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“GREEN” TOURISM DEVELOPMENT PROSPECTS

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International and domestic experience shows that an effective way of territorial development is tourism market formation and development. In recent years low-cost forms of tourism, such as environmental tourism, cognitive tourism, ethnographic tourism, sport and recreational tourism, etc., are spreading all over the world. They do not require significant investment for their development. These types of activities can become profitable fast enough.

Moreover, these types of tourism are environmentally oriented ("green") which makes them very attractive for a lot of people. The above mentioned types of tourism are classified as "green" because they involve recreation in ecologically clean areas or regions, visiting places of cultural and cognitive interest. The means obtain by local communities from this activity give them an opportunity to preserve or even improve the environment and the welfare of local people.

35% of the urban population of Europe prefer to spend time outdoors, especially in the rural areas. "Green" tourism development not only contributes to preserving nature and provides for employment, but also helps to fill the budgets of the countries.

For example, in France it provides revenue of more than € 1 billion to the state budget and € 2 billion to the regional budgets. In Serbia the "green" tourism is responsible for the revenues to the state budget amounting to more the than € 100 million, which is 15% of the revenues from all types of tourism in this country. The mentioned data concerning tourism development demonstrate a great potential in attracting significant consumer target groups, under the condition of proper tourism business organization, this being a precondition for sustainable economic development in Ukraine.