

## PROSPECTS FOR THE DEVELOPMENT OF ECONOMIC TOURISM OF THE BLACK SEA REGION OF UKRAINE IN CONDITIONS OF POPULARIZATION OF ORGANIC PRODUCTION

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### **ABSTRACT**

*The transformation of the national economy towards increasing the specific gravity of the tourism industry is determined by the priority task of forming a paradigm of sustainable nature management, which should be based on an awareness of the complexity and versatility of global environmental and economic problems. The peculiarity of the national economy of Ukraine is defined, which was the growth of the specific weight of agricultural production in the structure. In view of this, it has been possible to determine the possibility of using the potential of the agricultural sector for the development of the tourism industry. The possibilities of obtaining mutual benefit from the interaction of agriculture and tourism are determined. The focus on organic production has been reasoned. It is noted on the formation of the consumer of a new generation, which is oriented on steel principles of existence and had a new philosophy of worldview. The development of organic forms of agriculture has strengthened the level of environmental safety of Ukraine, which contributed to the growth of the quality of life of the population and the transition to sustainable land use, which today was a prerequisite for the existence of humanity. It has been established that organic production is a multifunctional model of management, which functions on the basis of sustainable development, is distinguished by a unique management system based on scientific approaches with the preservation of the identity of national culture and directs the public perception of organic production by an intellectual activity. The conducted studies have provided opportunities to determine organic production as an effective direction of environmental entrepreneurship, which contributed to the growth of both environmental safety and national security of Ukraine as a whole. In this context, the search for such types of tourism that minimize the ecological burden on the territory has become relevant, which focused on a combination of regional features of the production industries and specialization of tourism enterprises. In particular, the Black Sea region of Ukraine, in addition to marine tourism, has the potential to develop the economic tourism industry, which will become an additional source of income for organic enterprises, and will also allow a separate service network to be formed.*

**Keywords:** *agricultural production, sustainable development, organic production, tourism, economic tourism, tourist product*

### **INTRODUCTION**

The growth of income of the population of the developed countries of the world and the increase in the cultural level of the citizens have contributed to the transformation of the structure of the world economy in the direction of the service component, strengthening the position of tourism industries in different countries of the world.

The role of tourism began to grow actively along with the increase in globalization, since it has been the flows of tourists that spread social, political and economic measures, crossing borders, transregional ties are implemented, social activity networks and authorities are expanded. The country's acquisition of the image of the tourist destination has gained concrete value, and the support of this image should be considered as a component of national interests and considered the defining direction of the international information policy of the world's states. The acquisition of strategic importance by tourism has determined its key factors in the socio-economic progress of the country [1, 2].

Scientific studies of the emergence and development of tourism prove its belonging to the socio-cultural environment, which evolves under the influence of the state, culture, science, economy. Today, the scientific search for the status of tourism in society has been relevant; the study of the impact of tourism development on the process of decentralization of power, the development of rural areas and the development of the united territorial community. In the context of public administration, tourism should be considered from the

position of axiology, which provides for the mandatory consideration of the spiritual, moral and humanitarian aspects of tourism measurement and its connection with the formation of ideals, norms and values [3, 4].

This subsystem has covered the development and justification of such priority aspects as value orientations of the tourist's personality; basic principles of self-development of the personality of the user of tourist services; the concept of a "service thinking" model of a tourism specialist; humanization and humanitarization of tourism activities; promising implementation of value priorities in the training of specialists for tourism and in the process of tourist activity. The praxeological component of tourism involves the design of the development of this industry within the united territorial communities on the basis of a program-targeted approach.

Evidence of the dynamic development of the tourism industry is the constant increase in its share in the global gross product, the volume of which today is 10%. Also, the global tourism industry employs almost 10% of the total number of employed people in the world, and the forecast indicators of the expected amount of income by the end of 2020 are 2000 billion dollars USA [4, 5]. Tourism is gaining special importance in the development of national economies of countries and becomes a driver of transformational conversions of their structures, stimulating the development of more than 50 related industries, in particular, the food and textile industry, transport, communications, trade, construction, etc.

Studies have proved that in Ukraine at the regional and local levels the potential for the development of the tourist and resort industry is concentrated, first of all, today Ukraine has ranked 78 in the rating of attractiveness for tourists, about 3.6 thousand enterprises that have been subjects of tourist activity are also registered, there were 1.5 thousand hotels and 3 thousand sanatorium and health facilities [5]. In this context, tourism should become the basis of long-term local economic development, but it should take into account the fact of sensitivity to changes in the domestic political and economic situation in the country, the state of international relations with neighboring countries, the vulnerability of territories to climatic factors and natural disasters. The main reason for the restrained development of the tourism industry in Ukraine has been the unsatisfactory state of historical and cultural heritage, transport infrastructure and communal services. Among the determining factors of development, the ecological condition of the territories, the level of pollution of water bodies and air should be highlighted. Therefore, the transition of the development of the tourism industry of Ukraine to the principles of sustainable development acquires relevance.

However, the uncontrolled growth of tourist flows has caused a number of environmental and cultural problems. Society and authorities drew attention to the problems of preserving natural, historical and cultural property. The principles of sustainable development have been chosen as the basis for the functioning of the tourism industry of advanced countries of the world, which were enshrined in 1992 at the United Nations Conference on Environment and Development in Rio de Janeiro and approved in the program document "Agenda for the 21st Century," and the principles of sustainable tourism development were proposed by UNWTO (United Nations World Tourism Organization; UNWTO) [1, 6].

Now the concept of sustainable development has been the basis of a new paradigm of tourism, which had a socio-economic nature. In this context, we should talk about sustainable tourism, which includes ecological, green (rural) and farming, which is a branch of the national economy, the functioning of which is aimed at making a profit, meeting spiritual needs with the mandatory preservation of the natural resource potential of the territories.

The transformation of the national economy towards increasing the specific gravity of the tourism industry has been determined by the priority task of forming a paradigm of sustainable nature management, which should be based on an awareness of the complexity and versatility of global environmental and economic problems.

The development of the tourism industry of Ukraine has contributed to the implementation of the four Sustainable Development Goals for the period up to 2030, defined in 2015 at the United Nations summit, first of all, within the framework of the formation of measures to achieve the global goal 8 "Decent jobs and economic growth" by 2030, the industry is able to create new jobs and contribute to the development of local

culture. The goal of achieving the global goal of 11 "Cities and communities living in accordance with the principles of sustainable development" is to be achieved by developing and further implementing local development strategies for territorial communities, which will contribute to the balanced development of territories. Achieving the global goal of 12 "Responsible Consumption" is due to the development and implementation of a system for monitoring the impact of sustainable tourism on sustainable development. Tourism is one of the effective tools for achieving the global goal of 17 "Partnership for Goals," which is possible by creating a cooperation mechanism to solve regional environmental problems [1, 6, 7].

In general, there are the following principles of the concept of sustainable tourism and how to implement them: effective and economical use of resources; reducing excessive consumption and harmful emissions; conservation of natural and cultural heritage; strategic planning of tourism development; promoting tourism to support the local economy; attracting local communities; systematic approach to personnel training, tourism marketing, monitoring.

The formation of the paradigm of sustainable tourism has based on the perception of the fact that the ecological function of the biosphere is the basis of economic and social subsystems, since ecological capacity outlines the limits of a person's solving problems of an economic and social nature. Maintaining the throughput of the biosphere is a condition of ecological limitation, which requires the adoption of the principles of ethics in the process of interaction between man and nature. The first principle is the impossibility of causing damage arising from the perception of biological species and resources as carriers of a decisive role at any time in the development of humanity and nature. The second principle, the principle of non-interference, provides for the freedom of living organisms and ecosystems. It is important to focus on decency, based on the moral attitude to biological species and natural resources in general [4, 5].

The vast majority of environmental problems have associated with the absence or frequency of the principle of decency in the implementation of economic activities. Relation to natural resources, as a source of income, deprives future generations, and leaves them less and less chance of development. In this context, the world society must recognize the rights of nature with a clear limit of responsibility for their violation, which provides for compensation for the damage caused to nature by supporting ecosystems and landscapes [8-10].

The peculiarity of the national economy of Ukraine is the strengthening of agricultural production and the constant growth of its specific weight in the structure. In view of this, it is possible to determine the possibility of using the potential of the agricultural sector for the development of the tourism industry. There is an important question about the point of intersection of agricultural and tourist business, determining the possibility of obtaining mutual benefits from interaction. Studies have determined that it is necessary to pay attention to those areas of agricultural production that will be the most attractive for tourists. First of all, the production of organic products attracts attention.

The practice of developed countries of the world points to the effectiveness of environmental entrepreneurship as a component of the state regulation of economic mechanisms of nature management, which allows reorienting production in the direction of balanced nature use [11, 12], as the basis for increasing profitability. In this case, it acquires the development of environmental liability and environmental risks insurance, environmental audit, improvement of licensing and tax systems [1, 7].

Environmental entrepreneurship should include agricultural enterprises, which in the process of production activities prefer biologization. First of all, it involves the conduct of alternative agriculture for the production of organic products, which has designed to meet the needs of humanity in food, while preserving the fertility of soils for future generations. Alternative agriculture has the following varieties: ecological, biological, organic-biological, biodynamic, organic, integrated [13-15].

According to the Research Institute of Organic Agriculture (FiBL), 71.5 million hectares of agricultural land are occupied for organic production by the leadership of Australia (35.7 million hectares), Argentina (3.6 million hectares) and China (3.1 million hectares). The global organic market is 106 billion dollars. The average consumption of organic products per capita in Europe is 84 Euros per year, in particular, the largest

in Denmark - 344 Euros, Switzerland - 338 Euros. Ukraine is 0.5 Euros. Demand for organic products is growing mainly in developed countries for the leadership of Denmark, Switzerland, Sweden, Austria, Luxembourg [16].

In the structure of agricultural lands of Ukraine, the share of land under organic production in 2021 amounted to about 1% (422,299 hectares, including 370,110 thousand hectares with organic status), which corresponds to 20 place in the world and 12th in Europe. There have been 528 operators in the organic market in 2021 (89 less than in the previous year), 418 of which were agricultural producers certified according to standards equivalent to the organic legislation of the EU and NOP (USA). The domestic market of organic products of Ukraine has reached 25.1 million dollars USA including imported products. 73% of exports are oriented to European countries. In 2020, almost 9% of European organic products have been imported from Ukraine (80 items, 217.2 thousand tons and the amount of 116.7 million dollars USA), and in terms of imports in 2020, Ukraine ranked 4 among the 124 countries of the world. Evidence has shown the potential of the organic product market. The domestic market mainly consumes milk and dairy products, eggs, meat products, honey, ice cream, chocolate, also oil, flour, cereals, seeds, pasta, bakery products, vegetables and fruits, berries [16].

Research has shown an increase in demand for organic products both in the country and in the world as a whole. Promising in the development of organic production is the Black Sea region of Ukraine, primarily due to the regional uniqueness of agriculture in Odessa, Mykolaiv and Kherson regions. Developed areas of viticulture, horticulture, berry growing, vegetable growing and melons serve as a platform for the formation of a unique network of tourism using the potential of territories. In particular, the leader of the organic production industry in the south of Ukraine is the Kherson region, where 40 operators have worked in 2021, the area of land use under organic agriculture amounted to 61.667 thousand hectares (59.922 thousand hectares with organic status).

There are 37 such operators in the Odessa region, and the land area is 35.263 thousand hectares, including 34.354 thousand hectares with organic status. In Mykolaiv, organic production has carried out only by 22 operators, and the land area is 1,653 thousand hectares, of which 417 hectares have organic status [16].

The development of organic production confirms the formation of the consumer of a new generation, which is oriented on steel principles of existence and has a new philosophy of worldview. The development of organic forms of agriculture strengthens the level of environmental safety of Ukraine, which contributes to the growth of the quality of life of the population and the transition to sustainable land use, which today is a prerequisite for the existence of humanity. Organic production becomes the form of management that allows you to orient the manufacturer not only on the production of raw materials, but also to create a unique finished product that will achieve a high level of profitability. In turn, the development of this direction contributes to the development of territories, as it attracts investors and is the focus of international donors and grantees. The social importance of organic production is difficult to overestimate, because the attraction of additional labor resources reduces the unemployment rate and acts as a platform for cooperation.

The environmental friendliness of production performs an important educational function that forms a new type of consumer - an environmentally conscious consumer who has overcome the framework of quantitative consumption of values and switched to rational conscious choice of the necessary. Thus, production activity is already becoming a type of intellectual activity, which heralds the principles of sustainable development to future generations. Given the above, we can note that environmental education of producers and consumers should occur simultaneously, and the basic principles of the first order should be the profitability of management and the prestige of consumption, since it is these guidelines that preserve the nature of these processes. In this way, sustainable development goals can be achieved, designed to preserve the Earth for future generations.

Thus, organic production has been a multifunctional model of management, functioning on the basis of sustainable development, is distinguished by a unique management system based on scientific approaches

with the preservation of the identity of national culture and directed the public perception of organic production by an intellectual activity.

The conducted studies have provided opportunities to determine organic production as an effective direction of environmental entrepreneurship, which contributed to the growth of both environmental safety and national security of Ukraine as a whole. In this context, the search for such types of tourism that minimize the ecological burden on the territory becomes relevant, which focuses on a combination of regional features of the production industries and specialization of tourism enterprises. In particular, the Black Sea region of Ukraine, in addition to marine tourism, has the potential to develop the economic tourism industry, which will become an additional source of income for organic enterprises, and will also allow a separate service network to be formed.

The centers of this type of tourism can be enterprises that are engaged in the production of environmentally friendly food products due to the use of technologies aimed at the conservation and restoration of soils. Such types of agricultural production include: biodynamic agricultural production (Biodynamic Agriculture), ecological production (Ecological Farming), EM technologies (Efficient Microorganism Technologies), low-cost sustainable agriculture (LISA - Low Input Sustainable Agriculture) [16].

This vision can focus on biological production, which is common in Europe, is an independent form of alternative agricultural production, using organic fertilizers and non-toxic drugs [1]. Given the prospects for the development of tourism should pay attention to this type of production, which can also be called natural management. It has been started by M. Fukuoka, M. Okada (Japan). They used simple and affordable farming methods that hold the biological equilibrium of nature and are environmentally friendly. They believed that agriculture solved the following tasks: food improves human health, be profitable, maintain biological balance in nature.

It is this form of management that is attractive for tourism, which can be called household tourism, which will be aimed primarily at gaining practical experience in organic production at the household level, growing agricultural products, keeping and caring for animals, producing food products for their own consumption, and then recreation. The basis of the ideology of this type of tourism is the perception of itself as part of Nature and the alignment of its needs with its state. Thus, the provision of tourist services contributes to the formation of ecological thinking, which is the basis of the appropriate lifestyle.

In this case, it is necessary to note the importance of the producer of organic products, which carries out its activities on the principle of tolerance to nature in the course of agricultural production. Organic production enterprises have a wide range of opportunities for further development, since in the present environment environmental factors are of paramount importance in the formation of the economic state system.

The tourist direction of development of such enterprises is an effective means of popularizing organic products, expanding the circle of consumers in the domestic and foreign markets. Experience shows that farm tourism provides the farm with an additional 25% profit. The difference between farm tourism and economic one is that the farm uses tourism seasonally, and tourist services are a source of additional profit. The essence of our position is that economic tourism can become a separate activity of the enterprise, and the educational and upbringing nature of the tourist product gives it an active form and an all-season character. In this case, such tourist centers can be places of planned activities for agricultural producers, government institutions, educational institutions. In addition, this type of tourism can become widespread both among the rural and urban population, since the gained experience and the possibility of obtaining consultations can become the basis for conducting their own economy and the basis for starting their own business.

The following types of tourism related to the countryside and agricultural production have been defined: rural, green, farming. Their common feature has been a common species sign - the recreational nature of the tourist product. We also propose to distinguish economic tourism, similar to business tourism, which has designed to perform didactic, enlightening, cognitive, educational, permissive, commercial functions. A specific feature of the tourist product will be the cognitive nature of the tourist product. Mainly, these functions

in combination will meet the needs of their visitors, potential tourists will include active individuals who have a high level of environmental consciousness, have been interested in growing their own well-being and are ready to receive new knowledge and share experience. In accordance with the functions of the enterprise of the economic tourism industry, a tourist product will be obtained that will have the attributes of sustainable development.

Determining the presence of such attributes provides the opportunity to build a marketing strategy for the promotion of this type of tourist product. Note that the consumer will make his choice on the following sequence of motives: moral, rational and emotional. In this case, the proposed product should be aimed at obtaining knowledge, acquiring skills, developing personality qualities in the process of communication. Moral motives have been inherent in consumers of developed countries of the world, but the attributes of constancy attest to both rational motives, as well as emotional ones, satisfied with such qualities of a tourist product as prestige and fashionability. That is, a tourist product that has provided focused on a wide range of consumers with different income levels, but united by the idea of protecting the environment for future generations. In fact, the choice of goods in order to achieve sustainable development has been not always emotional, especially for an industrial tourist who almost always choosed environmentally friendly products and appropriate services rationally.

It is important to note that the proposal for the organization of economic tourism has concentrated on the organic producers who have been certified land intend to independently enter foreign markets and tried to form their own distribution network. In this case, economic tourism becomes a marketing tool that will provide additional profit. The organization of economic tourism can be cooperatives, attracting other farms and local population, local governments. Involving educational institutions in cooperation will solve the problem of attracting specialized specialists who will conduct training and training.

Observations of consumers in the markets of the city of Kherson have showed that a significant part of them asked questions to sellers about the environmental friendliness of food. Due to the fact that sellers of manufactured products act only as intermediaries on the market, they cannot provide convincing information to the consumer. Therefore, economic tourism has prospects among sellers of agricultural products. The weak development of tourism in rural areas has seen not only in the problems of infrastructure, but also in the specifics of living in rural areas. This is especially important for settlements of the steppe zone, where climatic conditions limit the period of tourist attractiveness. The advantage of the Black Sea region has been well-developed sea tourism, which is also determined by an additional factor in the development of economic tourism, which was the basis for the formation of an organic production enterprise.

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