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INFLUENCING ECOTOURISM FACTORS ON SOCIO-ECONOMIC CONDITIONS OF THE POPULATION

L. S. Bezuhla, N. I. Demchuk

Dnipro State Agrarian and Economic University

e-mail: milabezugla@gmail.com , natademchyk@gmail.com

The expediency of development of ecotourism in Ukraine is based on the fact that he can play the role of a catalyst of economic restructuring, to ensure demographic stability and to address pressing socio-economic problems of the village.

Among European countries, Ukraine has the highest diversity of landscape complexes, the considerable historical, cultural, ethnic and genetic heritage and this is why the rational use of tourism potential of Ukraine should be considered as one of the most effective means of solving the problems of economic development, environmental stabilization and to ensure the proper level of quality.

In modern conditions of development of the national economy, which is characterized by the growth of the crisis tendencies and phenomena, enhanced regional differentiation process according to their level of socio-economic development, which requires substantial efforts of the state aimed at alignment problems [1].

According to the Constitution of Ukraine, the highest social value is recognized as “a person, his life and health, honor and dignity, integrity and security.” Thus, the policy of the state as a whole should be aimed at creating appropriate conditions for the life and development of a person as the highest value.

One of the effective forms is the introduction of eco-tourism to maintain sustainable financial security, social stability and preservation of the environment. Influencing ecotourism factors on socio-economic conditions of the population , Figure 1, is based on:

- increase of tourist flows in ecological tourism;
- growth of incomes of the local population;
- reducing poverty;
- reducing unemployment;
- improvement of social conditions.

Considering the above, it can be confirmed that the increase in the level of tourist interest in eco-tourism will make it possible for the local population to become more active in non-agricultural business, which is associated with diversification of business activities in the territories of national natural parks or in adjacent areas [2].

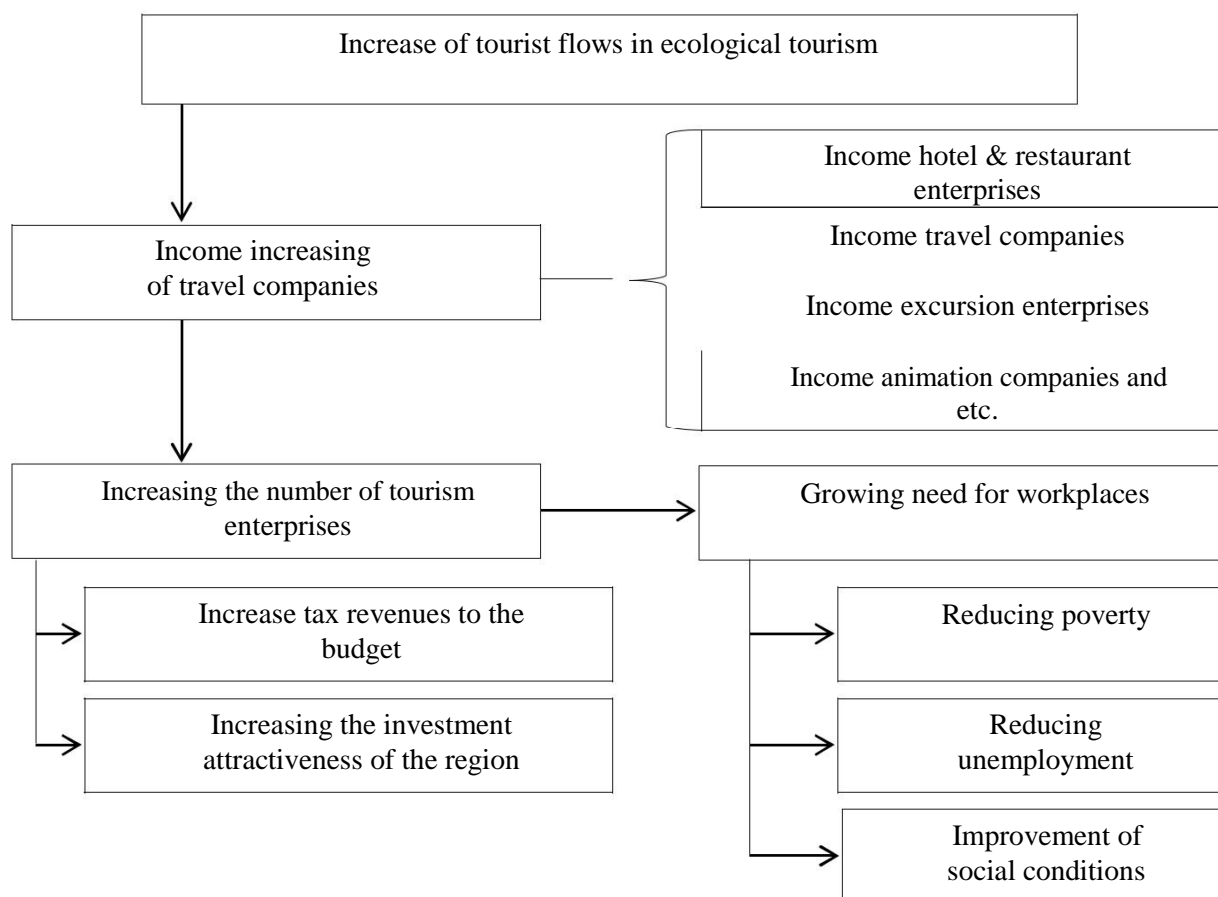


Fig. 1. Influencing ecotourism factors on socio-economic conditions of the population

The most difficult problem that is currently holding back the development of eco-tourism is an undeveloped infrastructure. One of the ways to solve this problem, taking into account the interests of the local population, is the development of a system for receiving visitors in private rural houses, where other subspecies of ecological tourism can acquire their development: green, rural, agricultural, etc.

Overcoming the existing negative trends, creating systemic and complex conditions for the development of tourism and resorts should be one of the priorities for ensuring the sustainable development of the state as a whole and improving the quality population life.

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