



AGRITOURISM COMPONENT OF RURAL DEVELOPMENT

Oksana DUDZIAK¹, Sergii KOMARNITSKYI¹, Adrian KNAPCZYK²

¹STATE AGRARIAN AND ENGINEERING UNIVERSITY IN PODILYA

²UNIVERSITY OF AGRICULTURE IN KRAKOW

* Correspondent author: e-mail: ksenish05@gmail.com

KEYWORDS

*agritourism, rural
development, rural
tourism, rural
population,
diversification*

ABSTRACT

Nowadays the development of rural areas is one of the key socio-economic problems of Ukraine. the policy of rural development in Ukraine is quite cyclic and inconsistent. the problem of any Ukrainian village is that the village is often considered only as a raw material base of rural production, not taking into account the social infrastructure of the village, the culture, the welfare of the rural population, and the diversification of agriculture.

Rural tourism makes it possible to diversify into agriculture, with the help of which the rural inhabitant can replenish the family budget, sell the products grown in his household, arrange his and adjacent territory, and this is an important element of rural development and the peasantry.

1. INTRODUCTION

In the context of the intensification of negative processes in the Ukrainian village, namely: depopulation, unemployment, growing poverty, and reducing the real incomes of the peasants - rural tourism is the main promising and effective direction for the sustainable rural development. Without requiring significant investment, it promotes the revival and spread of Ukrainian folk traditions and culture, the socio-economic development of the village and its infrastructure. with the development of rural tourism, the ecological awareness and consciousness of the rural population is also developing, contributing to the improvement of the environmental situation in touristically attractive regions. at the same time, the resources that are the source of development not only of rural tourism but of the national economy as a whole (human, residential, cultural, natural) are not depleted, but, on the contrary, are restored, which is the main sign and condition for sustainable development [Hlovatska V. 2006].

Statement of the main material: Along with the terms "products" in industrial production and "goods" in trade, a new economic concept is emerging - a "tourist product". Marketing scientists in tourism call it a special commodity and define specific features. Current economists are debating about the production or non-productive nature of labor.

A significant impetus to the development of economic science was provided by A. Smith's doctrine of competition, and the common economic principles and regularities that he discovered entered organically the tourism sector of the economy. The appearance of the first research papers in the field of management and marketing in the first half of the XX century enriched significantly his fundamental foundations of the theory of competition, provided the economic science with a new impetus for its rapid development [Tkachenko T. 2009].

It is difficult to give an unambiguous definition of tourism. Multifunctionality, a diverse range of effects on public life have made it an object of study of many sciences. But the professional approach to the solution of the tourism problem requires the creation of a field of scientific knowledge, makes the development of branch science necessary [Smyrnov I. 1999].

The basic concepts used in the study of the tourism industry, reflect the essence of one or another component of the functioning of tourism in Ukraine. According to the Law of Ukraine "On Tourism" they are defined as follows:

- tourism – temporary departure of a person from a place of permanent residence with a recreational, cognitive or professional business purpose without engaging in paid activity.
- tourist – (traveller) a person, who travels around Ukraine or to another country with various, not prohibited by the host country laws, with the purpose for a period from 24 hours to 6 months without engaging in paid activity.
- tourist services – the services of the subjects of tourism activities for accommodation, catering, transportation, information and advertising services, as well as services of cultural institutions, sports, everyday life, entertainment etc., aimed at meeting the needs of tourists.
- tourist product – a set of tourist services, necessary to meet the needs of tourist while travelling [Fylipenko N. 1997].

Recently, we have heard more and more often such expressions as agritourism, rural tourism, green tourism, ecotourism, agroecotourism and others, and despite the fact that this kind of tourist activity has quite obvious socio-economic significance, it remains to be studied poorly both from the side of lawyers and economists. While we can not yet observe the unity of views on the essence of this category, the goals it fulfills precisely and how it is classified. In rare sources one can see attempts to classify and define the functions of this

types of management, but they are insufficiently complete and weighted, and require a number of additions [Dudziak O. 2010].

The new nature of the category of rural green tourism is indicated by the fact that it does not appear even in comparatively recent, including the newest, encyclopedias and dictionaries. For example, there is a large variety of tourism types, named in the famous Soviet encyclopedic dictionary, such as internal, international, amateur, organized, close, distant, cognitive, water, mountain, automobile, pedestrian and sports forms of tourism. However, none of the above-mentioned tourism names does not involve rural (agricultural-forestry) purpose.

If this aspect of consideration of the category of rural green tourism does not belong to the principle ones, then it is essential to consider the categories relating to its essence. This category is interpreted wider in the Large Dictionary of the Modern Ukrainian Language. Tourism is explained there as trips with certain itineraries, they combine recreation with a cognitive purpose, besides, in some cases they have sports elements and cognitive purposes. However, there are reasons to believe that this understanding limits and impoverishes this category [Hlovatska V. 2006].

The subjects of rural green tourism are:

- owners of rural housing funds, categorized, providing accommodation and related services to tourists, as well as posting information about their services in specialized publications and catalogs;
- a tourist who lives and receives tourist services on the territory of the village, satisfying his needs for recreation, improving his physical condition, impressions, etc., which has entered into economic relations with the farmer and other subjects of tourism;
- other physical and legal entities that provide owners of agrohouses or tourists with additional services (intermediary, transportation, advertising, information, etc.);
- unions of citizens whose activities are aimed at providing the necessary conditions for the activities of rural green tourism (figure 1).

Rural tourism can be treated in two ways:

- 1) as a type of activity of rural population for the provision of accommodation and catering services in their private estates;
- 2) as a type of recreation of the urban population with the use of tourist and recreational potential of rural terrains.

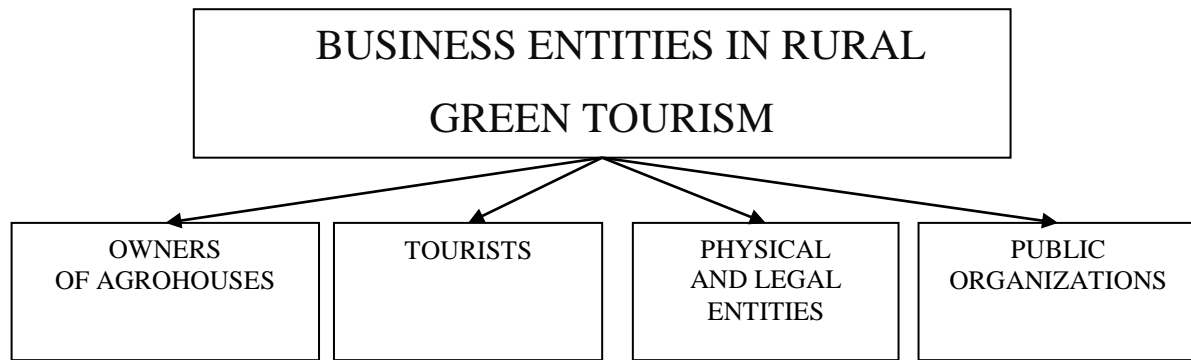


Fig.1. Business entities in rural green tourism

Source: developed by the author.

Nowadays there is still a debate about the content and direction of such concepts and phenomena as "rural tourism" and "agritourism" in the scientific and practical fields. Let us turn to the dictionary of travel, tourism and hospitality of the British author S. Medlik (1993). According to this dictionary, rural tourism is mainly holiday (vacation) tourism, with a focus on countryside destinations. It includes the development of tourist routes, picnic sites, agricultural and folk museums, as well as tourist service centers with guides [Rutynskyi M. Zinko K. 2006].

The concept of rural tourism is often identified with "agritourism," but "rural tourism" is a much broader concept. Agritourism (farm tourism) - recreational tourism, which involves the use of rural (farm) household. Farm tourism can be manifested in various forms, but always includes renting a dwelling. There are two basic forms of agritourism: renting a serviced apartment directly within the household or accommodation for self-catering lodging on the land, belonging to households, for example, in camps and tents. Agritourism thus acts as a form of rural tourism. In agritourism, the household (farm) is at the same time a lodging house and the main object of interest for a tourist.

According to the authors, the notion of "rural tourism" or "rural green tourism" is close to the meaning of leisure to the concept of "ecological tourism".

Ecotourism is a cognitive and recreational kind of tourism, focused on natural (relatively undisturbed) areas, which involves engagement in various forms of active recreation in natural landscapes without causing harm to the environment.

The US ecotourism society provides such a widespread definition in western science:

“Ecotourism is a form of tourism, which involves visiting places with relatively untouched nature that do not lead to a violation of the integrity of the ecosystem, in order

to get an idea of the natural and cultural and ethnographic features of the area, which creates economic conditions when nature protection becomes beneficial to the local population”.

The synonym of the concept of "ecotourism" is green tourism, nature tourism [Rutynskyi M. Zinko K. 2006].

The difference between ecotourism and traditional tourism is that in ecotourism preference is given to the ecological education of tourists, reasonable nature use, direct participation of tourists in the social and economic development of the territory, the reduction of resource and energy intensity. Also considerable attention is paid to natural, rather than cultural, objects of tourism.

Therefore, in our opinion, ecotourism includes the following areas:

- recreation on the nature sites, not changed by people (forest, river, uninhabited areas);
- recreation on the nature sites, changed by people (village, farm, separate premises far from settlements).

It can also be said that ecotourism includes rural green tourism, agritourism. Then the question is natural: what is the difference between these types of tourism.

So, rural green tourism is a kind of tourism, which is concentrated in rural areas, assumes the development of tourist service centers, provides tourists with all kinds of recreation in this area and introduces local folklore, traditions, cuisine, farming and other attractions while providing farmers with profit.

It should be mentioned that agritourism is a kind of rural tourism that provides tourists with recreation on the farm or on its premises, located in the countryside, in order to study the local economy and to its active involvement with mandatory housing rent.

The concept of "rural green tourism" has appeared in Ukraine in recent years, mainly due to the activities of the Union for Promoting the Development of Rural Green Tourism in Ukraine. This concept covers a wide range of recreation in the countryside (actually rural tourism), and is also focused on staying in agrohouses (agritourism). The word "green" emphasizes the ecological orientation of this type of tourism. Under green tourism is often also understood the recreation in the villages, in the "green area" [Rutynskyi M. Zinko K. 2006].

Also we must point out that the concept of rural green tourism, agritourism, ecotourism, green tourism can be generalized in the concept of agroecotourism or ecoagrotourism, which is also found in the literature and is close in its interpretation to the definition of rural green tourism.

Therefore, it can be claimed that ecotourism is a broader concept, which combines many types of ecological recreation not only within the village territories, but also behind their boundaries (forest, field, river, etc.). It is followed by agriecotourism, which in its turn is attached to a certain area, namely, in our case - to a rural one. Then - rural green tourism, emphasizing its connection with the village and its community. Next, we can observe the phenomenon of agritourism, based mainly on the basis of a certain agriculture.

As mentioned earlier, rural green tourism combines, seemingly, completely different branches of the national economy: tourism and agriculture. These industries are significantly different from each other, even in that they are in different spheres of public production.

Agriculture refers to industries that are engaged in material production and is considered to be one of the most important branches of Ukraine, is the oldest, whereas the state is agrarian. The tourism industry is one of the branches of non-material production and is quite new and little-studied in Ukraine, although it has been developing quite rapidly. Tourism in our country began its intensive development after the collapse of the USSR. Ukraine has become open to foreigners, a new and interesting state.

If we represent the associations of these branches in the figure, we will see that rural green tourism is a component of one and the other branch of management, and unites them inextricably.

Consequently, a number of questions arise naturally: what kind of production does rural green tourism belong to and which commodity does the manufactured product in rural green tourism belong to - to a commodity or a commodity service?

There are two spheres of social production: material and non-material (intangible). Material production is a set of industries and spheres that produce material goods and provide material services. Intangible production is a set of industries and spheres that produce intangible goods and non-material services that satisfy the spiritual and social needs of people [Bazylevych V. 2010].

The specificity of tourist services lies in the fact that they do not exist until they are provided, that is, in tourism, the production and consumption of services is an inseparable process. This circumstance makes it possible to assert that tourism should be viewed as a single dynamically functioning service system that is represented by economic entities of different types of activities. The intersectoral nature of the tourist system and active participation in the reproductive social process characterize it as a macroeconomic system. However, as is known, each element of the system, that forms a certain subsystem, can be considered as a separate system. In this context, enterprises and organizations of the tourist

sphere have the attributes of the system and therefore the study of tourism business focuses on its basis at the micro levels [Tkachenko T. 2009].

From the point of view of economic theory, the product is defined as the result of human labor, economic activity, represented in a material form (material product), in a spiritual, informational forms (intellectual product) or in the form of performed works and services, and from a marketing standpoint where the term "product" combines the concepts of "goods" and "services."

The economic system of society is grounded on the basis of social production, aimed at its development and improvement, which is the basis for the realization of various interests and needs of the subjects of production and economic activities of all members of society.

Public production can be viewed by its sectoral structure, and has two main directions - material and non-material production.

Consequently, a special place belongs to both tourism and agriculture in social production, although they exist in various branches of social production and, when combined, the goods, they produce mutually, acquire a somewhat different format rather than they produce separately. Product, produced in the field of rural green tourism, takes the format of "commodity service", which has certain characteristics that distinguish it from goods and services.

I.Y. Smyrnov points out the other possible way to classify a service by a general definition, suggested by a scientist K. Lavlok. The main task is to find out - to whom (what) the service is directed and its tangibility. Therefore, the author suggests using the general definitions of K. Lavlok for the classification of tourist services.

This is the main classification of services used by western companies, the activities of which are particularly related to international business and marketing [Smyrnov I. 2009].

Tab.1. Classification of tourism services by common value

Basic classes of services	Spheres of services
1. Tangible actions of physical impact on a person	Health care, passenger transport, beauty salons, hairdressers, sports institutions, hotels, restaurants, cafes, recreation and tourism
2. Tangible actions aimed at goods	Freight transport, repair of equipment, protection, maintenance of cleanliness, laundry, dry cleaning, veterinary services
3. Intangible actions aimed at human consciousness	Education, radio, broadcasting, information, cultural services
4. Intangible actions with intangible assets	Banking and financial, legal, consulting services.

Source: developed by the author.

V.D. Bazylevych indicates the following features of the commodity service in his research:

- the essence of the service, as a rule, lays not in material form, but in the beneficial effect of a certain labor activity;
- the process of service production coincides with its consumption in time and space;
- a service, as a rule, cannot be transported and accumulated [Bazylevych V. 2010].

In papers, special attention is paid to the fact, that unites various types of labor activity in the provision of services, namely, the production of such consumer values, which do not predominantly acquire a material form. Therefore, for services as a commodity, in spite of their diversity, there are common features such as intangibility, inability to store, variability in quality, the indissolubility of production and consumption. on this basis, the correct conclusion is drawn: the service markets are completely different from other markets (they mean, first of all, commodity markets). the differentiation of services is deepening now. For example, the WTO viocrables 12 sectors of services, in particular business services with the inclusion of professional ones; communication services; construction and engineering; distributional; educational; ecological; financial, including banking; insurance; medical; services in the field of tourism and travel; recreational, cultural and sport; transport services and others, which, in their turn, are often divided into 155 sub-sectors [Smyrnov I. 2009].

Due to the methodological point of view, rural tourism covers all types of tourism and recreation activities, which are carried out by using human, natural and material resources of rural areas. in these initial conditions, it differs from other types of tourism activities by the place of implementation, and it is difficult to draw a clear line of delineation between these types of tourism. Simultaneously, agritourism is a specific kind of rural tourism. it involves the use of resources of rural households for providing accommodation and catering for tourists and holidaymakers. it is important to have a connection not only with the countryside, but also with agriculture in agritourism, since the providers of its services are engaged in agricultural production to a certain extent (more or less) [Dudziak O. 2016].

Therefore, we can conclude that there is a very tight connection between the spheres of material and non-material production. as we can see in the development of rural green tourism, they are inherent in their mutual existence in this area. Consequently, judging by the descriptions of the commodity service provided by agritourism enterprises, it can be claimed that rural green tourism refers to material production, since the consumer

(tourist)of this particular product is interested in the life and production of the countryside, namely, agriculture and household, and yet wishes to actively participate in the production of agricultural products.

Carried out the research using the methods of sociological survey and primary statistics, the influence of rural green tourism on such factors of rural areas development was revealed: the number of able-bodied population is larger in those areas where there is the largest number of agrohouses and rural tourism is more developed; also the total population is larger, as the migration of people is decreasing from the areas where the amount of jobs is enhancing; earnings also are increasing in those areas where rural green tourism is developing.

2. CONCLUSIONS

Therefore, it should be noted that much attention is paid to the development of rural areas in the world economic practice. the policy of foreign countries is aimed at the development of agriculture and its diversification, creating new sources for the development of agriculture and its investment.

Consequently, it is always necessary to remember the national base, the traditions of the development of Ukrainian agriculture, its features for the successful implementation of foreign experience in the development of both agriculture and rural areas in general. Only after a detailed study of the correlation and similarity in the spheres of contact between our branches of agriculture we can successfully implement the foreign experience of developing rural territories on the territory of Ukraine.

It can be confidently asserted, after the results obtained in the research, that rural tourism influences positively the development of rural areas of Ukraine. Tourism in the country diversifies agriculture and assists in the cultural development of the rural population, replenishment of family budgets, the return of youth to the village. All these will contribute to the revival of the Ukrainian village.

REFERENCES

1. Bazylevych V.D. Economic theory. 2008. Kyiv. pp.47-59. 719.
2. Dudziak O.A. 2010. Main principles of classification in rural green tourism. Economic sciences. Issue.98. – Kharkiv: pp.47-52. 371.
3. Dudziak O.A. 2016. The influence of rural tourism on the development of rural areas. Scientific bulletin of Uzhgorod University. Uzhgorod. 133. 319.

4. Fylypenko N. A. and others. 1997. the influence of politics on the tourism in Ukraine. pp.6-9. 321
5. Hlovatska V.V. 2006. Rural green tourism: essence, functions, basis of organization. Economics AIC. -- №10. pp.148-155.
6. Hlovatska V.V. 2006. Rural green tourism: essence, functions, basis. Economics AIC. №10 pp.72-76.148.
7. Ivanyshyn, V., Hutsol, T.: The Ukrainian agricultural groups state and agromachinery rovision. Scientific achievements in agricultural engineering agronomy and veterinary medicine: Polish-Ukrainian cooperation : monograph. State Agrarian and Engineering University in Podilya, Agriculture University in Krakyw. Vol. I. Krakyw: Traicon 1 (1), 5-18 (2017).
8. Rutynskyi M.Y., Zinko Y.V. 2006. Rural tourism. Kyiv 292.
9. Smyrnov I.H. 1999. Logistic support of tourism business. Kyiv – pp.97-98. 214
10. Smyrnov I.H. Tourism logistics. 2009. Kyiv. pp.56–67. 444 p.
11. Kobernichenko T.O. Vasiliev V.P. 2005. Rural green tourism. Kyiv Agrarian education pp.34-45. 75.
12. Tkachenko T.I. 2009. Sustainable tourism development: theory, methodology, business realities: monograph Kyiv.pp. 66-74. 463 .
13. Tkachenko T.I. Sustainable tourism development: theory, methodology, business realities. 2009 Kyiv. 79-87. 463.