprehensive development of rural territories, targeted at the improvement of the inhabitants living standards and welfare, which is predetermined by its positive influence on both economic and social development of our country. Economically, rural tourism is a source of income which is important for rural citizens when the crises is underway in the agricultural sphere and rural regions are degrading (viewed from the regional and macroeconomic aspects); it may help to reduce unemployment and to develop small business; it also encourages amelioration of private houses or farmsteads, which can increase their market value (microeconomic effect). Rural tourism employs mostly nonexpendable resources of the territories, makes use of modern organizational mechanisms of the tourist industry in the regions, resorts to informational technologies.

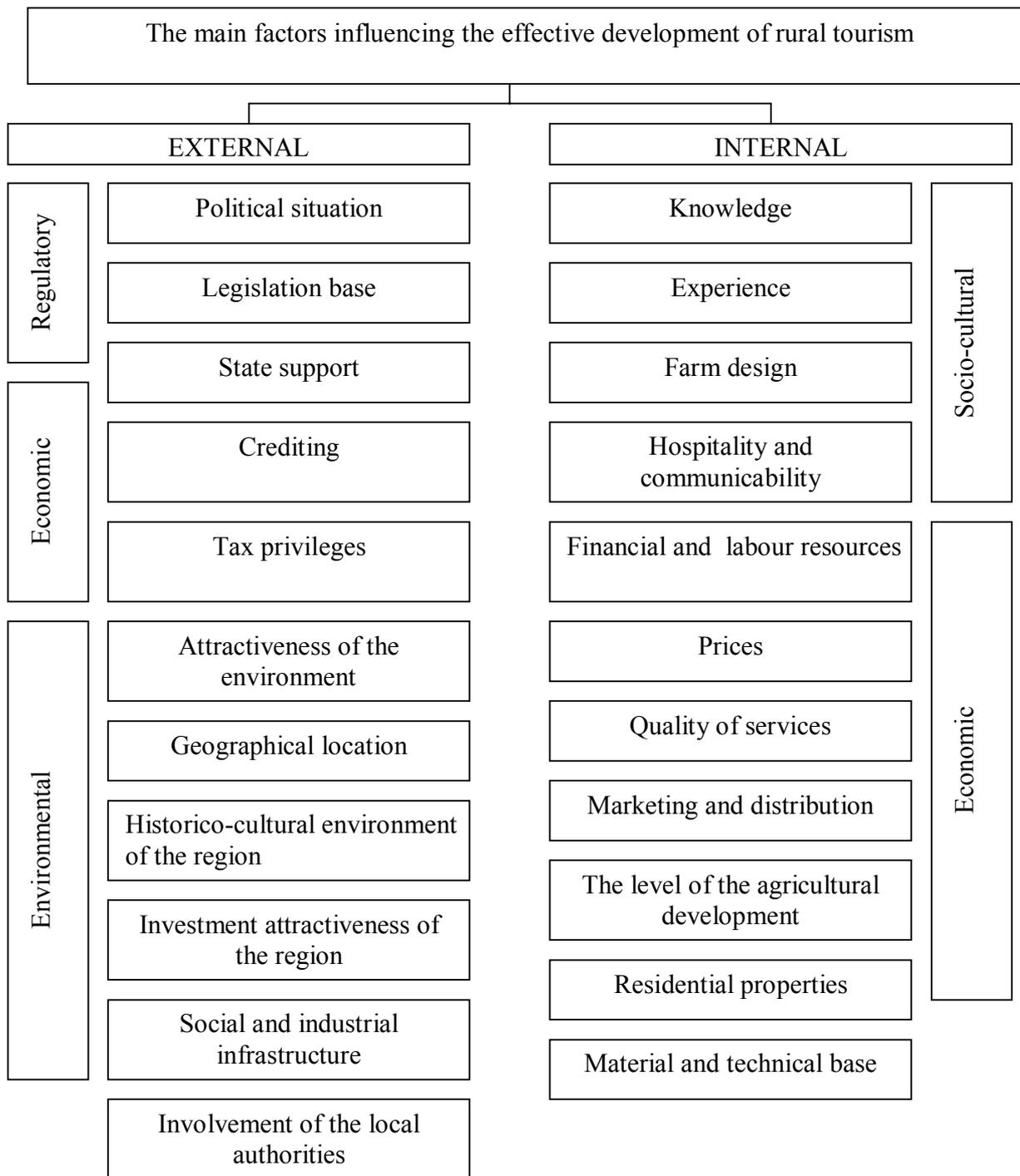
Socially, rural tourism enhances interaction between rural and urban citizens, which contributes to their cultural and psychological mutual enrichment, it can be considered a new stimulus for the development of small villages and towns. Rural tourism can improve socio-psychological climate in the community due to cooperation on the local level in the process of creation of a valuable tourist's product. Local citizens develop a thoughtful attitude to the environment; rural tourism employs women of different ages, which is a significant socio-economic factor, because women are considered less important in the agricultural sphere, their interests are not taken into consideration, and they face many difficulties in finding a job to provide for their subsistence. It is the tourist industry where women may play the main part and have an opportunity for self-realization and application of their experience and simultaneously they improve a financial position of their family and take part in local politics and development [1, p. 45-46].

Thus, there are a number of factors determining the effectiveness of the rural tourism in Ukraine.

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These factors can be divided into two main groups: external and internal, which can be further subdivided as follows:

Tab. 1. Classification of the main factors influencing the development of rural tourism



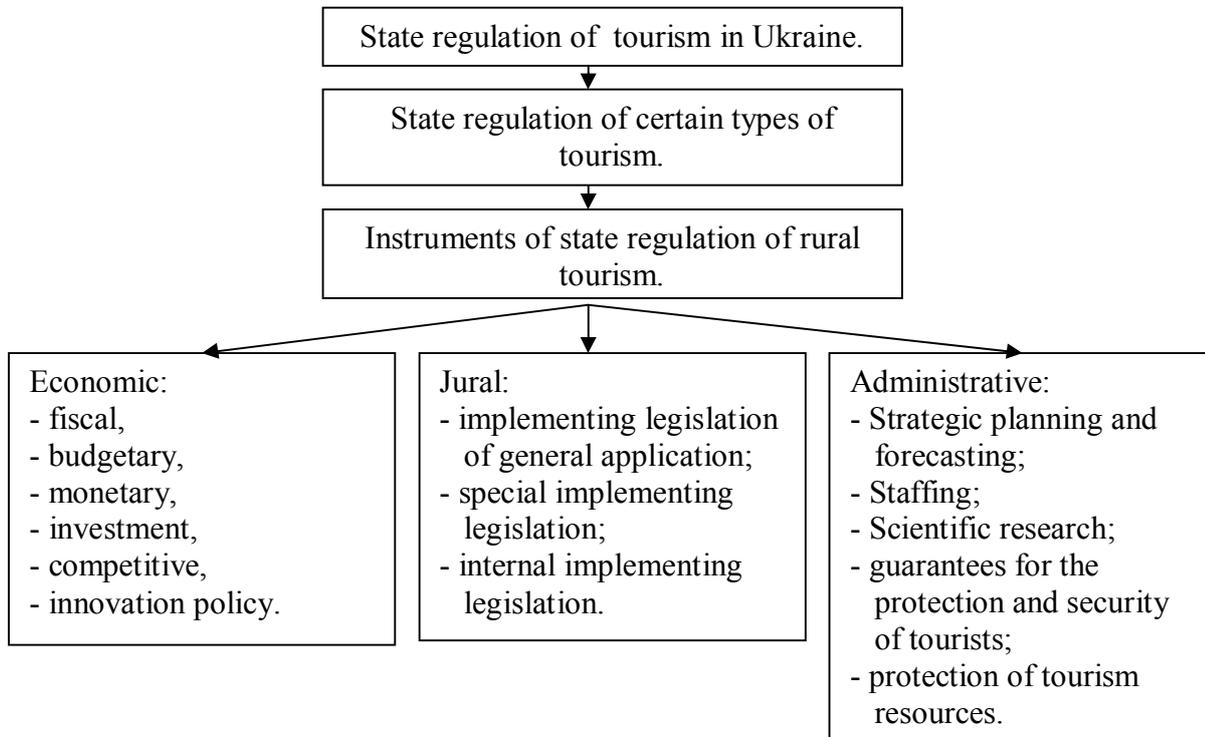
Within the group of the external factors we can distinguish regulatory ones, which include “state guaranteed possibility for rural citizens to declare their will concerning their participation in free foundation of enterprises, which is guaranteed by the government” [2, p.101]. Here belongs the normative-legal base, which is not yet perfect in this country.

Tab. 1. shows that governmental support of rural tourism can be considered both as a regulatory and an economic factor: the legislation base, being an exclusive right of the government, at the same time creates economic conditions for the development of rural tourism as a form of entrepreneurship.

State regulation of rural tourism is realized through economic, legal and administrative influence

over laws and regulations, state and international standards, licensing of certain activities, government regulations and standards, focused on the global market, government programs and plans, financial and fiscal, monetary and credit, tariff regulation, investment, social, and environmental policy (tab. 2) [3, p.5-75; 4].

Tab. 2. Instruments of state regulation of rural tourism



Environmental factors constitute a many-facet group. It embraces both natural environment, which produces an ecological effect of an attractive rural tourism farmstead, situated in this environment, and economic-infrastructure environment, viewed as the local authorities encouragement of the rural tourism's activities, because the level of the social development of rural areas to some extent depends on it. The internal factors can be logically divided only into two groups: socio-cultural, which shape an overall attractiveness of the rural tourism's economy and economic, which help to reveal the farmstead potential to the full extent.

The totality of internal factors form a very important stimulus for the development of rural tourism in view of motives, which influence the choice of rural tourism as a form of recreation, because the effectiveness of the latter depends on the degree of its attractiveness and appreciation by consumers. However, besides the factors, which encourage the development of rural tourism in Ukraine, there are also factors, which suppress this development. Among the latter are the following:

- absence of the normative-legal base, capable of supporting the development of rural tourism, especially in the sphere of land tenure for agricultural purposes and taxing;
- low living standards;
- unsatisfactory state of objects of the rural tourism infrastructure;
- unsatisfactory state of the security system for tourists, who stay in the rural area;
- unsatisfactory demographic situation;
- low level of in-service training in the sphere of rural tourism, and others.

Absence of the government support is a major factor which is slow down development of rural tourism. Having very favorable geographical location and geopolitical position, developed transport network, the presence of significant natural and recreational resources and historical and cultural monuments, hard

working and open inhabitants, Ukraine can use this potential for leisure and recreation only with the help of government support, attracting capital formation, experienced and qualified staff.

These negative factors can be coped with on condition that the government leads a balanced policy in the sphere of rural green tourism, and regional authorities efficiently use the existing methods of direct and indirect influence.

Ukraine has already begun approaching world's standards in rural tourism, which exist in the developed countries. The governmental program of tourism development for 2002-2010 [5] fosters a perspective rapid rise of the tourism sector role in the development of Ukraine's economy and social sphere and gives the preferential importance to the development of immigration and local kinds of tourism as important factors raising the living standards of the population. Article 55 of this Program prescribes for the State Tourism Administration, Ministry of Agricultural Policy, Ministry of Ecological Resources, Governmental business support authorities, with the consent of the Agricultural Green Tourism support Union, to work-out a special Program of agricultural green tourism development in Ukraine.

Agricultural Green Tourism support Union, a social organization, plays a great role in tackling the problems of gathering and accumulating data from different regions of the country, arranging conferences and thematic exhibitions to popularize recreation in Ukrainian villages. It contributes to the development of the rural infrastructure, self-employment of rural citizens, shaping their respect for the beauty of the native land, hospitality and encouraging their desire to preserve their historical and cultural heritage.

4. Conclusions

One of the urgent issues of rural areas today is the lack of jobs, which is accounted by the surplus labour force sacked from the agricultural sphere. Taking into consideration the absence of the required capital investments to create new working places it is necessary to concentrate on the branches, which do not require great financial resources for their development. To the above branches belongs rural green tourism, which has been developing in Ukraine since 1995. Socio-economic factors influencing the further development of this type of tourism should be taken into consideration.

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Summary

Rural tourism is examined as an innovative method which increases the standard of living and profits of rural population. A set of factors that influence the development of agricultural tourism has been defined. Some recommendations for the future realization of this activity have been suggested.

Key words: rural territories, rural tourism, socio-economic factors, regulatory factors, steady development.

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