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## The Creative Development of Green Ecotourism Concept as a Sustainable Development Factor

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### ABSTRACT

The purpose of the research is the theoretical and practical aspects of the formation of the concept of green ecotourism as a digital developmental creative technology. The research methodology of green ecotourism concept as a sustainable development factor can be analyzed using the following methods: 1) Data science - analysis and processing of travel agency data in digital form; 2) Data Mining, which includes data extraction, intelligent data analysis, in-depth data analysis aimed at expanding and personalizing customer data for further touristic business development; 3) Big data methods; 4) Agile method for improving digital technologies; 6) Scrum methods for analyzing rural green ecotourism phenomenon. Researching result. 1. The historical prerequisites for the green ecotourism formation as a social and cultural phenomenon and dynamic process are analyzed. 2. The essence of the revitalization concept of rural areas with expanding opportunity aim of the culture and tourism industry has been clarified. 3. The directions of the ecotourism development as a sustainable development economic factor have been identified. 4. The ecosystem is revealed as a complete natural system for the ecotourism development.

KEYWORDS: Green ecotourism, sustainable development, ecological environment, ecotourism management, biodiversity.

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## El desarrollo creativo del concepto de Ecoturismo verde como factor de desarrollo sostenible

### RESUMEN

El propósito del estudio son los aspectos teóricos y prácticos de la formación del concepto de ecoturismo verde como una tecnología creativa de desarrollo digital. La metodología de investigación del concepto de ecoturismo verde como factor de desarrollo sostenible se puede analizar utilizando los siguientes métodos: 1) Ciencia de datos: análisis y procesamiento de datos de agencias de viajes en formato digital; 2) Análisis inteligente de datos, que incluye extracción de datos, análisis inteligente de datos, análisis profundo de datos destinado a ampliar y personalizar los datos de los clientes para un mayor desarrollo del negocio turístico; 3) Métodos de big data; 4) Método ágil para mejorar las tecnologías digitales; 6) Métodos Scrum para analizar el fenómeno del ecoturismo verde rural. Resultado de la investigación. 1. Se analizan los prerrequisitos históricos para la formación del ecoturismo verde como fenómeno sociocultural y proceso dinámico. 2. Se ha aclarado la esencia del concepto de revitalización de las zonas rurales con el objetivo de ampliar las oportunidades de la industria cultural y turística. 3. Se determinan las direcciones del desarrollo del ecoturismo como factor económico del desarrollo sostenible. 4. El ecosistema se revela como un sistema natural completo para el desarrollo del ecoturismo.

**PALABRAS CLAVE:** Ecoturismo verde, desarrollo sostenible, entorno ecológico, gestión del ecoturismo, biodiversidad.

### Introduction

The relevance of the research of the concept of green sustainable development ecotourism factor is related to the uniqueness of the man and nature ecological system formation, ecological experience, eco-education and eco-culture, eco-philosophy and eco-cognition, necessary for creative travel and obtaining physical and spiritual pleasure.

Green ecotourism is a form of tourism aimed at preserving nature and balanced development of local communities. It is gaining more and more popularity due to the growing environmental awareness in society. The creative development of green ecotourism involves solving these shortcomings by implementing innovative approaches and strategies that contribute to the preservation of nature and sustainable development of local communities. The main emphasis is on balanced development, biodiversity and local cultural value preservation, as well as the environmental standard implementation to reduce the negative impact on the environment.

For more than 40 years, the ecotourism development has undoubtedly become successful, with an average annual growth rate about 20%, which is the fastest growing part of touristic products. In 1990, the International Ecotourism Association defined tourism behavior as one that protects the environment and improves the well-being of local residents in a particular natural area. The main content of the ecotourism concept is the responsible touristic behavior of a person in a certain natural green zone, for which a person must have ecological awareness and like to learn about tourism as a "second culture". A person should enjoy and appreciate the historical, existing natural and cultural landscapes, should not disturb the natural area, protect the ecological environment, reduce the negative impact on tourism, while providing useful socio-cultural and educational activities. Two main objects are defined for ecotourism: 1) ecotourism objects are natural landscapes; 2) ecotourism facilities must not be damaged. In ecological crisis context, which appeared as the survival of people in this crisis situation, there was an awakening of the ecological people consciousness, the green movement and its consumption, that covers the world.

The concept of green sustainable development ecotourism factor spreads rapidly in the world, its connotation was constantly enriched. In current deterioration view of people's living environment, the tourism industry begins with a "return to natural tourism", "green tourism", "cultural tourism" with various creative technologies use in order to implement them for the touristic industry development. The concept of green sustainable development ecotourism factor defines it as "protective tourism" or "sustainable developmental one", which can take place in the context of the creative technology implementation. At the same time, the countries of their continents are forming the ecological touristic concept in accordance with their national conditions and national legislation, forming ecological tourism with their national characteristics. Western developed countries with the best ecotourism development are the first to promote ecotourism - the USA, Canada, Australia and other countries. Ecotourism sites in these countries have changed from cultural landscapes and urban ones to "natural ones", defined by Sebelos Rascari, which include both primitive nature and natural landscapes, which are positioned as national parks with excellent natural ecosystems, dominated by virgin forests that is forcing many developing countries to also become ecotourism destinations, particularly Caribbean and African safari parks that have become tourist hot spots.

## 1. Literature analysis

In 1980, the International Union for the Conservation of Natural Resources first mentioned the sustainable development concept in the "World Program for the Natural Resource Conservation", calling for a combination of protection and development, while developing the economy to meet human needs and improve the human life quality. Using the biosphere to meet the needs of both current and future generations has changed the oppositely environmental protection and development view in the past.

In 1987, under the auspices of the Norway Prime Minister, Ms. Brundtland, the World Council on Environment and Development (WCED) presented the report "Our Common Future" to the United Nations, which comprehensively and fully describes the sustainable development concept, that means meeting the ones of the present without compromising the future generation ability to meet their own needs. In 1994, the United States formulated an ecotourism development plan to meet the growing tourist demand for ecotourism. Australia has spent 10 million Australian dollars on the implementation of a national strategy for environmental development. The Mexican government has formulated a "Tourism Plan for the 21st Century", ecotourism is a key project to promote this plan. The Government of Kenya has formulated many important national development strategies, among which ecotourism is considered as a key project.

In the process of developing ecotourism, many countries put forward different slogans and initiatives, for example, the United Kingdom launched the "Green Tourism" campaign, and the Japan Tourism Association held several seminars aimed at protecting the environment and issued the "Declaration for Earth Protection." Kenya, an early ecotourism development country, proposed a "Wildlife Development and Benefit Sharing Plan" during the ecotourism development. The Philippines has not only developed ecotourism by changing traditional fishing methods, but has also provided local residents with an alternative source of income. The Australian Cooperative Touristic Department, the Australian Touristic Association and other agencies have also issued an ecotouristic guideline series. In addition, many countries have implemented a system of separation of operations and management, and have introduced a licensing system to strengthen management. With the convening of the World Climate Conference in Copenhagen, the attention of the international community to ecology reached an unprecedented peak.

Ecotourism was first proposed in 1983 by Ceballos-Lascurein, a special adviser to the International Union for Conservation of Nature (IUCN).

Today, the concepts of ecotourism are developed by O. Boyka, L. Bezkorovaina, V. Wengerska, V. Voronkova, V. Nikitenko, N. Rybalchenko, T. Teslenko, A. Cherep, O. Cherep, who in their works consider the clustering trends in Ukrainian touristic sphere and ways out of the COVID-19 pandemic crisis (Nina Rybalchenko, Stanislav Bilohur, Roman Oleksenko, Valentyna Voronkova, Iryna Verkhovod);

the creative digital technology use in the touristic field during the COVID-19 pandemic: economic and social consequences (N. Vengerska, V. Voronkova, Beskorovayna L., A. Cherep);

the impact of creative innovative technologies on the sustainable touristic industry development in Europe after the COVID-19 pandemic (A. Cherep, V. Voronkova, O. Cherep, N. Vengerska, L. Bezkorovaina);

touristic industry management as a creative technology (V. Nikitenko); the influence of creative innovative technologies on the sustainable touristic industry development in Europe after the COVID-19 pandemic (N. Vengerska, V. Voronkova, A. Cherep, O. Cherep, L. Bezkorovayna);

formation of a strategy for the development of rural green tourism in Ukraine (A. Cherep, V. Voronkova, N. Wengerska); the influence of creative digital technologies on the touristic business development in digitization and the digital transformation conditions of the green touristic industry as a factor of sustainable development (V. Voronkova, V. Nikitenko); social touristic business responsibility (R. Andryukaitene, V. Voronkova, V. Nikitenko).

However, as the analysis shows, the ecovillage development in the development context of green rural tourism, the international experience identification and the ecotouristic analysis in certain EU countries and China, South Korea, Japan and others remains an undefined problem.

## 2. Methodology of research

The formation of the green ecotourism concept as a factor in the balanced development of local communities can be analyzed using the following methods: 1) Data science - analysis and travel agency data processing in digital form); 2) the digital

technology development as a Data Mining megatrend, which includes data mining, intelligent data analysis, deep data analysis aimed at expanding and personalizing customer data for the further touristic business development, in order to implement new features for the customer profile and the direct communication development, monitoring the situation in tourist organizations in connection with the bad customer behavior and adjusting prices for tours; 3) Big-data methods use (graph method and topological analysis); 4) Agile method improvement of creative smart rural green touristic technologies for balanced sustainable development using the most modern methods; 6) using the Scrum methodology to analyze the rural green ecotourism phenomenon in order to acquire know-how, acquire digital skills, fulfill the successful training requirements of talented and engaged professional workers within the project management methodology and business execution, particularly in the development and implementation of projects. At the core of Scrum - Scrum Six Sigma, Kanban, software engineering, Six Sigma, quality management, DevOps, leadership, management, project management. Scrum is a framework used to implement an agile method; 7) deep (machine) introduction of learning models in the touristic business field, which improve the creative digital technological concept.

### 3. Results and discussion

#### 3.1. Historical prerequisites for the green ecotourism formation as a social and cultural phenomenon and a dynamic process

The World Wildlife Fund estimated that in 1988 tourism revenue in developing countries was US\$550 billion, of which ecotourism accounted for US\$12 billion. In Costa Rica, almost half of the international tourists received each year are ecotourists who want to enjoy the rainforest. According to statistics from the World Touristic Organization, 18.5773 million international tourists visited Africa in 1994, a significant proportion of which were ecotourists. In Western developed countries, it has become fashionable to go out into nature on weekends and holidays.

Western developed countries attach great importance to the protection of tourist objects in ecotourism activities. Ecotourism development should avoid practices that damage the natural landscape, such as large-scale construction projects. Tourist traffic is mainly by foot, tourist facilities are small and hidden among the trees, and accommodation

is mostly tent camping. Governments do everything possible to minimize the impact of tourism on tourist sites. It is no accident that ecotourism management has raised loud slogans of environmental protection, such as "only footprints are left, and photographs are taken", and some ecotourism destinations have been created to explain the secrets of nature and protect nature, which are closely related to humans. Popular tourism activities allow tourists to increase their environmental awareness while having fun, turning the ecotourism area into a nature classroom to raise people's environmental awareness. In the past, Western tourists loved to travel to tropical coasts for recreation and vacations. The warm sun (sun), the blue sea (sea) and the comfortable sandy beach (sand) are unique to the tropical coast, but not without the highly polluted environment. The body and mind of tourists can be soothed, and its three components "sun, sea and sand" are the most attractive tourist destination to which Westerners aspire. With the ecotourism development and increased environmental awareness among tourists, the tourism hotspots of Western tourists have shifted from "sun, sea and sand" to "nature" to nurture the "nostalgia" complex of people who live in harmony and integration with nature. Therefore, many tourist countries should pay more attention to the protection of natural landscapes and sustainable tourism.

Mass tourism does not promote environmental protection, it does not promote environmental responsibility, and it does not promote a fair distribution of interests among stakeholders. Ecotourism is a model of sustainable tourism development. Compared to mass tourism, it pays more attention to the protection of local nature and culture, and pays more attention to the education of tourists. The level of consumption is higher than in domestic mass tourism, it is a high-level tourism activity. So, judging by the current situation, ecological tourism should be specialized, but can specialization bring such large funds necessary for the protection of resources? Ecotourism is at an early stage of development, immature in all aspects and subject to many limitations. The number of people it hosts and the economic income are the main indicators of evaluation. This caused a contradiction between ecotourism specialization and economic benefits. With the ecological touristic development, the ecological touristic development standards has various characteristics, and the number of certification projects has increased dramatically, but some of them are being formed and promoted. There are still many certification systems based on foreign classical certification systems, but the blind acceptance of the standards of



imported developed countries is not conducive to the development and ecotourism management. Since ecotourism in many countries is at an early development stage, it is subject to many restrictions: government policies and regulations on the development, construction, guarantee and ecotourism testing have not yet been adopted. There is no optimized model for the ecotourism development operations and green management talents in theory and practice; the community is a passive profit recipient, and the benefit distribution mechanism is not perfect; objects of nature reserves, equipment, their environmental assessment and capacity control, not yet resolved. This shows that the managing ecotouristic method is still immature and is at the initial development stage. The concept of green sustainable development ecotourism factor includes: 1) the need to preserve the integrity of the ecosystem from the point of abiotic factor and ecological processes view; 2) maintaining the natural ecosystem character to prevent biological invasion, protecting ancient trees and native plant communities to prevent environmental degradation; 3) attention to biodiversity, why have plans for the protection and management of biodiversity and include it in the monitoring content; 4) biological vegetation factor development, animal resources, for the wildlife cultivation for the touristic development; carrying out water protection measures so that rare species of plants and animals do not disappear. In the touristic demonstration zone, wild animal hunting is not carried out and the ecological environment of wild animals is not destroyed, and the sale of wild animal products is prohibited. The ecotourism concept should explore and prevent biological hazards and biological invasions. The habitat in the conservation area is combined with environmental construction projects, such as the greening of the demonstration area in order to expand the suitable habitat. Research, record, and monitor species, population status, dynamic distribution, and habitats of nationally protected wild animals and plants, identify wildlife activity corridors, and design artificial corridors as necessary, is the main implementing the concept task. Man-made structures in wildlife must control lighting and noise at night, maintain the natural sky darkness, not disturb wildlife and not cause obvious disturbance to nocturnal animals.

The concept of green sustainable development ecotourism factor comes from the fact that it includes: 1) a unique natural landscape in the territory that has a high or high aesthetic value, scientific research value, cultural value or the value of the human landscape closely related to it, is relatively high; 2) high recreational value of ecological resources,

since there is less human intervention in the demonstration zone, most of the territories are natural territories; 3) specific resources are typical, representative and scarce and have a great impact on the ecotourism development.

**Table 1.** The green ecotourism concept for the society and global digitalization development: advantages and disadvantages

Function content	Advantages	Disadvantages
Conservation of natural resources	Green ecotourism supports the conservation of natural resources, as it stimulates interest in the preservation of ecosystems and natural places. This helps prevent the devaluation of natural attractions and preserve biodiversity.	Large number of tourists: An uncontrolled flow of tourists can lead to excessive tourist traffic, which can damage natural ecosystems and local cultural heritage.
Local economic support	Green ecotourism can create new jobs and support the development of small businesses and local communities. It helps support the local economy by increasing the tourist flow and increase demand for local goods and services.	Environmental degradation: Poor management and neglect of nature can lead to pollution, soil erosion, increased waste and destruction of landscapes.
Sociocultural exchange	Green ecotourism can promote socio-cultural exchange between tourists and local residents. It promotes understanding and respect for different cultures and traditions, enriches cultural experience and promotes international cooperation.	Change in local way of life: A large influx of tourists can lead to a change in the traditional way of life of local residents, including increased dependence on tourism and the commercialization of local culture.
Balanced development	Green ecotourism contributes to balanced development, as it takes into account the needs of nature and local communities, and also ensures the sustainability of tourism activities for future generations.	Infrastructure issues: Increased tourist traffic can overburden infrastructure, including roads, water supply and drainage, which can lead to degradation and wear and tear.

(formed by the authors)

### 3.2. The revitalization concept of the countryside to expand the opportunities of the creative industry of culture and tourism

It is necessary to implement the revitalization rural area concept by expanding the opportunities of the culture and tourism industry, "implementation of tourist boutique projects in rural areas, strengthening quality promotion and modernization of rural guest houses", "strengthening the maintenance of rural roads and security management,

promoting the auxiliary facilities integration and industrial parks along the road, develop tourist scenic spots, integration construction of rural tourism key villages" and other work tasks and target requirements for the cultural tourism industry. The concept of cultural tourism actively serves ecotourism, actively takes responsibility for the rural area revival, makes full use of the unique cultural touristic advantages, cultivates formats, creates brands, strengthens the industry, and begins to make rural touristic brand, so as to promote the rural touristic modernization and create a high one.

1. Promote business innovation and stimulate the rural tourism viability of, cultivate new industries and formats in rural areas. Based on the traditional functions of agricultural production, focus on environmental awareness, food safety, stress relief, develop ecological food and other values, sports, recreation, photography, painting. to revitalize cultural tourism, actively promote rural tourism, rural industry, folk activities and other diversified integration, expand rural tourism service products and create a vivid rural tourism brand.

2. To form the charm of the village and create the brand of the country house, implement the rural revitalization plan to expand the cultural industrial opportunities to promote the rural family modernization. Green eco and cultural tourism contribute to the revitalization of the village, continue to optimize the touristic product supply, form rural entrepreneurial teams and develop creative industries in the countryside, cultivate a whole industry chain format that integrates food, accommodation, travel, shopping and entertainment and inclusive accommodation clusters in families, create local boutique-type hotels and promote brand development, to improve infrastructure and improve the style of rural tourism, strengthen rural road maintenance and safety management, promote the construction of industrial parks, tourist attractions and rural tourism key villages along the road, accelerate the construction of beautiful rural tourism landscapes and promote the modernization of key rural tourist villages and model villages. Intensify the construction of public tourism services such as rural tourism scenic roads, rest stations, parking lots, tourist toilets and facilities for driverless tours, increase cultural elements and symbols, increase comprehensive service functions, and promote the rural touristic development. To cultivate rural talents and strengthen the driving rural touristic force. Emphasize the touristic attraction to the village, activate local culture, promote the countryside civilization.

3. Form the digital village and remote work concept, perceiving it as a strategic direction for the rural area revival and an important building part of digital tourism. Promotion of digital application scenarios". This requires the village to achieve "5G broadband access", the "digital divide" between urban and rural areas will be greatly reduced, rural Internet penetration, mobile payment, 5G network coverage and express delivery service coverage will increase significantly. The full release of the "digital dividend", attracting digital workers or digital creative enterprises, stimulating community renewal, industrial re-engineering and population agglomeration is the way to achieve the goal of rural revitalization. The telecommuting system after the outbreak of the COVID-19 epidemic has improved telecommuting at home, telecommuting has broken the traditional connection between the place of residence and the place of work, so that the creative class can choose the place of work according to their own preferences and have more space to choose the place of residence, which is contributed to the rural touristic development and cultural and creative industries. The revitalization of rural areas has contributed to the integrated rural touristic development and cultural and creative industries can effectively promote the sustainable cultural touristic and rural regional economic development in my country, further improve the living standards of residents in rural areas, and promote the construction of a socialist beautiful village. As one of the important means creating distinctive touristic brands in rural areas, cultural and creative industry integration and tourism industries contributes to the urban and rural area integration and modern development, that is in great importance.

The importance of the integrated rural touristic and cultural development and creative industries against the background of the revival of the ecovillage. The strategy for the ecotourism and ecovillage revival is a very important strategy put forward by the state to promote the overall development of rural areas, reduce the gap between the city and the countryside, and further raise the standard of living of rural residents. In order to effectively contribute to the problem-free implementation of the village revitalization strategy, the development of creative industries in countryside should be promoted. The integration of rural touristic with cultural and creative industries is an important direction to promote the rural industry development and touristic, to promote identity improvement of cultural and creative ones, which attracts many tourists. For the rural touristic development and cultural and creative ones in rural areas, it is necessary to further improve the touristic

constructive projects and infrastructure in rural areas to attract more tourists. A tourist eco-village needs the green construction development, green economy and green management, to use cultural resources in rural areas. In general, the creative development of green ecotourism depends on a smart nature-preserving approach combination, local cooperation and innovative strategies, the rural area revival and the expansion of opportunities for the creative industry of culture and tourism. Providing a balanced approach will help ensure the preservation of nature and cultural values, promote the development of local communities and create a positive impact of ecotourism on the natural environment.

### 3.3. Ecotourism as a sustainable creative development factor

Creative development is a prerequisite and basis for the ecotourism development, improving the goals and human life quality. Creative development is a necessity and a basis for the ecotourism development to achieve this goal. Ecotourism connotation should include two aspects: 1) return to nature, travel and explore the ecological environment; 2) to contribute to the healthy functioning of the natural ecosystem, to contribute to the protection of the environment; 3) maintain the sustainability of the tourist resource use and protect the biodiversity in touristic places; 4) provide funds for the protection of the ecological environment in touristic places; 5) increase economic benefits from tourists; 6) increase community residents' environmental protection awareness in tourist destinations. To better achieve this goal, ecotourism should encourage local residents to actively participate in order to promote local economic development and improve the life quality of local residents. Only after economic development can we pay attention to nature and develop ecotourism. Emphasis should also be placed on environmental education for tourists, who should pay more attention to nature and protect it, as well as understand the meaning of the basic nature laws. The creative ecotourism development fulfills three urgent tasks: 1) the economic aspect should stimulate economic viability and reduce poverty; 2) the social aspect should create jobs for the most vulnerable sections of the population; 3) the environmental aspect, which provides the necessary financial resources for the preservation of natural and cultural resources. Everyone involved in ecotourism must work together to achieve these three important goals." The main touristic development directions are: 1) ecotourism destinations are protected natural and cultural ecosystems; 2)

ecotourism emphasizes the miniaturization of the scale of tourism, which is limited by the range of accessibility, which is beneficial to the tourists' sightseeing quality and will not cause significant damage to tourism; 3) ecotourism can allow tourists to take a personal part in it, understand ecotourism secrets in real experience, thus, love nature more, which also contributes to the natural and cultural resource protection; 4) ecotourism is a type of responsible tourism and these responsibilities include responsibility for the protection of touristic resources, responsibility for the sustainable touristic development. As these ecotourism characteristics can meet the needs of tourism demand and tourism supply, the growth of ecotourism becomes possible. The ultimate ecotourism goal development is sustainability, and sustainable development is a crucial criterion for evaluating the sustainable development meaning, which can be seen as the ecotourism resource management using the theory and sustainable development methods, ensuring the its economic, social and environmental benefits of this sites to meet the modern people needs and promote nature conservation and ecological sustainable development.

#### 3.4. Ecosystem as an integral natural system of ecotourism development

Since the ecosystem object is mainly a relatively intact natural ecosystem, the sustainable development of the natural ecosystem should become an important content of the ecotourism development. The ecotourism system mainly consists of two parts, the living environment and the non-living environment. A biological community in a system is a living system, including producers, consumers, and decomposers; abiotic environment - a non-living system, including: sunlight, air, water, soil and inorganic substances, that together create a rich attractive ecotourism sphere. The natural ecosystem as a good and rich natural ecological environment is an ecotourism goal. The natural ecosystem cannot tolerate the consumption depletion, so everyone, whether a business developer, a person who makes management decisions, or a tourist, has an inescapable responsibility to protect the natural ecology. They must understand and protect the integral natural ecotourism development system. This protection type of the ecological environment not only supports the normal development and cycle stability of natural ecosystem, but also includes the system support of harmonious coexistence between man and nature, respect for local culture, and protection of tourist facilities. Promoting the sustainable economic and social ecotourism development sites is an important ecotourism goal, which manifests itself at

two levels: the individual level of the residents of the tourist destination and the general social, economic and cultural levels. Residents of tourist destinations are the main part in social culture of tourist destinations and have the right to support their own good development. Therefore, the ecotourism development should allow local residents directly participate in the management and service provision. From the economic aspect, such participation enables them to obtain significant economic profits, which can effectively contribute to the economic development of tourist destinations; from the social aspect, the development and penetration of tourism into the local territory has broadened the horizons of local residents, improved their quality and can be integrated into modern civilization more quickly. From an environmental perspective, the maintenance and impact of local residents on the natural environment is more direct than from tourists. So, briefly the ecotourism development has enabled local residents to protect resources scientifically, economically and technologically. At the general level, the healthy ecotourism development is economically beneficial for promoting the sustainable growth of the tourism economy and the constant infusion of new development funds into the local economy; from the point of environmental protection view, can provide financial support for the protection and natural environmental management. Raising environmental protection awareness among tourism operators, tourists and local residents; promoting the fair social benefit distribution and increasing employment opportunities for residents, etc., all of which will effectively contribute to the overall social, economic and cultural ecotourism development destinations Progress and coordinated development. Edit the broadcast. Many countries engaged in the ecotourism development strictly control the number of tourists entering ecotourism areas, constantly monitoring human behavior impact on the natural ecology, use professional technologies to minimize waste disposal, conserve water resources and other means to achieve the goal. An ecosystem is an interconnected living organisms complex (such as plants, animals, microorganisms) and their inanimate surrounding natural environment (atmosphere, water, soil). It is natural balance basis and ecosystem functioning, ensuring stable and balanced functioning of all living things.

In conclusion green ecotourism is a form of tourism aimed at preserving the natural environment and ecologically appropriate touristic development methods. The main integrated ecotourism goal is the most complete consideration of the interests and local

population needs, natural resource preservation and biodiversity of the territory where tourism is developed.

**Table 2:** Ecosystems and their characteristics in the development context of green ecotourism

Content of the function	Characteristic	Direction of development
1. Biodiversity	Ecosystems are usually characterized by high biodiversity, as they include a variety of plant and animal species and interact with non-living environmental components.	Green ecotourism can help preserve this biodiversity and restore ecosystems.
2. Cultural value	Ecosystems often have great cultural significance for the local population, which is closely connected with nature and traditionally depends on it for its existence.	Conservation of ecosystems helps to maintain cultural heritage and traditions.
3. Ecological balance	Ecosystems have a complex balance between living and non-living components that allows for a certain sustainability and stability level.	Maintaining this balance is an important prerequisite for the healthy functioning of ecosystems and ensuring the well-being of the local population.
4. Economic potential	Green ecotourism can create opportunities for sustainable local economic development by attracting tourists who appreciate unspoiled natural landscapes and want to support the preservation of ecosystems.	Economic potential can stimulate investment in infrastructure, development of small businesses and jobs.

(formed by the authors)

## Conclusion

Tourism is a field of services that satisfies the spiritual and cultural needs of people, which makes tourism not only a labor-intensive industry, but also creative and intensive. However, for the successful fragmented ecotourism development, it is necessary to adhere to sustainable development principles, ensure proper management of tourism activities and preserve the ecological ecosystem integrity. This can ensure lasting environmental and economic success for local communities and preserve valuable natural resources for future generations.



**Table 3.** Advantages and disadvantages in green ecotourism development

Function content	Advantages	Disadvantages
Education and cognitive aspect:	Green ecotourism can promote conscious perception of natural processes and the environment. Tourists get the opportunity to see unique natural phenomena, research rare plants and animals, and learn about the importance of preserving natural resources.	Increased stress on nature: Intensive tourism can lead to increased stress on natural resources such as water, forests and wildlife. This can create an imbalance in the ecosystem and cause damage to nature, which cannot recover as quickly.
Involvement in nature conservation	Tourists' interest in preserving nature and ecosystems can stimulate support for environmental initiatives and programs. The opportunity to observe living nature inspires people to care for it and engage in active environmental actions.	Destruction of natural places: Improperly designed ecotourism can lead to the destruction of natural places, particularly in the case of ill-conceived arrangements of hotels, trails and infrastructure. This can lead to the biodiversity and natural resource loss.
Support of local communities	Green ecotourism can provide new opportunities for local residents, particularly in the field of services, agriculture, crafts and the development of cultural tourism. This can contribute to the local community development and reduce dependence on homogeneous economic sources.	Changing cultural values: A significant tourist number can lead to a change in local culture, customs and traditions, especially if insufficient attention is paid to the cultural approach in tourism development. This can affect the local community's identity and destroy unique cultural aspects.
Balance in the green ecotourism development	It is important to balance the green ecotourism development, adhering to sustainable development principles, preserving ecosystems and taking into account the local community interests.	Risk of pollution: A large number of tourists can lead to an increase in environmental pollution, including waste, used materials and transport emissions.

(formed by the authors)

Without unique, new and practical ideas, it will be difficult to complete the transition from touristic resources to experiential products, from sensory stimulation to spiritual enjoyment, and it will be impossible to improve the competitiveness of tourism destinations and increase the brand destination value. Compared to cities that are open and inclusive, rich in talent and active in creativity, there is a big gap between creative talent and environment in rural areas, which has become one of the shortcomings that limit the touristic development quality and overall countryside revitalization. Creativity is an

intangible production factor, usually contained in various talents and represented through material media. Creativity goes to the village is the main ecotourism development brand in the village, it is necessary to find a reference point to establish channels and improve ecovillage development mechanism in practice. For the seed of creativity to really take root, blossom and bear fruit, must have the right soil, water and sunlight, as well as hard-working gardeners and people who protect the greenery and enjoy flowers. For rural areas truly realize ideas, create benefits and stimulate development, it is necessary to strengthen innovative concepts, systems and methods, improve organizational mobilization, resource integration and interest coordination capabilities, establish high-quality services and guarantees for the implementation and creative ideas transformation. Given the great differences in natural and cultural environments, educational and technological levels, Rural revitalization foundations and tourism development stages in different regions, it is necessary to actively explore diversified, localized and characteristic practicing "creativity going to the countryside" methods.

#### Practical recommendations

1. An important creative development green ecotourism aspect is environmental education provision and awareness raising among tourists and local residents. The more people understand the importance of nature conservation, the more initiatives will be taken for a balanced use of resources.
2. The use of environmentally friendly technologies and resource-saving practices in hotels, restaurants, vehicles and other tourist infrastructures can help reduce the impact on the environment and natural resource use.
3. It is important to include local communities in the decision-making process regarding the touristic development in their regions. Partnership with local residents will help ensure a more equitable benefit distribution from tourism and ensure the traditions and cultural value preservation.
4. Unique and attractive ecological attractions development can attract tourists who have an interest in nature conservation and exploring new places. This can contribute to the ecotourism development and stimulate interest in natural resource preservation.
5. It is important to ensure a controlled tourist flow, especially in sensitive ecosystems. This will help to avoid overloading and preserve the integrity of nature.

6. Support for innovative projects and startups in green ecotourism field can accelerate new approach development and technologies aimed at preserving the environment.

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