

DIVERSIFICATION OF RURAL TOURISM IN UKRAINE ON THE BASIS OF EUROPEAN EXPERIENCE

Bohdan ANDRUSHKIV,

Doctor of Economics, Professor,
Professor of the department of business management
Ternopil National Technical University,
Ternopil, Ukraine,
ORCID ID: 0000-0003-4897-5539

Alla CHEREP,

Doctor of Economics, Professor,
Professor of the Department of Finance, Banking,
Insurance and Stock Market,
Zaporizhzhya National University,
Zaporizhzhya, Ukraine,
ORCID ID: 0000-0001-5253-7481

Valentyna HELMAN,

Doctor of Economics, Professor,
Dean of the Faculty of Economics, Zaporizhzhya National University,
Zaporizhzhya, Ukraine,
ORCID ID: 0000-0002-2227-3865

Evgenija MAKAZAN,

PhD in Economics, Associate Professor,
Professor of the Department of Management of Foreign Economic
Activity, Zaporizhzhya National University,
Zaporizhzhya, Ukraine,
ORCID ID: 0000-0001-5855-0476

Alexander LEPEKHIN,

PhD in Economics, Associate Professor,
Associate Professor of the Department of Finance, Banking,
Insurance and Stock Market, Zaporizhzhya National University,
Zaporizhzhya, Ukraine,
ORCID ID: 0000-0003-4817-5742

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ABSTRACT

It is established that in many countries rural green tourism (RGT) is considered one of the leading areas of development of the national tourism industry, which is reflected in national concepts of tourism development. Different concepts of rural green tourism with different goals have been studied. It is determined that the task of international socio-economic programs to move part of the agricultural population from production to services is to encourage the development of agricultural regions and their populations by organizing a new specific sector of the local economy. The performed analysis of foreign experience shows the high importance of integration of different types of tourism with rural and green tourism for the success of its development. The concepts of GRT development management are generalized taking into account Western European, Eastern European, English-American and Asian models in order to form national priorities. It has been established that the expansion of tourism in rural areas causes many changes in different areas, in particular, it concerns changes in the land use, the functioning of infrastructure, the structure of employment, the position of the region in the network of settlements. Models of development of green and rural tourism are systematized taking into account foreign experience. The main reasons that led to the great popularity and expansion of rural green tourism in Europe and in the national economy have been identified. The concepts of management of rural green tourism development are offered and proposals on ensuring the priority directions of rural green tourism progress in Ukraine and its approximation to EU standards are suggested.

Keywords

Rural green tourism, concept, principles, consumers, services, tourists, tourism, development, integration, success, sector, specifics.

Classification JEL: A 13, L 83

ANALYSIS OF RECENT INVESTIGATIONS AND PUBLISHED PAPERS

In the works of foreign scientists the problems are considered and the expediency and necessity of diversification of rural tourism in European countries are substantiated. The mentioned issues have been studied by the following scientists: Richard Abrahams (2019), Çiğdem Kaptan Ayhan (2020), Liping A. Cai (2020), Maria João Carneiro (2018), Ming-Hsiang Chen (2021), Xiaoting Chi (2020), Xueting Dou (2020), Jose Antonio Salinas Fernández (2019), Jing Gao (2017), Heesup Han (2021), Dimitri Ioannides (2020), Elisabeth Kastenholz (2018), Jiangfeng Li (2020), Yiping Li (2019), Chunyan Liu (2020), Sandra Maria Correia Loureiro (2018), Carlos Peixeira Marques (2018), José María Martín Martín (2019), José Manuel Guaita Martínez (2019), Helena Mogorrón-Guerrero (2019), Mondéjar-Jiménez J. (2017), Ferah Özkök (2020), Sáez-Martínez (2017), Milada Št'astná (2020), Ching-Hui (Joan) Su (2021), Hasan Tatlı (2020), Tülay Cengiz Taşlı (2020), Antonín Vaishar (2020), Villanueva-Álvaro J.-J. (2017), Fang WT (2020), Bihu Wu (2017), Yin Zhi, Jianchao Xi (2018), Jonathan Moshe Yachin (2020), Jun Yang (2018), Ruxin Yang (2018), Dian Zhang (2020), Heqing Zhang (2019). It is the study of the experience of European countries on the development of rural green tourism that allows the development of this type of tourism industry in Ukraine. Development of rural green tourism in Ukraine on the basis of European experience allows to solve many social issues. Therefore, the research topic is relevant and timely.

The aim of the article is to study the experience of European countries in order to diversify rural green tourism on the basis of sustainable development.

RESEARCH METHODS

The use of the method of generalization and scientific abstraction, analysis and synthesis made it possible to study the experience of European countries and make specific proposals for the diversification of rural green tourism on the basis of sustainable development. The use of methods of historical and logical thinking made it possible to characterize the models of development of green and rural tourism and suggest ways to improve them. The combination of empirical, graphical and tabular methods made it possible to form four concepts for managing the development of rural green tourism.

RESULTS

At the global level, there is still no single common system for the development of rural green tourism, although there are a number of generally accepted principles and approaches to implementation. As rural tourism is developing quite dynamically abroad and represents a significant sector of the tourism industry, it is advisable to conduct a study of the practice of its infrastructure development abroad in order to determine the most successful approaches to rural green tourism development. There are several different concepts of rural green tourism with different purposes. At the same time, in many countries rural green tourism is considered one of the leading areas of development of the national tourism industry; it is reflected in national concepts of tourism development.

International practice shows that the development of rural green tourism in the form of a small family hotel business is a large socio-economic program to move part of the agricultural population from production to services. Its task is to encourage the development of agricultural regions and their populations by organizing

a new specific sector of the local economy. In addition to economic, such public policy pursues social and socio-cultural goals: to stop the degradation of rural areas, the outflow of population and the growth of negative social phenomena, to preserve and reproduce partially cultural heritage and national identity.

The EuroGites, the European Federation of Rural Tourism data show that over the last 10-15 years the average annual growth rate of rural tourism was 10-15%, which is much higher than for European tourism in general (4-5%) (Shchetinina, 2013).

Regarding the portrait of rural green tourism consumers in Europe, EuroGites experts

note the following characteristics (Shchetinina, 2013):

- 95% of tourists are domestic, 80% of them live less than three hours transport accessibility;
- the average length of stay is from 1.5 days (local market), 3,6 days (4 hours of transport accessibility) and about 8 days (foreign tourists);
- the most popular rooms are with a minimal set of services or without them at all;
- more than 80% of visitors prefer independent living.

Models of development of green and rural tourism are given in table. 1.

Table 1. Models of green and rural tourism development

Source: Generalized by authors based on (Implementation of the European experience of sustainable rural tourism and creative industries complementary development, 2023)

French model	1) Different forms of classic rural green tourism, varying depending on the proximity to the sea; 2) considerable attention is paid to the development of gastronomic and wine tourism; 3) forms of accommodation of tourists assume living on farms to a lesser extent, tourists are accommodated in cottages.
German model	1) Accommodation and meals in farmhouses; 2) rural green tourism is intertwined with farming and event tourism; 3) work on the ground is assumed.
Italian model	1) Rural green tourism is combined with the restoration of health, the study of gastronomy and local products, sports; 2) accommodation of tourists in apartments; 3) tent camps are common.
Czech model	1) Focused on production regions and regions bordering protected areas; 2) is a budget type of recreation; 3) accommodation in farmhouses with elements of authentic rural life.
Spanish model	1) Widespread rest in the village, on the farm; 2) acquaintance with farming, gastronomy, animal care.
Polish model	1) Distinguished by a clear distinction between «tourist» farms: for some it is the main and only business, for others it is additional income; 2) accommodation facilities differ in cost and quality of services provided.
Latvian model	1) Rest with elements of traditions and customs on farms.

Thus, in France the share of rural green tourism in the tourist flow reaches 33%, in the UK it is about 10% of entrepreneurs working in

rural areas, in Germany it is slightly less than 4% of entrepreneurs serving up to 13% of the domestic tourism market (Shchetinina, 2013).

The success of rural green tourism, which among countries has begun to transform from an ancillary agricultural sub-sector to an independent and competitive service sector, has contributed to purposeful development in various countries around the world. Thus, we can identify the following four con-

cepts of managing the development of rural green tourism (fig. 1).

Thus, the analysis of foreign experience shows the high importance of

integration of different types of tourism with rural and green tourism for the success of its development.

Concepts of management of green and rural tourism development	Western European - the emphasis on the environmental aspect.
	Eastern European - the emphasis on recreation in rural areas, in which the main role is played by systemic state support for the development of green and rural tourism.
	Anglo-American - the emphasis on inexpensive accommodation in the countryside.
	Asian - the emphasis on the demonstration of elements of national culture.

Figure 1. Concepts of management of green and rural tourism development

Source: Generalized by authors based on (Ivanishyn, & Dudziak, 2016).

From the point of view of society, the processes of urbanization are manifested by population growth, which uses the standards of urban lifestyle.

Today, the global trend is that more than half of the world's population lives in cities. This share will continue to grow according to forecasts. Even today, there are countries on the world map in which 100% of the population lives in cities. These are Monaco, Hong Kong, Singapore, Bermuda, St. Martin, Macau and the Cayman Islands.

The expansion of rural tourism is causing many changes in different areas, including changes in land use, the functioning of infrastructure, the structure of employment, the position of the region in the network of settlements.

Such changes are related to the flow of capital from the city to the countryside. Urbanization processes have different directions, which are interconnected and interdependent. These are: economic, spatial, demographic, and cultural. Tourist urbanization often covers attractive natural areas and occurs differently in certain areas. It depends mainly on the intensity of tourist flows.

France and Spain play a leading role among the countries in the development of green and rural tourism, in these countries tourism has become a highly profitable industry at the level of international specialization.

Today, the European Federation of Rural Tourism which unites national rural tourism organizations in European countries, has been established to promote the development of green and rural tourism and attract investment in this area.

It is known that more than 56% of the populations in the 27 member states of the European Union live in rural areas, covering 91% of the EU territory (Cherep, Cherep, Krylov, & Voronkova, 2019).

Among the main reasons that led to the great popularity and expansion of green and rural tourism in Europe are the following: reduction of the share of the agricultural sector in the national economy (today this figure in the EU is 5%, while in Ukraine the share of agricultural production in GDP grows to 10.7 %); increasing the level of urbanization of the population; aggravation of the ecological situation; deterioration of food quality.

The purpose of forming the strategy of green and rural tourism development in Ukraine is to create a competitive tourism product capable of ensuring the socio-economic development of the territory, satisfying the needs of the population in recreation, taking into account the principles of sustainable development.

Research in this area suggests that rural green tourism can be one of the ways to diversify the economic development of rural areas, curb the demographic decline and solve the burning issues in the region.

Today, an average of 31.1% of the rural population lives in Ukraine. In the western region, these figures are much higher. This requires the government to take urgent measures to ensure the development of rural areas and communities. Such steps must be aimed at diversifying the economy and developing those industries that must attract labor forces.

For Ukraine rural green tourism can become a real area for diversification of rural residents' activities. Given the socio-economic conditions prevailing in our country, the following options for the development of rural green tourism may be the most optimal: develop the studied service sector based on available resources or through the construction of new or re-equipment of old facilities, taking into account modern building codes, consumer needs, as well as areas of tourist consumption.

In addition, you can use foreign experience and develop rural green tourism in areas of specialization.

We see the strategic direction of rural green tourism development in Ukraine in its specialization on the creation of an integrated tourism product, the peculiarity of which will be that consumption will be based solely on organic products produced in rural areas in addition to traditional proposals.

As we can see from the above material, rural green tourism in Ukraine is developing independently and chaotically, using its own available resources, without attracting investment. We should not expect drastic changes in the direction of improving socio-economic indicators in this situation. For the effective development of rural green tourism in Ukraine, it is necessary to develop a Strategy for the development of rural green tourism, the basis of which should be clustering on a territorial principle. There is no doubt that each region of Ukraine is unique and can determine its specialization. It would be advisable to involve small agricultural producers in rural green tourism clusters, as this would strengthen significantly the competitive position and allow small producers to sell at stable prices and receive real sales channels.

CONCLUSIONS

Although rural recreation in Ukraine has a long history, its future is still unclear. It is unknown today whether this type of recreation will become a full participant in the national tourism market. It is possible that in the absence of an effective state policy in this area, rural recreation will remain in a semi-legal status, without a clear organizational structure, without information and marketing activities at the appropriate level, simply as a type of application in other areas of tourism.

Rural tourism is a promising type of tourism industry in today's economic and demographic conditions, it can really help small settlements in Ukraine to survive, because small villages are what attract visitors with their specifics.

In order to ensure the priority of rural green tourism development in Ukraine and its approximation to EU standards, it seems appropriate:

- to simplify the regulatory framework by adopting by the Verkhovna Rada the Law

“On Rural Green Tourism” and the Resolution of the Cabinet of Ministers on the standardization of its activities “Tourist services. Rural green tourism. Primary requirements”;

- to develop regional rural green tourism development programs with their integration into the Rural Green Tourism Development Program in Ukraine, which must be approved by the Government;
- to determine the methodology for developing and implementing monitoring of the achievement of targets for these programs at the regional and national levels;
- to complete the reform of the national statistics system, realize its technical re-equipment, in particular to ensure the creation of electronic monitoring systems for regional and national rural green tourism development programs;
- to create an infrastructure of state financial and credit support for the development of rural green tourism;
- to organize research on the needs of the market of rural green tourism services

for specialists and regulate the number of their recruitment in higher education institutions on the basis of the state order in the target areas of the region;

- to create a system of information and analytical support for the tourism sector, including rural green tourism, as part of the state information system.

Each of the above directions of ensuring the priority of rural green tourism development in Ukraine should strengthen the regulatory function of the state. It should be based on the results of previous development studies.

The implementation of the proposed recommendations will promote mutually beneficial cooperation between the subjects of the rural green tourism market in the region and local authorities, environmental protection, as well as sustainable development of rural areas.

Thus, at the present stage, rural green tourism remains a highly promising sector of the tourism sector, is important for the Ukrainian economy, attracts not only domestic tourists but also from many countries, promotes foreign economic relations with various countries.

AUTHOR CONTRIBUTIONS

Conceptualization: Alla Cherep.

Data curation: Bohdan Andrushkiv.

Formal analysis: Valentina Helman.

Funding acquisition: Valentina Helman.

Investigation: Evgenija Makazan.

Methodology: Alla Cherep.

Project administration: Evgenija Makazan.

Resources: Bohdan Andrushkiv.

Software: Bohdan Andrushkiv.

Supervision: Alla Cherep, Alexander Lepekhin.

Validation: Valentina Helman, Alexander Lepekhin.

Visualization: Evgenija Makazan.

Writing – original draft: Alla Cherep.

Writing – review & editing: Alla Cherep.

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