

ECONOMY AND OPERATION OF NATIONAL ECONOMY

Formation of ecological tourism's sustainable development in Ukraine

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Today ecological tourism in Ukraine can become profitable and dynamic industry. It encourages the development of national economy and makes good use of natural, historical and cultural potential. World practice shows that eco-tourism is expedient to declare a priority sector in the country. A few decades ago, mankind knew no such global environmental issues as today. Now it is not easy to find on the world map clean country and city. And every year it becomes less and less.

The reason for this unfortunate situation is, of course, excessive pollution, air over-saturated with harmful substances, radioactive pollution as a result of the use of nuclear power plants or nuclear weapons.

Ecotourism in Ukraine can be arranged wherever available natural and man-made objects that are informative and educational interest. However, tourists are attracted by mainly those areas where the environment is relatively little changed by human activity, where there are rare and unique natural sites.

Currently ecotourism can be called as a fairly young type of tourism that is only growing, but is rapidly gaining popularity. Each year the importance and significance of ecotourism in everyone's life is growing rapidly, generating hopes for its prospects, demand and great future.

Tourists are communicating with nature, a physical, psychological, intellectual and emotional margin of safety and health, and nature while experiencing minimal impact and loss of current, local people are social and economic incentives to preserve nature and traditional land.

Between rural tourism and ecotourism a parallel is often conducted. Indeed, both forms of leisure activities meet the criteria of sustainable tourism and are aimed at protecting the natural environment, the development of traditional ethnic culture, promoting traditional forms farming and crafts community.

In other words, rural and ecological tourism complement each other and enable an integrated approach to rural recreation and protected areas.