

Rozmetova A.G.

Candidate of Public Administration,
Senior Lecturer at Department of Tourism and Hotel Business
Kyiv National University of Food Technologies

Sidoruk N.Y.

M.A. of Department of Tourism and Hotel Business,
Kyiv National University of Food Technologies

MEANING OF RURAL TOURISM IN THE SOCIO-ECONOMIC DEVELOPMENT

“Rural green” tourism is a resting type of tourism, what expects a temporary staying of visitors in the rural areas and with getting the required service of rural tourism.

The rural tourism doesn't require a capital investment, but instead of that, it appropriately uses the available materials and human resources of the village.

The rural tourism is a main subject for the researches of a lot of scientists economists and environmentalists who examining it in all its aspects.

Our and foreign scientists consider the rural tourism as a specific form of recreation in a private sector of the rural property with using the human personal peasant or farm resources, natural and recreational particular areas, and cultural, historical, and ethnographic heritage of the region, and also, as a tourism, which takes place in an agriculture settlement.

In the modern conditions, the rural tourism is one of the most attractive and effective ways for a sustainable development of all Ukrainian regions.

A high quality rest in the rural tourism depends on the choice of trips' way, holiday destinations, farm and folk museum, and also, the centers for tourists with guides.

A special and big advantage of the rural green tourism resides in the fact that it doesn't need big investments as it foresees the using of an existing infrastructure of the rural areas, accommodation farmers, something what promotes socio-economic development of rural areas, revival and spread of Ukrainian folk culture and traditions.

As a conclusion, the rural green tourism effects positively on solving social and economic problems of the village. First and foremost is: expanding the employment of the rural population, especially women; an opportunity for the farmers to receive an additional income; large employment opportunities for the farmer not only in industrial and production sphere, but also, in the service sector.

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