

Результаты исследования. Развитие экологических отелей является перспективным направлением в сфере гостеприимства Украины. Рассмотрены особенности функционирования экоотелей, как фактора активизации предпринимательской деятельности, также основные критерии, которым должны отвечать такие объекты размещения. Обосновано, что расширение сети экоотелей способствует привлечению дополнительных туристов и средств в региональные бюджеты. Определены основные направления развития экотуризма в южном регионе.

Элементы научной новизны. Выделение особенностей функционирования экогостиничного хозяйства в системе стратегического развития регионов Украины.

Практическая значимость. Заключается в возможности использования предложений по эффективному развитию экогостиничного хозяйства при формировании стратегии развития регионов Украины. Табл.: 1. Илл.: 1. Библиогр.: 22.

Ключевые слова: экологизация; экоотель; предпринимательская деятельность; экотуризм; экологическая сертификация.

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Стаття надійшла до редакції 02.03.2020 р.

Фахове рецензування: 15.03.2020 р.

Бібліографічний опис для цитування:

Грановська В. Г., Бойко В. О. Функціонування екоотелів в Україні як чинник активізації підприємницької діяльності. *Економіка АПК*. 2020. № 3. С. 57 – 65. <https://doi.org/10.32317/2221-1055.202003057>

Hranovska, V. H. & Boiko, V. O. (2020). Funktsionuvannia ekohoteliv v Ukraini yak chynnyk aktyvizatsii pidpriemnytskoi diialnosti [Functioning of eco-hotels in Ukraine as a factor of activization of entrepreneurial activity]. *Ekonomika APK*, 3, pp. 57 – 65. [In Ukrainian] <https://doi.org/10.32317/2221-1055.202003057>

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UDC 338.48

JEL Classification: R2

DOI: <https://doi.org/10.32317/2221-1055.202003065>

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Infrastructural support for the development of domestic green tourism enterprises

The purpose of the article is to substantiate and generalize effective infrastructural support for the development of the market for tourism services and inland rural green tourism enterprises.

Research methods. Methods and approaches of economic theory, institutional theory and sustainable development theory were used in the research process. In particular, systematic and holistic approaches, method of analysis and synthesis, method of structural modeling (formation of effective areas of infrastructure development) were used; monograph method (compilation of the latest research in the field of legal support and statistics); abstract-logical method (theoretical generalization and formulation of proposals for further development of tourist services market infrastructure).

Research results. The article deals with the concept of tourism infrastructure of the agricultural sector and defines the structural components. Features of functioning of subjects of management of green tourism are revealed. The economic,

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social and environmental benefits of rural green tourism development are outlined. The factors that influence the development of tourist infrastructure are studied, among which the factors of negative action are highlighted. A number of problems of green tourism infrastructure development in Ukraine have been identified. Priority ways of development of transport routes and inland tourist routes have been determined based on the analysis of the current state of the transport system of Ukraine and the assessment of compliance with its European standards. The main incentives for the development of tourist services for foreign visitors are highlighted. The importance of state support in enhancing the tourist attractiveness of our country, in ensuring the proper implementation of investment programs for the development of the tourism industry, is emphasized.

Scientific novelty. The necessity to use a systematic approach in the process of developing the infrastructure of the tourist services market is substantiated. It made possible to identify the main directions of development of tourist services infrastructure, which include: qualitative and quantitative filling of tourist services according to the needs and requests of consumers; adequate level of convenience, safety and rational logistics of tourist transportation; development and implementation of information and modern technologies of the tourist market.

Practical significance. Results can be used in the process of further scientific elaboration of an important scientific problem - improving the efficiency of the market development of tourist services and rural green tourism enterprises. Refs.: 10.

Keywords: infrastructure; green tourism; economy; rural areas; development; tourist services.

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Scientific problem. Today, the tourist industrial direction is a priority for the economic development of the leading European countries; we are particularly active in building green (rural) tourism as the most promising and highly relevant vector for the development of the world economy. The development of entrepreneurial activity in this field has unrealized socio-economic potential to provide new jobs and develop the infrastructure of rural areas, replenishment of the state budget by paying tax payments and visiting our country by foreign tourists. According to statistical surveys, one in five jobs has been created in the tourism industry in recent years. As a result of research of domestic economists, it is determined that the economy in the tourism business is a complex of social relationships that are formed in the course of tourism activities, that is, in the production, distribution, exchange and consumption of a tourism product (in particular, tourist services), based on foreign experience of developed countries [3].

Analysis of recent research and publications. The theoretical and applied questions concerning the activity and development of the tourist market, its infrastructure component at the regional level are devoted to scientific achievements of such scientists as: I.Y. Grishova, M.V. Dubina, O.V. Nikoliuk, T.M. Gnatieva, T.S. Shabatura, A.O. Kravchuk, I.M. Mishchak, I.B. Yatsiv and others [1-10]. At the same time, a considerable amount of scientific work is concentrated on the general aspects of the formation of economic relations in the

tourism sphere. However, the current direction of the development still remains development of infrastructure for the tourist services market, especially taking into account the specific nature of green tourism in rural areas. As a result, the disclosure of the priority areas for the infrastructure development of this industry requires a comprehensive scientific and theoretical reflection.

The purpose of the article is to substantiate and generalize effective infrastructural support for the development of the market for tourism services and inland rural green tourism enterprises.

Research methodology is based on the application of methods and approaches of economic theory, sustainable development theory and institutional theory. In particular, for forming effective areas of infrastructure development applied systematic and holistic approaches, methods of analysis and synthesis, method of structural modeling; monograph method was used to work out the latest research, legal support, statistics; abstract-logical method is applied for the purpose of theoretical generalization and formulation of proposals for further development of the infrastructure of the tourist services market.

Research results. In general, the concept of infrastructure in the agricultural sector of the national economy, as an economic category, is sufficiently well-known in scientific research and has a wide range of approaches and authorial positions on its interpretation and content.

Mainly, the Law of Ukraine “On Tourism” stipulates that “... the objects of tourist infrastructure are hotels, other objects intended for providing accommodation services, catering establishments, resort establishments, etc.” [10]. It is well known that tourist infrastructure is a building, a structure, certain components of a transport network, cultural institutions and other institutions involved in the provision of tourist services. Among the components of the basic (production) infrastructure are the objects of accommodation, catering and transportation of tourists. Accompanying (servicing) infrastructure include cultural institutions, sports and entertainment establishments, health care establishments where additional tourist services are provided [6, 7].

Summarizing the processed information, we can point out that the infrastructure of the market for tourism services of green tourism entities is a set of enterprises and organizations that provide the proper conditions for the effective functioning of the tourism industry in the agrarian sector, that is, form the production infrastructure, and servicing farms, which are directly involved in meeting travel requests. That is why, in modern scientific developments very common is a cluster approach to studying the mechanisms of organizational and economic support of green tourism enterprises.

The current state of infrastructure provision for increasing the activity of green tourism business entities is determined by the peculiarities of their functioning, as well as the natural and climatic conditions of the national territory and includes:

- tourist resources, namely all available natural-ecological, historical-cultural, socio-economic and other resources of the national territory, which are able to satisfy a considerable range of tourist requests;

- subjects of tourism activity, that is, entities that are registered in accordance with the requirements of the current legislation of Ukraine and have received permits for conducting entrepreneurial activity related to the provision of tourist services, as well as entered in the Licensed Register of entities of tour operator activity.

The process of developing the infrastructure of the tourist services market clearly requires a systematic approach in the governance structure. There is a need to develop a system of strategic management of the above process,

given the scientifically sound flow of its planning, regulation and adaptation to the constant transformation of tourist consumer needs, and most importantly, the surrounding conditions of operation. Studies determine that the development of the infrastructure of the tourist services market is influenced by a number of factors of different levels and directions of action, in particular: economic, sectoral, socio-cultural, environmental, etc. The negative impact of some factors leads to inconsistency, imbalance and limited development of tourism infrastructure. Among the main factors affecting the negative impact on the infrastructure development of the tourist services market, the following should be distinguished: - economic (low or zero level of financing for the development of new tourist infrastructure facilities, modernization and renovation of existing facilities; sometimes unresolved issues of ownership rights to certain tourist infrastructure facilities; limited and lack of infrastructure capacity; imbalance of territorial development, including substantial territorial development disparity in the provision of tourism industry with facilities of social and industrial infrastructure); - sectoral (seasonal and territorial affiliation of the use of individual infrastructural objects; targeting a specific target segment, etc.); - socio-cultural (damage, loss of presentability or change in the appearance of historical sites that are tourist sites or located in certain tourist areas, etc.); - ecological (differences between the regional tourist infrastructure and the level of capacity of the designated area; excess in some tourist zones the level of anthropogenic load of the territory, etc.).

Despite the fact that the state tourism development policy is aimed at eliminating the most problematic places and existing gaps in the provision of tourist services at all levels of government, its impact in this direction is rather insignificant in view of the small size and, in some cases, the lack of adequate funding. Under similar conditions an active position on enrichment and strengthening the infrastructure of the tourist services market should be taken up by local authorities (especially in the aspect of the decentralization reform underway), as well as the relevant organizational entities and entities that provide the implementation of tourist services. Ensure effective development of market infrastructure tourist

services are possible by balancing and streamlining the directions of this process with the tools of the organizational and economic mechanism, through the implementation of a certain instrumental and methodological apparatus of such a mechanism at the micro, meso and macro levels.

At the same time, it should be noted that the availability of tourist infrastructure is not enough, because it needs to be seen in a much broader sense. Thus, the main infrastructure components should not only perform the above functions, but also be one of the determining factors for improving the overall socio-economic level of the country's development. It should be an infrastructure provision that is harmonized with world standards and targeted at domestic and foreign tourists.

In this aspect, it is worth focusing on our country's road transport system, including transit traffic, the organization of railway connections, the development of highways, air, sea, river transport. The modern transport system of Ukraine is represented by a developed network of roads, railways, airports, river and seaports. Aviation, road, rail, river and sea transport can provide for the transportation of tourists with a reserve of transport capacities for some of its types. However, our country's transport routes must comply with international standards and allow transfers at an appropriate level. At the same time, the density of Ukraine's highways is much lower, compared to some European countries, and is 0.28 km per 1 km². Whereas, for example, in the Federal Republic of Germany, this figure reaches the level of 2.0 km per 1 km², France - 1.65, Poland - 1.15 km per 1 km² [5]. The same at the low level is the technical and operational condition of domestic roads: 51.1% do not meet the European standards for equality, 39.2% - for strength [5]. In Ukraine, there is virtually no eco-transport culture, poor infrastructure for bicycle safety and the like. In addition, the situation with poor and inadequate public transport in cities and in rural areas is continuing and increasing. This creates additional obstacles to the development of tourist routes for European visitors.

One of the stimulants to the infrastructure development of the tourist services market for foreigners is the low cost airline. In this respect, cooperation with Ryanair (the largest low-cost company in Europe) has significantly affected Europeans' tourist flow to Ukraine.

In addition, the level of road safety remains quite low. These reasons, in addition, with insufficient provision of high-quality roads, significantly impede the development of the domestic market for tourist services.

At the same time, it is impossible to develop infrastructure without a system of communication, functioning of a variety of services, quality catering and household services, organization of cultural and entertaining services, etc. Therefore, the state must provide not only financing the sphere of tourism services from the budgets of different levels, but also to increase the investment attractiveness of our country and, accordingly, to implement large investment projects, in particular: construction of large objects and structures, formation of adequate transport infrastructure, adaptation to the tourist needs of infrastructure support, implementation of projects for the development of new recreational areas etc. Of course, an important and major question remains the financial support of the above aspects, and, of course, the investment attractiveness of Ukrainian tourism projects must be protected and justified by state guarantees for their implementation.

Summarizing, we can distinguish three main areas of development of the infrastructure of the tourist services market.

1. The main purpose of developing the infrastructure of the tourist services market is to ensure that they are properly and qualitatively filled in accordance with the consumer needs formed in this market. The developed and high-quality infrastructure of the tourist services market ensures the convenience of transportation, forming the proper conditions for consumption of the tourist product. Assessing the level of development of the infrastructure of the tourist services market in Ukraine, which in turn determines the development of the offer in this market, and the degree of its saturation, it is possible to reach a preliminary conclusion about the importance of the designated area for tourists. However, it is important to take into account the diversity of tourism needs, depending on the cost and income level of the population, preferences, travel destinations, etc. The needs and requests of tourists vary from the most comfortable and therapeutic conditions of rest to the active physical activity and power tests. In view of such a wide range of tourist preferences, their expectations should be provided by the relevant tourist sector facilities.

Certainly, it generates the need for diversification of tourist businesses, ensuring the proper specialization of services, their safety and legality. In addition, gaining extraordinary weight the implementation of international standards and requirements in the field of tourism, including marking, quality characteristics, a list of mandatory services etc.

2. It is necessary to ensure the proper level of the domestic transport network in terms of transport accessibility, convenience and safety of transportation of tourists, rational logistics, taking into account the seasonal and regional-spatial features of a particular tourist object. These requirements will help to ensure the most rational and acceptable use of resources, minimize the adverse effects of spatial and seasonal irregularities, balance the service system and attract qualified professionals.

3. An important direction of development of the infrastructure of the tourist services market is the development and improvement in this context of modern technologies, in particular information, the level of development of which is currently at rather low levels. Therefore, priority is given to the innovation and investment infrastructure component, which will allow through institutional support to influence the formation of the resource base of the tourist services market. Nowadays, in the process of creation, promotion and direct provision of tourist services in the market a significant role is given to information support, which allows potential tourists to assess the real status of the tourist object, the level of service, regional and spatial characteristics, as well as freely choose routes and fully plan your trip, which also testifies to the growing popularity of online resources such as AirBnB.com and Booking.com.

These areas of infrastructure development require the use of new approaches and a modern strategy for the formation and improvement

of infrastructure provision of the tourist services market, which will meet the current transformational trends and innovation processes. The development and enrichment of the tourist services industry is largely influenced by the systematic, rational and balanced infrastructure of such a market. The infrastructure should be aimed at ensuring a proper level of balance in the use of available resources, such as: natural-recreational, financial-investment, labor and others; as well as meeting the travel and travel needs of this market.

Conclusions. The infrastructure of the tourist services market, acting as one of its main components, simultaneously fulfills the function of a catalyst, thereby significantly increasing the tourist demand and also significantly determining the level of competitiveness of the tourism product. However, new trends in tourism research are increasingly focused on identifying innovative methods to combat over-tourism and offer a broader understanding of stakeholders in the sustainable tourism development. Drawing on qualitative empirical evidence, the authors' question how the negative effects of over-tourism can be mitigated by green tourism enterprises, which provide the commercial sector with good examples of preserving and adapting historic buildings to contemporary functions and encouraging environmentally sound consumer behavior. The development of infrastructure for domestic green tourism businesses affects to community cohesion, the quality of life of the locals, and encourages the practice of intangible heritage.

It remains urgent to work out further ways of investment attractiveness of the rural green tourism sector, which will aim to accelerate the qualitative socio-economic transformational changes of rural territories of Ukraine and the standard of living of its population.

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Яковенко А.О., Гакал Т.О. Інфраструктурне забезпечення розвитку вітчизняних підприємств зеленого туризму

Мета статті - обґрунтувати та узагальнити ефективну інфраструктурну підтримку розвитку ринку туристичних послуг та сільських підприємств зеленого туризму.

Методика дослідження. У процесі дослідження застосовано методи й підходи економічної, інституціональної та теорії стійкого розвитку. Зокрема, використано системні та цілісні підходи, методи аналізу і синтезу, структурного моделювання (формування ефективних областей розвитку інфраструктури); монографічний (опрацювання найновіших досліджень у напрямку правового забезпечення та статистики); абстрактно-логічний (теоретичне узагальнення та формулювання пропозицій щодо подальшого розвитку інфраструктури ринку туристичних послуг).

Результати дослідження. Розглянуто поняття туристичної інфраструктури сільськогосподарського сектору та визначено структурні складові. Розкрито особливості функціонування суб'єктів управління зеленим туризмом. Виділено економічні, соціальні й екологічні переваги розвитку сільського зеленого туризму. Досліджено фактори, що впливають на розвиток туристичної інфраструктури, серед яких виділено фактори негативної дії. Виявлено низку проблем розвитку інфраструктури зеленого туризму в Україні. На основі аналізу сучасного стану транспортної системи нашої держави та оцінки відповідності її європейським нормам визначено пріоритетні транспортні та внутрішні туристичні маршрути. Розкрито основні стимули щодо розвитку туристичних послуг для іноземних мандрівників. Наголошено на важливості державної підтримки у питаннях підвищення туристичної привабливості нашої країни, забезпеченні належної реалізації інвестиційних програм розвитку туристичної галузі.

Елементи наукової новизни. Обґрунтовано необхідність використання системного підходу в процесі розвитку інфраструктури ринку туристичних послуг. Виділено основні напрями розвитку інфраструктури туристичних послуг, а саме якісне та кількісне наповнення туристичних послуг відповідно до потреб і запитів споживачів; належний рівень зручності, безпеки й раціональної логістики туристичних перевезень; розробка та впровадження інформаційних та новітніх технологій туристичного ринку.

Практична значущість. Одержані результати можуть бути використані в процесі подальшого наукового опрацювання важливої проблеми - підвищення ефективності розвитку ринку туристичних послуг та підприємств сільського зеленого туризму. *Бібліогр.*: 10.

Ключові слова: інфраструктура; зелений туризм; економіка; сільські території; розвиток; туристичні послуги.

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Яковенко А.А., Гакал Т.А. *Инфраструктурное обеспечение развития отечественных предприятий зеленого туризма*

Цель статьи - обосновать и обобщить эффективную инфраструктурную поддержку развития рынка туристических услуг и сельских предприятий зеленого туризма.

Методика исследования. В процессе исследования использованы методы и подходы экономической, институциональной и теории устойчивого развития. В частности, использованы системные и целостные подходы, методы анализа и синтеза, структурного моделирования (формирование эффективных областей развития инфраструктуры); монографический (обработка новейших исследований в направлении правового обеспечения и статистики); абстрактно-логический (теоретическое обобщение и формулирование предложений по дальнейшему развитию инфраструктуры рынка туристических услуг).

Результаты исследования. Рассмотрено понятие туристической инфраструктуры сельскохозяйственного сектора и определены ее структурные составляющие. Раскрыты особенности функционирования субъектов управления зеленым туризмом. Выделены экономические, социальные и экологические преимущества развития сельского зеленого туризма. Исследованы факторы, влияющие на развитие туристической инфраструктуры, среди них выделены факторы негативного воздействия. Выявлен ряд проблем развития инфраструктуры зеленого туризма в Украине. На основе анализа современного состояния транспортной системы нашего государства и оценки соответствия ее европейским нормам определены приоритетные транспортные и внутренние туристические маршруты. Раскрыты основные стимулы относительно развития туристических услуг для иностранных путешественников. Подчеркнута важность государственной поддержки в вопросах повышения туристической привлекательности нашей страны, обеспечении надлежащей реализации инвестиционных программ развития туристической отрасли.

Элементы научной новизны. Обоснована необходимость использования системного подхода в процессе развития инфраструктуры рынка туристических услуг. Выделены основные направления развития инфраструктуры туристических услуг, а именно: качественное и количественное наполнение туристических услуг в соответствии с потребностями и запросами потребителей; надлежащий уровень удобства, безопасности и рациональной логистики туристических перевозок; разработка и внедрение информационных и новейших технологий туристического рынка.

Практическая значимость. Полученные результаты могут быть использованы в процессе дальнейшей научной проработки важной проблемы - повышение эффективности развития рынка туристических услуг и предприятий сельского зеленого туризма. Библиогр.: 10.

Ключевые слова: инфраструктура; зеленый туризм; экономика; сельские территории; развитие; туристические услуги.

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The article has been received 19.03.2020

Revision: 22.03.2020

Бібліографічний опис для цитування:

Yakovenko A. O., Gakal T. O. Infrastructural support for the development of domestic green tourism enterprises. *Економіка АПК*. 2020. № 3. С. 65 – 71. <https://doi.org/10.32317/2221-1055.202003065>

Yakovenko, A. O. & Gakal, T. O. (2020). Infrastructural support for the development of domestic green tourism enterprises. *Економіка АПК*, 3, pp. 65 – 71. [In English] <https://doi.org/10.32317/2221-1055.202003065>

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