

“GRENN” TOURISM IN TRANSCARPATHIA - PRIORITY DIRECTION OF ECONOMIC DEVELOPMENT OF THE REGION

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Transcarpathian region has exclusively favourable conditions for development of practically all branches of tourism and improvement of people's health. They come to the surface due to geopolitical situation and climatic natural peculiarities of the region. It's the only region of Ukraine which borders on four countries of Eurocarpathian region, that is Hungary, Poland, Romania and Slovakia. 70 per cent of its territory, is presented by mountainous and premountainous types of relief which cause its unique landscape richness and variety of plant and animal world of the tourism recreational potential of the region.

Transcarpathia retains one of the richest zones of balneologic treatment not only in Ukraine but in East Europe too. There are 620 mineral sources there 360 of which are mastered and most of them are world widely recognized for their unique peculiarities. There are 465 objects of nature reserve fund there, 494 reserves of alive and not alive nature and it is the most saturated memorial of history and culture of Ukraine.

The potential of tourism resources of Transcarpathia is extremely big. There are 415 objects of nature reserve fund in the region, 9429 rivers and streams flow along it, there are 137 lakes among them 32 are mountainous. The most of populated area is in villages where people have their own farmsteads where they can accept guest.

The development of village tourism is exceptionally important for Transcarpathia. It has great popularity in the countries of Central Europe. The experts even assert that the XXI century is going to be the century of village tourism. For our neighbours today it is a highly profitable branch of economy and hundreds thousands of people are involved in it.

Why is kind of tourism so fascinating and what is it so specific?

Is in brief it's in following things. Under the conditions of urbanization the desire of the town inhabitants to escape from stone jungles into nature, is growing, they'd like to live the measured village life, to get acquainted with the mode of life, to visit the architectural, cultural spiritual memorials of this or that region.

Such kind of rest attracts almost 30% of tourists in European countries, because it is the most accessible concerning the waste of money. It is advantageous for the villages too and for those who can take the tourists for special pay to accommodate them comfortably, to give different conditions of life. It means village tourism, special investing into the village economy, catalising factor of its social development.

There is a possibility to be engaged in village tourism in our region the whole year round. Today 95% of the territory of the region are villages, where 70% of the regional population life (32% in Ukraine). The development of village tourism will help us (and is helping today) to solve the problem of population's engagement, especially in mountainous regions and to solve some social economic problems of developing of villages without what the transformation of the region to nature market conditions is impossible. For the last years the Ukrainian tourism business is more oriented on the development of our tourist industry. It is connected with the fact that Ukraine has rich potential for developing tourism including "green" or village tourism as the most popular and perspective today. In specialists estimation about 1 mln houses in villages may be potentially used on demands of "green" tourism - according to the year of their building their interior architecture and area they are suitable for accepting quests.

The necessity of developing of just this kinds of tourism is caused by the realities of nowadays because it is accessible to the majority. Village tourism as the specific kind of international tourism which influences directly the social, cultural, ecologic and economic spheres of the country becomes an integral part of the life of many people.

"Green" tourism is effective and profitable and the index of profit does not depend on the economic development of the country.

Everyone can organize such kind of business who has a comfortable house near the river, lake wood or at historical places or architectural monuments, who can accept guests and give them the necessary complex of services. Practicians say that it's necessary to have only 1 thousand dollars for the beginning which will be returned in 2-3 seasons.

Not only foreigners who want exotic impressions and are interested in Ukrainian traditions, folk trades may be consumers of the village tourism services but our compatriots as well who live in big cities and want silence, fresh air, natural food products, unity of rest, treatment and sport. A farmstead may be become the home of fans of mountain skiing, alpinists, those who wishes to be treated at salt lakes and to canoe along mountainous rivers. Village tourism is one of the serious forms of supporting small business, developing and stimulates investments. Successful functioning of their specific kind of undertaking will help to solve many problems such as:

1. the problem of people's engagement in villages
2. filling up the village families' budget
3. realization of the farmstead products
4. development of village infrastructure
5. village planning and organization of public services
6. revisal of folk trades
7. restoration of local architectural monuments.

Much attention paid to environmental protection because green tourism is very "soft" tourism, it is considered to be ecologically cleaner than other kinds of tourism.

Among the main conditions of arising of ecotourism the leading role belongs to the growth of contradictions between the enjoying of tourists' demands and rational use of touring resources. Anthropogenic loading is in the base of these contradictions what the tourism accomplish on natural and culturally historical touring resources. This loading rises proportionally to the rates of developing touring industry, thanks to its massness.

Ecological tourism in the context of stable development foresees preserving of ethnocultural surrounding too.