

## **DEVELOPMENT OF RURAL GREEN TOURISM IN PROTECTED AREAS: DOMESTIC AND FOREIGN EXPERIENCE**

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In today's conditions, the issue of combining nature conservation with recreational activities, which is known to have no effect on protected areas and on the state of the environment, is particularly relevant.

Analysing the experience of the interaction of rural green tourism communities with national natural parks, it should be noted that except the ecological component, a major problem is solving the issue of economic efficiency from such cooperation. Sometimes, due to the imperfection of the legislation, there are certain conflicts between the locals – the owners of rural green farms, which are territorially related to the nature reserves, and administrations of such areas regarding the conduct of economic activity. It worsens the situation of people, slows down the development of rural green tourism, and negatively affects the image of Ukraine.

National natural parks have to become centres of the sustainable development of their territories and spread these principles among the local population, motivating them to entrepreneurial activity. The success of such an approach has been proven by the international experience, which convinces that the implementation of such strategy has a positive effect on the development of the local community, and for parks it is a chance to gain greater autonomy, as well as new directions for development, especially in the condition of financial limits.

For owners of rural green farms, development of a national program for the development of rural green tourism within the protected areas would be appropriate, which should determine the principles of behaviour, doing business, implementation of environmental technologies, and the formation of ecological culture in the territories of natural parks. The development and implementation of the program will contribute to solving many socio-economic problems of rural green tourism development within protected areas and will have long-term consequences.

Taking into account international experience, it should be noted that Ukrainian natural parks and protected areas have significant opportunities for the development of sustainable tourism. Despite the fact that rural green tourism is not yet a stable and profitable sector of the economy, its distribution in protected areas will help to solve a number of socio-economic problems of the region and, with its proper organization, will contribute to the protection of the natural environment. This requires the establishment of effective cooperation between the state and the private sector. An important condition is also the improvement of communication processes between the territorial communities of rural green tourism with the leadership of national natural parks.