

ANALYSIS OF THE SOCIO-ECONOMIC CONDITIONS OF RURAL GREEN TOURISM IN SUMY REGION

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Today ecotourism industry - one of the fastest growing and profitable sectors of the world economy. This is due to the continuing increase in demand for travel and the relatively high level of profitability. In most countries, ecotourism plays an important role in the economy.

In developed countries, tourists every year more and more eager for this form of travel that would allow them to be alone with nature, breathe fresh air, change (at least temporarily) the stereotypes of urban life.

Purpose of research - analyze the socio-economic conditions of rural green tourism in Sumy region.

Viewing research [1,2,3] showed that in the scientific literature has not formed a unified approach to the definition of "green (eco) tourism." Arguably, main purpose of ecotourism is to prevent negative impacts on nature, increasing the motivation for tourists to participate in social and cultural development of the region, environmental protection and economic enrichment of the local population.

The global deterioration of the environment leads to an increase in the importance of green (environmental) tourism among other services, the field of recreation and entertainment.

Our region has great potential for tourism development in the Sumy area, but it lacks the infrastructure, advertising and promotion of this type of holiday. Since the amount of annual funding, which are incorporated in the Programme of Tourism Development in the Sumy region in 2011-2015 amount to 10 thousand UAH that is obviously not enough for the rapid development of green infrastructure (environmental) of tourism in the region [4].

In order to identify strengths, weaknesses, opportunities and threats of green (environmental) tourism in the Sumy region conducted SWOT analysis, Table 1.

The main catalyst for the provision of rural green tourism is agricultural homestead. The first homestead under the Green Tourism Development in Sumy appeared in Lebedyn district. To date, the program Sumy green tourism development in rural areas is already functioning for more than 10 estates (although the official website of the Union for Promotion of Rural Green Tourism in Ukraine in directory estates available only one guesthouse in the village of the second category Bezdryk.

Table 1 - SWOT analysis of green (environmental) Tourism in Sumy region

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| <p><i>Benefits (strengths) of the region:</i></p> <ul style="list-style-type: none"> - Good geographical location; <ul style="list-style-type: none"> - Availability of recreational resources; - A rich historical heritage and cultural development of high level; - Favorable ecological situation in comparison with other regions; - availability features of ethnographic region. | <p><i>Problems (weaknesses):</i></p> <ul style="list-style-type: none"> - Lack of demand for green tourism ; - Underdeveloped tourism infrastructure; - Low quality of services, disparity of quality characteristics; - Inadequate funding of green tourism; - Lack of effective methods; - Regulation of prices of tourism products |
| <p><i>Opportunities in the region:</i></p> <ul style="list-style-type: none"> - Creating favorable conditions for the development of eco-tourism; - Development of new ecotourism routes; - Reconstruction of tourist facilities, car roads; - Organization of cultural and leisure tours for foreigners; - The development of youth tourism. | <p><i>Threats:</i></p> <ul style="list-style-type: none"> - Unstable political and economic situation in the country; - Discrepancy in prices, targets; - The level of demand for services may be insufficient; - Competition from neighboring areas; - Lack of information about recreational area. |

So green tourism in Ukraine has great potential. To date, its development is appropriate natural reserve fund, but need investment and organizational support. Especially effective is international cooperation. It is necessary to develop appropriate programs and submit them to international competitions. The unique natural and cultural potential of Ukraine is already interested in the United Nations, the World Bank and other international organizations. Such stakeholders will become more and more.

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