

FORMY ZAGOSPODAROWANIA CZASU WOLNEGO W TURYSTYCE NA WSI PODCZAS PANDEMII KORONAWIRUSA

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FORMY ZAGOSPODAROWANIA CZASU WOLNEGO W TURYSTYCE ZDROWOTNEJ NA WSI PODCZAS PANDEMII KORONAWIRUSA



BIAŁYSTOK 2021



*Kto życie ludzkie ratuje
większym jest od tego
kto miasto zdobył*
*Whoever saves human's life
is more supreme from the one
who conquered a city*

**FORMY ZAGOSPODAROWANIA CZASU
WOLNEGO W TURYSTYCE NA WSI
PODCZAS PANDEMII KORONAWIRUSA**

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Ratowania Tonących w Białymstoku

Białystok 2021

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Książka została sfinansowana przez Wyższą Szkołę Kadr Menedżerskich,
Filia w Białymstoku



Druk:

Drukarnia Cyfrowa DRUK-24h

Szosa Baranowicka 77, 15-523 Białystok

ISBN 978-83-955571-4-9

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Positioning of Regional Rural Tourism Market in the Southern Ukraine

Pozycjonowanie regionalnego rynku turystyki wiejskiej na południu Ukrainy

Introduction

The conditions for reforming the Ukrainian economy sectors, in particular the agrarian sector, determine the objective need for a comprehensive assessment of rural population as a specific socio-demographic group. Rural tourism can be a promising area for development, as a separate area of entrepreneurial activity that has spread in Ukraine in the last decade and is constantly developing. The theoretical basis of the study are the works of domestic and foreign scientists on the problems of demography, labor economics, social economy and politics, development of productive forces and regional economy, management of national economy and enterprises, the mechanism of public administration, local government and some other issues.

The south of Ukraine occupies an important place in the market of tourist services as a region with the development of health tourism and treatment. However, recently the importance of rural tourism development as a direction of stimulating the development of regions, especially in rural areas. The Law of Ukraine “On Stimulating the Development of Regions” (2005) defines a rural area in which the share of those employed in agriculture exceeds the share of those employed in industry.

In the General scheme of planning of the territory of Ukraine (2002) the territories by types of predominant use are allocated, among which there are territories mainly of agro-industrial production and rural development. According to the General scheme the main directions of development of these territories are:

- ensuring the sustainable development of the agro-industrial complex and rural settlements (considering the nature of settlement and regional specifics of the population);
- creation of new jobs through the organization of small enterprises for processing agricultural products;
- increasing the level of social and engineering infrastructure;

- development of the market of agricultural products, etc.

From this point of view, the South of Ukraine is promising for the development of rural tourism not only as a new specialization in the market of tourist services, but also as an economic stimulus for the development of rural areas.

Demographic and economic features of rural areas in the Southern Ukraine

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

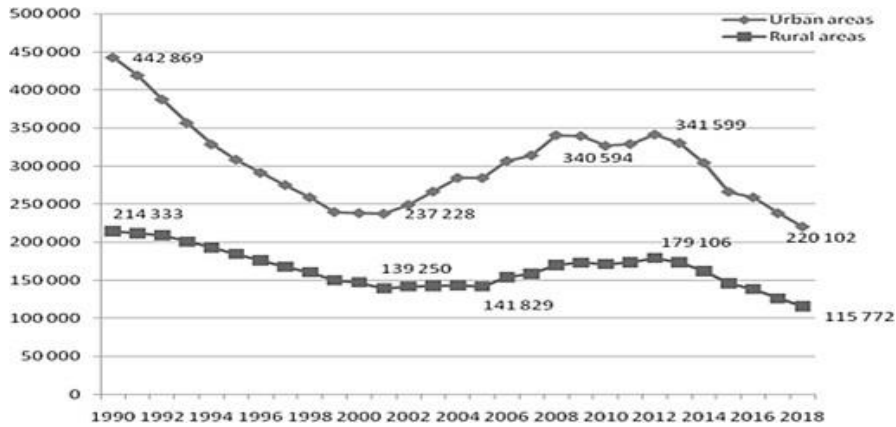
Table 1. Number of rural population and rural settlements in Ukraine, 1991-2019

	1991	1995	2000	2005	2010	2015	2019	Deviation, 2019 /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 rural population declined. There are significant reductions in rural birth rates. Between 1990 and 2018, rural births declined by 54% (see Fig. 1).

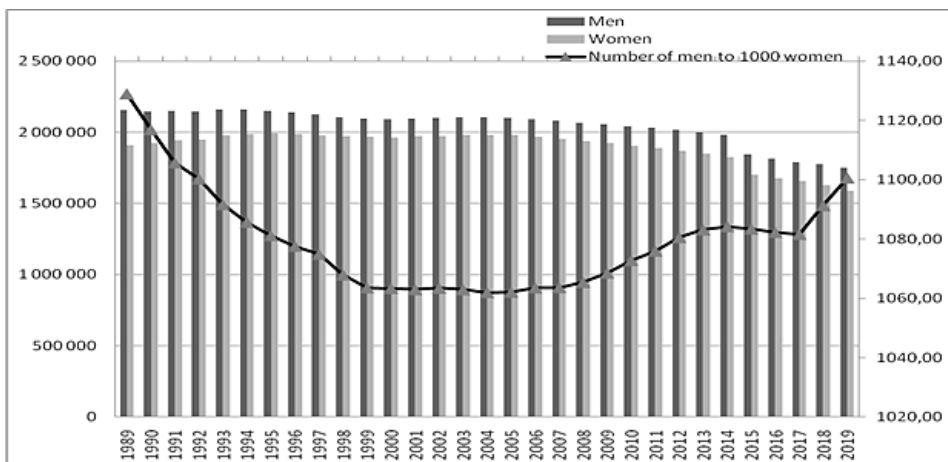
Figure 1. Number of newborns in urban and rural areas of Ukraine in 1990-2018



Source: State Statistics Service of Ukraine

Gender balancing 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, the outflow of young people to urban areas in search of jobs, and training, 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).

Figure 2. Number of young people aged 15-34 categorized by sex in Ukraine from 1989 to 2019



Source: State Statistics Service of Ukraine

Crisis phenomena of depopulation, unemployment and migration are the cause of rural population decline. Mostly young people from rural areas migrate in order to study in cities, look for better paid jobs, but at the same time the suburban area is growing, generally, to the city, transport accessibility, cheaper housing.

An important aspect of socio-economic indicators is the level of employment. In rural areas there is a decrease in the working age population, unemployment is rising (3.36% in 2011, 6.99% - in 2019) (Table 2).

Table 2. Distribution of population by economic activity and place of residence of the south of Ukraine

Indicators	2011				2019				Dynamics, % 2011 to 2019
	Total	including		% of rural population	total	including		% of rural population	
		Urban settlements	Rural area			Urban settlements	Rural area		
Economically active population	1115,2	755,6	359,6	32,25	1070,6	724,3	346,3	32,35	96,30
working age	1036,1	704,8	331,3	31,98	1047,2	707	340,2	32,49	102,69
older than working age	79,1	50,8	28,3	35,78	23,4	17,3	6,1	26,07	21,55
Employment	1048,5	701	347,5	33,14	1001,9	679,8	322,1	32,15	92,69
working age	969,4	650,2	319,2	32,93	978,5	662,5	316	32,29	99,00
older than working age	79,1	50,8	28,3	35,78	23,4	17,3	6,1	26,07	21,55
Unemployment	66,7	54,6	12,1	18,14	68,7	44,5	24,2	35,23	200
working age	66,7	54,6	12,1	18,14	68,7	44,5	24,2	35,23	200
Unemployment, %	5,98	7,23	3,36	-	6,42	6,14	6,99	-	-
Economically unactive population	688,3	465,9	222,4	32,31	682,5	456,4	226,1	33,13	101,66
working age	425,9	281,6	144,3	33,88	412,8	271	141,8	34,35	98,27
older than working age	262,3	184,3	78,1	29,78	269,7	185,4	84,3	31,26	107,94

Source: State Statistics Service of Ukraine.

The number of people employed in rural areas in 2011 was 347.5 thousand people, in 2019 - 322.1 thousand people, which is 92.69% of 2011 and is characterized by the total population decline aged 15-70 years.

The highest unemployment rates in rural areas are young people aged 15-24, the unemployment rate is 23.1%, the next group is the population aged 35-39 (12.2%), and the population before retirement age 50-59 (10, 2%).

Tourism potential for rural development

The south of Ukraine has small areas covered with forests, but has coastal areas, nature reserves, near which recreation centers are formed and are potential for the development of rural tourism to live in ecologically clean areas (Table 3).

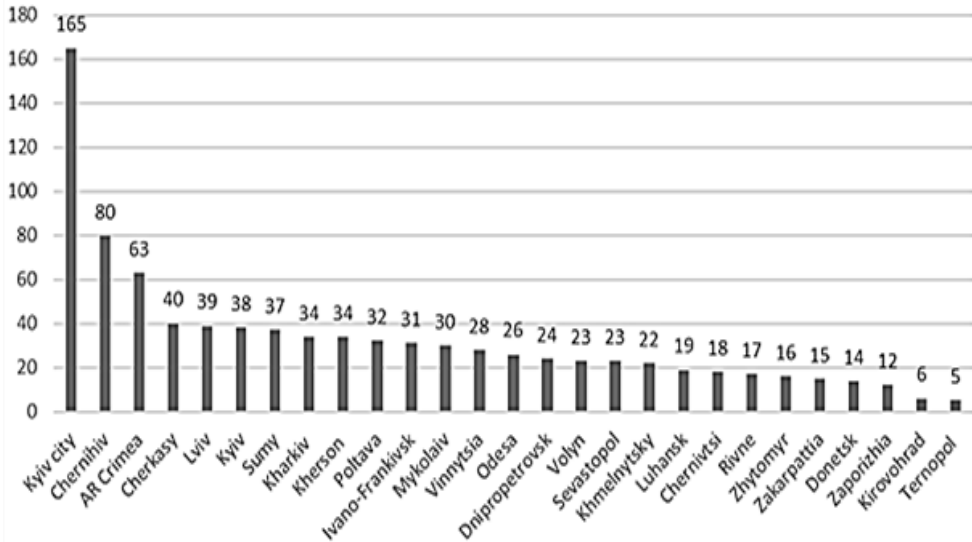
Table 3. Distribution of categories of territories and objects of protected areas of Ukraine by administrative-territorial units

Administrative division	Natural reserves	Biospheric reserves	National parks	Reserves of national importance	Botanical gardens	Zoological gardens	Dendrological parks	Parks-monuments	% from protected areas
Vinnitsia	0	0	1	21	0	0	0	11	2,25
Volyn	1	0	3	15	1	0	0	3	10,88
Dnipropetrovsk	1	0	0	23	2	0	0	1	2,80
Donetsk	1	0	2	7	1	0	0	0	3,51
Zhytomyr	2	0	0	10	1	0	0	5	4,58
Zakarpattia	0	1	3	19	1	0	0	1	13,92
Zaporizhia	0	0	2	12	0	0	0	1	4,53
Ivano-Frankivsk	1	0	5	10	0	0	3	1	15,41
Kyiv	0	0	2	15	0	0	1	3	3,99
Kirovohrad	0	0	0	21	0	0	1	2	4,04
AR Crimea	6	0	1	14	1	0	0	9	8,41
Luhansk	1	0	1	1	0	0	0	2	3,42
Lviv	1	0	3	9	2	0	2	6	6,72
Mykolaiv	1	0	2	1	0	1	0	1	3,07
Odesa	0	1	2	8	1	1	0	1	4,53
Poltava	0	0	2	20	1	0	1	4	4,95
Rivne	1	0	1	13	0	0	1	2	8,61
Sumy	1	0	2	10	0	1	1	2	7,40
Ternopol	1	0	2	14	1	0	2	4	8,87
Kharkiv	0	0	3	3	1	1	1	4	2,36
Kherson	0	2	3	7	0	0	1	0	7,88
Khmelnysky	0	0	2	25	1	1	0	9	15,15
Cherkasy	1	0	2	5	0	0	1	6	3,02
Chernivtsi	0	0	3	10	1	0	2	0	12,80
Chernihiv	0	0	2	11	0	1	1	1	7,67
Kyiv city	0	0	1	1	3	1	1	9	14,89
Sevastopol	0	0	0	4	0	0	0	0	30,27
Total	19	4	48	309	18	7	19	88	6,08

Source: State Statistics Service of Ukraine

Cultural heritage is important for the development of tourism in the region. Unlike other regions of Ukraine, the South of Ukraine has little potential, but in rural areas it is represented mainly by religious buildings: churches, cathedrals, as well as former administrative buildings.

Fig. 3. Regional distribution of immovable monuments of national importance of Ukraine

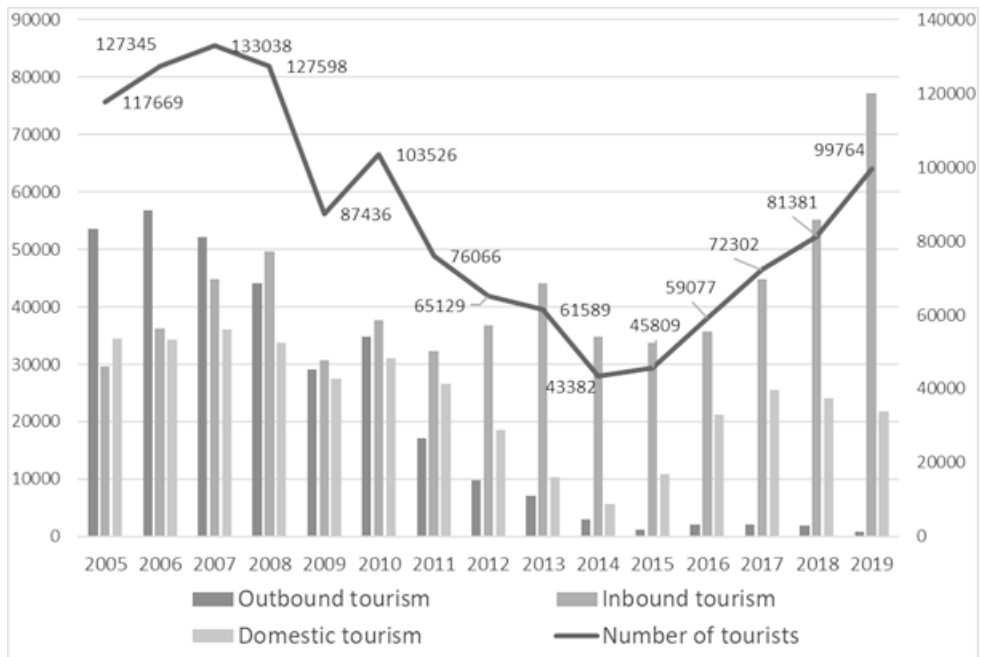


The largest number of cultural heritage sites is characteristic of the Odessa and Kherson regions, which have the largest tourist flow.

If the coastal part of the Southern Ukraine is the most visited, the peripheral part of the north and centre of the rural areas remains low. Promising for this part of the region is rural, ecological tourism, first of all, oriented and domestic tourism.

Trends in tourism development and tourist flows by region of Ukraine show that the Southern Ukraine is among the five regions with the highest share of tourists served by tourism entities (tour operators and travel agents), amounting to 72,302 people, after Kyiv, Lviv, Ivano-Frankivsk, and Dnipropetrovsk regions.

Fig. 4. Indicator of the number of persons placed in collective accommodations in the Southern Ukraine, 2005-2019 (number of tourists - right axis)



Source: Main Department of Statistics in Odesa, Mykolaiv, Kherson regions.

According to tour operators in Ukraine in 2020, because of the COVID-19 pandemic, the majority of Ukrainians used domestic tourism services, although in previous years outbound tourism prevailed. However, the position of Odessa region on most indicators remains high, as the region has a high attractiveness for domestic tourists, the interest of foreign tourists is growing.

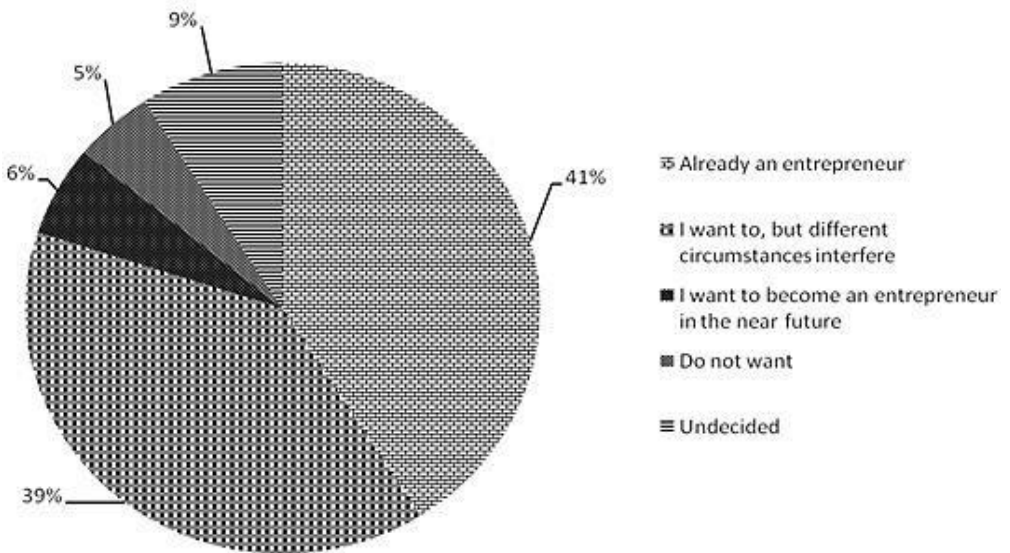
Marketing issues of rural tourism in the Southern Ukraine

The development of rural tourism should be determined by the demand for this type of tourism. One of the key regions of Ukraine in the development of rural tourism is the Carpathian. The south of Ukraine has opportunities for development in combination with rural tourism of wine and gastronomic tourism, as well as ethnographic, as in the Odessa region live compactly Bulgarians, Gagauz and Moldovans, making up to 20% of the population.

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

- lack of initial capital necessary for starting one's own business;
- difficult and unstable political and economic situation in the country;
- high taxes;
- bureaucratic obstacles and insufficient knowledge to run their own businesses. The share of those planning to become an entrepreneur in the future is 6% of the respondents.

Figure 5. Share of interviewed respondents aged 15-34 by the desire to become an entrepreneur, %



Source: own calculation.

The survey of potential consumers of rural tourism services also aimed to determine the needs for this type of tourism, demand for services and so on. 73 respondents were interviewed (Table 4).

Table 4. Demographic profile of respondents on the rural tourism market

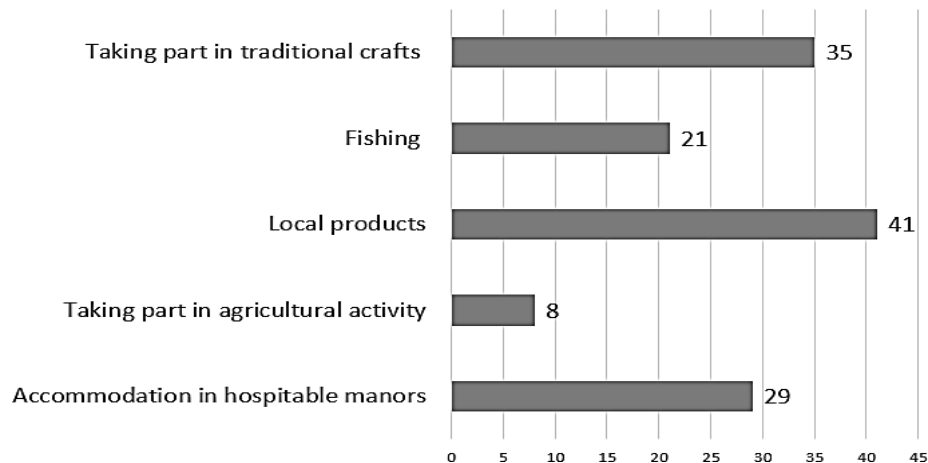
	Gender		Age				
	M	F	0-18	19-25	26-35	36-45	45+
Number	17	56	-	34	10	20	9
% of respondents	23	77	-	48.6	14.3	23.3	12.3

Source: own calculation.

The main respondents were consumers under the age till 45, as well as mostly women. The survey also showed that most respondents are willing to travel 1-2 times a year, as well as for a short period in the region of residence (- 1-3 days).

Respondents are also interested in consuming local products, namely: wine, cheese, meat products, fruits, vegetables, and dishes of national cuisine (Fig. 6).

Fig. 6. Activities on rural areas preferred by tourists



Source: own calculation.

The development of tourism is also associated with hotel enterprises in rural areas. In 1999, the Union of Rural Green Tourism of Ukraine was established. Its main activities are:

- promoting the development of rural green tourism, non-agricultural activities in the countryside;
- 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.

This Union conducts voluntary certification of rural green tourism estates. Guest houses has four categories, which distinguish several groups of criteria: general requirements for the house and the surrounding area, interior and equipment, housing and the list of additional services, environmental requirements (see Tab. 5).

Table 5. Ukrainian hospitable manors

Macroregions	Administrative units	Number of manor, by categories			
		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
	Vinnitsia	1			1
Eastern	Dnipropetrovsk	1	2		1
	Kharkiv	3	1		
Southern	Mykolaiv	1			
	Kherson	2		1	
	Zaporizhia	1		2	
	Odesa	3		1	2

Source: NGO Union RGT in Ukraine.

The development of rural green tourism is linked to the need for rural development. In 2015, the Cabinet of Ministers of Ukraine adopted the Rural Development Concept. The purpose of the Concept is to diversify economic activity, preserve cultural and historical ties, as well as identity of rural people, and improve the quality of life of rural 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;
- construction and modernization of transport infrastructure and communications;
- preservation and restoration of cultural and historical heritage in the countryside;
- development of social infrastructure;
- development of tourism and recreational sphere for diversification and development of rural economy;
- simplification of conditions for access of rural communities to financial resources, education for entrepreneurship;
- training of specialists for the formation of local projects for rural development.

Conclusions

The south of Ukraine has negative tendencies in the development of rural areas. In addition, lack of work and social development leads to the degradation of rural areas. Regional development programs provide for comprehensive economic development, but it remains difficult to attract young people to entrepreneurship. The survey shows that tourists are interested in local products, and this is an opportunity to develop small and medium-sized businesses. The development of hotels to accommodate tourists, as well as the relevant infrastructure is insufficient.

Regional travel agencies are interested in the development of short tourist trips for tourists from the region of Southern Ukraine and other regions of Ukraine and for this it is necessary to create new tourist routes.

Main goals for rural tourism development are:

- Creation of tourism programs with real financial and organizational support of the tourism sector from regional government.
- Development of cluster policy in the peripheral part of the Southern Ukraine, increasing attention to support for small and medium-sized businesses, especially in the hotel industry in rural areas, support for local producers, intensification of rural tourism.
- Decrease of international tourists flow in the South is due to the weak positioning in the market of tourist services in the European region, as well as marketing communications and promotion of regional tourism product.

- Creation of new tourist routes and support on niche tourism. Such proposals should be based on the intensification of the work both the tourism business and the regional administration as well as educational and research institutions.

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