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WARUNKACH TRANSFORMACJI***

***SOCIO-ECONOMIC DEVELOPMENT OF THE REGIONS IN
CONDITIONS OF TRANSFORMATION***

***СОЦІАЛЬНО-ЕКОНОМІЧНИЙ РОЗВИТОК РЕГІОНІВ
В УМОВАХ ТРАНСФОРМАЦІЇ***

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упровадження державної політики, що спрямована на перехід до інноваційного шляху розвитку країни, зокрема у галузі туризму.

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2.2. Agrohotel as a promising direction for the development of hotel business in the field of rural tourism

The authors investigate the current state of the hotel industry and determine its future forecasts for market development.

The results of estimation of exogenous and endogenous factors that determine consumer behavior in the hotel services market are presented. The potential dynamism of the development of Ukrainian tourism is objectively conditioned by the expansion of the types of accommodation facilities of the hotel sector of the services market. Accommodation services are a system-forming element of the tourism

industry. Approaches to forming a complex of marketing of innovative hotel service and its promotion to the consumer at the regional level are considered.

The relevance of the research topic is that, although Ukraine has a general tendency to take into account the experience of its European neighbors, a similar niche in the hotel industry is only beginning to develop with the long-standing demand for such services.

Today, the problem of rural tourism is attracting increasing attention from Ukrainian and international scholars, who, analyzing international experience, form the theoretical basis for this type of business activity (see, for example, Strielkowski, 2012; or Chiabai et al., 2014).

The problems of agritourism, recreational and hotel management were addressed by domestic and foreign researchers, in particular Poltavets AM, Gorina GO, Davydova O.Yu., Pisarevsky IM, Levkovich UR, Yaremko LA, Tranchenko LV, Lipchuk NV, Tupkalo, VM, Vitavska GP, Bernard Lane, Elizabeth Kastengoltz, Janusz Maevziki, Yoana Lima, Ana Maria-Irina.

Features of the organization of the hotel industry in the world market. The European region, the current situation and further forecasts of the prospects for the development of hotel services were handled by such scholars as GB Munin, PR Puntenteilo, IG Pandyak, OM Golovko, MP PD Elkanova and others. But the development of the hotel industry is very dynamic. Therefore, the coverage of the features of its development at the present stage is relevant.

Citing the reasons for the popularity of rural tourism, Kolodiychuk (2016) argues that the "Concept of Three" S: sea - sun - sand has changed to the concept of cognitive travel to the countryside to learn about local, national traditions and use of organic components known as the three "L": traditions - landscapes - leisure. In our opinion, the dynamic development of the latter, caused by the intensification of the ecosystem imbalance in industrial centers, the intensification of working conditions.

This situation has happened in Ukraine, and in the western regions of Ukraine, in particular. In recent years, the socio-economic basis for outdoor recreation has been formed systematically. This has led to the development of rural entertainment and the spread of non-traditional agricultural activities.

In Ukraine, a very small range of agritourism products and services is still offered. It is necessary to expand them and introduce such new types for us as agro-hotels, agro-gastronomy, agro-reasoning, agrotherapy and others.

The hotel business in the world and in Ukraine in particular is undergoing a time of change. Service innovations ensure the competitiveness of the economy and, as a consequence, its success.

Therefore, at the present stage, in the world is gaining popularity absolutely revolutionary type of hotel industry - agrohotel. This type of hotel is a hotel complex

that provides recreational services in the countryside. It combines hotel-type residential buildings, related services provided in these recreational establishments, with a parcel of land on which certain crops are grown. Depending on the concept of a particular farm, visitors have the opportunity to participate directly in agricultural production. This destination is called "green tourism" or "agritourism".

1. The essence of agro-hotel - to give people the opportunity to satisfy the natural thirst for rest in nature, to try yourself as the owner of the site and to plunge into the process of growing crops. In European practice, such farms allow tourists at their own discretion: To harvest.

2. Assist with the cultivation of crops.

3. Depending on the specialization of the farm, help workers to deal with animals, including livestock.

4. For whom will it be relevant? First of all, for people who are tired of the so-called "rock jungle". Agrohôtel, as a separate type of hotel industry, provides tourists with this opportunity. In the twenty-first century, people are increasingly wondering about the origin of food and wanting to eat wholesome food grown in natural fertilizers and in the fresh air.

5. This type of hotel business first originated in the urbanized countries of Europe and later in the United States.

6. Village development is an expedient and effective use of Ukraine's natural resources. "That is why the mission of the agro-hotel is to attract the attention of the village. It is planned to use the hotel as an advertising platform to showcase new technologies in agriculture. These may be the latest devices that scan the soil and display yoga indices on electronic devices in real time, such as radio frequency recognition technologies used by agronomists in foreign countries" [8].

This was discussed at a seminar entitled "Fundamentals of Knowledge on Hospitality and Private Farming" hosted by the Union for the Promotion of Rural Green Tourism (Union of RGT of Ukraine), said [9]: "To enable farmers to diversify their risks and to receive tourists in Ukraine legislative support for rural tourism needs to be implemented as soon as possible. Victor Sheremeta, Deputy Minister of Agrarian Policy and Food of Ukraine, agreed with this opinion. "In Poland, for example, it is allowed to have up to 5 rooms for guests to rent on their own farm, without tax. At the moment, the Union of RGT of Ukraine proposes to limit this number to 10 seats in its economy - such bill # 2232a passed the first reading and is in the Verkhovna Rada of Ukraine. "

The task of the Union of NWT of Ukraine in the short term is to formulate the main principles of rural tourism policy and, together with its institutional partners, to submit proposals to authorities at all levels to review state policy in this field, in

particular, to create favorable regulatory support for the development of this areas that can help the farmer improve his business or take the first steps in the field.

Specialists gave useful tips for beginners in the field of rural green tourism services: "You should not expect high profits in the first year of your activity. It takes at least 2-3 years of work and good feedback from the guests to achieve the desired result. Starting conditions are of some importance in rural tourism because, with free furniture, it is possible to receive guests immediately, and in another situation it will be necessary to create these premises. It is worth drawing up a business plan. Do not offer everything together, but highlight one or more specific services, and each must be properly presented. Find the highlight of your hotel service. Work as a team. Combine into rural tourism centers or clusters. Listen to the reviews and comments of your guests, take their criticism as a useful tip »[9].

Increasing interest in unusual accommodation options will also guarantee the satisfaction of even the shortest of vacations.

Impressions are one of the main trends of 2020, and will become even more relevant next year. The question of what to do will become as important as where to go. Almost 60% of those surveyed were more important in material goods. Thus, in 2019 travelers were interested in new sensations, starting with the choice of housing and food and ending with shopping. The main purpose of the trip was to create as many happy and pleasant memories as possible.

In 2019, travelers' self-realization has taken the lead in choosing a vacation destination. More than half (56%) of those surveyed around the world said they had acquired invaluable skills when traveling. The desire to learn something new during the trip will become even more common, as will the interest in volunteering and recreation combined with learning. This is typical for travelers of all ages [7].

1.5 billion international tourist arrivals were registered in 2019 worldwide. A 4% increase over the previous year, which is also forecast for 2020, confirms that tourism is a leading and sustainable sector of the economy, especially given the current uncertainty. At the same time, it requires that such growth be managed responsibly to best exploit the opportunities that tourism can create for communities around the world [7]. The Middle East has become a fast growing region for international tourism arrivals in 2019, growing at almost twice the world average (+8%). Growth in the Asia-Pacific region amedlilsya, but still showed above average growth, with the number of international arrivals increasing by 5% [7] (Fig. 1).

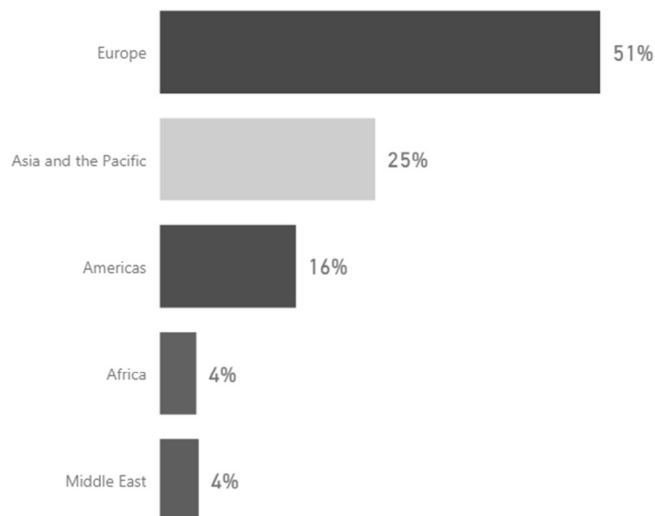


Fig.1. Global and regional tourism indicators

Europe, where growth has also been slower than in previous years (+4%), continues to lead the number of international tourist arrivals, receiving 743 million international tourists last year (51% of the world market). In North and South America (+2%) showed a mixed picture of how many island destinations in the Caribbean have seen post-2017 hurricanes recover, and arrivals have fallen in South America due to partly ongoing social and political instability.

Limited data available for Africa (+4%) indicates continued strong performance in North Africa (+9%), while arrivals to sub-Saharan Africa increased more slowly in 2019 (+1.5%) [7].

China, the world's primary source market, increased travel abroad by 14% in the first half of 2019, although costs were down 4% [7]. Looking ahead, it is projected to grow from 3% to 4% by 2020, as reflected in the latest UNWTO confidence index, which shows cautious optimism: 47% of participants believe tourism will perform better and 43% at the same level in 2019.

“2020 should be a turning point in the field of travel. Technological innovations, active communication between people around the world and the growing demand for new experiences all give impetus to the development of the hotel business, especially as an agro-hotel [7].

UNWTO noted “2020 is the Year of Tourism and Rural Development. This will bring about positive changes in rural communities, create jobs and opportunities, stimulate economic growth and preserve culture” [7].

At the present stage, all national rural tourism organizations in Europe have joined the European Federation for Farm and Village Tourism or abbreviated as EuroGites. The main goals of this organization are to promote the development of rural green tourism and the targeted investment of rural tourism development projects. Features of the organization of rural green tourism of different countries are presented in tabl. 1. [3].

Table 1.

Features of the organization of rural green tourism in different countries

<i>Country</i>	<i>The peculiarity of the organization of rural green tourism</i>
Italy	agrotourism business closely linked to resort, international specialization astronomical and tasting tourism
Austria	guest occupation in gathering herbs, cooking dairy products, pasturing livestock, active mountain and eco tourism
Finland	Hostless houses located on the banks of protected lakes and rivers
Romania	operates the National Association of Rural and Cultural Tourism, specializing in ethnographic and gastronomic tourism
Hungary	tax breaks, international specialization equestrian tourism
Poland	lacks a close connection with the country's traditions - only accommodation and food
France	seaside farms, horse farms, wine farms, ski chalets, agro-cottages, castles
Spain	rural hotels open in the Canary and Balearic Islands, as well as in converted monasteries and historic castles
Denmark	operates the National Association of Agrotourism, a specialization in cycling tourism
Ісландія	categorization of rooms into three categories, categorization of guest houses (A, B, C, D, T, F, G)
Germany	Most tourists come to participate in international fairs and trade shows
Great Britain	reasonable prices, special discounts for children

It is worth noting the strong state support for rural and agri-tourism programs in European countries. The European Union sees rural tourism as the main lever for the economic recovery of its rural territories.

In Europe, the leaders in terms of development of the rural tourism industry are France and Spain. In these countries, rural tourism has long grown into a highly profitable sector of their international economic specialization. Rural tourism in this country is represented by the National Organization of Holiday Homes and Green Tourism. This organization offers agro-settlements for every taste and type of recreation, which is certified to high national standards of service.

According to WTO experts, rural green tourism is the most dynamic sector in the world tourism industry. The volume of agritourism services in post-industrial countries is 2-4 times higher than the growth of the hotel base and resort service in these countries [7].

According to the European Federation of Farm and Rural Tourism (Euro Gites), the European market has about 2 million beds. In Ukraine, it is 150 thousand potential participants in green tourism. Officially, 37 country estates in seven regions of the country are invited to vacation in the countryside. The Rural Tourism Union believes that this indicator is quite successful for Ukraine.

For example, in Switzerland (a developed tourist country) there are about 80 green estates. Experts consider the categorization of green estates a significant issue for the further development of rural green tourism. The client should be clear about what services they will offer in one or another estate. So far, rural estates belong to the first category, that is, the lowest level of categorization. In Poland, the authorities have set standards for rural tourism and the owners have voluntarily categorized estates. All this makes it possible to evaluate the quality of green estate services.

Methods for assessing its competitiveness are made through the use of two indicators: the efficiency of use of the indoor and outdoor environment.

To the indicator of the internal environment of the agro-hotel we use the efficiency of managing the quality of service rendering and the efficiency of using the internal potential of the manager and service personnel.

It should be emphasized that increasing the arrival of the general population stimulates the development of hotel infrastructure.

Conclusions: This study analyzes and proposes the use of a new type of hospitality facility, namely, an agro-hotel, which will enable the development of the infrastructure of the Ukrainian village, promote the expansion of hotel industry services and increase the demand for rural tourism services. This type of business is different from other applications of specific components, which is competitive among traditional hotel establishments and influences the hotel market.

Agrohotel presents the Ukrainian village and its regional features. He will demonstrate that the village is not only a promising business, but also a pledge of a prosperous Ukraine.

Village development is an expedient and effective use of Ukraine's natural resources. That is why the mission of the agro-hotel is to attract attention to the village. It is planned to use the hotel as an advertising platform to showcase new technologies in agriculture. This is the creation of new farms and jobs. This is the popularization of the village and the restoration of its status in society. This is a popularization of the concept of agro-hotels and its distribution in all regions of Ukraine.

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