



**Research on the
current state of
agritourism in four
regions of Ukraine
(including the
Zaporizhzhya region)**

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Research on the current state of agritourism in four regions of Ukraine (including the Zaporizhzhya region), according to the grant of the EU «quality system certification in agritourism complex CerTour»

Abstract.

The actual state of agro-tourism in Ukraine is determined in this research.

The development of rural tourism in the Carpathians, Crimea, Kherson and Zaporizhzhya regions are separately analyzed. The legislation in the field of eco-tourism has been studied. The formal and informal standards in green tourism were researched. The SWOT analysis of rural tourism has been done. It identifies strengths and weaknesses of rural tourism and shows threats and opportunities in this field of activity. There was also a detailed analysis of questionnaire of farmstead owners.

Introduction.

Legal status of rural tourism and agro-tourism in Ukraine is not defined. This is a problem for the development of activities. The government and business leaders often understand the definition of rural tourism in different ways and mean different things. Besides there is also a lack of clear legal framework which hinders the economic development strategy of creating this type of tourism, support programs and assistance. The study of literature related to agrotourism reveals many definitions of the term «agritourism». This research uses such terms as «agritourism», «Agro and Ecotourism», «tourism in farmland», «rural tourism» as an interchangeable definition of «agritourism».

Green tourism is very often an additional activity in rural areas. It is a form of agricultural or farm yard. Thus, it is closely connected with agriculture. As an example, we note that the most successful «ahrooseli» in developed western countries also do agricultural activity and this activity is the main to «ahrooseli». It is agriculture that makes «ahrooseli» so attractive for tourists. However, they can participate in it. In Ukraine, where most of the population lives in urban areas or has

relatives in the countryside and periodically visits them, this attraction, of course, is not the most important, but for the inhabitants of large cities it is still relevant and this opportunity should not be neglected.

The most interesting for tourists is not too heavy or «dirty» types of farm or peasant activities, for example, caring for small animals or fruit picking. Also, tourists may be interested in different animals on the farm that are common only in a particular region or are rare (eg, mink). An apiary, honey production process and fishing are very interesting for tourists.

Agriculture, therefore, forms a boundary of «ahrooseli», especially when the «ahrooseli» takes tourists only seasonally, and the rest of the time engaged in other activities. Agricultural activities are also often directly related to tourism in «ahrooseli» through the sale of manufactured products to tourists or cooking of such foods. The owners of «ahrooseli» can choose from many ways of combining farming with admission of tourists. The main issue here is to properly balance both of these activities and identify priorities for yourself and limit income and expenses during each activity.

There is often some division of labor in «ahrooseli», that is actually a part of the family engaged in agriculture, and some – taking tourists (mostly women). It is, therefore, increases family income and provides the opportunity to develop various services to tourists.

Methods of data collection.

Questionnaire – is a primary research tool (Appendix A). The researchers used these methods of data collection:

- Literature search, including a review of all available materials. These materials include: relevant publications in the field of commerce, newspapers, magazines, annual reports, company literature, online databases and any other published material;

- Interpersonal communication (used to collect information that is not publicly available, new information, the information that has not yet been published, a personal interview as a way to get volume information). It includes:

- interviewing one person for more information;
- telephone surveys as one of the fastest ways to gather information;
- a survey by mail – a cost-effective method of data collection;
- survey of e-mail and Internet surveys.

Results.

Agricultural tourism is a special form of tourism that is different from mass tourism or recreation, but at the same time it has absorbed certain features of general tourism. Most of this is seen in the so-called rural hotels, rural houses which is taking at the same time quite a number of tourists and have a high level of service. These hotels are in essence not «ahrooseli», but often they consider their work as a rural green tourism or agrotourism (as they are in purely rural areas, although most have developed infrastructure).

Agritourism in the interpretation of Ukrainian scholars and practitioners is often understood as holidays in «ahrooseli» (homes in rural areas). Today, as it has already been noted, there is no clear definition between the terms «rural», «agricultural», «farm», «eco». Agritourism, Rural Tourism – tourism in rural areas: in rural areas, on farms, in convenient peasant homes («ahrooseli»). Tourists have a rural way of life, get acquainted with the local culture and local customs, participate in a traditional rural labor. Agritourism is well developed in Spain, Italy, France, Australia, the USA.

«Ahrooseli» is a form of housing designed for outdoor activities in agritourism. In general, this dwelling, located in a rural area, with not more than five rooms (depending on the type of housing), accessible for tourists belongs to the rights of private property owner who is engaged in agricultural activities or engaged in the service sector or social sector village.

The term «ahrooseli» as the above definition was proposed by the members of Union for the Promotion of rural tourism in Ukraine non-profit public organization. The need to introduce this definition is defined by getting in the legislation of Ukraine some benefits for owners of small homes that provide tourism services with the ability to use incentives as opposed to private mini-hotels.

Rural tourism - a kind of recreational tourism and an active form of recreation in rural areas, potentially interesting for its tourist attractions. The basis of the attractiveness of rural tourism is a complex of factors that favorably affect the person: recreational, aesthetic, educational. Holidays in the countryside – it's not a resort where there are many tourists. There is a state of relaxation, which is supported by positive emotional influence of the surrounding terrain: mountains, forests, rivers, lakes or the sea, the beauty of the landscape and so on. Very often the choice to spend a holiday in the countryside is dominated by the landscape and ecology. Positive social component of rural tourism is to provide rural employment in the service sector in rural areas. Therefore, the development of this trend can be seen as the real path of social development of depressed rural areas which allows you to stop the degradation of the countryside, which suffers from the constant outflow of population, particularly because of unemployment. Services provided under the rural tourism programs usually include:

- accommodation in comfortable private houses;
- meals on request with organic products;
- familiarity with the history of the land;
- gathering in mushrooms and berries;
- participation in traditional ceremonies;
- boating and horseback riding.

Considering the difficult economic situation in the agricultural sector of the country, increasing socialization of domestic tourism, the Government of Ukraine is trying to make steps for a number of government programs and regulations aimed at obtaining additional revenue and small business development in areas not associated with agricultural production. Legal regulation of the market rural tourism falls under

the jurisdiction of two departments: the Ministry of Agrarian Policy of Ukraine (MAPU) and the State Agency of Ukraine for Tourism and Resorts (Derzhturizmukrort Ukraine), which is the central executive body which activities are directed and coordinated by the Cabinet of Ministers of Ukraine through the Vice Prime Minister of Ukraine – Minister of Infrastructure of Ukraine, which is part of the executive branch and provides implementation of state policy in the sphere of tourism and resorts. The documents that were accepted by them or for their assistance in recent years have created a specific regulatory framework relating to maintenance activities of rural tourism services. Taking into account that economic and social problems of the village have intensified, widespread and development of agricultural tourism is particularly desirable. The positive impact of agricultural tourism in the socio-economic problems of the village lies primarily in the fact that it expands the scope of employment of the rural population, especially women, and gives farmers extra income, employment opportunities not only in manufacturing but also in services. At a certain accumulation of the number of guests there is a need to meet their various requests, which, in turn, stimulates the development of services: transport, communications, trade, service life, recreational and entertainment facilities and other infrastructure.

The actual state of agro-tourism in Ukraine.

There are more than 15 million people live in Ukrainian villages. Among working-age population in rural areas there are nearly 3 million people who are employed in individual private households. About 1 million people in rural areas generally never have a job, do not study and only a tenth of them are registered with the Employment Service as unemployed. In addition, the survey showed that over 30 % of rural retirees might serve tourists.

The development of rural tourism in Ukraine restrains poor arrangement of rural households. While the overall housing Ukrainian village is huge - 6.5 million homes but the central water supply includes only 12% of homes, heating with natural gas - 18, and sewers - 7%.

In general, from the total housing villages private sector now can be used for the purpose of settlement of tourists and vacationers up to 30 % of homes with proper sanitary condition. Another 10 % - need minimal maintenance and improvement. One can use for this the investments from EU.

Generally rural green tourism, agricultural tourism and other recreational activities in the country is a rescue for Ukrainian village from collapse, migration of peasants to the cities and work abroad.

An important result of agritourism is empowering sales of personal products not as agricultural commodities but as prepared foods, after appropriate processing and cooking. Experience shows that those families who take tourists improve the structure of crops in home gardens to meet the needs of guests, expanding assortment of vegetables, fruit trees, berries, etc.. They develop and diversify livestock, greenhouses wind farm, are engaged in hunting, beekeeping and fishing.

The development of rural tourism and its species leads to improvement of rural estates, streets, villages as a whole, stimulates the development of social infrastructure. Of course, at first taking tourists is based on the existing housing using local recreational and infrastructural resources. But with some revenues from these activities, those who are engaged in it, starting to make investments in improving municipal resettlement housing, streets. Combined efforts achieve a change for better in the service sector. And this is both a significant contribution to rural development. As an example can be the establishment of local branches of the Union of Rural Green Tourism in Western countries, regional associations interested in developing infrastructure for rural tourism and others.

An important role is played by the development of rural tourism and its components in enhancing the cultural and educational level of the rural population. Preparing to make and serve guests, members of peasant families involuntarily forced to supplement their knowledge of housekeeping, hygiene and sanitation, cooking, etc. Communication with guests expands their horizons, one can make new acquaintances, make friends in other towns.

Rural Green Tourism in Ukraine began to develop intensively in the mid 90 -ies of XX century. But in those days, private rural estates, which would have taken tourists in the whole Ukraine were only a few dozen, but now thousands of them .

The total number «ahrooseli» that takes tourists is very difficult to determine, since most of them (according to different estimates, up to 80-90%) is «in the shadows», that is unregistered. Also the problem of statistics and accounting estates that offer rural green tourism is complicated by the fact that the concept of «Rural tourism» and «ahrooseli» is not defined completely in Ukrainian law. And too often «ahrooseli» is called tourist complexes, which essentially they are not (eg small private hotel in the countryside or even in the cities). So actually, accounting and statistics Rural tourism is not made in full, that prevents from fully determining the extent of this type of tourism. Some monitoring of the quantity and condition of «ahrooseli» held by various NGOs and government district administrations and other government agencies in some regions, although these data are rather designed for the inner workings of the tourism department of the administration, and not for drawing general statistics.

It may be noted that the powerful green tourism develops only in the Carpathians, the Crimea and Kiev regions. In regions of the Carpathians and the Crimea it was caused by the fact that virtually a private holiday in the village existed here for a long time, and was not something new for these areas. These regions were also called the most attractive for tourists from the natural point of view, and they can boast of many attractions, which are absent in other regions of Ukraine.

Green tourism as a tourism product is not finalized, it has not clear image. Most of the population of Ukraine is not aware of rural green tourism and all the possibilities of this type of holiday. People have fragmentary and contradictory information. A typical product of rural tourism, which is available in Ukraine is 2-4 rooms in the farmhouse – without any conditions, with simple furnishings and without a high level of service. The advantages of the product is low price and hospitalitable owners, most affordable and high quality food. In parallel, however, developing another type of rural tourism product can be called elitist vacations in

rural well-equipped house with all facilities and very high prices. Such «ahrooseli» are usually located in well-developed recreational areas.

The first years of rural tourism outlined that this process began to fund international donor organizations such as the Foundation of the Carpathian region, «Eurasia», «Renaissance» Foundation RAUSI, TACIS program and others. Their contribution was necessary impetus for the activity. There are many programs of rural tourism that also use donor funds.

Advertising and promotion of rural tourism lies mainly on the Union for Promotion of Rural Green Tourism in Ukraine and on popular science magazine «Tourism village green». This all-Ukrainian non-profit organization held fairs with rural tourism «Ukrainian Village Invites». «Ahrooseli» also presented on tourism and agricultural fairs (although it is mainly only the most advanced «ahrooseli»). Along with the nationwide directory (magazine «Tourism village green») come disparate and often uncoordinated directories by the region. Rural tourism advertising online also needs to be improved.

The authorities have an interest in the development of rural tourism, especially in areas that are traditionally tourist, but a clear program of support and promotion of rural tourism has not been developed. There are always no funds in supporting this activity. «Ahrooseli» is often most interested in working with non-governmental organizations that can support them or advertise them.

Tourist operators (travel agencies) have weak interest in rural tourism (excluding cooperation with elite «ahrooseli») because they have small commissions from such cooperation and «ahrooseli» have not good quality services that would interest customers who order vacation tours.

In our opinion, the main features of rural tourism in Ukraine can be briefly defined as follows:

- the legal framework of rural tourism has not yet been fully determined, as well as finally formed the very concept of rural tourism;
- most houses are «in the shadows»;
- complete statistical activities are not carried out;

- green tourism is better developed in some regions, particularly the Crimea and the Carpathians;

- the development of rural tourism is driven to some extent by the state and especially local government but is too dependent on the activity of non governmental organizations and international aid organizations and funds (grants program, etc.);

- «ahrooseli» that takes tourists is different – from simple, with minimal comfort and moderately priced to very expensive with a full set of services. The question is whether it is possible to determine exactly if the latter can be considered «ahrooseli» because these buildings do not meet the relevant criteria. Classical «ahrooseli» that actively offers rural green tourism (up to five rooms, the owners engaged in agricultural activities or work in the social area) is relatively small;

- there is some cooperation «ahrooseli», government, non governmental organizations and commercial establishments which is not sufficient.

Organizations involved in the development of rural tourism in Ukraine named their main problems:

- lack of institutional development of rural tourism (aborted concepts of rural tourism);

- financial problems of development, lack of interest from the professional tour operators (as rural tourism is inherently denies the lucrative mass tourism);

- lack of organizational, psychological and other skills of the rural population, which takes tourists.

The main problem in the development of rural tourism in Ukraine remains the legal status of this type of tourism. The legislation of Ukraine has not yet determined the concept of rural tourism as an activity. Accordingly, all issues related to rural tourism (eg, taxes, licenses, etc.) are actually not regulated by law. They are contradictory and unclear. This causes a huge part of the black market for rural tourism. «Ahrooseli» in law is actually considered as a private enterprise, and not as a farm (rural house) that does not comply with any of the country where rural tourism is developed to a sufficient level.

There is constantly a mix of concepts in the system of rural and other types of tourism which takes place in rural areas. So often in rural areas develop a system of standard hotels or cottages with appropriate infrastructure and services rather than traditional «ahrooseli». This may contribute to some level of the rural territory but often degrades the whole rural image. Often in such villages arrive too many tourists that may cause damage to the natural ecosystem.

The financial aspect of rural tourism development is not sufficiently considered by the state. It is difficult to get the money (even small) for starting a business, building or upgrading «ahrooseli». Loans from commercial banks are very expensive, a soft loan from the government is almost impossible for a poor peasant.

There is a problem of image. Speaking of a simple traditional village (without developed infrastructure facilities, sports or natural beauty) there comes up a problem how to attract tourists up to there. Ukrainian people often perceive the village as a place to vacation or holiday because many people from the town have relatives in the village or cottage where they occasionally get out and are often engaged in agricultural activities there. So these people are not interested to come to rest with these villages. A traditional village can attract only other relatively small segments of tourists. It should also be noted that most of the population of Ukraine has no money to get vacation anywhere and may be interested in a cheap service. A rustic holiday is often associated with something a bit dull. Foreign tourists who can bring the biggest profit for the rural area are interested only in attractive natural areas (often ski resorts) and bypass these villages. That is also the problem of improving the image.

Service industry provides the basic needs of tourists. It is transportation, communications, healthcare, office items, catering. Trade, communications and catering predominantly developed in almost all ordinary Ukrainian villages but there is a big problem with health care. The qualified medical services can be provided in not all localities. The greatest concern is foreign tourists who are accustomed to receive quality medical care in any settlement of the country. The problem is resolved in some regions of Ukraine. There are training programs for farmers which offer the basics of medical care for tourists.

Transportation primarily includes such features as easy access to the village from the nearest large/regional city, opportunities to travel neighbouring areas and so on. This element can be interpreted in two ways. For most of tourists easy access to the village and the ability to go at any moment is very important but there is a certain category of tourists who wants to come to the remote village away from roads and «civilization» and do not see any vehicles for weeks. To some extent this applies to all elements of the technical infrastructure. For that part of tourists, the nature is more important than convenience and service. Therefore even a small abandoned village also has a chance to attract tourists and make a profit.

Information includes informing tourists in a rural area of recreation opportunities, housing, interesting events and other things related to rural tourism. It should be specific information panels of rural tourism that provides information to tourists.

In Ukraine such a network is not very developed especially in remote regional settlements. In Western countries the role of such information centers often play some local authorities in area/villages or offices of commercial travel companies. Information panels include basic information signs and symbols of rural tourism (advertising «ahrooseli») on the roads within the next towns, etc. It's also not very developed in Ukraine because most «ahrooseli» act illegally or under the guise of «ahrooseli» is advertised a standard hotel in the countryside.

The additional opportunities for summer fun. It refers to a set of additional recreational facilities such as ski rental or boats in the village, coach services in a particular sport or organization horseback riding, etc. For some categories of tourists (especially young people) this part of the infrastructure of the village is very important because everything else in the countryside is not very interesting for them (for example, they came to the village only to ski). Additional services are often well developed in the mountain villages which are popular among skiers and very popular in some areas (for example the seaside). This set often gives the largest income for the settlement especially in certain seasons.

Educational opportunities. Organization of tours and traveling around the countryside associated with historical attractions, interesting cultural sites, natural attractions, etc. It may also include a visit of national parks and other protected areas to acquire certain knowledge or review. This part of the service is most interested for only some groups of tourists especially seniors with specific educational interests or lovers of wildlife areas. This service (especially cultural and historical tours) is better organized for mass tourism and the person who came to have a rest in a small village is not always possible to organize it by themselves but in some areas it is possible especially if they use guides or get some help of local residents. To educational opportunities can be attributed the following aspects related to rural tourism as ethnographic study area, collecting samples of folk art, cultural tourism, etc.

Ukrainian market of inbound rural tourism is not developed and customer demand is insufficiently studied. There are a few firms operating in the domestic sector of rural tourism at the Ukrainian market. For example, according to research in Ukraine, 90% of consumers of rural tourism products in the Ivano-Frankivsk region do not use the services of travel agents and tour operators for organizing their travels. In other areas the picture is about the same.

At present a clear political decision to support rural tourism only crystallizes. There are no state programs and most importantly stable and comprehensive financial support (preferential loans, tax and other benefits). Initiators and propagators of rural tourism project are mainly NGOs. Much useful done in the framework of international projects (eg, Ivano-Frankivsk, Ternopil, and other areas). However, for the formation of the modern sector of the tourism industry it is not enough. The Ukrainian business has paid attention to the existence of this new direction in tourism that in the future can grow in a profitable and efficient sector. The first commercial companies working with farms appear and provide services in this sector.

In some areas the support of the development of rural green tourism is provided by regional and district authorities. Acquired some experience such as: «boardinghouse», «tour with accommodation in a traditional dwelling», «Cultural Village», «Countryside» and so on. However, the work in this sector has just begun

and its scope, methods of organization and funding does not allow saying that rural tourism has real competitiveness in modern tourist industry.

In terms of «price-quality» Ukrainian rural tourism product is not yet able to compete on the international market. The main focus for the Ukrainian sector should be on domestic tourism that does not exclude the development of some unique and high-quality tourism products that is specifically bound to the external market. International experience of many European countries where rural green tourism has a great development shows that it is mainly domestic tourism sector (eg, Italy, Germany, France, Poland).

In order to improve the organization of rural tourism and its species such as agro-tourism, taking into account the significant historical and ethnographic differences and a large area of the country, the management should include the following areas of rural tourism and its components:

- West (Carpathian) in the Transcarpathian, Lviv, Ivano-Frankivsk and Chernivtsi regions. This area is noted for especially unique mountain and foothill landscapes. Carpathians have great recreational resources (mineral water, healthy mountain air, great opportunities for winter tourism and sports, beautiful nature, the presence of national parks, nature reserves, a large number of unique monuments of nature – the Synevyr lake, the Dovbush's rock, Narcissus Valley, etc.) The rich history of the region especially in agriculture, unique cultural and historical traditions and ethnic characteristics (Hutsul, Bukovina, Galicia, Rusyn, Lemko), household structure and organization of the whole mountain «ahrooseli», crafts, original and interesting architecture are of great interest to residents of all other regions of the country. This is the place where rural tourism and agrotourism gained considerable expansion and has significant experience in managing them;

- Polessye in the Volyn, Rivne, Zhytomyr, Chernihiv regions. The nature of this regions has numerous lakes, forests, mushroom and berry places. Agricultural activity is more pronounced than in the Carpathian region and is the basis for rural residents. For tourists in the village will be interesting the leisure opportunities,

participation in agricultural work (such as hay), attractive hospitality and sincerity, interesting ethnic features in the organization of everyday life, folk rituals, etc.;

- Podillya in the Ternopil, Khmelnytsky and Vinnitsa regions distinguished by beautiful nature of Podolsk Upland, Tovtry, the canyon of the river Dniester, great historical and cultural heritage (including forts, castles, places of religious tourism), especially rural life and agricultural activities;

- The central Ukraine in the Kiev, Poltava, Cherkasy, Kirovograd regions. Rural communities traditionally engaged in agriculture and rural tourism is less developed. But the potential for it is very great – natural, historical and socio-economic. This area is territorial and organizational basis for the formation of the Ukrainian nation. There are a preserved park and architectural ensembles of the past (in Trostyanets, Uman, White Church). For tourists will be interesting Shevchenko's places, places associated with the activities of other famous people of the country. Feature of the region is the presence and proximity of potential tourists – residents of Kyiv and foreigners that mainly concentrated in the capital. Wealth natural and recreational potential, a large number of historical monuments, revived the tradition. Comparable proximity to major industrial centers contributes to the development of rural tourism in the Central Region. The region is attractive for all types of rural tourism and agro-priority recreational tourism;

- Eastern Region – Sumy and Kharkiv oblasts. There is also a beautiful nature, but because of the predominance of urban life the rural traditions remained lower. Rural tourism will be interesting primarily to residents of Kharkiv and Sumy;

- Pridneprovye (the Dnipropetrovsk and Zaporizhia regions) is known as the industrial area. Countryside plays a significant there. Therefore, it can be used as the territory to spend weekends for the residents of industrial cities. It will also contribute to the revival of Cossack rich history of the region, customs and traditions;

- the Donetsk and Lugansk regions are also a home to a large number of urban population and its density is one of the largest in Ukraine - 130-150 people/km². In such conditions with low solvency of the population we can expect the demand for

low-cost travel services in rural areas including weekend tours to harvest crops and the provision of environmental friendly and high-quality food products.

- South Black Sea region includes the Odessa, Kherson, Mykolayiv regions, the Autonomous Republic of Crimea. The proximity of the Black Sea and Sea of Azov, nice warm climate contribute to the development of recreation and rural tourism. A huge historical and cultural heritage of Southern coast of Crimea, beautiful and ancient mountain village is the basis for rural tourism.

In our study we consider the current state of the agro-tourism in these four regions of Ukraine - Carpathians, Crimea, the Kherson and Zaporizhzhya regions.

Carpathians.

In Ukraine is formed an official approach to defining the Carpathian region taking into account: the natural landscape features of the region, ethno-cultural features and advanced features of the administrative and territorial division of land in the region. On this basis in 1999 was decided to integrate various public and entrepreneurial efforts Lviv, Ivano-Frankivsk, Transcarpathian and Chernivtsi regions in order to develop a holistic competitive recreational and tourist complex in the Carpathian region. The Carpathian region of Ukraine is composed of four administrative areas within the mountain system of Ukrainian Carpathians.

Green tourism and eco-tourism is a prominent tourism sector of the Carpathian region. The Carpathian region should be regarded in aspect of territory administrative regions.

Lviv – is one of the biggest tourist destinations in Ukraine which has an area of 21.8 thousand km² (3.6 % of Ukraine). In size it ranks 17th among regions of the state. The population of the region on 1.02.2011 was 2,525,532 persons (rural - 1,002,460 people), the population density – 116 people per km². There is high forest cover, more than 400 objects of nature conservation, including Sanctuary «Roztochya», National Parks Yavorivskyi and «Skole Beskydy», 23 nature reserves, 240 natural monuments, 55 parks – monuments of landscape architecture. There is a

potential for the development of agro-tourism in the villages of Maidan Urich, Krushelnytsya, Pidhorodtsi, Korchyn, Sopit, Zavadka, Rosokhach, Sychiy potik.

The Ivano-Frankivsk region has an area of 13.9 thousand km², which is 2.3 % of Ukraine. The population of the region on 1.02.2011 was 1,376,891 persons (rural - 785,876 people), the population density - 110 people per km². In the Ivano-Frankivsk region there are 147 protected funds. Among them there are large mountain forest reserves «Sadku», «Dzhurdzhivskyy», «Kniazhdvir», «Skeet Manyavsky», the largest in the Carpathian National Nature Park and the National Park «Hutsul», State Reserve «Gorgan». There are the most famous resorts: lowland Kosiv, Tatar, Yaremcha, Vorohta and balneomud foothill Cherche.

The area of the Transcarpathian region is 12.8 thousand km² (2.1 % of Ukraine). The population of the region on 1.01.2011 was 1,244,678 persons (rural - 786,029 people), the population density - 100 people per km². Transcarpathia is one of the richest historical and cultural monuments of Ukraine. In total the region has about 415 protected fund of the total area of 1.54 thousand km². Among them there are International Biosphere Reserve «Eastern Carpathians», Carpathian Biosphere Reserve, Carpathian National Nature Park, «Synevyr», 38 preserves, 349 natural monuments, 160 spa resorts and guest houses, holiday homes and tourist hotels.

The Chernivtsi region has good prospects of rural tourism. The beauty of Carpathians nature, ethnographic possibilities, hospitality of the local population is the main determinants of rural tourism development in mountain areas. There are 286 protected areas and facilities including 7 Sanctuaries, 8 natural monuments of national importance and 136 natural monuments, 40 parks - monuments of landscape architecture and 39 natural reserves of local importance in Bukovina.

Traditional labor surplus in mountain and foothill areas of the region - Storozhynets, Vizhnitsky, Putyla areas - defines crafts and tourist recreation organization in the Carpathians as a priority economic development in this region. These regions also hold the primacy of the number of private farms of rural tourism. Today that number is over 75.

Co-financed by the German company the project «Creation of preconditions for the implementation of the cluster model of eco-tourism farms in Bukovina» has been developed. It is within the project 21 new «ahrooseli» were created, designed routes «Raisins of Bukovina», «Walk the paths of the old Slavic Bukovina».

In Ukraine most tourists choose Carpathian village: Yablunitsa, Tatar, Verhovina, Lazeshchyna, Vorohta, Yasinya, Skole which are located in the most picturesque areas of the Carpathians. The cost of the holiday is often understated. For example, a week-long vacation with breakfast and dinner costs only \$250-350, while a week in the European countryside is an average of EUR 700-800. In Lithuania you can rent a house in the village for EUR 60-75 per day.

A distinctive feature of both - the world and Ukrainian rural tourism is functioning without intermediaries. The only advertisement for yards which take tourists are stories of people who have been there as well as ads on specialized sites.

There are other causes of rapidly developing rural green tourism in the Carpathians. Firstly, Western Ukraine adopted appropriate experience from Poland and Romania where green rural tourism rapidly develops. Besides, there is often simply no other work in mountainous areas. Therefore, people use the smallest opportunity to make something especially if someone in the area is already dealing with something similar.

As for the Carpathian region only in Ivano-Frankivsk region more than 500 private estates deal with green tourism. Most are located in Kosiv, Verchovyna, Yaremchanski and Rozhnyativ areas. Very popular areas for recreation are around Slavaska near Lviv, where there is powerfully developed rural green tourism. In general, in the Lviv region, there are about 200 «ahrooseli», the biggest quality of them in Skolivsky district.

The rural tourism depends on seasons: summer is a season for «ahrooseli» in the Crimea and some «ahrooseli» in the Carpathian Mountains, winter is the season for the Carpathian «ahrooseli». Very few «ahrooseli» develop services for the off-season which could attract tourists all year round.

In 2011 the NGO «My house - Karpaty» (Ivano-Frankivsk) conducted a number of activities within the project «Library as a center of rural tourism in mountain areas» with the support of anti-crisis program of the International Humanitarian Fund «Revival», organized for farmers training.

Crimea.

Green tourism in the modern sense is originated in the Crimea in 1995 after the Law of Ukraine «On tourism» in which environmental (green) tourism was legalized as one of the types of tourism. After 18 years we can say that green tourism in Crimea is still in its infancy. This is confirmed by the situation in the tourism sector. A significant number of Ukrainian tourists (97%) did not consider the Crimea as a place of green tourism. In Crimea with the rural population of 730 thousand people, function a few rural tourism farmsteads, the majority of which are in the central area of the Crimea (the Simferopol, Bakhchisaray, Belogorsky, Kirov regions). North and north-western regions of the Crimea is a tourist desert - there are almost absent rural tourism.

«Green» tourism on a peninsula offers a standard set of services: an accommodation in a rustic house, food (mostly ethnic cuisine), bath, observation of pets and their feeding, walking or horseback riding along the outskirts of the village, hunting, fishing, harvesting, traditional classes crafts. However, even cooking for guests, not to mention the other services, does not suggest a quarter of estates. Quality of service does not meet their cost, although 95 % of the tourists say that they have a happy holiday. This kind of eco-tourism in Crimea rather should be called a «rustic hospitality». There is a lack of tourist infrastructure (transport connection, normal roads, parking lots, drainage, hot and cold water, etc.). In this case rural hospitality could be seen as the first stage of the development of green tourism.

In 1998 in the Crimea was organized the first NGO to support green tourism – Union for Promotion of Rural Green Tourism. The main goal of this organization was to promote recreation in the countryside. Achieving this goal is planned to be carried out by solving a number of problems including: the revival and development of folk

in the Crimea, promoting social development of the village, protecting the environment and settle the environmental problems of peninsula, teach to respect the beauty of the native land.

Since 2006 there is the Association of Crimean rural tourism. First Republic (official) program of development and support of green tourism in Crimea was adopted in 2007 under the Cabinet of Ministers of Ukraine dated 03.07.2006 «On approval of a plan of state support for the development of rural tourism in 2006-2010». According to this program the development of eco-tourism in Crimea the Republican Budget supposed to allocate UAH 1,280,000 [Ordinance of the Verkhovna Rada of the Autonomous Republic of Crimea 19.09.2007, # 572-5/07 «About program of rural development and rural tourism in the Autonomous republic of Crimea in the Years 2007-2010»]. In the four years is planned an increase in the number of registered rural households for 250 units which will be organized as «ahrooseli» for tourists and an increase in the number of farmers, registered entrepreneurs who created a mini-hotel for 150 units.

Within this program in several districts of Crimea were prepared their own programs of eco-tourism. Unfortunately, for various reasons all the Program activities were not fulfilled and most of them were assessed by owners of rural estates (in terms of effectiveness) at a low rate. But the mere appearance of such a document type as a program support confirms the interest of the state in the development of eco-tourism in Crimea.

Promoting the development of rural tourism in Crimea at the state level provides by:

- the Supreme Council of the Autonomous Republic;
- Ministry of Resorts and Tourism;
- Ministry of Agrarian Policy of the ARC.

Organized and run public organizations which unite the rural estate:

- Black Sea union of rural tourism;
- Crimean Association of Rural Tourism;
- Slow Food of the Crimea.

The above organizations determine rural communities to focus more on the improvement of rural settlements, transport infrastructure reform, restoration of local cultural institutions, environmental cleanliness of the environment and the solution of urgent social and economic problems of the village through additional revenues to the budgets.

Kherson.

The uniqueness of the steppe in the Kherson region is sufficiently discussed today by professional tourism industry. A great interest is creating for children and families in the style of an Indian village known as the farm «Belozerye» (Belozersky district), etnostylistyka and animation of «Chaika» (Golopristsansky district), presentation of detailed developments of exotic diving school in the village Khorly (Kalanchak district) and national culinary workshops in Kalanchak «Pearl». Development of recreation in the style of «Desert Island» called «Bird Island» offers striking exotic natural features and an environmental component. In Chaplinka (Askaniya Nova) the «ahrooseli» of Lyudmila has amazing perfection and is marked not only by the presence of exclusive dishes but also a set of branded services. The language dialect in Hryhorivka (estate «Sivash breeze») in Chaplinsky area will also be interesting.

Adopting experience of Britain in the tourism market allowed to systematize the idea of rural tourism in a new way in the region. There were proposed such images for «ahrooseli»: v. Tokarevka, estate «Belozerye» - «Dnepr is the best in any weather!»; Hola Pristan town, «ahrooseli» «Seagull» - «The soul equilibrium and positive attitude to the life»; «ahrooseli» «Nicole» - «Fantastic fishing village idyll,» «ahrooseli» «Oberig» - «Discover Kherson for yourself »; «taste of Poltava in Varenichki Kalanchak», «Feel the Ukrainian sincerity and positive energy»; «Feel the life with a touch of the sea and others.

One of the most active local organizations, which for many years have been making sustained efforts towards the promotion and development of rural tourism as a form of economic activity in Ukraine is the Kherson NGO «League of Business and

Professional Women» which was established in 2001. Since its inception of the League performs coordinating functions and organization of the implementation of many projects with the assistance of international funds and developed and undertook a number of educational and other activities in the field of rural tourism.

Thus, under the «Business incubator to develop eco-tourism in the Tauride steppe culture» they introduced a training module with five cycles of seminars focused on the development of rural tourism in the Kherson region which attended 120 people and received certificates of completion. A 25 rural tourism «ahrooseli» were created. A textbook «Green tourism from «A» to «Z». A system of categorization of estates - green tourism «Cauchy Tavrii» or «Crib of Tavriya».

The project «Overcoming unemployment and development of women's entrepreneurship in green tourism» (2008) introduced a training module which contains five steps considering entrepreneurship and rural tourism. Participants of the training module - 73 women who lost their jobs were trained and received certificates and a chance to open microbusiness by using its own resources. Also, 300 people received information how to plan and manage in rural tourism.

The project is supported by the Ukrainian Women's Fund. The project «Promotion of employment among rural youth and entrepreneurship development in rural green tourism» (2009) was aimed at solving the problem of unemployment of rural youth by starting a business in a rural green tourism. The project was a basic training module for the development of this area and helped to become a self-employed for rural youth in the area.

In the pilot project of anti-crisis «From hopelessness - to action» (2009 - 2011 years), which was developed in cooperation with experts of regional employment center were introduced the training courses in «Basics of Garden and Landscape Design» for unemployed women who lost their jobs due to the crisis, owners of estates. Four individual training courses (70 hours each). Fifty women received new skills of gardening and landscaping skills. Courses and are currently ongoing.

Thus, in 2007, Kherson Regional State Administration adopted (resolution number 1227 of 17.09.2008) regulations on the voluntary categorization of private

households engaged in rural tourism according to the system criteria «Cauchy Tavriya» in the Kherson region. For the definition of the symbol was selected a «basket» and the quality of farms counted from one to five baskets. Named system was never implemented in practice and Regulations lost power.

Due to a participation of the League in number of projects and programs in the Kherson region and its active cooperation with state and local governments there had been taken a number of important measures, including:

- in the strategic plan of the Kherson region till 2015 for the first time was introduced as operational objective the development of industry of rural tourism;
- the specialized system of categorization of rural households was engaged in rural tourism called «Cauchy Tavrii» which is recommended for use by state executive in the field of tourism;
- created Regional Business Incubator of Rural Tourism in Kherson;
- conducted business polygon «Taurian litnyk», give the start for farms «Belozerye», «Red Lakes», «Kalina Islands», «Generous spring», «Zbur'yivski spawn» and so on.

There was suggested a sole strategy «Kherson - the center of Ukrainian Black Sea, the standard of integrity and purity, the European center of the unique steppe culture, sustainable economic development, quality of life and hospitality of the inhabitants».

According to the educational activities the real quantity of «agroosel» has been increased by 29 units. Seminars and trainings covered more than 200 people from rural areas of Kherson.

Zaporizhzhya region.

Taken together a variety of factors such as resources, environmental, economic, political and several others that determine the development of recreation and tourism industry one can distinguish the main which is resources since it determines the feasibility and effectiveness of recreation and tourism in the area through the mobilization complex of man-made and mainly natural resources.

At the national accounting there are 8031 historical cultural monuments including 1677 monuments of history, 6276 monuments of archaeology, 78 - monumental art.

To the State Register of Cultural Heritage of Ukraine belong 18 region sites, 8 archaeological monuments (monuments of national cultural heritage - the remains of settlements, burials, mounds, burial mounds Rope-Grave and the Popovsk tomb in Berdyansk district; Kulyab-Grave in Michajlovske; Solokha and Mamaj mountain in Kamyansko-Dnieper, Cymbals graves in Velykobilozerskomu areas and archaeological complex of monuments «Bald Mountain» in Vasilevsky area and four places of the history (including the Dniproges).

Three Parks: National Park «Khortytsya», state historical and cultural reserve «Stone Grave» (Melitopol), historical-architectural Museum-Reserve «Manor of Popov» (Vasilevka).

The Zaporizhzhya region has a unique economic and geographic position. Southern border is washed by the Sea of Azov. The coastline within the area is more than 300 km. The river Dnepr (the third largest river in Europe) covers the north-western part of the region and has Kahovsky and Dnieper reservoirs, three medium-sized rivers (River Molochna, Konka, Haychur) and 118 small rivers with 28 reservoirs and 849 ponds.

Spa and recreation areas constitute almost 15 % of the area. Within the region are explored and used mineral water and mud almost all known spa types. In health and medicine purposes is widely used wax and speleotherapy. According to the Cabinet of Ministers of Ukraine from 28.12.96 # 1576 the next regions are attributed to the resort areas: p. Novokonstantynivka with. Stroganovka (the Azov region), Primorsk, Kyrylivka (Yakymivskyy district). According to the law adopted by the Verkhovna Rada of Ukraine of 11.01.2005 # 2305 -IV; Berdyansk city has received the status of a resort of national importance.

The Zaporizhzhya region has 310 territories and objects of protected areas including national reserve «Khortytsya», branch of the Ukrainian Steppe Reserve «Stone Tombs». Within the reserve «Khortytsya» is located the state geological

reserve «Dnipro Rapids» total area of 1,383 hectares which belongs to the natural reserve fund of Ukraine. A unique feature of the island – are its landscapes which include all geographic areas of Ukraine - from the steppe to the mountains. From 1052 species of plants 657 belong to wild, 11 of them listed in the Red Book of Ukraine, 41 - relict and endemic plants.

There is a Conservation Area «steep Kakhovsky reservoir « area of 522 ha and «Tract Bilozirske « 390 hectares to be created.

Ethnic and cultural potential: there are nine regional centers of Cossack organizations numbering over seven thousand Cossacks. There is a regional target program aimed at introducing an effective mechanism for cooperation between government and Cossack community organizations to develop historical, patriotic, spiritual and cultural traditions of the Cossacks.

Traditionally in Zaporizhzhya were held cultural events of international and regional importance. The development and promotion of amateur art: All-Ukrainian Festival of Performing Arts («Khortytsya Chords», Regional round of folk dance of P. Virsky, Festival Brass and pop music «Tavriysky trumpet» in Melitopol, festival of children's pop art «Top Top» in Berdyansk), International festival («Jazz forum» in Berdyansk, spiritual singing in Zaporizhzhya, Film Forum «Brigantine»); regional festival «Poetic May». There are nationwide art events «Ukrainian napkin» of Ukrainian folk mistress Vera Royik and «Towel of the national unity». Such national measures may serve as an additional incentive for eco-tourism enthusiasts to choose the Zaporizhzhya Region area.

In the region acts the department of tourism of Zaporizhzhya Regional State Administration which is implementing the state policy in the sphere of culture and arts, cultural heritage, tourism, resorts, preserving and developing the traditions and culture of the Ukrainian nation, ethnic, cultural and linguistic identity of people and national minorities. It is involved in international projects in the field of culture, tourism, resorts and Cultural Heritage. It organizes and conducts national and international exhibitions, fairs, methodical and scientific seminars, conferences and more.

In the Zaporizhzhya region there are such tourist information centers:

- Zaporizhzhya regional tourist information center in «Zaporizhzhya Regional Museum». There one can find the information about the houses of Rural Green Tourism in the Zaporizhzhya region (31 «agrooseli»). It gives tourists a variety of additional services (<http://www.zotic.zp.ua/>);

- Berdyansk tourist information center based on private enterprise «Agency of Travels Sport Plus»;

- Berdyansk electronic tourist information center (<http://www.kurort-berdyansk.com/>);

- Tourist Information section «Vasilevsky center of culture and leisure» (Vasilevsky district);

- Regional Tourist Information Center (Melitopol district, village Mirnoe);

- Azov Tourist Information Centre at the Azov district museum.

Department of Culture and Tourism of the Kuibyshev district administration prepared 7 leaflets about tourist sites and routes developed - Kuybyshevsky area and route to local battles of the 18th Army in the villages of Green Grove, Oleksiivka and Smirnov. The district of Local History Museum suggests new tourist excursions taking into account the nature reserve fund of historical and cultural sites under the name «The uniqueness of south steppe». Tourist facilities are widely used for organizing and conducting summer travel and health campaigns. In the central district library the permanent tourist information booth is situated where one can get some information about attractive tourist facilities of the district and the region.

Although according to the Department of Culture and Tourism in Zaporizhzhya region 31 private agrooseli take guests but actually it is outdated information, some estates are closed and some are opened. According to our observations, the number of houses that unofficially host guests a lot more, especially in the coastal areas of the region. This is typically not the museum clay cottages and modern renovated houses. Some two or three stories with a restaurant, sauna, billiards. They look more like mini-hotels. The number of houses that are specially decorated in ethnic style just a few.

Unlike Western Ukraine the green tourism in the Zaporizhzhya region is at an early stage of development. Neither the authorities nor the population are not ready, says the head of Zaporizhzhya Union for Promotion of Rural Green Tourism Natalia Bernaha.

Green tourism in the Zaporizhzhya region offers visits to local attractions such as national historic-archeological reserve «Stone Grave» in Melitopol, State historic-architectural Museum-Reserve «Manor Popov» in Vasilevka, grave of Cossack chieftain Ivan Sirko, location of Hortytskkoyi, Tomakivsky, Pokrovskoyi and Chortomlyk Sich at Nikopol. It organized the hydrotherapy with healing springs and mud of Azov therapy. It is possible to hunt ducks, hares, foxes and wild boars in hunting areas, especially in Kuibyshev district.

Department of Culture and Tourism of Zaporizhzhya Regional State Administration, Zaporizhzhya Regional Tourist Information Centre and the NGO «Zaporizhzhya Regional Tourist Association» jointly issued the «Tours of Zaporizhzhya» dedicated to the European Football Championship in 2012, where one can find dozens of hiking trails to different places of the Zaporizhzhya region. The time of traveling and the language of the tour are indicated as well as travel agency where one can book this excursion.

In the summer of 2012 in Tokmak opened the scenic estate «Ukrainian court of nineteenth century» with a smithy, a water mill, a pond, a windmill, a stylized church, museum items of the nineteenth century. It attempts to collect all the crafts that were in the Southeast region, a collection of towels for wedding ceremonies, folk traditions of healing with herbs. There were organized workshops on embroidery, woodcarving, basket weaving, blacksmithing. Also you can live in an old village and sleep on the stove, take part in vechornytsyah.

Fishing tourism as a form of greet tourism is very popular in the Zaporizhzhya region. It is organized at the Sea of Azov (Azov and Berdyansk district), on the Dnieper River and specially stocked ponds throughout the area. In vil. Saltychiya of the Chernigov region there is a big complex established for fishermen.

There is parking, cabins for accommodation, a comfortable place for fishing carp, grass carp, silver carp, catfish.

The Azov region is unique in its possibility to combine rural tourism with the rest on the seaside, fishing, treatment and tours. Novokonstantynivka has the «Sea Breeze»: resorts of hot spring - one of the wonders of the Zaporizhzhya region. Foreigners and citizens are happy living in a rural estate where in the morning you can see how people milk cows, drink fresh milk, and then head out to sea, catch the bullfish, swim, eat soup for lunch and pick up for yourself a watermelon in the garden. Accommodation costs are only 40 hrn., homemade 3 times meals cost 100 hrn.. In a vil. Chkalovo of Azov district the home of the world famous traveler Fyodor Konyukhova was renovated. Tourists from different countries stop there, even more foreigners among them. This year will work route «the small homeland of Konyukhov». It may be one of the most popular trails in the area. In Melitopol area one can relax near by the river, in the woods: Estate «Rose Alley» in v. Mirnoe, «Pine Amber» in v. Sosnivka.

A promising eco-tourism direction in the Zaporizhzhya region can be the rest near apiaries and the rehabilitation there. The applicable apitherapy and sleep on the hives can be used. The Zaporizhzhya region has long been famous for honey and bee products that are useful for the treatment of many human diseases. Melitopol in Greek means «honey.» Sergey Usenko, a villager from Small Tokmachka that in the Zaporizhzhya region in cooperation with scientists from Zaporizhzhya State Medical University conducted research on health in the apiary. The results were stunning: the pressure is stabilized and it helps the treatment of respiratory tract. The Manor of Sergey Usenka «Honey House» has an apiary with 270 hives, wooden house for sleep and treatment. Guests also can live in a traditional house, located nearby. There are seeded honey and medicinal herbs that are very fragrant. You can also just walk around the garden apiary, breathe, to become healthier in the houses on the hives. You can twist medogonku and get yourself your own sweet honey. There is a physician staff who will consult you with apitherapy. There is a very well designed website of the estate where one can find such information that the owners have been

trained at the Kiev National University of Life and Environmental Sciences of Ukraine under the «Green tourism» program.

There are ethnohouses in the Albanian and Bulgarian style in the Primorsk region but this trend is not very popular. If we want that the green tourism really develops we must convince the local government that green tourism actually helps self-employment and rural development. We should also promote the green tourism among the rural population.

The trainings were conducted for the unemployed persons in the placement service. Experts talked about the green tourism, gave examples, organized study tours to the owners of agrooseli in Kherson, Bakhchisarai. Today it is possible to get free education in Kiev under the state program «rural green tourism». This year in Zaporizhzhya region were trained 3 people, 2 will go on courses in the summer.

The problem of rural tourism in Ukraine is the lack of local development programs in this area, lack of communication and socio-technical infrastructure in the regions. Also hindering the development of eco-tourism in Ukraine the tough business environment, the lack of legal protection and preferential loans, tax burden. Agrooseli work mainly in summer, so there is no sense for farmers to become private entrepreneurs and paying taxes and fees all year round.

Legislative regulation.

New perspectives for the development of this activity will provide the Law of Ukraine «On rural ecotourism», the project of which was registered in the Verkhovna Rada of Ukraine. In the first draft of the Law of Ukraine are legislated such terms as «eco- village», «rustic ecotourists (traveller)», «services in rural ecotourism» and others.

The positive thing for the development of agro-tourism at the regional level is the definition of responsibilities of local authorities and executive authorities in the field of rural tourism as well as sources of funding for this activity. A separate section in the draft law is dedicated to the features of taxation in rural tourism. Thus, it is proposed to exempt farmers that provide tourists stay in their own homes up to 8

people. But under current law the tax issues are governed by the laws of taxation. We consider it appropriate that the issue of taxation of rural ecotourism will take into account in the Tax Code of Ukraine.

Legal status of rural tourism in Ukraine is not defined, and it is a challenge to the development of this activity as workers often understood the definition of rural tourism differently and mean different things. And also a lack of clear legal framework hinders the creation of economic development strategies of this type of tourism, support programs and assistance.

Green tourism is a legitimate activity. Green tourism is recognized as a separate form of tourism development which has a priority in the state policy (articles 4 and 6 of the Law of Ukraine «On Tourism», # 324 from 15.09.1995, the right of private households engaged in rural green tourism is defined in Article 1 of the Law of Ukraine «On a personal farm», # 742 from 15.05.2003).

Green tourism as an activity that is not related to business, including the provision of accommodation and food for tourists. These services can be provided by any person without additional permission. If you want to show tourists some local attractions or natural sites then you require special education and permission to provide these services (travel support).

Key problems in the legislative and legal issues of green tourism in Ukraine can be defined as follows:

- undefined legal status of green tourism;
- bureaucratic procedures for inspection and registration;
- most part of the «black market»;
- poor incentive for the development of green tourism, in particular, no special line of soft loans for small homes. It is difficult to find money to start or expand businesses;
- lack of experience of owners in legal and legislative matters;
- difficult to get legal advice.

Formal and informal standards for green tourism.

There is a national system of standardization in the field of tourism in order to protect the interests of consumers and the state, to provide security, life and health, protection of property and the environment; to provide classification of tourism resources of Ukraine that ensures their protection, the establishment of maximum permissible loads on the cultural heritage and the environment, improves the quality of goods and services to meet the needs of consumers, ensures the safety of tourist visits, taking into account the risk of natural and man-made disasters and other emergencies, interchangeability and compatibility of goods and services, their unification.

Regulations on standardization in the field of tourism can be divided into:

- common standards that are implemented in all spheres of public life and the economy (eg, standards containing requirements for the construction and operation of capital construction, industrial and food products, sanitary requirements for water quality standards for quality control of production processes, etc.);
- specific standards for the production and provision of tourist services.

Ukraine has introduced a voluntary labeling in the field of rural tourism «Ukrainian guest house». It has four categories which are indicated by appropriate signs. A sign «Ukrainian guest house» includes the composition of the phrase in the Ukrainian language - «Ukrainian hospitable farmstead» and in English – «Ukrainian guest house» and graphic symbol, which depicts a Ukrainian hut. The hut has one, two or three flowers.

The sign has four categories of accommodation:

- basic (lowest) - denoted without flowers;
- first - a flower;
- second - two flowers;
- third (best) - three flowers.

A sign entitles farmers to report about an appropriate quality housing and services level in advertisements and set fee that is compared with its category. This

sign is available in the Union for Promotion of Rural Green Tourism in Ukraine and can be used as a marketing tool to increase the popularity of the house.

A sign «Ukrainian guest house» is provided to the houses that meet certain requirements. A sign granted for a period of two years, as certified by the appropriate certificate.

On January 1, 2012 84 estates from 16 regions were certificated:

- basic (lowest) level - 46 estates;
- first - 10;
- second - 17;
- the third (top) - 11.

The program of voluntary categorization in rural tourism «Ukrainian guest house» (hereinafter - the «Program») and demands for it made on the basis of the Law of Ukraine «On tourism», international standards for tourist excursions and similar standards of countries that are the members of the European Federation of Agriculture and farm tourism - EUROGITES (Austria, Ireland, Germany, Poland, Hungary, Sweden, Switzerland, Czech Republic).

Requirements for voluntary categorization are developed in accordance with the requirements of ISO 4268:2003 «Touristic services. Accommodation facilities. General requirements», regulations and basic standards of individual and collective non hotel accommodation facilities of European countries and Ukraine.

Objective: development of different forms of settlements in rural estates, improving the quality of integrated tourist services, providing accommodation services and to promoting rural development in Ukraine.

In developing of this program were included the following regulatory legal acts:

- Law of Ukraine «On Tourism», # 324/95 of 15.09.1995;
- Law of Ukraine «On Personal farm», # 742 from 15.05.2003;
- Law of Ukraine «On Protection of Personal Data», # 2297 of 01.06.2010;
- Resolution of the Cabinet of Ministers «On approval of the provision of temporary accommodation», # 297 of 15.03.2006;

- Resolution of the Cabinet of Ministers «On approval of the rescue measures at the sites of tourist visits», # 507 from 27.05.2009;
- Order of the State Tourism Administration and the State Statistics Committee «On approval of the method of calculating the volume of tourism», # 142/394 dated 12.11.2003;
- GOST 12.1.003-83 SSBT. Noise. General requirements for security;
- GOST 12.1.036-81 SSBT. Noise. Appropriate levels in the premises and buildings;
- GOST 12.1.004-91 SSBT. Fire Safety. General requirements;
- Standard 17.1.3.13-86 Nature protection. Hydrosfera. General requirements for the protection of waters from pollution;
- GOST 2874-82 Drinking water. Hygienic requirements and control of quality;
- GOST 28681.1-95 Tourist-excursion services. Designing of tourist services;
- GOST 28681.2-95 Tourist-excursion services. Tourist services. General requirements;
- GOST 28681.3-95 Tourist-excursion services. Requirements for safety of tourists;
- GOST 30523-97 Services of the public nutrition. General requirements;
- DBN 360-92 Urban Development. Planning and development of urban and rural settlements;
- DBN V.2.2 -9 -99 Buildings. Public buildings and facilities. Key provisions;
- ISO 4268:2003 Touristic services. Accommodation facilities. General requirements;
- ISO 4269:2003 Touristic services. Accommodation facilities. Classification of hotels;
- ISO 4527:2006 Touristic services. Accommodation facilities. Terms and Definitions;
- SNIP 2.04.01-85 Inner water supply and sewage;
- SNIP 2.04.05-91 Heating, ventilation and air conditioning;

- SNIP 11-12-77 Sanitary standards and rules. Protection from noise;
- SNIP 23-05-95 Natural and artificial light.

The Sign provided for a period of three years and certified by the appropriate certificate. This sign can be used as a marketing tool to increase the popularity of the house.

The categorization of accommodation is on a voluntary basis and at the request of the owner of accommodation or persons authorized by him. The owner adds the application with characteristics of estate and house plan. The quality of accommodation services for the average consumer in rural green tourism is inseparable from environmental factors. Only a Ukrainian village is currently able to provide residents of big cities who are the main target group of consumers of tourism services in rural areas of Ukraine with an eco-friendly holiday.

Environmental component of quality of rural tourism is very important, because in the minds of most potential users the holidays in the countryside are associated with an outdoor recreation and provides a clean and attractive environment, organic food, eco-oriented recreational activities. No wonder that rural tourism is often also called green tourism. The vast majority of agritourism farms have a significant environmental component in the structure of its services. Accordingly the quality of this component requires an evaluation system that is clear to the consumer.

This system of evaluation of environmental quality of rural tourism was introduced by Union in 2004 – a system of environmental labeling of estates «Green farmstead». It is developed by using the proven European models and fitted to the specific conditions of Ukraine. It aims at such a way of existence and maintenance of the house and its guests which has no damage to the ecological environment or even improves it. «Green farmstead» draws attention of primarily environmentally oriented tourists who make up the majority of developed European countries and are becoming an increasing trend among our countrymen. This leads to the popularity of eco-labels to owners of estates. Every year in Ukraine the number of marked estates

increases and today there are 58 estates from 7 regions which received a certificate: the first (lowest) level - 50, the second level - 8, the third (top) - no farmstead.

Briefly describing the content of gradation of environmental quality of signs «Green farmstead» at a various levels one can in the following ways:

- the mark of the first level shows that the estate operates in a such way to minimize damage to the environment;

- the mark of the second level shows that the estate owners are making an active effort to improve the ecological state of the environment;

- the mark of the third level defines ecologically sustainable and environmental protection activity as a basic component of rural tourism services provided in that farm.

The procedure of environmental labeling must be completely voluntary and conscious choice of the owners of farmsteads. Certificate and mark «Green farmstead» provided for a period of 2 years. This mark may increase the popularity of the estate among environmentally-conscious tourists. Sign provided by the Union for Promotion of Rural Green Tourism in Ukraine and can be used as a marketing tool.

For the owner of the sign its attractiveness is provided by two main factors: increased demand from tourists and primary promotion of its services to the market associations and government agencies. The first of these factors (an increase in demand) today works mainly regarding to foreign consumers that are welcome guests in Ukrainian villages due to their high culture and solvency. But unlike European tourists most of them prefers holidays in environmentally labeled homes the prestige of mark «Green farmstead» in the domestic consumer must yet to be earned. So it is required the joint efforts not only the government and the public but also the owners of estates. As for market promotion the effectiveness of this process depends largely on environmental labeling consistency with high level of tourist services. Only quality services may be the subject to the marketing efforts.

It should be noted that similar schemes in European countries have a lot in common because of the unique approach to environmental labeling as a factor that supporting and promoting sustainable development. This is confirmed by the

similarity of the main sections of environmental certification requirements. These usually include: reducing the harmful effects of agro-tourism on the environment, saving resources, maintaining traditions and crafts, support the local economy, the development of environmentally-friendly forms of entertainment and recreation. According to the same principles built the certification scheme for the sign «Green farmstead». In the future we need to integrate the various European systems of eko-marking in one international. Such a combination will make it easier for consumers and agencies to figure out in lots of different characters as well as significantly increase the credibility of a single international mark. It is obvious that respect for the character (and consequently the market demand for it) are directly dependent on the stability and credibility of the organization that introduced it.

Initially, the ongoing efforts may not immediately give a significant economic (not to mention environmental) effects so you should be patient and look into the future. Today for farms the effectiveness of investing money in ekomarking is not always obvious because environmental certification procedure is not cheap and must be paid now and the result (whether it increase the flow of tourists) is unknown. The fulfillment of environmental standards also requires some spending that leading to an increase in the cost of tourist services. But not everything can be measured by monetary units only. Understanding the economic difficulties on the first steps of introducing of environmental labeling the Union aims to search for alternative sources of funding of certification procedures. Today the certification process have passed 35 farms from 7 regions of Ukraine, 24 of them received the sign «Green farmstead» of Level 1 and 3 estates of Level 2. This was done free of charge for owners.

The Environmental certification program for «Green farmstead» is completely voluntary. It is also independent from the quality certification of an accommodation and shows only an environmentally friendly method of farming. Sometimes the improvement of comfort of an accommodation may even conflict with environmental requirements, in particular the cost of electricity and water or use of household

chemicals. But there is a considerable demand for holidays with «traditional folk» style.

Dwell on those requirements the failure of which often becomes an obstacle to getting the mark. Most often it is the use of pesticides in horticulture and gardening. Despite all the assurances of the manufacturers of such substances they are inconsistent with the concept of organic foods as well as causing considerable damage to biodiversity of the environment. So we have to choose between increase of potato yield and environmentally friendly way of managing "Green farmstead".

Another requirement that is not always done today is to have a document from sanitation centers about the conformity to state drinking water standards. Note that this statement will still have to get everyone who officially takes the tourists.

Besides sometimes it becomes a problem of dump on the estate territory or next to it. The owners of farmsteads who tend to be the most active and progressive villagers have to take care of a clean environment. As can be seen the discussed obstacles are not insurmountable and the execution of these conditions does not require large investments.

To systematize quantitative and qualitative indicators of levels of households in rural tourism services in the Kherson region there was formed the procedure of categorizing of individual farms. There was created the system of criteria «Cauchy Tavriya». The procedure is aimed at promoting relations with normative regulation of differentiation in rural tourism as a form of economic activity for those who provide the temporary accommodation and hotel services in rural areas.

The lack of awareness of citizens about regulatory activities in a temporary accommodation results in incorrect interpretation of their actions and violations of the law that negatively affects the social and economic status of settlements. In particular this applies to settlements that are located in the coastal area of the Kherson region where under the guise of rural tourism work mini-hotels that are located in the countryside. Thus, the local and state budgets do not receive the funds necessary to ensure the improvement and development of local infrastructure and more. Categorization procedure is voluntary and is based on the application of the holder of

a farm. Thus, the program enables local governments to obtain justification of separation of rural tourism.

Quantitative and qualitative indicators of farms that provide services in rural tourism are divided into five categories: farm «one basket», «two baskets», «three baskets», «four baskets», «five baskets».

1 category Farm «one basket»

The farmstead with the yard and garden. Simple home. At least one separate bedroom with not less than 12 m² with furnished living space. A gas stove or wood, coal, fuel oil oven. An external WC. A summer shower. WC and a shower used by other guests and a host family (over 10 people). Storing food in the refrigerator, cold basement. Kitchen utensils. An infant cradle on request.

2 category Farm «Two baskets»

The farmstead with the yard and garden. Simple home. Rent a furnished living area with a separate bedroom (at least 12 m²) and a living room/kitchen with comfortable chairs, beds. A gas stove or wood, coal, fuel oil oven. TV (color with remote control) in the living room, a refrigerator. An external WC. A summer shower. WC and a shower used by other guests and a host family (up to 10 users). In the garden there is everything for barbecue, a common table, chairs or benches. Kitchen utensils. A washing machine. An infant cradle on request. Hot water on schedule.

Category 3 Farm «three baskets»

A house with furniture and interior decoration, at least 14 m² of living space with a separate bedroom, living room/kitchen (extra bed can be placed in the living room). WC in the home: a shower, a bath and a toilet. WC can be used by no more than 7 people. TV (with a remote control and color diagonal of at least 37 cm), an electric cooker, a refrigerator, a washing machine, a mixer, a coffee machine, a telephone. An external WC. There is everything for barbecue, a common table, chairs or benches in the garden. Kitchen utensils. An infant cradle on request. Maid service on request. Hot water.

4 category Farm «Four baskets»

An exquisite home with respectable furniture and interior decoration, at least 20 m² of living space with separate bedroom (bedroom suite with comfortable furniture and appliances), living room and kitchen (an extra chair bed can be placed in the living room). A fireplace in living room. WC in the home: a shower, a bath, a separate toilet, a private sauna (bath). WC can be used by no more than 7 people. Household appliances. TV (with a remote control and color diagonal of at least 37 cm), access to a computer and the Internet. Kitchen utensils. An infant cradle on request. Maid service on request. Hot water. Guests can take their pets: cats, dogs, guinea pigs, etc. for which there is a special infrastructure.

5 category Farm «five baskets»

An exquisite home with respectable furniture and interior decoration, not less than 42 m² of living space with a separate bedroom (one or two bedroom suites with comfortable furniture and appliances, air-conditioned), a living room and a kitchen. Television in each bedroom and living room (with a remote control and color diagonal of at least 37 cm), a fireplace in the living room. WC separately for the family (group) in a rest home: a shower, a bath, a separate toilet, a private sauna (bath). All appliances (a stove, a fridge/freezer, a washing machine and a dishwasher, a microwave, etc.). Each bedroom has a separate WC and a shower.

A private landscaped park or a garden, equipped areas for active recreation (such as: tennis, skittles, volleyball, pool, Jacuzzi), a garage for cars and other appliances. Kitchen utensils. An infant cradle on request. Maid service on request. Hot water. Guests can take their pets: cats, dogs, guinea pigs, etc. for which there is a special infrastructure.

There are also other systems of categorization of rural households in several regions of Ukraine. On May 31, 2011 the Ministry of Resorts and Tourism of the Autonomous Republic of Crimea approved new editions of voluntary categorization of accommodation rural and green tourism in Crimea.

Voluntary Standards categorization is established in accordance with the requirements of ISO 4268:2003 «Touristic services. Accommodation. General requirements», regulations and government standards for individual accommodation.

The individual facilities include tourist accommodation and residential property which is rent for a fee or free of charge. All accommodation units (room, dwelling) are independent and occupied by tourists and owners who use this accommodation.

It established four categories of voluntary categorization that are indicated by appropriate signs. The Sign is developing by community organizations in the tourism sector. These community organizations carry categorization of estates and rural green tourism in Crimea. The sign has four categories of accommodation: basic (lowest), the first, second, third (best). The Sign entitles the owner of the estate to report about the appropriate quality of living conditions and the quality of services in advertising media and establish a fee comparable to its category, uses the sign as a part of the popularization of certain estates. The full text of it is available online http://www.feodosia-info.com/images/stories/selskie_usadbi.doc.

SWOT analysis of rural green tourism.

SWOT- is the analysis which has been widely used in various sectors of the economy due to the visibility, accessibility, user-friendly and practical in application to identify weaknesses and prospects. SWOT-analysis in general does not contain economic categories and can be applied to any of the organizations and industries in general for building strategies in various fields of activity, including in rural (green) tourism.

Strengths

- historical and cultural potential of the region (district) - a monument of nature, architecture, wood architecture, museums, sports facilities (playgrounds) traditions, folklore, etc.;

- availability of rich and diverse recreational resources (available for hiking or mountain biking (summer) or equipped with ski slopes in winter, the presence of places for bathing, opportunities for gathering berries and mushrooms, etc.);

- natural and geographic location of the estate (accessibility, availability of nearby forests, lakes, etc.);

- climatic features of the location of the green estate (eg, highland villages of the Transcarpathian region can boast of greater tranquility, fresh air, snow cover in winter and cool in summer);
- regional policy support of local governments;
- support for rural green tourism from NGOs (such as the Union for Promotion of Rural Green Tourism, which has offices in all regions of Ukraine);
- cleanliness of the environment;
- national ethnographic feature area (popular culture, everyday life, customs, rituals, crafts, regional holidays, etc.);
- traditional hospitality of the population (openness and honesty in communication, good arrangement and cleanliness of estates, regional dishes, etc.);
- the lack of inter-ethnic and inter-religious conflicts;
- a small price for room and board.

Weaknesses

- imperfect legal framework;
- poor condition, bad accessibility of transport infrastructure;
- the competitive environment inside the industry: other estates, resorts, a hotel and a restaurant, etc.;
- seasonal factor (the largest number of tourists in summer and winter, during public holidays calendar, the lowest in the spring and fall);
- climatic features of the season (late cold spring, snowy or snowless winter);
- incomplete categorization of private estates;
- not too attractive image of Ukraine in the eyes of foreign tourists;
- low level of initial capital for starting self-employment;
- poverty and monotony of recreational facilities;
- lack of experience in the field of green tourism (a small number of agroosel, absent or low level of organizational, informational and advertising support);

- pollution of the environment (the presence of objects with significant emissions of harmful substances into the environment, storage of toxic substances, contaminated water, etc.);

- lack of traditions of folk life and culture or their poor condition;

- traditional and an uninteresting approach to hospitality (a formal approach to entertaining, unoriginal and primitive cuisine, etc.);

- lack of a clear development strategy of green tourism at the district level;

- competition and lack of coordination between the various organizations involved in promotion of green tourism, preventing the implementation of common strategic development of the industry.

Opportunities

- use online resources to promote the activities of the estate, booking a holiday, information about new services, offers, an online blog, photo gallery;

- development of new tourism products and services;

- improving the quality of existing services;

- improvement of material and technical equipment of the estate;

- improvement of the estate interior and exterior household items that has natural origin (wood, textiles, stone, etc.);

- supporting the development of related activities which are a source of additional income and varies the recreation: smithy, breeding of bees, gathering and drying of mushrooms, berries, wine manufacturing, hunting, manufacturing of souvenirs;

- development and implementation of green travel routes (hiking, bicycle, gastronomic, ethnographic, etc.);

- flexible pricing;

- obtaining international grants;

- effective organizational, educational and methodical, informational and legal framework for the development of the green tourism at a level of nation, region, district;

- use the area as a transit area;
- increase investment and improve the quality of infrastructure software of development area;
- establishing interregional cooperation;
- restoration of monuments of history, architecture and culture;
- the inclusion of certain objects of nature, culture and architecture in tour routes of international, national and regional significance;
- restoration of traditional folk culture, customs, rituals, domestic crafts and cuisine;
- work in rural clubs and teaching Ethnology and local history in schools;
- improvement of the environment;
- the possibility of preferential loans for farmsteads;
- the development of the green tourism contributes to capital inflows to the village growth and improvement of living standards in general;
- arrival of tourists contributes to the protection and restoration of cultural and historical sites of the region;
- activities of rural communities in the area of green tourism encourages improvement of rural homes and landscaping of all areas, the development of social infrastructure, services, etc.;
- increasing employment of rural population (new jobs will be created in the service industry, medicine, transport network);
- slow down the migration of youth to cities and abroad in search of work.

Threats

- lack of professional experience of the owner, the staff of the farmsteads;
- poor knowledge of languages by the owner and the staff of the farmsteads;
- slow development of organizational, educational and methodological information;
- increasing competition from farmsteads of neighboring districts and regions;

- deterioration of infrastructure maintenance and socio-economic standards of living due to economic stagnation and depression in the country;
- further degradation of traditional folk culture and way of life;
- unfavorable demographic situation;
- unstable political and economic situation is not conducive to foreign investors;
- the lack of stimulation of the industry from the state;
- great ecological pressure on natural resources by a growing number of tourists.

Due to SWOT-analysis we can identify the current level and prospects of rural green tourism. Conducting a SWOT-analysis also provides the possibility to define territorial characteristics and current direction of the green tourism, concentrate logistical, investment, organizational, economic and other facilities for their needs.

Regarding the perspective of development of the green tourism there is the project of the Union for Promotion of Rural Green Tourism in Ukraine «Policy development and functioning of rural tourism in Ukraine»:

Goal 1 - Development of recommendations on the main principles of the state policy in the field of rural tourism.

Objective - to conduct sociological research among owners of households, private farms that provide services in the rural green tourism, analyze, prepare a document to approve it at the community level and to inform the executive bodies for changes in public policy.

Goal 2 - improvement of the quality of services in the field of rural tourism.

Objectives - development Programme «Rural settlement Ukraine» on the basis of quality «Green farmstead» and «Ukrainian guest house». Launch the Institute of inspectors, advisors, promote the creation of a qualitatively new market for rural tourism, attractive to rural areas, clear and safe for domestic and foreign customers.

Goal 3 - development and increasing of the authority of the Union at national and regional levels.

Today there is an important question of training operators of rural green tourism and agro-tourism. Together with specialists from the Ministry of Labour and Social Policy of Ukraine the State Employment Service and the Union for Promotion of Rural Green Tourism in Ukraine (Ukrainian non-governmental organization) were developed the curricula and training programs for such professionals. It is also advisable to engage in this work the teachers of Universities from the largest tourism regions.

The analysis of questionnaire.

2. To which type of tourism does your business belong?	
Guest House	59%
Villa	12%
Farm	0%
Family hotel	29%
3. How many beds has your farmstead?	
less than 10 beds	65%
more than 10 beds	35%
4. To which category does your business belong?	
one star	38%
two star	38%
three star	23%
5. Do you use hired labor?	
yes	35%
no	65%
6. You have a higher education?	
yes	94%
no	6%
7. You have an education in a tourism sphere?	
yes	24%
no	76%
8. What part of your employees has an education in a tourism sphere?	
all	0%
most of them	0%
a few of them	17%
nobody	83%
9. Do you know any foreign languages?	

yes / state /:	76%
no	24%
10. What part of your staff know foreign languages? / state /	
everyone knows one foreign language / more than one foreign language	
much of them know at least one foreign language / more than one foreign language	
small part knows at least one foreign language / more than one foreign language	60%
nobody knows foreign languages	40%
11. Do you use computer technology and software to manage your business?	
for booking	32%
for web-page management	32%
for promotion	29%
no	6%
12. Do you advertise your business?	
Internet	23%
brochure	10%
catalogs	8%
business cards	16%
TV	5%
radio	4%
tourist fair	10%
website	18%
verbal communication	5%
Do not advertise	0%
13. How do you explore the tourist market?	
Internet	81%
tourist guides	10%
marketing agencies	10%
14. Do you use the services of tourist information centers?	
yes	47%
no	53%
15. Do you use the services of a travel agency?	
yes	65%
no	35%
16. Do you have a quality certificate?	
yes	53%
no	47%
17. Do you use the quality standards?	

yes	60%
no	40%
18. Are you a member of the Tourist Association?	
yes	59%
no	41%
19. Have you participated in any professional courses that improve the management culture of entrepreneurs in rural tourism?	
yes	59%
no	41%
20. Had you the quality control of your business, if so, according to what law?	
yes	29%
no	71%
21. What additional services do you offer to your customers?	
tours - on foot, by bus or other transportation	12%
walk	12%
long walk, hiking	7%
rowing	6%
observation of wildlife, birds	9%
riding	7%
cycling	6%
mountain bike	2%
picnic or BBQ	11%
cooking of local food	12%
traditional handmade	7%
agriculture activity	9%
22. What is the main purpose of your business?	
improve the quality of tourism services and products	28%
increase the number of clients	25%
improve the effectiveness of businesses	28%
attract more foreign tourists	19%
23. Do you want that your business be certified?	
yes	88%
no	13%
24. What problems hinder the prosperity of your business?	
lack of infrastructure in the region	28%
lack of transport links	21%
poor road infrastructure	28%
lack of management culture in the tourism sector	10%
large bureaucracy of administrative procedures for starting and maintaining tourism	14%

Most farmsteads which deal with rural green tourism consider themselves as a "guest house" - 59 % of respondents, 29% are positioning themselves as a "family hotel" (agritourism in the majority is a family business), 12 % - "Villa" and no respondent chose "farm" (perhaps because farming as a business requires a lot of effort so that for the other activities there is not enough power or time).

65% of respondents possess less than 10 beds, as opposed to 35% of those where the number of beds more than 10. This indicates that agritourism first and foremost is a small family business that has greater social element - getting rid of unemployment than getting big profits.

Despite the fact that the questionnaire asked, "Which category does your tour company have?" with response options in a number of stars that is not a very good criteria when assessing rural households but the answers are equally shared by 38% between one-and two-star, 23% indicated three-star. Some of the respondents expressed that the agrooseli can't be categorized with the general, government regulation because it will put an end to all rural homes that were able to receive visitors.

Most respondents do not use the hired labor 65%, versus 35% who use. It logically confirms a previous question about the number of seats in the estate. For a small number of places you can deal with everything on your own.

94 % of the owners of rural green estates have higher education but as for tourism education it is only 24 % of them. A question about the staff with tourism education can be analyzed only in part because most households simply do not use employees.

With regard to language skills we have good results, our village green estates can host foreign tourists: 76 % of owners master one and some more than one foreign languages, the most popular language which are indicated in the questionnaire are: English, Polish, German, Slovak, Spanish, French. Again the question of some personnel that speaks foreign languages can not be fully analyzed due to absent of hired personnel in most estates.

Computer technology is used by all respondents, the main purpose of their use is: booking, web page management - 32%, for promotion - 29 %. The most of respondents advertise their farmstead over the Internet and use it for market research - 81 % is the proportion among all means of market research.

Assistance from the tourist centers is used by almost half. They also use the services of travel agents 65%. Quality certificate has half of estates and most of them use quality standards; half of them are the members of the tourism associations - 59 %. The same percent of respondents (59%) participated in the professional courses of improvement of administrative culture of entrepreneurs in rural tourism.

The question: "Did you have the quality control of your business, if so, how much?" could be incorrectly interpreted by the respondents, as only 29 % said "yes", although in previous answers we see that most have quality certificate. Perhaps this question some perceived as a State quality control that's why answered "no", while others regarded as a non-governmental organizations quality control to pass the voluntary certification.

Nevertheless, 88% want their business to be certified. While this is a moot point because if the state greatly interfered in this issues and imposed the obligatory certification and a payment for it it would not be correlative with income in agritourism and the answer would be quite opposite. But it's a good sign because people want to work in civilized conditions and provide quality services.