

## **THE MAIN ASPECTS OF THE ECOTOURISM ACTIVITIES DEVELOPMENT**

*Key words: ecotourism, activities, ecological tourism, enterprises, socio-economic impact*

Ecotourism is a nature-oriented type of tourism, which is a journey to places with a relatively unharmed habitat, in order to get a notion of the cultural, ethnographic and natural features of the area, without disturbing the integrity of the ecosystem by the traveler, which is carried out in accordance with the principles of environmental sustainability, while making the protection of natural resources beneficial to local residents. Distinctive features of ecological tourism lie in the fact that it can prevent a negative impact on nature and force enterprises in the field of ecotourism to promote nature conservation and the socio-economic development of Ukraine as a whole.

The process of ecotourism involves the local population, which is interested in using natural resources based on entrepreneurship. The economic essence of enterprises in the field of tourism must necessarily have the features of «environmental friendliness», without disturbing the natural balance. All types of enterprises in the field of tourism, in fact, should contain environmental and cultural components, have general educational goals and educational orientation.

Modern economists and researchers have identified five main criteria for compliance with the activities of ecological tourism enterprises:

- orientation to nature, the use of mainly natural resources;
- minimization of damage;
- focus on environmental education, education and the formation of relations of equal partnership with nature;
  
- focus on the preservation of the local socio-cultural sphere;
  
- economic efficiency from the standpoint of sustainable development of eco-tourism regions [1].

Ecotourism is usually understood as an active and informative recreation of people visiting ecologically clean places, natural reservations, national parks and reserves, and balneological institutions.

The main purpose of state regulation is to protect the environment. Tourism business is associated with the use of natural recreational tourism resources in the form of medical and recreational areas, lands, forests, water resources, nature reserves, national parks, resorts, etc. Since, according to the law, natural resources are state-owned, in a mixed market economy their use in tourism is based on rental relations.

For the formation of a positive image of enterprises in the territories of ecotourism, it is necessary to have a set of factors of effective functioning: a sufficient degree of economic development, the formation and development of infrastructures, services, transport, environmental component, the presence of recreational resources and the overall investment

attractiveness. A positive image of the territory is necessary to attract private capital into the country - some of the types of additional investment.

The long-term impact of tourism creates a wide multiplicative effect, manifested in the development of related industries: construction, industry, agriculture, handicrafts, etc. As a result, employment increases, and its incomes increase. Thus, the experience of developed countries, in particular France, Spain, indicates that the construction of 100 tourist accommodation places entails the creation of 20 to 25 new jobs to serve them [2].

The development of ecotourism enterprises in the country has a positive impact on socio-economic indicators. One of the main aspects of entrepreneurship in the field of ecotourism is the assessment of factors of socio-economic impact on the development of entrepreneurship in the field of ecotourism [3].

The social consequences of the development of ecotourism entrepreneurship can be quite weighty, especially for rural areas of Ukraine. The development of the infrastructure of ecotourism enterprises increases the prestige of the country, creates conditions for the recreation of tourists and the local population in a natural recreational environment. Ecotourism enterprises stimulate traditional forms of using natural resources, growing organic food; increasing investments both for infrastructure and services, and for nature conservation.

In terms of impact on economic indicators, ecotourism enterprises contribute to:

- increase the economic sustainability of the territories involved in the development of ecological tourism enterprises in rural areas by creating new jobs;
- attraction of local people to the service sector;
- raising the living standard of the local population and reducing the level of social tension.

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