

THE DEVELOPMENT OF GREEN TOURISM – A PRIORITY TASK FOR UKRAINE

Didyk N.V.

Student of the Faculty of International Economic Relations,
Uzhhorod National University

Varshava O.V.

Master of Economics,
Uzhhorod National University

Green tourism is one of the most perspective areas of revival and development of Ukrainian village and improvement of the economic level of the regions of Ukraine. Green tourism does not exhaust the available resources; it increases standards of living of the local population, who is economically interested in their preservation and enhancement.

This article describes the conditions of the green tourism in Ukraine as a whole and in its individual regions. It describes the main problems and prospects of the industry. Based on the processed data, there is held SWOT-analysis and offered the ways to overcome challenges related to the expansion of green tourism in Ukraine.

The article states that green tourism is an extremely effective way to deal with unemployment in rural areas and the migration of rural population abroad. Also, the development of green tourism contributes to a positive image of Ukraine abroad, because

recently rural tourism has become widespread among the foreigners who live and work in Ukraine.

The research identifies priority areas for the development of eco-tourism: the western region (Ivano-Frankivsk, Lviv, Khmelnytskyi region), southern region (Zaporizhzhia, Mykolaiv, Kherson region) and central and northern regions (Kyiv, Poltava, Chernihiv region).

Transcarpathian region is recognized as one of the most promising areas for the development of rural tourism. The most important feature and at the same time advantage of the Transcarpathian region is its economic and geographical position – it is the most western region of Ukraine and the only one that bordered simultaneously with four Central European countries: Romania, Hungary, Slovakia and Poland. In Transcarpathia green tourism is available in 13 regions.

It is concluded that the development of rural tourism is one of the most promising areas of the agricultural sector of Ukraine.