

UDC 338.48

*Oksana Lukomska***THE DIVERSIFICATION COMPONENT OF GREEN RURAL TOURISM DEVELOPMENT***Оксана Лукомська***ДИВЕРСИФІКАЦІЙНА СКЛАДОВА РОЗВИТКУ СІЛЬСЬКОГО ЗЕЛЕНОГО ТУРИЗМУ***Оксана Лукомская***ДИВЕРСИФИКАЦИОННАЯ СОСТАВЛЯЮЩАЯ РАЗВИТИЯ СЕЛЬСКОГО ЗЕЛЕНОГО ТУРИЗМА**

The article analyzes the value and feasibility of diversification of agricultural enterprises activity in Ukraine. The main attention is drawn to the fact that innovation development of agricultural territories and increase their competitiveness on modern technical basis is possible through diversification strategic planning of agribusinesses activity toward the development of green rural tourism. The analysis of entrepreneurship in the green rural tourism sphere in Ukraine is conducted. The article defines the dynamics and trends of agrihomes development in Ukraine during 2012-2014. The economic performance indicators of agritourism enterprise are analyzed. The research identified the problems associated with negative changes in the field of rural tourism, and prospects for further functioning of agrihomes in Ukraine.

Key words: green rural tourism, diversification, agribusiness, innovation, agricultural enterprises, agrihome.

Tabl.: 2. Bibl.: 10.

Проаналізовано значення та можливості реалізації диверсифікації діяльності аграрних підприємств в Україні. Основну увагу звернуто на те, що інноваційний розвиток сільських територій та підвищення їх конкурентоспроможності на сучасній технологічній основі можливий за рахунок стратегічного диверсифікаційного планування діяльності агропідприємств в напрямку розвитку сільського зеленого туризму. Проведено аналіз стану підприємництва в сфері сільського зеленого туризму в Україні. Визначено динаміку та тенденції розвитку агроосель України протягом 2012–2014 років. Проаналізовано економічні показники діяльності агротуристичних підприємств. У результаті дослідження визначено проблеми, пов'язані з негативними змінами в сфері сільського туризму, та перспективи подальшого функціонування агроосель в Україні.

Ключові слова: сільський зелений туризм, диверсифікація, агробізнес, інновація, аграрні підприємства, агрооселя.

Табл.: 2. Бібл.: 10.

Проанализированы значение и возможности реализации диверсификации деятельности аграрных предприятий в Украине. Основное внимание обращено на то, что инновационное развитие сельских территорий и повышение их конкурентоспособности на современной технологической основе возможно за счет стратегического диверсификационного планирования деятельности агропредприятий в направлении развития сельского зеленого туризма. Проведен анализ состояния предпринимательства в сфере сельского зеленого туризма в Украине. Определены динамика и тенденции развития агроосадеб Украины в течение 2012–2014 годов. Проанализированы экономические показатели деятельности агротуристических предприятий. В результате исследования определены проблемы, связанные с негативными изменениями в сфере сельского туризма, и перспективы дальнейшего функционирования агроосадеб в Украине.

Ключевые слова: сільський зелений туризм, диверсифікація, агробізнес, інновація, аграрні підприємства, агроосадаба.

Табл.: 2. Бібл.: 10.

JEL Classification: Q130, L830

Problem formulation. In the conditions of the high degree risk of enterprise activity of agricultural sector in Ukraine, the need to find new and innovative organizational and legal forms of business, to provide economic growth in the agrarian sector arises. The lack of innovative and active agricultural enterprises in rural areas requires the development of a program directed towards the growth of its multifunctional potential to minimize the possible financial and economic risks and possible losses of capital. Ensuring the effective development of agricultural enterprises in strategic perspective is possible through diversification as a basis of structural modernization of the economic activity of agricultural enterprises. Therefore, in current conditions, one of the innovative diversification directions of agribusinesses' operating activities is the development of green tourism.

Recent publications analysis. The potential of economic growth in the agrarian sector through diversified production is the subject of studies of such scientists as V. Borshchevskiy [1; 8], T. Vasylytsiv [8], Yu. Lupenko [7], V. Tkachuk [9], T. Paniuk [6]. Scientific and

theoretical basis of the development and implementation of agro-household diversification through green rural tourism development are highlighted in works of the following scholars I. Hryshova [1; 2], I. Krukova [5].

Allocation of the unsolved earlier parts of the overall problem. Despite the value of results displayed by national scholars concerning the implementation of diversification in agrarian sphere, some issues of the given problem remain poorly understood and require further studying of the diversification process of agricultural enterprises towards the development of green tourism.

Goals of the article. Define the role of green rural tourism as innovative diversification trend of agribusiness development and analyze its condition.

The main material of research with full substantiation of scientific results. Agricultural sector in Ukraine has quite substantial advantages over other material production sectors, which are the key to successful problem solving in the sphere of diversification; in particular such benefits are: significant natural resources, investment, human and export potential, a beneficial geostrategic position, preserved structure of rural life and historically formed national traditions and crafts. Agricultural sector provides food security and food independence, generates 12 % of GDP and almost 60 % of the social consumption fund and is the budget forming sector of national economy with about 10 % share in the state budget [9].

At the same time the problem of effective diversification for enterprises of the agricultural sector remains extremely important, since such transformation enables to solve the problems of accumulating financial resources, increasing and using of potential, reducing production costs, improving profitability and overcoming the dependence of business entity from suppliers. The priorities in overcoming negative phenomena in agriculture through using diversification advantages are the condition of productive forces, workers' qualification, and the system of organizational and institutional relations. Market mechanism creates the environment for industrial and commercial interaction between diversification participants and for small and medium agribusiness development. And at the same time world development trends require innovative products, creating a qualitatively new human capital and efficient state government to meet the needs of the society [6, p.121]. The innovative development of rural areas and increasing their competitiveness on the modern technological basis require new approaches to organize the entire system of social and economic relations in the countryside [8, p. 10].

Strengthening innovative orientation of business entities in different sectors of economic activity in rural areas of Ukraine will help to improve the efficiency of both agricultural entities and enterprises with non-agricultural focus, ensure the implementation of new agricultural technologies, increase the quality of human capital, modernize transport, production and market infrastructure, etc. Multifunctional rural development is an important component of increasing its innovative potential, since the number of types of non-agricultural activity where the innovation implementation may be faster and more efficient than in the agricultural sector, is increasing. Moreover, the multifunctional rural development creates conditions for maximal implementation of synergy effects in economy functioning of rural areas increasing their attractiveness for investors, in particular on the implementation of innovative projects [4, c. 26]. Thus, the particularly important value in such context has a strategic diversification plan in order to ensure the market sustainability of the enterprise in a changing environment in the rural area.

Achieving strategic objectives in the field of economic activity development and integrating production can be implemented by forming argistruktures which by the organizational form and size will correspond to a similar method of world agricultural practices [7, p. 42]. As European experience shows, the innovative form of agribusiness

ГАЛУЗЕВИЙ АСПЕКТ РОЗВИТКУ НАЦІОНАЛЬНОГО ГОСПОДАРСТВА

diversification which can provide the sustainable development of the agricultural sector and the national economy is rural green tourism.

The most acceptable is the centered diversification strategy which is based on focusing mainly on concentration of green farmsteads efforts in the spectrum of using the existing capacity and searching the additional opportunities based on already existed touristic resources. This strategy is aimed at maintaining the level of demand growth by increasing tourist flows and expanding range of services. Strategy development and implementing additional projects and special programs of green tourism development will contribute to solving the major social and economic problems and generate fundamental principles of the industry formation as the leading type of economic activity of the regions [5, p. 70].

Conceptually, the process of improving the efficiency of green rural tourism can be defined as the idea of developing a set of comprehensive justification of complex mechanisms which enable to implement a sustainable combination in the agribusiness management and tourism industry [2, p. 49]. The concept of effective green rural tourism development Hryshova I. defines as a strategy for action and constructive principle where agricultural enterprises and the industry as a whole should develop, and accordingly it allows to:

- analyze the economic processes occurring in the industry;
- identify perspective development directions of green rural tourism and the most effective forms of its organization;
- systematically examine the resourcing and rational placing of productive forces;
- evaluate the sources of funding and the role of ownership as factors that affect the needs structure of green rural tourism;
- form a mechanism of managing the effective use of the existing potential of agricultural enterprises considering the diversification of their activities towards the green rural tourism [1, p. 18].

This conceptual approach activates the green tourism, which in turn will help to solve the complex problems of the Ukrainian village: will increase the level of employment and form additional sources of population income, reduce social tension in society and establish the system of social values among the population, increase its cultural and educational level, consolidate the rural area by encouraging the youth to stay, preserve the existing system of resettlement and restore the demographic potential of villages in depressed regions of Ukraine. The development of folk crafts in rural areas is closely connected with the growth of green tourism, and also the revitalization of culture, arts and national-ethnic heritage [10].

Despite the feasibility and efficiency of implementing the diversification activity of agricultural enterprises through functioning of green rural tourism, in 2014 the negative tendency in this sphere is observed throughout Ukraine. A typical indicator for the study of entrepreneurship condition in the sphere of green rural tourism is the number of agrihomes and agrifarmsteads (table 1).

Table 1

The development of green rural tourism in Ukraine

Indicators	Years			Deviation	
	2012	2013	2014	2013/2012	2014/2013
The number of farmsteads, units	230	285	233	55	-52
The number of people placed	50724	49948	39311	-776	-10637
The average capacity of farmsteads, places	11	12,6	13,5	1,6	0,9
The size of farmsteads, including living space	49425,3 20787,1	65986,2 29987,7	71208,4 23556,7	16560,9 9200,6	5222,2 -6431

Source: based on [3, p. 50].

The following statistical data summarize the information on available agrifarmsteads operating in Ukraine. All business entities within green rural tourism conduct the activity as

ГАЛУЗЕВИЙ АСПЕКТ РОЗВИТКУ НАЦІОНАЛЬНОГО ГОСПОДАРСТВА

physical person-entrepreneur. It should be noted that official data on agrihomes activity in Ukraine appeared in 2012 with the introducing of statistical reporting forms.

The analysis of information, systematized and published by State Statistics Service of Ukraine concerning the development of green rural tourism during 2012–2013, showed that the total number of farmsteads across the country (physical person-entrepreneurs) that provided tourist services in 2013 increased to 285 units versus 230 in 2012. Over this period their total area increased by 16,5 ths m² which is 7,7 % more than in 2012. Despite the increase of farmsteads' average capacity to 12,6 places (14,5 %), the total number of vacationers placed in farmsteads decreased in 2013 by 776 people, which is 1,5 % less in relation to 2012.

According to the aforementioned, we can affirm that the widespread practice of differentiation activities of agricultural units and their sources of income creates a positive effect both in economic and social areas [3, p. 50].

The research of entrepreneurship condition in the sphere of green rural tourism in 2014 demonstrates the decline of agrifarmsteads activity. The number of physical person-entrepreneurs engaged in entrepreneurial activity in the sphere of green rural tourism in Ukraine in 2014 compared to 2013 decreased by 52 farmsteads and now includes 223 units. However, it should be noted that the study of green rural tourism as an entrepreneurial activity in Ukraine in 2014 did not consider the performance indicators of business entities located on the territory of annexed Crimea.

Data on financial and economic activity of green rural tourism entities in Ukraine during 2012–2014 are presented in the table 2.

Table 2

Economic indicators of green rural tourism in Ukraine

Indicators	Years			Deviation	
	2012	2013	2014	2013/2012	2014/2013
Revenue from provided services (excluding VAT, excise taxes and similar payments), ths UAH	10189,7	16966,7	11219,9	6777	-5746,8
Expences, ths UAH	5046,6	10283,0	6756,8	5236,4	-3526,2
Actual costs per man-day stay, UAH	117,2	104,4	117,8	-12,8	13,4
Number of overnight stays, units	112520	130695	93341	18175	37354
The average duration of people stay, nights	2,2	2,6	2,4	0,4	0,2
The coefficient of farmstead capacity usage	0,26	0,19	0,15	-0,07	-0,04

Source: based on [3, p. 50].

According to the table 2 in 2013 the revenue from provided services increased by 6 777 000 UAH or 66,5 % compared to 2012. At the same time household expenses has increased by 5236,4 thousand UAH accordingly or 1,04 times more. Over analyzed period the revenue exceeds expenses that confirm the profit making by green rural tourism enterprises in Ukraine. An actual costs decrease from 117,2 to 104,4 UAH per man-day stay over this period should be considered a positive tendency. This is one of the factors that can possibly increase the number of visitors, since the coefficient of farmstead capacity usage is still low – 0,19. As a result, most of the time green rural tourism market remains isolated, whereas during high season in tourist accommodation establishments the need for placement is quite acute.

The comparative analysis of statistical data in 2013–2014 showed the opposite situation during the previous period, which is characterized by negative trends in the green rural tourism development. Negative deviation of almost all indicators can be a proof of this fact. One of the key problems of increasing the volume of providing agritourism services in rural areas of the country is a low level of official registration of green rural tourism entities, i.e. the total number of entities in agricultural sector that differentiate their business activity and provide such services is much higher.

ГАЛУЗЕВИЙ АСПЕКТ РОЗВИТКУ НАЦІОНАЛЬНОГО ГОСПОДАРСТВА

Having analyzed the condition of entrepreneurship in the sphere of green rural tourism in Ukraine, it is worth noting that the peak development was observed in 2013, and in 2014 the number of farmsteads decreased. Also, a constant tourists decrease that were using the rural tourism services, is a very negative phenomenon. The reason of such decline is understating the actual number of visitors with simultaneous income understating derived from providing green rural tourism services. This is due to restrictions in the amount of income for physical person-entrepreneurs stated in the tax law, where in 2014 for physical person-entrepreneur, single tax payer of the II group, was 1 million UAH. Such result is caused by unstable financial, economic, and political situation in the country. This situation is temporary and the smallest positive shifts in economic, political, and social environment will lead to major changes and growth of business activity in the sphere of green rural tourism. Thus, for more efficient functioning and distributing of green rural tourism within Ukraine it is necessary to create appropriate conditions for close cooperation between local governments, non-profit organizations and farmers. For this purpose, it is advisable to form favorable, transparent and efficient legal field for the rural population and to create the monitoring mechanism to control the implementation of existing laws.

Conclusions and prospects of subsequent researches. The development of green rural tourism, which is an innovative direction of diversification of economic activity of the agricultural sector, provides a positive economic effect and creates favorable conditions for building effective mechanism of leveling the potential risks and threats of the development of the agricultural sector entities. The diversification of operating activity of agricultural units is a prerequisite for the present and requires the development of a strong scientific and methodological basis for determining the level of its effectiveness in conditions of transition to innovative model of agribusiness development. Elaboration of the effective mechanism of implementing innovative development strategies of green rural tourism and increasing its effectiveness on the basis of economic diversification of agricultural enterprises outlines further direction of the research.

Bibliographic list (in language original)

1. Гришова І. Ю. Концептуальні засади розвитку сільського зеленого туризму / І. Ю. Гришова // Сучасні особливості формування і управління інноваційним потенціалом регіонального розвитку туризму та рекреації із залученням молодіжного ресурсу : зб. тез доповідей Міжнар. наук.-практ. конф. (Тернопіль, 15–17 жовтня 2015 р.). – Тернопіль : ФОП Паляниця В.А., 2015. – С. 18–20.
2. Дем'яненко М. Я. Сталий розвиток аграрної економіки в контексті розвитку сільського зеленого туризму / М. Я. Дем'яненко, І. Ю. Гришова // Теоретичні та прикладні аспекти сталого розвитку: функціональний, галузевий і регіональний вектори: [колективна монографія] / під ред. д.е.н., проф., заслуженого діяча науки і техніки України С. М. Шкарлета. – К. : Кондор, 2015. – С. 48–54.
3. Колективні засоби розміщення в Україні в 2012, 2013 та 2014 роках [Електронний ресурс] // Офіційний сайт Державної служби статистики України. – Режим доступу : www.ukrstat.gov.ua.
4. Концептуальні засади інноваційного розвитку сільських територій у посткризовий період: на прикладі Карпатського регіону. Наукова доповідь / В. В. Борщевський, І. М. Куліш, Я. В. Шевчук та ін. – Львів: ІРД НАН України, 2012. – 56 с.
5. Крюкова І. О. Стратегічні імперативи розвитку зеленого туризму в Південному регіоні України / І. О. Крюкова // Економічний форум. – 2015. – № 1. – С. 69–75.
6. Панюк Т. П. Значення соціальної відповідальності бізнесу в управлінні персоналом переробних підприємств. / Т. П. Панюк // Проблеми і перспективи економіки та управління. – 2015. – № 3 (3). – С. 120–125.
7. Стратегічні напрями розвитку сільського господарства України на період до 2020 року / за ред. Ю. О. Лупенка, В. Я. Месель-Веселяка. – К. : ННЦ “ІАЕ”, 2012. – 182 с.
8. Стратегічні пріоритети та механізми інноваційного розвитку сільських територій західного регіону України : [монографія] / [за ред. д.е.н. В. В. Борщевського, д.е.н. Т. Г. Васильців]. – Львів : Аверс, 2014. – 176 с.

ГАЛУЗЕВИЙ АСПЕКТ РОЗВИТКУ НАЦІОНАЛЬНОГО ГОСПОДАРСТВА

9. Ткачук В. І. Диверсифікація діяльності аграрних підприємств: теорія, методологія, практика : автореф. дис. ... д-ра екон. наук : спец. 08.00.04 «Економіка та управління підприємствами» / В. І. Ткачук. – Львів, 2012. – 39 с.

10. Study on Employment in Rural Areas [Електронний ресурс]. – Режим доступу : http://ec.europa.eu/agriculture/publi/reports/ruralemployment/sera_report.

References

1. Hryshova, I.Yu. (2015). *Konseptualni zasady rozvytku silskoho zelenoho turyzmu* [Conceptual foundations of rural tourism]. Proceedings from МІІМ'15: *Mizhnarodna naukovo-praktychna konferentsiia «Suchasni osoblyvosti formuvannia i upravlinnia innovatsiynym potentsialom regionalnoho rozvytku turyzmu ta rekreatsii iz zaluchenniam molodizhnoho resursu» – The International Scientific and Practical Conference «Modern features of formation and management innovation potential of regional tourism and recreation involving youth resource»* (October 15–17, 2015). Ternopil: FOP Palianytsia V.A., pp.18–20 (in Ukrainian).

2. Demianenko, M.Ya. & Hryshova, I.Yu. (2015). Stalyi rozvytok agrarnoi ekonomiky v konteksti rozvytku silskoho zelenoho turyzmu [Sustainable development of agricultural economy in the context of rural green tourism]. *Teorytychni ta prykladni aspekty staloho rozvytku: funktsionalnyi, halusevyi i rehionalnyi vektory – Theoretical and applied aspects of sustainable development: functional, sectoral and regional vectors* (ed. Shkarlet S.M.). Kyiv: Kondor, pp. 48–54 (in Ukrainian).

3. Kolektyvni zasoby rozmishchuvannia v Ukraini v 2012, 2013 ta 2014 rokhh [Collective accommodation facilities in Ukraine in 2012, 2013 and 2014]. *Ofitsiyni sait Derzhavnoi sluzhby statystyky Ukrainy [The official website of the State Statistics Service of Ukraine]*. Retrieved from www.ukrstat.gov.ua.

4. Borshchevskiy, V.V. & Vasylytsiv, T.H. (eds.) (2014). *Stratehichni priority ta mekhanizmy innovatsiynoho pozhytku silskykh terrytoriy zahidnoho rehionu Ukrainy [Strategic priorities and mechanisms of innovative development of rural areas in Western Ukraine]*. Lviv: Avers (in Ukrainian).

5. Kriukova, I.O. (2015). Stratehichni imperatyvy rozvytku zelenoho turyzmu v Pivdennomu rehioni Ukrainy [Strategic imperatives development of green tourism in the South Ukraine]. *Ekonomichnyi forum – Economic forum*, no. 1, pp. 69–75 (in Ukrainian).

6. Paniuk, T.P. (2015). Znachennia sotsialnoi vidpovidalnosti biznesu v upravlinni personalom pererobnykh pidpryemstv [The value of social responsibility in personnel management processing plants]. *Problemy i perspektyvy ekonomiky ta upravlinnia – Problems and prospects of the economy and management*, no. 3 (3), pp. 120–125 (in Ukrainian).

7. Lupenko, Yu.O. & Mesel-Veseliak, V.Ya. (eds.) (2012). *Stratehichni napriamy rozvytku silskoho hospodarstva Ukrainy na period do 2020 roku [The strategic directions of development of agriculture of Ukraine till 2020]*. Kyiv: NNTS «IAE» (in Ukrainian).

8. Borshchevskiy, V.V., Kulish I., Shevchuk Ya. et al. (2012). *Konseptualni zasady innovatsiynoho rozvytku silskykh terytorii u postkryzovyi period: na prykladi Karpatskoho regionu. Naukova dopovid [Conceptual bases of innovative rural development in the post-crisis period: the case of the Carpathian region. Scientific report]*. Lviv: IRD NAN of Ukraine (in Ukrainian).

9. Tkachuk, V.I. (2012). *Dyversyficatsia diyalnosti ahrarnykh pidpryemstv: teoriya, metodolohiya, praktyka [Diversification of agricultural enterprises: the theory, methodology, practice] Extended abstract of Doctor's thesis*. Lviv (in Ukrainian).

10. Study on Employment in Rural Areas. Retrieved from http://ec.europa.eu/agriculture/publi/reports/ruralemployment/sera_report.

Lukomska Oksana – lecturer of Department of Economic Theory, Rivne State University of Humanities (12 S. Bandera Str., 33000 Rivne, Ukraine).

Лукомська Оксана Іванівна – викладач кафедри економічної теорії, Рівненський державний гуманітарний університет (вул. С. Бандери, 12, м. Рівне, 33000, Україна).

Лукомская Оксана Ивановна – преподаватель кафедры экономической теории, Ровенский государственный гуманитарный университет (ул. С. Бандеры, 12, г. Ровно, 33000, Украина).

E-mail: lukomskyy_vi@mail.ru