

The background of the cover is a dark green field filled with a complex, abstract pattern. It features numerous concentric circles of varying sizes, some solid and some outlined, along with intersecting straight lines and radial patterns. The colors range from deep forest green to bright, almost neon green, creating a sense of depth and movement.

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### **1.3. REGIONAL PECULIARITIES OF RURAL TOURISM DEVELOPMENT IN UKRAINE (USING AN EXAMPLE OF DNIPROPETROVSK REGION)**

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Nowadays, the regional recreational subsystems in different regions of Ukraine are developing unevenly due to both the general state of infrastructure development in the regions, and the various potential recreational resources in the provinces [1].

The main problems of recreational subsystems functioning practically in all regions of Ukraine are insufficient financing of recreational facilities, inadequate level of development of tourist and health resort infrastructure, depreciation of basic recreational institution facilities, non-comformity of service quality with modern requirements etc. The above-mentioned factors definitely cannot fail to affect the decline of tourist flows. At the same time, in areas with a rich recreational potential, the existing network of recreational and tourist establishments is developing, the quality of recreational service is improving, the infrastructure accompanying the tourist and recreational sector is growing quite rapidly. On these territories, the development of the recreational and tourist industry is a priority for social and economic development of the region. In some areas with significant natural recreational resources, but insufficient level of social and economic development as well as infrastructure, the main attention should be paid to the development of the transport network and accommodation facilities to realise the full potential of natural recreational resources.

For many regions of Ukraine the prospect of developing the recreation industry consists in creating competitive tourism products, developing domestic tourism that means elaboration of new tourist routes, development of rural tourism, which is now gaining popularity, especially among city residents.

Rural tourism, called in practice green tourism or rural green tourism, according to N.E. Kudla, offers direct relations with the rural community, usage of the rural assets, its surrounding area and existing buildings with maximum



preservation of the natural environment. In the development process of rural tourism, more and more new terms reflecting popular tourism directions - alternative, agricultural, and ecological tourism appear [5]. There are other definitions of rural tourism, which, in fact, do not contradict each other, but complement and reveal the multifaceted nature of this problem. I.M. Voloshyn believes that rural tourism includes (for travel purposes) such forms of tourism like agro-tourism, ethnographic tourism, farm tourism, eco, green, and holiday tourism [2]. According to the definition by M.A. Latynin, rural tourism is a type of recreation and tourism, concentrated in rural areas and focused on the development of tourist routes, recreational areas, agricultural and folk museums, as well as tourist service centers with instructors and guides. At the same time, agro-tourism is a form of entertainment concentrated in rural areas, providing for the use of agriculture (farming) for the purpose of recreation, education or active involvement of traditional management forms [3].

Research on rural tourism has been most actively conducted in such areas as administration, legal regulation, history, sociology, economics and geography, management and marketing, particularly in the works of N.M. Voloshyn, N.A. Gerasimchuk, N.E. Kudla, M.A. Latynin, O.I. Lukomtseva etc. Scientific research indicates that rural tourism can provide economic and demographic stability in rural areas and solve their social and economic problems. It also has a positive impact on revival, preservation and development of local folk customs, crafts, and monuments of historical and cultural heritage.

The issues of urban planning and architecture as well as spatial arrangement of rural tourism regarding characteristics of various regions in Ukraine are not studied sufficiently or have not been considered at all.

The market of rural tourism in our country is in its infancy. There is a different degree of activity in the development of rural tourism in the regions. The number of farms working in this market is insignificant and they are concentrated in areas of Ukrainian Carpathian mountains, Slobozhanshchyna, Polissia, and Podillia which have social and economic prerequisites for this. These regions have a

significant potential of recreational resources: the Carpathians (34% of total resources) and Polissia (21%). The most active rural tourism is developing in Rivne region (90 farmsteads), in Lviv region (about 500 private estates are engaged in rural tourism), in Poltava region (100 estates of green tourism), and in Khmelnytsky region (64 farmsteads). At the same time, most regions of Ukraine are characterised by a low level of rural tourism development, insufficient spreading of information on tourist and recreational opportunities in the regions. For example, in Dnipropetrovsk region (potential of recreational resources account for 3.5%) there are only 14 rural green tourism estates [1, 3, 8].

The Union for Promotion Rural Green Tourism Development in Ukraine indicates the following weak points in the development of rural tourism in Ukraine: an unfavorable legal and economic environment for the activity of rural population; experience of neighboring countries is not used sufficiently; inconsistency in actions of central executive authorities in the sphere of tourism and agricultural policy; biases in understanding the essence of rural tourism; lack of attractive credit resources for rural population and favourable conditions for investment; at the all-Ukrainian level there is no advertising of rural tourism; problems in obtaining guaranteed and quality services; insufficient number of high-quality accommodation facilities in the center and in the east of the country; the complexity of access to information about unused tourist opportunities of villages; absence of training centers for both managers and rural population [7].

An important factor in the development of rural tourism is forming a regulatory and legislative framework for this type of recreational activities. The current Law of Ukraine on Public Associations - 2012, the Law of Ukraine on Private Farmland - 2003, the Law of Ukraine on Tourism - 1995 (revision of 2015), the Draft Law on Rural Green Tourism – 2003, as well as the Bill on Agricultural Tourism and Related Activity determine a legal, organizational, economic and social basis of tourism in general and rural tourism in particular, define terms and concepts, organisational forms and types of agricultural tourism [13]. However, the Union for Promotion Rural Green Tourism Development in Ukraine (founded in 1996, a



member of the European Federation of Farmer and Rural Tourism Eurogites from Ukraine since 2005) critically evaluates the proposed bill on agricultural tourism and related activity, since it does not provide for cooperation with the tourism department and tourism subjects. Besides, they note that the state policy on rural tourism as a whole and its promising form, agricultural tourism, are not defined [7].

The world practice shows that rural tourism is an innovative form of agribusiness which can ensure sustainable development of the agricultural sector and the national economy. According to sociological research, 35% of urban population in Europe prefer outdoor recreation, mainly in rural areas. The development of rural tourism not only helps preserve natural territories and provides jobs to local population, but also contributes to filling budgets of countries and regions [6]. The results of the all-Ukrainian public opinion poll concerning holiday plans of Ukrainian population conducted by Kiev International Institute of Sociology (KIIS) for the period from 2011 to 2014 showed that 11.7% of Ukrainians prefer having rest in rural areas [9].

Development of rural tourism in the regions of Ukraine is largely facilitated by European experience [2, 3, 4, 5]. The history of rural tourism development in Western Europe dates back to the 60s and 70s of the last century. Geographically, this phenomenon was concentrated mainly in agricultural areas of France, Italy, and Germany. The main objective of this type of tourism was preservation of rural settlements through revival of crafts and enhancement of entrepreneurial activity. There were several national European models of rural tourism organization: British, French, German, Italian, Czech, Spanish, Polish, and Latvian ones. They differ in content (gastronomic and wine tourism, event, farm, environmental, educational and sports tourism), the nature of interaction between agricultural and recreational activities (leisure and work directly in the field or in the garden, acquaintance with life, gastronomy and care of animals, participation in festivals), the forms of accommodation for tourists (accommodation in a village, in a farmer's house, in recreational cottages, in tent camps), and the nature of the service (contact with the farmer's family or facilities for self-service). The percentage of vacationers in rural

Belgium is 25%, Denmark 35%, Germany 43%, Spain 27%, France 29%, Ireland 27%, Italy 11%, Holland 39%, England 28 %.

European organization Euroter defines rural tourism as a kind of tourism supporting development of agricultural regions, preservation of cultural heritage and ecology of the village, as well as revival of local traditions and products. This type of tourism is characterised by regional identification and satisfies the needs of tourists in accommodation, food, licensing and other services that contribute to the sustainable development of the social sphere [4].

One of the most important and the least studied, as noted above, is the spatial arrangement of rural tourism, as well as determining its role and place in the existing regional system of recreational tourism. In regions with a rich potential of recreational resources, as the experience of rural tourism development in European countries and in the western regions of Ukraine shows, agro-tourism facilities complement the established system of recreation areas, expanding the range of recreational services and accommodation facilities for holidaymakers. We consider that in the industrially developed and urbanized Dnipropetrovsk region belonging to the steppe zone of Ukraine recreational development of rural areas and, in particular, development of rural tourism is an alternative direction for solving the problem of mass suburban recreation in conditions of potential shortage of traditional recreational lands and a developed agricultural complex.

The solution of this problem covers a whole range of issues related, first of all, to search for new content and defining principles for building a system of places for suburban recreation, formed on a fundamentally new natural basis - an agricultural landscape, and also principles for integrating systems of agricultural and recreational entities with rural settlements.

Rural tourism in Dnipropetrovsk region takes only the first steps. However, there is a social demand and all the prerequisites for its development.

Dnipropetrovsk region has favorable natural and climatic conditions for development of recreation for people. It is located at the border of mixed forests and a steppe zone and is rich in unique water resources. The forest area is 5.3%. The



existing network of health resorts, including sanatoriums, dispensaries, boarding houses with treatment (40), recreation centers (87) and children's camps for country rest (25) does not satisfy the needs of citizens for places of rest. The increase in the provision level of recreational landscape resources (now 57.5%) is possible due to reservation of new recreational zones and implementation of the program for the formation and development of the regional ecological network of Dnipropetrovsk region integrating a wide network of sites from the natural reserve fund (178 facilities, that is 2.93% of the province area) [12]. The natural reserve fund of the region includes natural reserves, regional landscape parks, sanctuaries (landscape, forest, botanical, hydrological, geological, ornithological, etc.), monuments of nature, reserved landmarks, and monuments of landscape art. The ecological network of the region is an uninterrupted network of natural corridors, natural areas, natural nuclei, and buffer zones, which unites natural landscapes into a spatially integrated system where priority is given to reserved areas, recreational and tourist activities, as well as ecological agricultural production. The ecological network unites around 400 villages of recreational attractiveness and accounts for 27.5% of the total number of villages in the region.

Dnipropetrovsk region has a rather rich historical and cultural potential. Under the protection of the state there are more than 10 thousand monuments as follows: archeology - 7870, including 13 objects of national value; history - 3457, including 10 objects of national value; monumental art - 125, architecture and urban development - 339 [12]. According to the historical periods of the investigated region development, monuments of material culture as potential objects of local historical (rural) tourism can be divided into the following types: - historical and archaeological heritage - monuments of archeology (burial mounds, cemeteries, burial places, sites, fortifications) dating from Paleolithic and Neolithic periods, copper and bronze, Scythians and Sarmatians, Cherniakhiv culture, Kievan Rus, Polovtsy and nomads; - historical and ethnographic heritage - monuments of the Zaporizhzhia Cossacks period of the 16th-18th centuries (a farmstead, the winter residence, a settlement, a fortress, a guard post, the Kosh of Zaporizhzhia Sich, Palanka center, fortification

lines etc.) - architectural and ethnographic heritage - monuments of the XVII-XX centuries (religious buildings, public and residential buildings, production and fortification facilities etc.); - historical heritage - monuments of the XVII-XVIII centuries (places of historical battles and graves of historical personalities) [14, 15]. Many monuments have not survived to the present day. However, their descriptions are recorded in various historical documents, literary sources, legends transmitted from generation to generation, which may serve as a basis for their reproduction.

The peculiarity of Dnipropetrovsk region is that the recreational potential described above (natural complexes, water objects, objects of the nature reserve fund, objects of historical and cultural heritage, etc.) is located within the boundaries of agricultural areas and is deeply integrated into the rural settlement system of the region. This allows to draw a conclusion about the need for an integrated approach to solving the problem of organising recreation in the countryside and developing a system of recreational entities that involves a more complex structure of recreational activities in rural areas, compared with the content that nowadays is included in the concept of rural tourism.

Forming the system of agricultural and recreational formations presupposes solving a whole set of tasks such as: determination of elements and links of the system, classification and hierarchical co-ordination of the system elements, structural and planning arrangement, as well as boundaries of recreational formations regarding the nature and intensity of recreational development of agricultural areas.

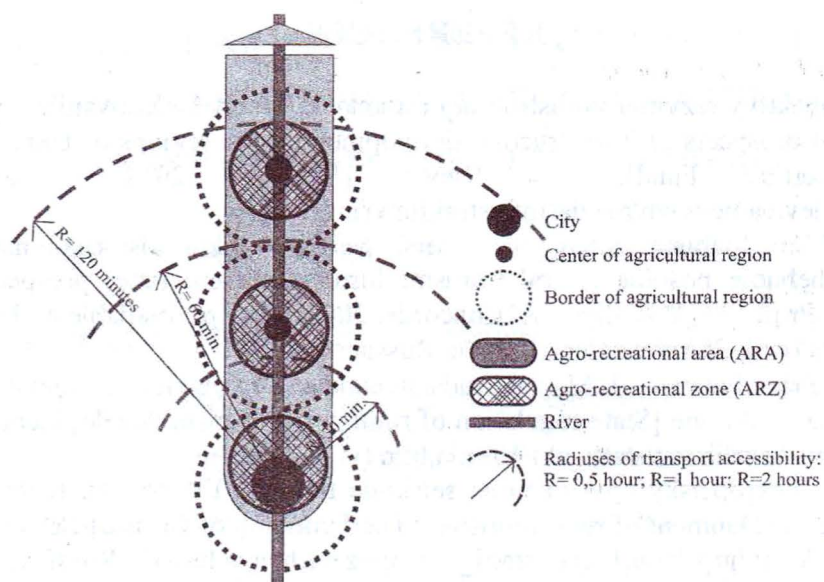
A comprehensive analysis of agricultural areas in Dnipropetrovsk region has been carried out. The administrative and economic structure, as well as spatial arrangement of the regions, recreational potential and localization of recreational lands within the boundaries of the regions, the structure of an agricultural landscape and the system of rural settlement, the level of development of the social, engineering and transport infrastructure of the districts have been investigated.

The following system of agricultural and recreational formations (ARF) of Dnipropetrovsk region is proposed: agricultural and recreational area (ARA) is formed as an economic and recreational spatial planning complex, within the

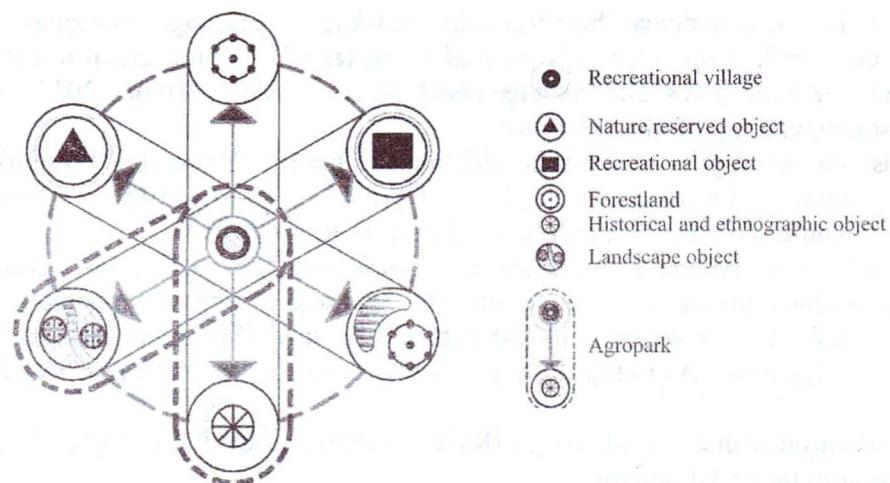


framework of which integration of agricultural, recreational, nature protection functions is carried out (Fig. 1). ARAs are formed as riverine recreation territories in rural areas and develop as a continuous extended strip along the riverbed. The structural and planning arrangement of the ARA is determined by the established structure of agricultural production and the structure of the cultivated land, the system of rural settlements, the network of transport and engineering communications, as well as established administrative and economic boundaries. ARA of the province are considered as a part of the regional ecosystem; - agricultural and recreational zone (ARZ) - a structure-forming element of the agricultural and recreational area. Within its borders, ARZ unites farms with a high recreational potential, on the basis of which agricultural and recreational complexes (ARC) are formed. The existing rural settlements within ARZ is a backbone network for developing a system of recreational villages (SRV). The typology of recreational villages as recreation and tourism service centers is determined by the status, the level of social infrastructure development, historical and cultural significance of the existing villages; - agricultural and recreational complex (ARC) - farms within an agricultural and recreational zone are considered to be agricultural and recreational complexes integrating within their borders recreational villages and agro-parks - primary elements of the agricultural and recreational formation system of rural areas (Fig.2). An agro-park (AP) is formed as a walking rest area. The structure-forming elements of an agro-park are unique landscapes, nature-protected complexes and objects, historical monuments, archeology, architecture, ethnography (exposition objects) united by a system of connections (tourist routes) in the structure of an agro-landscape (Fig. 3).

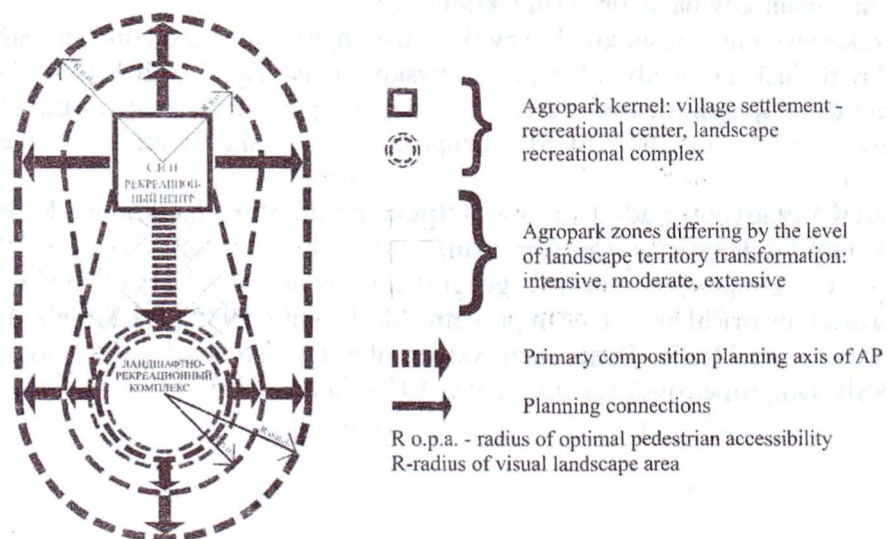
Recreational development of rural areas enhances expanding the range of recreational services for citizens at a different qualitative and content level, and also contributes to revival and preservation of historical and cultural heritage of the region in general and the Ukrainian village in particular ensuring activation of social and economic development of the regional rural areas.



**Fig. 1. Agricultural and recreational area (ARA) model**



**Fig. 2. Agricultural and recreational complex (ARC) model**



**Fig. 3. Agro-park (AP) model**



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