

SCIENTIFIC AND CONCEPTUAL PROVISIONS OF THE ESSENCE SUBSTANTIATION OF THE RURAL GREEN TOURISM CATEGORY

Within the article, a thorough analysis of the existing scientific concepts to consider the essence of the categories "rural tourism", "agritourism", "rural green tourism", "ecotourism" and "green tourism" is provided. For this analysis, the method of the content analysis to identify already established scientific concepts of the essence interpretation of this definition is used.

Based on the study, the definition of "rural tourism", which is a temporary departure of a person from the place of permanent residence for health, educational or professional business purposes without engaging in paid activities in rural areas, is given.

It is determined that "agritourism", "green tourism" and "ecotourism" are components of the content of rural tourism, as in the vast majority of cases they can objectively be provided exclusively in rural areas. However, there are specific features of each type of tourism. It is highlighted that specific features of agritourism are: 1) recreation takes place exclusively in rural areas; 2) acquaintance of tourists with features of conducting agriculture, their involvement in agricultural works is carried out; 3) accommodation takes place in the village estate of the owner or on a farm, which is equipped with everything necessary for this type of recreation. The specificity of ecotourism is the visit of ecologically clean areas by tourists; consumption of environmentally friendly products; possible visits to national parks and reserves; accommodation does not necessarily take place in a rural estate, but can be carried out in tents, specially designated places; during such tourism there is, first of all, knowledge of nature, which may be accompanied by the absence of certain conditions for comfortable living; respectful attitude to nature, minimization of the human impact on nature during recreation.

Within the article, the issue of defining the essence of the category "rural green tourism" is considered. It is proposed to consider "rural green tourism" as a type of tourism, the essence of which is to make a temporary departure of a person to the countryside, accommodation in the rural estate of the owner, carried out for the purpose of rest, acquaintance with national traditions and features of rural life, joining nature which is not followed by rendering any paid services to vacationers.

The analysis of the content of all these definitions allowed deepening the understanding of the essence of rural green tourism through the definition of distinctive and common features between the outlined types of tourism, features of providing services to consumers by the sale of relevant tourism products.

Keywords: tourism; rural tourism; rural green tourism; agritourism; personal peasant economy; ecological tourism.

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