

# **PRESSURE OF TOURISM ON ENVIRONMENT**

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The Original fashion is on rest in rural locality which acquires force in Europe the last years, reached to Ukraine. Under rural tourism mean and «green» (rest to 1-2 days, gathering berries, mushrooms, relaxing on the beach and others like that), and environmental (when tourists simply look after by nature), and agrotourism (during the rest can take part in collection of fruit, vegetables, supervision of animals).

There are about 6.5 million private houses in ukrainian villages. The sixth part of these estates are locate in the scenic, historic, clean places where townspeople prefer to escape from the city bustle and caring. But while this niche of tourism business is not too demand in our country. Today, development of rural tourism has spread to 14 regions of Ukraine, particularly in the Carpathian Mountains, the western areas, Crimea, Polessya and Tail. According to the Association to promote the development of rural tourism in the Carpathians are more than 60% of farmers who adopt «green» tourists [1].

Having the settled house, farmers may fully or partially donate its townspeople during their holidays or vacations. Tourists are also provide food and acquaint with local sights. Such rest treats are considerable cheaper than journeys at a sea or abroad. Therefore, rural tourism is designed on home city-dwellers that do not have finances for more expensive rest, and also for foreigners who want to experience of the Ukrainian rural exotic things. Profitable it and to the peasants, because it gives them the opportunity to earn.

Researchers believe that the successful development of rural tourism area should have the following features [2]:

- ✓ clean environment;
- ✓ low level of urbanization and industrialization;
- ✓ limited intensity of agricultural and forest products;
- ✓ favorable agricultural structure (average farm size);
- ✓ a harmonious agricultural landscape;
- ✓ low-income of people (that would encourage their employment in this field);
- ✓ the free resources of apartments.

We should not forget that tourism, including «green» and ecological, and an agrotourism is a not zero-emission production. It can cause contamination areas, overpopulation, depletion of natural and cultural resources, pollution of water, degradation of land and other negative consequences.

In the project of Law of Ukraine «About rural and rural green tourism» (article 15) [3] specified on the duties of rural owners in relation to the acceptance of measures from a guard and environmental preservation, namely:

- ✓ SPREAD AMONG TOURISTS OF INFORMATION ABOUT RULES ECOLOGICALLY SAFE BEHAVIOR;

- ✓ PREVENTION OF APPEARANCE OF TRASHES BY ESTABLISHMENT OF THE SPECIAL CONTAINERS FOR GARBAGE ALONG TOURIST ROUTES;

- ✓ SPECIAL SIGNS MARKING PLACES FOR COLLECTING HOUSEHOLD WASTE;

- ✓ REALIZATION OF OTHER EVENTS IS ENVIRONMENTAL PRESERVATION.

Therefore, based on the development of rural green tourism should be implemented in following environmental principles aimed at protecting the environment and preserving the environment:

- ✓ minimization of influence is in the process of tourist activity on the state of the landed and water resources, atmospheric air;

- ✓ responsibility of owners of «green farmsteads» is for the state of territories before local communities;

- ✓ an ecological supervision is on the state of the tourist mastering of territory from the side of municipal communities, proprietors of farmsteads and by administration of settlements;

- ✓ tourist infrastructure must not violate historically formed environment and the uniqueness of each area;

- ✓ a social justice is in relation to local communities (a profit and other blessing from this type of activity must be distributed on parity principles, taking into account interests of local population; because Constitution of Ukraine provides fundamental bases of right of ownership on natural resources (and recreational including): people of Ukraine are a proprietor, however on behalf of people public and local self-government authorities are carried out a competence).

### ***References:***

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