



**ASSOCIAÇÃO DE POLITÉCNICOS DO NORTE (APNOR)**

**INSTITUTO POLITÉCNICO DE BRAGANÇA**

**Innovative Approaches of Regional Policy of Rural Tourism  
Development**

**Beznosykov Anton Vadymovich**

Final Dissertation submitted to *Instituto Politécnico de Bragança*

To obtain the Master Degree in Management, Specialisation in Business  
Management

**Supervisors:**

**Paula Odete Fernandes**

**Herasymchuk Zoriana Viktorivna**

**Bragança, June, 2016.**



***ASSOCIAÇÃO DE POLITÉCNICOS DO NORTE (APNOR)***  
***INSTITUTO POLITÉCNICO DE BRAGANÇA***

**Innovative Approaches of Regional Policy of Rural Tourism  
Development**

**Beznosykov Anton Vadymovich**

**Supervisors:**

**Paula Odete Fernandes**

**Herasymchuk Zoriana Viktorivna**

**Bragança, June, 2016.**

## **Abstract**

The present work intends to study Rural Tourism. More specifically: regional policy of Rural Tourism development. Purpose of this research is creation of innovative qualitative model of regional policy of Rural Tourism development for Ukraine.

With this aim literature review was made, developed a research methodology and analysis made. It was established a way of creation of qualitative model, based on studied information and scientific papers. Research methodology was described in next part. Decided to do it in three stages: (1) justification of analytical research; (2) data sample collection and analysis; (3) creating of innovative model of regional policy of Rural Tourism development. Each of these stages have sub stages supported by results of previous. In accordance to methodology, analytical part was made in two steps: (1) analysis of statistical information about rural houses availability; (2) analysis of resources needed for successfully Rural Tourism activity. This part gave information about placement of rural houses by geographical regions and defined most attractive geographical regions for Rural Tourism development.

The results showed that the highest rural houses availability is in Western geographical region. Other regions have low level of rural houses availability. However, analysis of resources needed for successful Rural Tourism development showed, that all geographical regions are attractive for organizing Rural Tourism activity. Based on this information an innovative qualitative model of Rural Tourism development was created.

**Keywords:** Rural tourism, Regional policy, Rural tourism development, Innovative approaches, Innovative model, Ukraine.

## Resumo

O principal objetivo do presente trabalho de investigação assenta em abordar o Turismo Rural, mais especificamente, a política regional para o desenvolvimento do turismo rural. Pretende-se, assim, criar um modelo qualitativo inovador sobre a política regional para o desenvolvimento do turismo rural para a Ucrânia.

Para tal, efetuou-se uma revisão da literatura, nomeadamente de artigos científicos, desenvolvendo uma metodologia de investigação e análise que permitisse criar um modelo qualitativo. A metodologia de investigação foi realizada em três etapas: (1) a justificação da investigação analítica; (2) a recolha e análise dos dados; (3) a criação de um modelo inovador de política regional para o desenvolvimento do turismo rural. Cada uma destas fases tem subfases apoiadas pelos resultados da fase anterior. De acordo com a metodologia, a parte analítica foi feita em duas etapas: (1) análise de informações estatísticas sobre a disponibilidade das casas rurais; (2) a análise dos recursos necessários para a atividade de turismo com sucesso rural. Esta parte permitiu recolher informações sobre o posicionamento de casas rurais por regiões geográficas e ajudou a observar as regiões geográficas mais atraentes para o desenvolvimento do turismo rural.

Os resultados mostraram que a maior disponibilidade de casas rurais encontra-se na região geográfica Ocidental. Outras regiões têm uma baixa disponibilidade de casas rurais. Porém, a análise dos recursos necessários para o sucesso do desenvolvimento do turismo rural mostrou que todas as regiões geográficas são atraentes para a organização de atividade de Turismo Rural. Com base nestas informações foi criado um modelo qualitativo inovador de desenvolvimento do turismo rural.

**Palavras-chave:** Turismo rural, Política regional, Desenvolvimento do turismo rural, Abordagens inovadoras, Modelo inovador, Ucrânia.

## Анотація

Цю дипломну роботу покликано на вивчення сільського туризму, а саме регіональної політики його розвитку. Метою роботи є формування інноваційної якісної моделі регіональної політики розвитку сільського туризму для України.

З цією метою було здійснено огляд літератури, сформовано методологію дослідження та здійснено аналіз. Зібрана зі статей інформація допомогла на наступних етапах аналізу, а саме, на основі вивчених даних було встановлено напрямок формування якісної моделі. Методологія оцінювання була описана в наступній частині. Прийнято рішення проводити оцінку в три етапи: (1) обґрунтування аналітичного дослідження; (2) збір та аналіз статистичних даних; (3) створення інноваційної якісної моделі регіональної політики розвитку сільського туризму. Кожен з етапів складається з під-етапів, які підкріплюються попередніми результатами. У відповідності до методології, аналітична частина проведена в два етапи: (1) аналіз статистичної інформації про наявність агросадіб; (2) аналіз необхідних для успішної діяльності в сфері сільського туризму ресурсів. Результати аналізу дали уявлення про розміщення агросадіб за географічними регіонами і визначила найбільш привабливі для здійснення діяльності в сфері сільського туризму географічних регіонів.

Результати показали, що найвищу забезпеченість агросадібами має Західний географічний регіон. Інші регіони мають низький рівень забезпеченості. Однак, аналіз ресурсів, необхідних для успішного розвитку сільського туризму показав, усі географічні регіони є привабливими для здійснення діяльності в сфері сільського туризму. На основі цієї інформації було створено інноваційну якісну модель розвитку.

**Ключові слова:** сільський туризм, регіональна політика розвитку сільського туризму, інноваційні підходи, Україна.

## Resumen

El siguiente trabajo tiene como objetivo estudiar el Turismo Rural. Más específicamente la política regional de desarrollo del turismo rural. Así, el objetivo principal de esta investigación es crear un modelo cualitativo innovador de la política regional de desarrollo del turismo rural para Ucrania.

Con el objetivo de revisión de la literatura que se ha hecho, se ha desarrollado una metodología de investigación y análisis. Durante la sección de revisar la literatura se estudiaron artículos científicos. La información recogida de artículos ayudó a delinear las siguientes partes de la investigación. Es decir, una forma de creación del modelo cualitativo fue desarrollado basándose en la información estudiada. La metodología de investigación se describe en tres etapas: (1) la justificación de la investigación analítica; (2) la recogida y análisis de muestras de datos; (3) la creación de un modelo innovador de la política regional de desarrollo del turismo rural. Cada una de estas fases tiene subfases apoyadas por los resultados anteriores. De acuerdo con la metodología, la parte analítica se realiza en dos pasos: (1) análisis de la información estadística sobre la disponibilidad de casas; (2) el análisis de los recursos necesarios para la actividad turística con éxito rural. Esta parte dio información sobre el posicionamiento de casas por regiones geográficas y define las regiones geográficas más atractivas para el desarrollo del turismo rural.

Los resultados mostraron que la disponibilidad de casas rurales se encuentra en la región geográfica Occidental. Otras regiones tienen bajo nivel de disponibilidad de casas rurales. Sin embargo, el análisis de los recursos necesarios para el desarrollo exitoso de turismo rural mostró, que todas las regiones geográficas son atractivas para la organización de la actividad de turismo rural. Con base en esta información se creó un modelo cualitativo innovador de desarrollo del turismo rural.

**Palabras clave:** Turismo rural, Política regional, Desarrollo del turismo rural, Enfoques innovadores, Modelo innovador, Ucrania.

## Table of Contents

|  |      |
|--|------|
| List of Figures .....  | vi   |
| List of Tables .....   | vii  |
| Introduction .....   | viii |
| 1. Literature Review .....   | 1    |
| 1.1. Rural Tourism and its significance in development of region.....  | 1    |
| 1.2. International approaches of Rural Tourism development .....   | 7    |
| 1.2.1. Approaches of Rural Tourism Development in Lithuania.....   | 7    |
| 1.2.2. Approaches of Rural Tourism Development in Spain .....  | 8    |
| 1.2.3. Approaches of Rural Tourism Development in Portugal.....  | 10   |
| 1.2.4. Approaches of Rural Tourism Development in Indonesia.....   | 11   |
| 1.2.5. Approaches of Rural Tourism Development in China.....   | 13   |
| 1.2.6. Approaches of Rural Tourism Development in Taiwan / B&B .....   | 15   |
| 1.3. Factors of success in Rural Tourism.....  | 19   |
| 2. Research Methodology .....  | 23   |
| 2.1. Objective of the study .....  | 23   |
| 2.2. Description of Data Collection .....  | 24   |
| 2.3. Description of Data Analysis .....  | 25   |
| 3. Analysis and Presentation of Results.....   | 27   |
| 3.1. Analysis of statistical information about rural houses availability.....                                  | 27   |
| 3.2. Analysis of resources needed for successful Rural Tourism activity .....                                  | 31   |
| 3.3. Creating an innovative model of regional policy of Rural Tourism development .....                        | 37   |
| 3.3.1. Creating a model based on contributions from international approaches of Rural Tourism development..... | 37   |
| 3.3.2. Modelling a system of Rural Tourism services.....   | 38   |
| 3.3.3. Examples of Ukrainian Rural Tourism networks .....  | 40   |
| Conclusions, Limitations and Future Research Lines .....   | 44   |
| References .....   | 46   |
| Appendix.....  | 53   |

## List of Figures

|  |    |
|--|----|
| Figure 1. Rural Tourism benefits.....  | 2  |
| Figure 2. Results of analysis of definition of Rural Tourism.....  | 6  |
| Figure 3. Factors of success of Rural Tourism. ....  | 21 |
| Figure 4. Research Methodology. ....   | 24 |
| Figure 5. Number of persons placed, 2012.....  | 28 |
| Figure 6. Number of rural houses, units, 2013.....   | 29 |
| Figure 7. Number of persons placed, 2014.....  | 29 |
| Figure 8. Graphic interpretation of shares, in %, of areas covered by agricultural lands in total area of Ukraine (a) and in total area of the regions (b). ....                     | 33 |
| Figure 9. Graphic interpretation of shares, in %, of (a) areas covered by forests in total areas of the region and (b) in total area of Ukraine.....                                 | 34 |
| Figure 10. Graphic interpretation of shares, in %, of (a) areas covered by water resources in total areas of the region and (b) in total area of Ukraine.....                        | 35 |
| Figure 11. Graphic interpretation of total quantity of (a) cultural and historical resources in the region, units, and (b) share in total quantity of resource in Ukraine, in %..... | 36 |
| Figure 12. Model of contribution.....  | 37 |
| Figure 13. Structure of Rural Tourism services.....  | 39 |
| Figure 14. Example of Rural Tourism Network “Ukrainian Village – Home of Poetry”. ....   | 41 |
| Figure 15. Example of Rural Tourism Network “Republic of Kholodyi Yar”. ....   | 42 |
| Figure 16. Example of Rural Tourism Network in borders of one administrative region.....   | 42 |

## List of Tables

|  |    |
|--|----|
| Table 1. Approaches to define Rural Tourism.....   | 3  |
| Table 2. Rural Tourism Define characteristics. ....  | 5  |
| Table 3. Approaches of rural tourism development and characteristics of rural tourism in different countries. .... | 16 |
| Table 4. List of formulas. ....  | 25 |
| Table 5. Rural houses by geographical regions, 2012.....   | 27 |
| Table 6. Rural houses by geographical regions, 2013.....   | 28 |
| Table 7. Rural houses by geographical regions, 2014.....   | 29 |
| Table 8. Gross Rate 2012/2013. ....  | 30 |
| Table 9. Gross Rate 2013/2014. ....  | 30 |
| Table 10. Average values of resources availability. ....   | 32 |
| Table 11. Areas covered by agricultural lands by geographical regions, 2014. ....                                  | 32 |
| Table 12. Land's area covered by forests by geographical regions.....  | 33 |
| Table 13. Land's area covered by water resources by geographical regions.....                                      | 35 |
| Table 14. Quantity of cultural and historical resources by geographical regions.....                               | 36 |

## Introduction

Nowadays, market of tourism services is one of the most intensive growing sectors of global economy. The rapid pace of branch development leads to search of new approaches of tourism services providing. As a result – new subtypes of tourism developing. One of the most specific and most rapidly growing subtypes of tourism is Rural Tourism.

At the very beginning of development, Rural Tourism was called to find out from economic depression and for revitalization of rural areas. Today Rural Tourism is a popular kind of tourism, which has in purpose rest from crowded urban areas, rural areas cognition, renovation and preservation of culture. That is why correct approach of its development can solve not only economic, but cultural and social problems as well.

In this regard, creation of innovative model of regional policy of Rural Tourism development for Ukraine becomes an aim of scientific research.

In question of creation of innovative model of development firstly is important to learn experience of creation of regional policy of Rural Tourism development in countries, where Rural Tourism has long development history and is an essential part of tourism industry. Moreover, it is important to study experience of countries, where Rural Tourism developed during short time, however has rapid growth dynamics. In total, this data gives an opportunity to create a vision of Rural Tourism development opportunities in Ukraine and reach a purpose of research.

Theoretical part was aimed on this research. Studying of following aspects helped to reach research purpose:

- Studying of meaning of Rural Tourism;
- Learned approaches of formulating of definition of Rural Tourism by representatives of different countries scientists;
- New definition of Rural Tourism created based on previous study; supported by defining of body, object, subject, the aim, goals and significance of Rural Tourism;
- Studied experience of creating of regional policy of Rural Tourism development from different countries and identified their defining characteristics.

In chapter of research methodology was described the methodology of research. Analysis decided to make in three stages. On first stage was formed purpose, subject, object and methods of analysis. Second stage had in purpose collecting and analysis of data. Collected information was divided in two groups: (1) about rural houses availability and (2) about resources needed for successful Rural Tourism development. Results of analysis of first group called to understand present development level of Rural Tourism. Meanwhile, goal of second part's analysis was to find most attractive destinations for Rural Tourism development in Ukraine.

During research were used following methods of analysis: methods of statistical analysis, grouping, comparison method and mapping. For this purpose, statistical data collected from Statistical Yearbook of Ukraine, Statistical Digest "Regions of Ukraine" and Statistical Bulletin "Touristic Activity in Ukraine" and analysed by author.

Third stage of methodology is about creating of innovative qualitative model of regional policy of Rural Tourism development for Ukraine, basing on data, received from theoretical part and on results of analysis. Except theoretical justification of model, suggested structure of Rural Tourism services and designed examples of Rural Tourism networks based on innovative qualitative model of regional policy of Rural Tourism development for Ukraine.

At the end, conclusions were made about results of research.

# 1. Literature Review

## 1.1. Rural Tourism and its significance in development of region

World nowadays develops fast. Especially cities. Concentration of capitals in cities leads to their fast development. In the same time rural areas develops much slowly. It has negative aspects and positive as well. Negative aspects displays in absence of new work places in rural areas. As a result – citizens leaves rural areas and go to the cities. On other side, non-urban territory gives an opportunity to save authentic rural life, traditions, culture and nature of area. This is positive thing. At the same time questions appears: “What kind of preferences it gives? How it can be used? How to transform depressive rural territories in attractive for investment areas?” One of the answers: “Share it with the world using tourism as a fast growing world economy’s branch of services”.

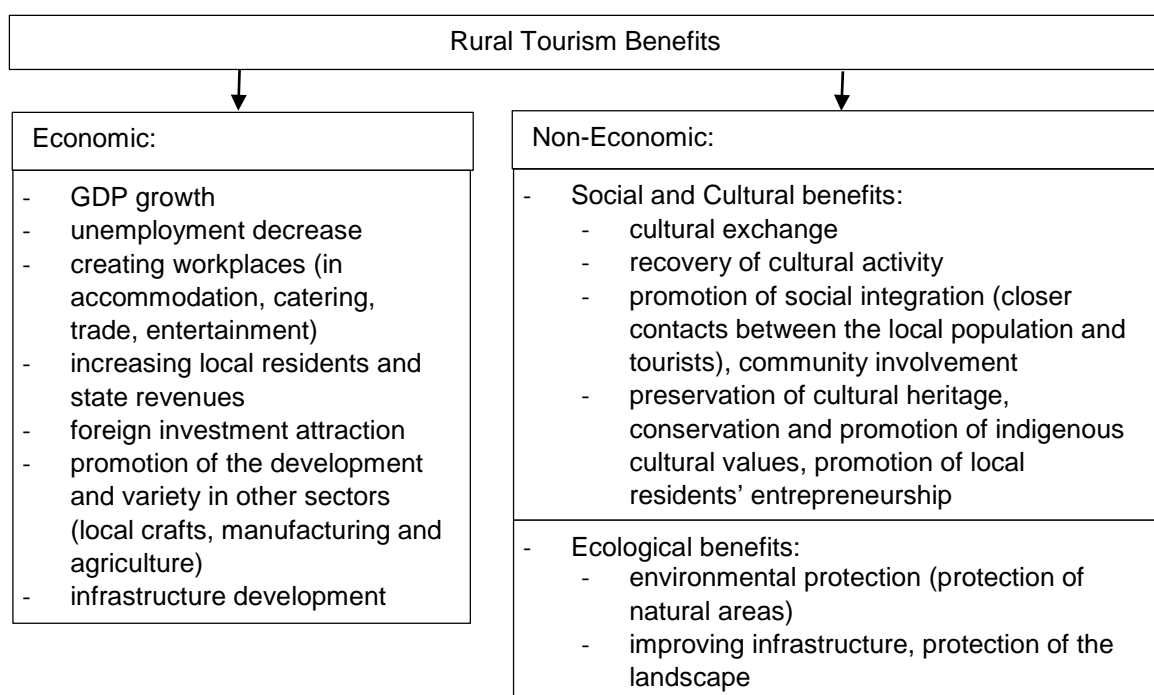
Rural areas as human built environment, is a form order of life, which contains the physical elements of spatial as an activity space and non-physical elements in form of values as well as the accumulation of community activities. There are three elements, which form a rural: region or territory, residents and life system (Vitasurya, 2016). Moreover, rural tourism depends on the natural, geographic and ethnological features of each country (Guzman-Parra, Quintana-García, Benavides-Velasco, & Vila-Oblitas, 2015).

It makes sense to transform unique rural areas with its advantages in unique touristic product, which cares inside itself cultural and historical heritage and going to attract the ones, who want to rest of urban territories. This kind of tourism named “Rural Tourism”.

Question of development of Rural Tourism as a sector of Global Tourism attracts more and more attention of governments of different countries. With their active support, people in rural area can develop their own business in Rural Tourism sphere and develop a state market of Rural Tourism. In next turn, scientists, gives their support in sector’s development by describing processes, analyzing market of Rural Tourism services and giving recommendations about future development opportunities. That is why it is important to review some of them.

Rural tourism can make full use of tourism resources in rural areas to adjust and optimize rural industrial structures, extend the agricultural industrial chain, develop rural tourism services, promote non-agricultural employment in rural areas, increase the incomes of farmers, and create a better economic base for the new rural construction, (Zhang, 2012).

Rural tourism, with its year after year increasing, is a significantly important asset for the European economy (Buhalis & Deimezi, 2004). Its evolution represents a key tool in sustainable economic development and an alternative to the traditional offer of sun, sea and sand, encouraging diversification towards new destinations, and redistributing demand to form sustainable rural tourism destinations (Polo Peña, Jamilena & Molina, 2012).



**Figure 1.** Rural Tourism benefits.

Source: Author's own elaboration based on Barkauskas et al. (2015, p. 168).

Rural tourism has been promoted across several regions in Southern Europe as an alternative to the traditional mass tourism industry. For example, several programs, regulations and plans have been implemented in Spain (Barke, 2004), Portugal (Kastenholz, Carneiro, Peixeira Marques, & Lima, 2012), Lithuania (Barkauskas, Barkauskienė, & Jasinskas, 2015), Cyprus (Sharpley, 2002), Greece (Kizos & Iosifides, 2007) and others. Aside from pursuing the socioeconomic revitalization in rural areas, the diversification strategy of the industry is justified by tourism, environmental and economic reasons. Aims of this politic are:

- reduce seasonality in the tourist industry;

- look for higher-spending markets which leave a higher share of economic benefits to the local inland population;
- adapt the supply to an increasing demand for destinations with high environmental quality (Hernández, Suárez-Vega, & Santana-Jiménez, 2016).

**Table 1.** Approaches to define Rural Tourism (continue).

| <b>Name</b>          | <b>Authors</b>   | <b>Definition</b>   |
|----------------------|--|---|
| <b>Rural Tourism</b> | <b>Lane, 2009</b>  | Is a growing tourism industry in many parts of the world, but mainly in developed countries, and has substantially expanded since the 1970s, both in terms of demand and of supply.   |
| <b>Rural Tourism</b> | <b>The Organization for Economic Cooperation &amp; Development [OECD] (1994)</b> | Defines rural tourism on the basis of location, as tourism occurring in the countryside.  |
| <b>Rural Tourism</b> | <b>Zhang (2012)</b>  | Is a form of tourism, which takes the nature and humanities objects with the rurality as tourist attractions, depends on the beautiful landscape, the natural environment, architectures, culture and other resources in rural areas, and expands and develops projects such as meeting affairs, holiday-makings and leisure activities based on traditional rural leisure travels and experience tours . |
| <b>Rural Tourism</b> | <b>Baležentis et al. (2012)</b>  | Is an efficient mean for both the presentation and preservation of natural and cultural heritage objects, namely buildings, landscapes, traditions, and customs.  |
| <b>Rural Tourism</b> | <b>Valdés Peláez (2004)</b>  | “Activity, taking place in the rural environment, whose main objective is the search for tourist attractions associated with rest, the countryside, traditional culture and escape from the crowds”: cited in Guzman-Parra et al., 2015, p. 124.  |
| <b>Rural Tourism</b> | <b>Traverso Cortés (1996)</b>  | “Sustainable tourist activity in a rural environment”: cited in Guzman-Parra et al., 2015, p. 124.  |
| <b>Rural Tourism</b> | <b>Secretaría General de Turismo (1992)</b>                                      | “Recreational activities, accommodation and related services located in the rural environment, aimed mainly at city dwellers who are seeking holidays which bring them into contact with nature and the local people”: cited in Guzman-Parra et al., 2015, p. 124.  |
| <b>Rural Tourism</b> | <b>Fuentes García (1995)</b>   | “Tourist activity which takes place in rural areas, consisting of integrated leisure activities, for those whose objective is contact with the local environment, i.e. nature, gastronomy, traditional architecture, folklore and popular traditions, and which is interrelated with the local society”: cited in Guzman-Parra et al., 2015, p. 124.  |
| <b>Rural Tourism</b> | <b>Crosby &amp; Moreda (1996)</b>  | “Type of tourism which takes place in non-urban areas and which has a completely different development model to mass coastal tourism”: cited in Guzman-Parra et al., 2015, p. 124.  |
| <b>Rural Tourism</b> | <b>European Communities Commission (1990)</b>                                    | Tourist activities in a rural environment. A tourist activity carried out in a rural area, consisting of integrated leisure activities, for those whose aim is contact with the local environment, and which is interrelated with the local society.  |
| <b>Rural Tourism</b> | <b>Gilbert (1992)</b>  | “Journey or overnight stay in a rural agricultural or natural area”: cited in Guzman-Parra et al., 2015, p. 124.  |
| <b>Rural Tourism</b> | <b>Gannon (1994)</b>   | “The range of activities and amenities provided by farmers and rural people to attract tourists to their areas in order to generate extra income for their businesses”: cited in Guzman-Parra et al., 2015, p. 124.   |
| <b>Rural Tourism</b> | <b>Galiano (1991)</b>  | “Rural tourism and all sports, cultural and hunting activities carried out in the rural environment”: cited in Guzman-Parra et al., 2015, p. 124.   |

**Table 1.** Approaches to define Rural Tourism (continuation).

| <b>Name</b>                                   | <b>Authors</b>  | <b>Definition</b>   |
|---|---|---|
| <b>Rural Tourism</b>                          | <b>Blanco Portillo &amp; Benayas del Alamo (1994)</b> | “Recreational and tourist activities carried out in natural rural areas including all types of adventure and sports tourism”: cited in Guzman-Parra et al., 2015, p. 124.   |
| <b>Rural Tourism</b>                          | <b>Bardón Fernández (1990)</b>                        | “Accommodation, installations, leisure facilities, natural and architectural resources present in predominantly agricultural areas”: cited in Guzman-Parra et al., 2015, p. 124.  |
| <b>Rural Tourism</b>                          | <b>Ghaderi &amp; Henderson (2012)</b>                 | Tourism which takes place in rural areas.   |
| <b>Rural Tourism</b>                          | <b>Aleksiev, Stamov (2005)</b>                        | Is a local form of tourism, which is created, managed and developed by the local residents based on the local landscape and culture   |
| <b>Rural Tourism</b>                          | <b>UNWTO</b>  | A significant sector of world tourism sector, which developing rapidly  |
| <b>Rural Tourism</b>                          | <b>Medlik (2003)</b>                                  | Short- or long-term vacation in rural area  |
| <b>Rural Tourism</b>                          | <b>Horishevskyy (2003)</b>                            | The rest kind of tourism concentrated in rural areas. It leads for development of tourist routes, places for recreation, agricultural and national museums and centers of tourist services of guides  |
| <b>“Nong jia le” / Cultural Rural Tourism</b> | <b>Ying &amp; Zhou (2007)</b>                         | Invested and operated by individual farmers and farmer’s families, providing rustic meals (home-made meals) and accommodation (farmhouse) services and amusements for tourists and vacationers who during the weekend and holidays leave their homes in city to go, even if for a few hours, to enjoy rural areas |
| <b>Green Tourism</b>                          | <b>Cals, Capella &amp; Vaqué (1995)</b>               | It is the type of tourism that is lodged in the habitat of the farming area or in low impact accommodation within the region (rural dwellings, rural hostels, family-run hotels, etc.)  |
| <b>Green Tourism</b>                          | <b>Jaszczak &amp; Žukovskis (2010)</b>                | A type of tourism opposite to the mass tourism and environmentally-friendly   |
| <b>Farm Tourism</b>                           | <b>Lane (1994)</b>                                    | Indicates lodging on a cereal, vegetable, or animal farm. Farmers combine accommodation service with retail of their produce, obtaining greater added value from renting their buildings  |
| <b>Farm Tourism/ Agrotourism/ Agritourism</b> | <b>Jaszczak &amp; Žukovskis (2010)</b>                | Tourist product based on agriculture production and accommodation in typical farm buildings   |
| <b>Agrotourism</b>                            | <b>Horishevskyy</b>                                   | Recreational tourism, which involves the use of agriculture (farming); always includes the provision of accommodation for tourists.   |
| <b>Ecotourism</b>                             | <b>Jaszczak &amp; Žukovskis (2010)</b>                | Includes unique natural values and active promotion of environmental protection giving benefits to local community  |
| <b>Ecotourism</b>                             | <b>Horishevskyy</b>                                   | The form of travel that provides leisure for travelers in areas that have natural value (national and landscape parks, etc.).   |
| <b>Wilderness and Forest Tourism</b>          | <b>Jaszczak &amp; Žukovskis (2010)</b>                | Tourism form that includes tourism infrastructure in forest areas   |

Source: Author's own elaboration.

From an environmental perspective, the promotion of new attractions (natural or cultural inland) also pursued to lessen pressure on the environment in the concentrated coastal areas (Sharpley, 2002).

In opinion of Roberts and Hall (2001), main characteristics of rural areas are: low population density; rural land usage; traditional rural culture. Rural tourists are different, but these characteristics forms the main goal to visit the destination.

During a short period of time, rural tourism managed to become very popular and actively used by the rural citizens. Although rural tourism occupies only a small part of the global tourism market, it is one of the most rapidly developing sectors. Rural tourism can serve as a tool for diversification of the local economy, helping to conquer new markets for local products, as well as an additional source of income for farmers and other agriculture-related people (Barkauskas et al., 2015). Moreover, rural tourism promotes rural development, thus contributing to the overall growth of economy of whole country (Irshad, 2010). Thus, it has influence on many areas. Rural Tourism benefits presented on Figure 1.

**Table 2.** Rural Tourism Define characteristics.

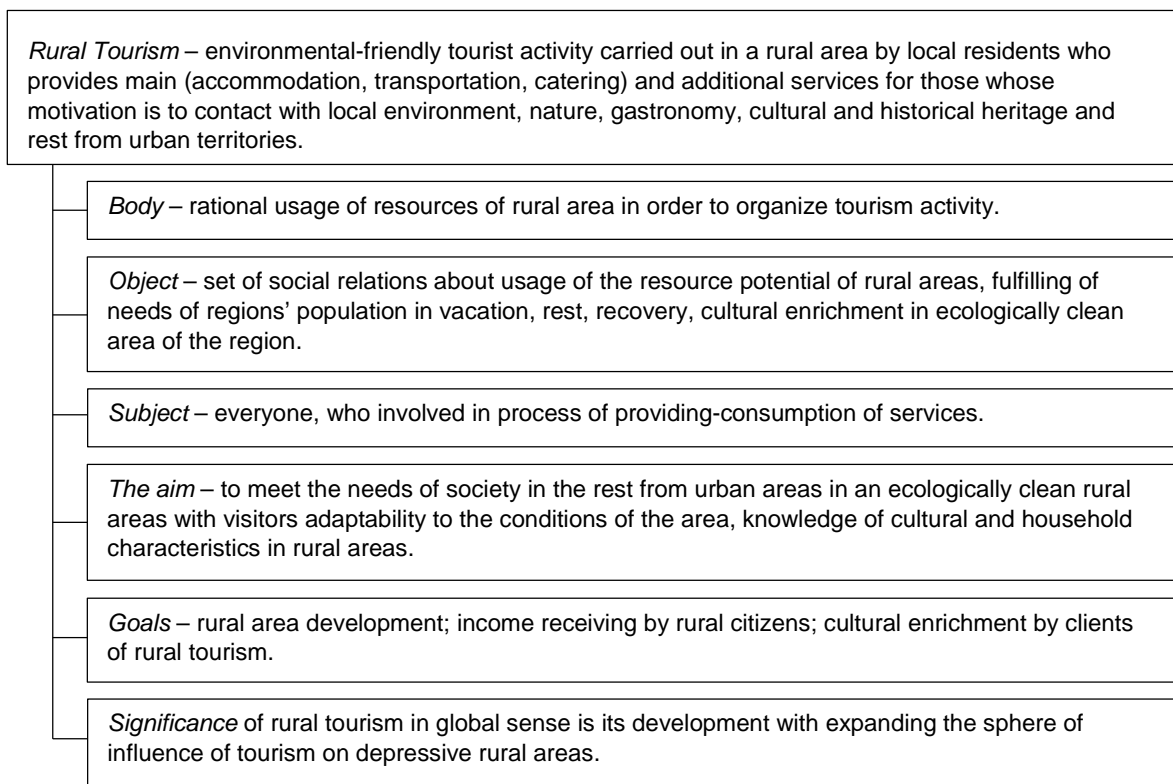
| Name                                 | Define Characteristics   |
|--------------------------------------|--|
| <b>Rural Tourism</b>                 | <ul style="list-style-type: none"> <li>- growing tourism industry in many parts of the world</li> <li>- a tourist activity carried out in a rural environment</li> <li>- contact with the autochthonous surroundings</li> <li>- inter-related with the local society</li> <li>- takes the nature and humanities objects with the rurality as tourist attractions</li> <li>- depends on the landscapes, the natural environment, architectures, culture and other resources in rural areas</li> <li>- based on traditional rural leisure travels and experience tours</li> <li>- escape from the crowds</li> <li>- sustainable tourist activity</li> <li>- for those whose objective is contact with the local environment, i.e. nature, gastronomy, traditional architecture, folklore and popular traditions</li> <li>- the range of activities and amenities provided by farmers and rural people</li> <li>- created, managed and developed by the local residents</li> <li>- leads for development of tourist routes, places for recreation, agricultural and national museums</li> </ul> |
| <b>Cultural Rural Tourism</b>        | <ul style="list-style-type: none"> <li>- invested and operated by individual farmers and farmer's families</li> </ul>  |
| <b>Green Tourism</b>                 | <ul style="list-style-type: none"> <li>- lodged in the habitat of the farming area</li> <li>- environmentally-friendly type of tourism</li> </ul>  |
| <b>Farm Tourism/ Agrotourism</b>     | <ul style="list-style-type: none"> <li>- indicates lodging on a cereal, vegetable, or animal farm</li> <li>- farmers combine accommodation service with retail of their produce</li> <li>- tourist product based on agriculture production</li> <li>- accommodation in typical farm buildings</li> <li>- recreational tourism</li> <li>- involves the use of agriculture</li> </ul>  |
| <b>Ecotourism</b>                    | <ul style="list-style-type: none"> <li>- provides leisure for travelers in areas that have natural value (national and landscape parks, etc.)</li> <li>- includes active promotion of environmental protection</li> </ul>  |
| <b>Wilderness and Forest Tourism</b> | <ul style="list-style-type: none"> <li>- includes tourism infrastructure in forest areas</li> </ul>  |

Source: Author's own elaboration.

During research, many approaches to determine Rural Tourism was observed by many scientists. Interesting, that not only in Ukrainian, but also in Western literature there is no comprehensive definition of Rural Tourism. That is why research question of definition of rural tourism is actual. In this case, recommend checking of point of view on definitions of Rural Tourism of different scientists from different countries, analyzing them in terms of defining characteristics and, based on those results, form our vision of definition of Rural Tourism. Approaches to define Rural Tourism presented in Table 1.

Results show us similarities in approaches of defining Rural Tourism. It can be seen, that scientist's give the same define characteristics to named in different ways kinds of tourism (Rural Tourism, Cultural Rural Tourism, Green Tourism, Farm Tourism, Ecotourism and Forest Tourism). Firstly, it is about rural areas, rural environment as a place of provision of services. Secondly, services provided by local rural community. Thirdly, local culture and heritage, food, landscapes and crafts are main services. For us it means that all this kind of tourism could be define by only one name of Rural Tourism.

Table 2 made an attempt to highlight define characteristics of Rural Tourism studied in Table 1 in terms of isolate unique characteristics. For research, it is important in terms of forming new vision on definition of Rural Tourism.



**Figure 2.** Results of analysis of definition of Rural Tourism.

Source: Author's own elaboration.

Last step of work is to collect results from above research and formulate new vision on Rural Tourism by determine a definition of Rural Tourism, its body, object, subject, the aim, goals and significance. Results shown on Figure 2.

Results of made research are significant for future work. Understanding of essence of Rural Tourism, its content and processes inside are helpful on the way of forming innovative qualitative model of regional policy of Rural Tourism development for Ukraine.

## **1.2. International approaches of Rural Tourism development**

In context of learning regional policy of Rural Tourism development as a part of Global Tourism and as important key of rural areas development, it is quite important to pay attention on development of this kind of tourism in different regions all around the world: with different economical, cultural, social situations, resource availability. Important to understand where it had a beginning and what have been used for its incipience, developing and popularization. For our research, we find useful experience not only European countries as region, where Rural Tourism had a beginning, but also Asian countries, where this kind of tourism developed fast during few last decades and nowadays have remarkable results. From among of European countries were chosen for research Spain and Portugal as pioneers of branch and Lithuania, where Rural Tourism develops in comparatively short time. In Asia are interesting approaches of China, Indonesia and Taiwan.

### **1.2.1. Approaches of Rural Tourism Development in Lithuania**

For small countries such as Lithuania, rural tourism is a stabilizing factor in economic and social development (Gao, Huang, & Huang, 2009). According to Žilinskas and Maksimenko (2008), rural tourism is important part of Lithuanian tourism sector, which affects image formation for municipality and country, and promoting growth of inbound tourism. Rural tourism in terms of national economy on macro level may be seen as a branch of the national tourism (Žalys, Žalienė & Iždonaitė, 2006).

Rural Tourism development in Lithuania depends a lot on state and local government support. These supporting programs should revitalize rural areas by creating new development opportunities, providing alternatives to urbanization, and enhancing job creation, income growth, and infrastructure development, (Panyik, Costa & Rátz, 2011; Haven-Tang & Jones, 2012). Support from governments involving regulations, education, promotion, and stimulation of investments is crucial for tourism development (Conradson & Pawson, 2009). Often, small farms in rural areas lack the sufficient resources to promote themselves or the local community to the outside world; government support is essential for building local attractions and creating public infrastructure. This support, along with the educational programs, increases the area's accessibility and the professionalism of employees in the rural-tourism sector (Fotiadis, 2013). The government can also assist in the development of local tourism industry by providing necessary training, education, and information for its various entrepreneurs and their employees (Fotiadis, Yeh, & Huan, 2016).

Rural tourism is a significant part of Lithuanian tourism sector, which differs with its originality, provided services and competitive features. These qualities are very important in shaping regional and state image of tourism; moreover, it promotes the growth of inbound tourism. It must be recognized that national government together with the Department of Tourism can influence a positive impact on development of rural tourism, for example, ensuring the management of inflation jumps, increasing investments in infrastructure, investing in a positive image of the country abroad and etc., (Snieška, Barkauskienė & Barkauskas, 2014). Therefore, during 2007-2013 on the 'Rural Development Program for Lithuania' was allocated 204 million Lt (US\$76.7 million) to encourage the Rural Tourism activities (Baležentis et al., 2012).

The promotion of rural tourism reflects in developed infrastructure of the country, increased supply of tourism services in order to attract more tourists and satisfy their needs. It requires a strategic, political and economic planning and sustainable decision-making in both – the public and private sector (Snieška et al., 2014).

Snieška et al. (2014), in their study calculated, that the highest impact on the development of rural tourism in Lithuania make these economic factors: government revenue and expenditures, wage, foreign investments, tangible investments, GPD per capita.

Also in Lithuania, more and more growing rural tourism becomes a real competitor to resorts and hotels. As well, it became inexpensive alternative for holidaymakers (Petrauskienė, 2004)

Two things make Rural Tourism important according to Ališauskas and Jankauskienė (2008):

- It creates economic and social benefits for countryside;
- It is an effective means of saving nature, culture and tradition values.

The development of Lithuanian tourism is determined by processes of economic integration and development of international relations with the world. Lithuania has favorable opportunities to develop rural tourism, but these conditions are under-used. According to Ramanauskienė and Vagonis (2010), success of rural tourism business becoming increasingly dependent on the service suppliers' ability to meet the changing consumers' needs and to offer new high-quality services.

### **1.2.2. Approaches of Rural Tourism Development in Spain**

Rural tourism has witnessed constant growth in Spain during the last decade. Tourism in Spain is highly seasonal. This poses difficulties for the directors of tourist service enterprises and particularly affects the management of human resources, which has an impact on the quality of service and the company image. At the same time, the fall in profits due to the inability to optimize the use of resources and capabilities during the less active periods, has a negative impact on regional economic development (Guzman-Parra et al., 2015).

In case of Spanish experience in Rural Tourism development, interesting are results of Fons, Fierro and Patiño (2011). These findings in issues of economy, environment, social and cultural, human

factor, sense of hospitality, the pride of being a part of local community, slogans as methods of persuasion and cuisine describes a model of Rural Tourism in Spain.

*Economy:* Rural Tourism need less investment, than mass tourism, either because of smaller size or because of lower prices, so the profit is more immediate and the risk is smaller too. Originally, incomes from Rural Tourism were an additional source of incomes to compensate unpredictable farming incomes. Nowadays, that these farming incomes have nearly disappeared and tourism incomes have become the only incomes, the situation could become crucial. According to most interviewees, the viability of rural tourism lies on the fact of being compatible and complementary to traditional activities, not being a substitute to previous incomes. The benefits are generally summed up as a Triple Bottom Line for the host community, for the land itself and for the tourist, which implies a sequence of interrelated benefits. The decline of the agriculture income has made rural tourism a viable and justifying economic activity in rural areas.

*Environment:* Environment is the main ingredient for success in Rural Tourism. Everybody is conscious everywhere that one must be respectful and careful with environment. Unspoilt, autochthonous, natural environment has turned out to be the most important authenticity element. Rural tourism is growing and developing as an integral part of the environment, in a sustainable way, keeping the identity of the locality and recovering lost activities, such as subsistence farming, rural tourism is in the country, not in the town. Environmental benefits include support for preservation of landscape and stimulus for the preservation, protection and improvement of the natural environment.

*Social and cultural:* Country people find a source of incomes to complement traditional ways of agriculture and livestock. Furthermore, people living in these natural areas benefit from the increase in demand for services and infrastructure that is arising in any kind of rural areas, and which are a benefit to them all the year round. In this sense should be pointed out the special role played by women in rural areas caring rural houses.

Consider that the houses should be accompanied by traditional activities: authenticity must prevail, with an offer of handicrafts and farming activities.

The original purpose of Rural Tourism development in Spain was that due to the lack of hotels, or infrastructure capable of accommodating and feeding tourists visiting the area, farmers could convey and rent some rooms in their farms for tourists. The scenario was real, and some casual or occasional tourists did not interrupt or alter the everyday activities of the farmers, but allowed the tourists to stay there, sharing all the conditions that country people had, including the landscape, architectural, gastronomic or any type of cultural heritage of the region.

Social costs can be derived from rural tourism development as rural areas are quite prone to adopt new values and ideas that in some cases can damage the idiosyncrasy of the place and population.

*Sense of hospitality:* There are people who think that, to be a good host, you have to become a slave, which is absolutely distanced from truth. Good hosts reinforce their dignity and personality, show their generosity and demand what they deserve in turn from guests. If it is a difficult relationship, it is also very advantageous and convenient when the right balance is reached.

*The pride of being a part of local community:* The feeling of identity, or the sense of belonging to a land or lifestyle, is not a question of genetics, but a question of culture, of something apprehended or learnt. Therefore, personality and behaviour of each person are conditioned by culture. Identity is the distilled brew coming from being aware of differences, and culture does not develop itself unless it is enriched by means of social contact: inter-cultural exchanges build up the culture.

In context of Rural Tourism it is important to be an essential part of a country, but also identify yourselves as separated part in the same time for creating special regional tourism product.

*Slogans as methods of persuasion:* Importance of distinguish not only for creating competitive touristic product but also for showing to foreign tourists the variety touristic products can be provident in whole country.

*Cuisine:* When travelers arrive in local community, they do want to taste and enjoy traditional dishes, not international food (Fons, Fierro & Patiño, 2011).

### **1.2.3. Approaches of Rural Tourism Development in Portugal**

In context of research, interesting is Portuguese approach in organizing of regional policy of rural tourism development. Namely, one of kinds of its organizing based on "Historic Villages of Portugal" (HVP). In this case successful rural tourism activity in villages, connected with this network, leads to theirs development and historical attractions renovations (Kastenholz et al., 2012).

From the late 1930s onwards, part of this effort directed toward national monuments had already recourse to the language of tourism, both at the national and the international levels (Walmsley, 2003). However, it was more recently that the touristic uses of the past, particularly the monumental past, have significantly increased, most especially in the context of rural tourism. This forms part of the abovementioned societal trend in which tourism is used strategically for the purposes of rural development and renewal in line with orientations from the European Union, which Portugal joined in 1986 (Silva, 2014). The Recovery Program for the Castles (2000-2006) and the HVP program are two good examples. In fact, especially since the 2000s, the state's conservation/preservation efforts in both HVP have come to play an important role in the ways in which a nation's common history and present national identity have being imagined and represented in the global world, through and in terms of rural tourism. Regarding the state, there is the designation of the sites as HVP, but also their display according to patterns that stress continuity and tradition; their officially sanctioned interpretation as material testimonies of the nation's medieval origins; and the recourse to "felt history" (Connor, 1994) to increase levels of consumption through rural tourism.

HVP program plays an important role in the conservation/preservation of nationally significant monuments and sites. In addition, it is a tool to present national history and national identity and make it possible to imagine for visitors. Moreover, it was decided to do it through and in terms of Rural Tourism (Silva, 2015).

When tourists choose HVP as a destination, they seek quietness, contact with nature and local heritage. In addition, most of them appreciate the close family-like relations within the local

community, as opposed to the anonymity of urban life. Visitors of HVP state about unique atmosphere of destination. They say that in villages of the network you can feel as if you came back in the past. This means, that this approach to Rural Tourism activity can be used as an instrument for telling about history of local territory and whole country as well. The reason is comprehensive approach to renewal process. It means that whole villages rebuilt as a single entity, as one tourism attraction.

Advantage of this approach, when villages connected in one network, is an easier opportunity to promote product. Many people now recognize "Historic Villages of Portugal" network as an already well-known brand.

Tourism is the main activity stimulating local development. However, there are some important constraints to local development identified, namely the decrease of population, the bureaucracy involved in investing in tourism, and the lack of investment, particularly regarding stores offering local products (Kastenholz et al., 2012).

Based on information from above, conclusions can be made, that not only Rural Tourism assists rural territory development but a brand "Historic Villages of Portugal" as well thanks to recognition of brand. It makes us think, that collaboration in rural tourism houses in network under some idea can lead to better and faster development. Moreover, it helps tourists/explorers to open new facts from historical heritage. This approach is useful in forming effective innovative qualitative model of regional policy of Rural Tourism development for Ukraine.

#### **1.2.4. Approaches of Rural Tourism Development in Indonesia**

The development of the tourist village is in line with the demands of the rural as a tourist destination. Sustainability of a tourist village begins with the motivation to develop the village while preserving environmental sustainability. Along with the goal to improve the local economy, then it will be followed by various forms of modernization such as the expansion of the built environment, increased number of rooms used as homestay, and moreover there will be an alteration of room quality from its shape, structure, and meaning of space according to the public perception. The perception of tourists who are interested in traveling in the countryside may be different from the perception of the local communities (Vitasurya, 2016).

According to Fatimah and Kanki (2012), the original culture in the village becomes the main attraction. Locals allowed to change their villages according to their needs. Clearly that rural communities need to be empowered intensively in order to preserve their rural environment hence it remains attractive for tourists yet economically developed. Villages is built environment that serves as a cultural unity containing elements of human, nature and physical culture manifestation including architecture, therefore the comprehension should follow the complexity of those elements. Natural language understanding, human and architecture as one of the ways to explore the potential on indigenes knowledge and as a form of local wisdom that has proven capable of maintaining the balance of the community life in harmony, long-lasting and sustainable. As a concept with various

forms of spatial implementation, local wisdom of a community will continue to grow in the awareness of society. (Wikantiyoso, 2009).

Rural Tourism in Indonesia development based on “hamemayu hayuning bawana” philosophy. Literally, it has meaning of “creating a beautiful world”. This can also be interpreted as eco-friendly development, which prioritize in conservation of natural and cultural assets. Eco-friendly development also aims to save the environment from destruction (Wagiran, 2012).

In general, tourism attractions in Indonesia can be divided by types in three groups:

- Attractions of handicraft industry: bamboo batik, “krondo” a bamboo basket, chicken coops, bribig, traditional furniture, and traditional hat called “caping”.
- Attractions of the culinary industry: “bakpia” a traditional mung bean cake, “geplak” a traditional sweet coconut snack, tempeh, tofu, traditional noodle call “mie letek”, salted eggs, bread and cakes, and herbs.
- Cultural attractions: traditional performance like “jathilan and reyog”, traditional religious performance “slawatan” and shadow puppets.

Community involvement in the development of tourist attractions are seen in their participation to develop their business to be part of a tour package. Village changes into natural attractions and then become the tourist village. Previously, this started from the willingness of people to make a good use of the forest without destroying it by doing illegal logging. Community is the most important stakeholder in rural tourism development in Indonesia. According to laws there are no one be able to force the people to follow a project or program in their own managed areas without having to negotiate with them.

The local wisdom in the development of rural tourism.

Practically local wisdom is a community effort to conserve resources that can be used continuously to feed the community and maintain the environmental balance (Hadiwijoyo, 2012). Development of rural tourism based on the preservation of the environment cannot be separated from the element of empowerment. Successful development can be measured through three main aspects economic aspects, social aspects and environmental aspects (Antrop, 2005).

Community participation in environmental preservation faces the impact of tourist village development can be understood as a form of villagers' local wisdom to survive.

Local wisdom as the foundation of sustainable development in rural tourism which can be concluded from this paper is community participation. Based on observations by comparing these two villages, it can be obtained that community participation to develop tourism can be seen from community involvement through:

- Community participation to pack variation of attractions, such as educational tours that teach skills in making simple household industry according as the types of owned businesses.
- Community participation to develop their own infrastructure and facilities to support educational craft industry tourist attraction to be more attractive for tourists.

- The involvement of the community to take part in a group of keepers/“marshall” to preserve land of “wawengkon” and keep it sustainable.
- Community involvement in managing waste from tourism activities to avoid environment pollution and to keep the environment clean hence it would encourage tourists to stay longer.

Indonesia is an example of how to develop successful Rural Tourism based on cultural heritage. For instance, availability of world famous temple into Borobudur helped to develop surrounding villages in tourism attractions. Local citizens at first began to provide transportation services around temple and later developed their own villages for providing accommodation and catering services. Nowadays tourists not only visit the temple, but also can visit the surrounding villages to enjoy the rural atmosphere and its local attractions e.g. see traditional art performance, see try the pottery making, see tofu home industry, see beautiful rural landscape, and so on. These tours usually organized by riding ‘andong’ (horse-drawn passenger cart), a traditional transportation that still exist until today.

Rural Tourism in Indonesia also based on cultural landscapes as a tourism service concept of cultural landscape is expressed using the word of ‘saujana’ which means ‘sejauh mata memandang (as far as eyes can see)’. Indonesian Charter for Heritage Conservation describes the saujana heritage as ‘inextricable unity between nature and manmade heritage in space and time’ Cultural landscape is a combination of both nature and culture as its elements. It shows the relationship between human and their natural environment as a unity. So, rural tourism here can be regarded as an alternative type of tourism conducted by villagers to promote their village potentials (Fatimah, 2015).

### **1.2.5. Approaches of Rural Tourism Development in China**

The tourism industry boomed in China following the “reform and opening up” policy instituted in 1978. The initial incentives for tourism development were based on political and economic considerations, and inbound tourism was given priority in China and treated as the backbone of the tourism industry for a substantial period (Yang, Liu & Qi, 2014).

In recent years, under the right guidance of the government, the development of rural tourism in China gives full play to the main role of the agricultural production operators, gets active support from all sectors of the community, and obtains participation and interaction of related industries. Chinese government, from its very beginning, has play a decisive role in developing rural tourism as a priority tool to enhance rural lifestyles and produce positive change in the distribution of income in poverty-stricken rural areas. Aim of this politic was to give people from rural areas opportunity to make supplementary income and new employment opportunities to local communities. Also providing an opportunity to revitalize local crafts and arts such as paper cutting, wood and stone carving, bamboo weaving, lace-making, folk song and dance, local cuisine recipe, wine-making, traditional therapy of medicinal herbs, etc. Moreover, caused by low level of education, government established educational programs for Rural Tourism hosts (Zhang, 2012).

What is more encouraging in Rural Tourism development in China is that younger generation of farmers, who left hometown to work as immigrant laborers for higher income in urban areas and metropolises, have now returned back to start small sized tourism-related business using technology and managerial ideas they learned elsewhere.

According to Chinese experience of rural tourism development, there are six main categories of resources important for successful activity (Zhang, 2012) and it includes rural natural landscape, rural scenery, the landscape of architectural heritage, agricultural products and rural crafts, human activities and folk culture, and the artistic conception of rural landscapes (bridge, water, people). Usage of environment and available resources as main idea for Rural Tourism development in China: not creating new infrastructure, but transforming what they have in tourism products (Su, 2011).

For agriculture, rural tourism helps to promote the agricultural structure adjustment, attract people, logistics, capital flow and information flow, break the urban and rural dualistic structure, open farmers' horizons, update their ideas, expand their employment and increase their incomes. For the tourism industry, rural tourism helps enrich and develop the concept of urban tourism, extend the tourism products, help the interaction between urban and rural areas, enhance the aftereffects of the tourism development, and meet the consumer demands from a majority of tourists. Meanwhile, rural tourism is very important in enhancing the rural collective economy, beautifying the rural appearance, strengthening the rural civilization construction, increasing their incomes and building harmoniously society. In other words to explore a new road of the rural tourism development, on which tourism is taken to assist agriculture, prosper agriculture and bring wealth to agriculture, and tourism and agriculture interact between each other (Zhang, 2012).

Since 1998, a series of RT-promoted activities, created by China National Tourism Administration (CNTA) offering both financial incentives and government policy support, have facilitated farm diversification into tourism. As a result, the number of rural communities has greatly increased in pursuit of different forms of rural tourism, particularly "Nong jia le" tourism, a dominant form of RT in China (Hu, 2008).

As a distinctively Chinese version of rural tourism, "Nong jia le" tourism, has been developed not only as a new style of holiday making among the Chinese urban residents, but also as a new form of privately-owned small enterprise among millions of Chinese farmers. The purpose of "Nong jia le" tourism is to provide such services as: having fresh food, tasting green vegetables, experiencing traditional courtyard living, doing hard farming work, entertaining farmers' plays, and purchasing indigenous products from farm families (Zou, 2005).

"Nong jia le" tourism has been based on offering board and lodging with rooms being rented in the owner's private home or rural campsites equivalent to "Bed & Breakfast" operations in Europe and North America. The original purpose of "Nong jia le" tourism was to complement incomes from agriculture as "green tourism" without a threat to the main agricultural activity. As a newly-coined word in China's tourism terminology, "Nong jia le" tourism, with about 20 years of development, has got the salient characteristic of "leisure farm" to experience and enjoy the joyfulness of rural leisure life (Su, 2011).

Experience of China is significant because as well as Ukraine it is agrarian country. Moreover, China met the same problems as Ukraine – migration of rural citizens to cities. This connected with lack of work places. Furthermore, Chinese villages as well as Ukrainian considered to be a cradle of culture. It should be noted, that China after short period of time developed powerful system of Rural Tourism. All of this forces us to study out approaches of regional policy of Rural Tourism development forming of this country with hope to isolate elements, which will help to form innovative qualitative model of regional policy of rural tourism development for Ukraine.

#### **1.2.6. Approaches of Rural Tourism Development in Taiwan/B&B**

B&B like approach for accommodation in rural areas developed in USA and had success in many countries around Europe, namely UK and France, and all around the world. B&B service suggested to review on example of Taiwan. The reason fast grows during last years (Chen, Lin & Kuo 2013).

B&B add to the tourism diversity of an area and enhance the appeal of the community to travelers because the properties are personal in nature, offering a friendly, private atmosphere that entices guests to become acquainted with the local environment (Nuntsu, Tassiopoulos & Haydam, 2004). They combine the advantages of local culture, ecology, and natural beauty, creating leisure attractions with a unique local flavor (Wu & Yang, 2010). In Taiwan, B&B regulations were enacted in 2000. Government support helped the B&B industry to mushroom across the country. From 2001 to 2010, legal B&B properties increased dramatically, from 36 to 3236. In 2011, the B&B sector accommodated 1.83 million travelers. B&B can have a substantial positive economic impact, especially in smaller communities where motels and hotels are limited and B&B may handle a large percentage of visitors (Zane, 1997).

In addition to economic development, the B&B sector also stresses community sustainability (Sharpley, 2002). For instance, townships might experience a population increase if B&B attract repatriates or immigrants who invest their resources in these aging rural areas. Rural life remains a central part of the visual and social image of the countryside, particularly for urban dwellers (Frochot, 2005). B&B thus offer a promising opportunity for the regeneration and extension of lifestyles and cultural images within local communities (Sharpley & Jepson, 2011).

In order to successfully operate a B&B, it is essential to identify and target particular market segments (Lee, Lee & Wicks, 2004). While the B&B sector has several advantages over more traditional types of accommodation, B&B in rural areas often experience resource-based marketing obstacles. First, many B&B operators are frustrated or uncomfortable with making marketing decisions because of the lack of immediate returns (Rogak, 2000). Further, B&B operations typically generate relatively low levels of income during the off-seasons, making marketing expenditures a challenge for many operators. Moreover, B&B owners may lack professional skills or accommodation management knowledge to promote their products. Finally, Taiwanese owners of legal B&B are often threatened by investors from illegal large-scale or more upscale B&B properties.

*Characteristics of B&B visitors:* B&B visiting patterns are characterized by a high proportion of weekend visitors. Include pre-middle aged families with children. B&B visitors were families in their thirties or forties with children who had higher income levels and had graduated from college (Koth & Norman, 1989). Fleischer and Pizam (1997) found that B&B visitors in Israel were predominantly urban adults with children.

*Need for segmentation:* B&B owners are identified the wide range of tourist needs and expectations associated with rural areas (Gilbert, 1989). This information is required for a deeper understanding of the current B&B market. B&B are a unique sector within the tourism industry, because they are run by operators, who offer personalized service in a homely environment (Hsieh & Lin, 2010). Most B&B guests are looking for short vacations relatively close to home, where they can experience uniqueness not only in terms of the location, but also in terms of the accommodations themselves (Lanier & Berman, 1993).

*Motivation-based segmentation:* External influences include culture, socioeconomic level, reference groups and household income, while internal influences include motivation, personality and self-image characteristics. Motivation is considered to be one of the strongest psychographic variables of segmentation bases because it is defined as a personal inner state that directly satisfies a felt need, as well as triggers behavioral intention and actual consumption behaviors (Park & Yoon, 2009). Song (2005), who segmented Korean tourists in rural areas, found that the major motivational clusters influencing visits to rural tourism villages were learning and family gathering, relaxing by escaping from the daily life, self-fulfillment, refreshment, accessibility and activities. Gian's (1997) investigation of pensioners in agricultural areas identified multiple motivations like learning, relaxing, simplicity and curiosity as cluster bases.

**Table 3.** Approaches of rural tourism development and characteristics of rural tourism in different countries (continues).

| <b>Country</b>   | <b>Characteristics</b>   |
|------------------|--|
| <b>Lithuania</b> | <ul style="list-style-type: none"> <li>- government support is shown in building local attractions and creating public infrastructure and existence of state program of rural tourism development involving regulations, education, promotion thanks to big financial support and stimulation of investments</li> <li>- requires a strategic, political and economic planning and sustainable decision-making in public and private sector</li> <li>- promotion of rural tourism and a positive image of the country abroad reflects on rural tourism popularity and development of infrastructure in country, increasing of supply of tourism services in order to attract more tourists and satisfy their needs</li> <li>- significant source of creating new work places in rural communities and offers business opportunities</li> <li>- creates economic and social benefits for countryside. Moreover, it spreads agricultural market</li> <li>- encourages rural areas regeneration and development of economy</li> <li>- is an effective means of saving nature, culture and tradition values The development of Lithuanian tourism is determined by processes of economic integration and development of international relations with the world</li> <li>- differs with its originality, provided services and competitive features</li> <li>- became inexpensive alternative for holidaymakers</li> <li>- success of rural tourism business becoming increasingly dependent on the service suppliers' ability to meet the changing consumers' needs and to offer new high-quality services</li> </ul> |

**Table 3.** Approaches of rural tourism development and characteristics of rural tourism in different countries (continuation).

| Country          | Characteristic  |
|------------------|---|
| <b>Spain</b>     | <ul style="list-style-type: none"> <li>- original philosophy was that due to the lack of hotels, or infrastructure capable of accommodating and feeding tourists visiting the area, farmers could convey and rent some rooms in their farms for tourists</li> <li>- less investment is needed for the rural area than for mass tourism; moreover, profit is more immediate and the risk is smaller</li> <li>- is growing and developing as an integral part of the environment (main ingredient for success) keeping the identity of the locality and recovering lost activities, such as subsistence farming</li> <li>- environmental benefits include support for preservation of landscape and stimulus for the preservation, protection and improvement of the natural environment.</li> <li>- source of incomes for country people to complement traditional ways of agriculture and also to develop countryside</li> <li>- allowed the tourists to stay in houses, which are accompanied by traditional activities as handicrafts and farming activities, sharing all the conditions that country people had, including the landscape, architectural, gastronomic or any type of cultural heritage of the region</li> <li>- to be an essential part of a country, but also identify yourselves as separated part in the same time for creating special regional tourism product</li> <li>- importance of distinguish not only for creating competitive touristic product but also for showing to foreign travelers the variety of touristic products</li> <li>- tourists want to taste traditional dishes of region as a factor of motivation to visit rural areas</li> </ul>   |
| <b>Portugal</b>  | <ul style="list-style-type: none"> <li>- supported by government</li> <li>- sustainable programs for sustainable rural tourism development</li> <li>- collaboration of stakeholders from all levels: from citizens and community to local and state government</li> <li>- tourism is used strategically for the purposes of rural development and renewal</li> <li>- tool for renovating historical heritage to make rural tourism clients interested in area's history and make them feel as if they came back in past ages</li> <li>- offer to the tourist a sense of freedom and quietness in close family-like relations within the local community and opportunities for relaxing, undertaking outdoor activities, being close to nature and contact with local heritage away from urban life</li> <li>- connections between rural tourism and national identity</li> <li>- nation's common history and present national identity are being imagined and represented in the global world, through and in terms of rural tourism</li> <li>- existence of connection between villages in terms of organization of network named "Historical villages of Portugal"</li> </ul>   |
| <b>Indonesia</b> | <ul style="list-style-type: none"> <li>- started from the willingness of people to make a good use of the forest without destroying it by doing illegal logging</li> <li>- according to laws there are no one be able to force the people to follow a project or program in their own managed areas without having to negotiate with them</li> <li>- an alteration of room quality from its shape, structure, and meaning of space according to the public perception</li> <li>- villages is built environment that serves as a cultural unity containing elements of human, nature and physical culture manifestation including architecture</li> <li>- "hamemayu hayuning bawana" – "creating a beautiful world" can be interpreted as eco-friendly development, which prioritize in conservation of natural and cultural assets</li> <li>- practically local wisdom is a community effort to conserve resources that can be used continuously to feed the community and maintain the environmental balance</li> <li>- community participation to develop their own infrastructure and facilities to support educational craft industry tourist attraction to be more attractive for tourists</li> <li>- cultural landscape is characterized as the balanced relation between ecological system and human influence</li> <li>- what have been stated as cultural sightseen, developed in rural tourism for surroundings villages which provides its local attractions connected with traditional handicrafts</li> <li>- rural tourism as an option to make an interest to explore not only one famous tourism attraction, but explore all the region, where this temple situated, to learn more about culture and heritage</li> <li>- village attraction and original culture are important for rural tourism activities</li> <li>- provides daily activities such as farming, keeping environment clean, growing and keeping greeneries, practicing traditional customs, etc.</li> <li>- addition, continue, customize, transform, and repair as five types of changes which leads to cultural landscape sustainability</li> </ul> |

**Table 3.** Approaches of rural tourism development and characteristics of rural tourism in different countries (continuation).

|                       |   |
|-----------------------|---|
| <b>China</b>          | <ul style="list-style-type: none"> <li>- government supporting and guidance through China National Tourism Administration (CNTA) and its programs of tourism development</li> <li>- training programs for hosts</li> <li>- operated by individual farmers and farmer's families</li> <li>- located in a rural setting of village or town</li> <li>- infrastructures' development is crucial for rural tourism</li> <li>- combine historic and cultural heritage elements and natural elements in a harmonious way</li> <li>- rural tourism helps to promote the agricultural structure adjustment, attract the steam of people, logistics, capital flow and information flow, break the urban and rural dualistic structure, open farmers' horizons, update their ideas, expand their employment and increase their incomes</li> <li>- takes the nature and humanities objects with the rurality as tourist attractions, depends on the beautiful landscape, the natural environment, architectures, culture, agricultural products and rural crafts, human activities and folk culture, and the artistic conception of rural landscapes (bridge, water, people) and other resources in rural areas</li> <li>- tourism product should be complete and has a high quality</li> <li>- style of holiday making among the Chinese urban residents, but also as a new form of privately-owned small enterprise among millions of Chinese farmers</li> <li>- legendary or romanticized layer signifying an idyllic rural life and natural scenery such as family intimacy, green lifestyles, simplicity, unsophisticatedness, greenness, fresh air, open space, virgin forest and soil, etc.</li> <li>- insulted or stigmatized layer associated with poverty, ignorance, insanitation, underdevelopment, backwardness, barbarism, stupidity</li> </ul>   |
| <b>Taiwan/B&amp;B</b> | <ul style="list-style-type: none"> <li>- government support helped the B&amp;B industry to mushroom across the country</li> <li>- B&amp;Bs add to the tourism diversity of an area and enhance the appeal of the community to travelers because the properties are personal in nature</li> <li>- they combine the advantages of local culture, ecology, and natural beauty, creating leisure attractions with a unique local flavor</li> </ul> <p>Characteristics of B&amp;B visitors</p> <ul style="list-style-type: none"> <li>- high proportion of weekend visitors</li> <li>- pre-middle aged families with children, who had higher income levels and had graduated from college</li> </ul> <p>Need for segmentation</p> <ul style="list-style-type: none"> <li>- B&amp;B owners or identified the wide range of tourist needs and expectations associated with rural areas</li> <li>- B&amp;Bs are a unique sector within the tourism industry, because they are run by operators who offer personalized service in a homely environment</li> <li>- most B&amp;B guests are looking for short vacations relatively close to home</li> </ul> <p>Motivation-based segmentation</p> <ul style="list-style-type: none"> <li>- external influences include culture, socioeconomic level, reference groups and household income</li> <li>- internal influences include motivation, personality and self-image characteristics</li> <li>- motivation is considered to be one of the strongest psychographic variables of segmentation bases because it is defined as a personal inner state that directly satisfies a felt need</li> <li>- six motivations including relaxation, socialization, learning, family togetherness, novelty and excitement</li> </ul> <p>Marketing strategy</p> <ul style="list-style-type: none"> <li>- B&amp;B guests ranked the most useful sources of information differently: (1) word of mouth, (2) B&amp;B guidebooks, (3) mobile and AAA guidebooks, (4) magazines and newspapers, (5) travel agencies, and (6) websites</li> <li>- B&amp;B operators' marketing strategies mainly focus on advertising channels</li> </ul> |

Source: Author's own elaboration.

*Marketing strategy:* According to Lubetkin (1999), owner-manager perceptions of the usefulness of various types of advertising were ranked as follows: (1) word of mouth, (2) brochures, (3) Chambers

of Commerce, (4) mobile and AAA guidebooks, (5) B&B guidebooks, and (6) websites. However, B&B guests ranked the most useful sources of information differently: (1) word of mouth, (2) B&B guidebooks, (3) mobile and AAA guidebooks, (4) magazines and newspapers, (5) travel agencies, and (6) websites. However, previous studies show that B&B operators' marketing strategies mainly focus on advertising channels (Lee, Reynolds & Kennon, 2003).

Results of research introduced it can be seen in Table 3.

Important to understand that there is no exceptional model for rural tourism development. It always depends on community and its desire to create interesting tourist product and promote it for consumer. This can be seen on examples of sectors of rural tourism in different countries. The most representative is a case of Indonesia, where based on one philosophy of 'Local Wisdom' but providing different services different villages successfully promote their own product.

### **1.3. Factors of success in Rural Tourism**

There are many approaches exists to identify and classify factors of success in Rural Tourism. Sometimes isolated factors and approaches to group them are critically similar (except wording some of them) and sometimes totally opposite. Let us discover views on factors of success in Rural Tourism of different scientists.

Researchers examining the factors driving success in rural tourism suggest that in many cases the main success factor is collaboration (e.g., Bramwell & Sharman, 1999; Cánoves, Villarino, Priestley & Blanco, 2004; Komppula, 2014; Panyik et al., 2011; Wilson, Fesenmaier, Fesenmaier & Van Es, 2001). Others authors identifying support from government and authorities as a key factor especially in the European Union, where a significant amount of money supports rural tourism with financing grants, such as LEADER and LEADER+, and financial programs (Yeh & Fotiadis, 2014). Fotiadis et al. (2016) have made important benefit in study about factors of success. Using fuzzy set/Qualitative Comparative Analysis (fsQCA) methodology, they proved impotency of such factors as collaboration, skills and support.

Collaboration is not something easy for Rural Tourism because it requires stakeholders to transmit expertise, knowledge, and other resources (Panyik et al., 2011). Saxena and Ilbery (2010) investigate rural-tourism development and the interaction within local community, which identifies the significance of collaboration for success. Because rural-tourism hosts do not have the necessary resources or the knowledge to develop a new consumer targeted enterprise, hosts need to coordinate with other entrepreneurs with experience and local leadership if they want to be successful (Fotiadis, 2011; Fotiadis, Vassiliadis, & Piper, 2013). Collaboration can create specific standards of quality for an area so visitors can have a unified product and service experience (Cánoves et al., 2004).

To continue, Wilson et al. (2001) suggested 10 most important for development of Rural Tourism factors/conditions: a complete tourism package; support and participation of local government; good

community leadership; strategic planning; coordination and cooperation between businesspersons and local leadership; coordination and cooperation between rural tourism entrepreneurs; sufficient funds for tourism development; information and technical assistance for tourism development and promotion; good convention and visitors bureaus and widespread community support for tourism. Barbu (2013) states that the main factors that determine the development of rural tourism are: the quality of transport and communications; tourists' financial possibilities; interest from global, national, district and local administrations; level of education; interest in health maintenance; development of sports equipment industry in tourism and development of telecommunications. In opinion of Zdorov (2004), crucial factors are: natural resources; area; geographical position; climate; landscapes; tourist attractions; present tourist routes; population; transport network; administrative division and economic infrastructure.

The other important factors are socio-cultural (history and traditions, cultural peculiarities, demographic situation, migration, lifestyle), natural-ecological (environmental situation, natural resources, geographical location, climate, landscape, seasonality), political-legal factors (political stability, strategic development objectives, small and medium business promoting, the government executed rural tourism promotion and regulatory policy, the European Union's support, the business of rural tourism regulating legislation, environmental protection legislation) and technological factors (the information and communication technologies, new technologies, scientific and technical progress) (Barkauskas et al., 2016).

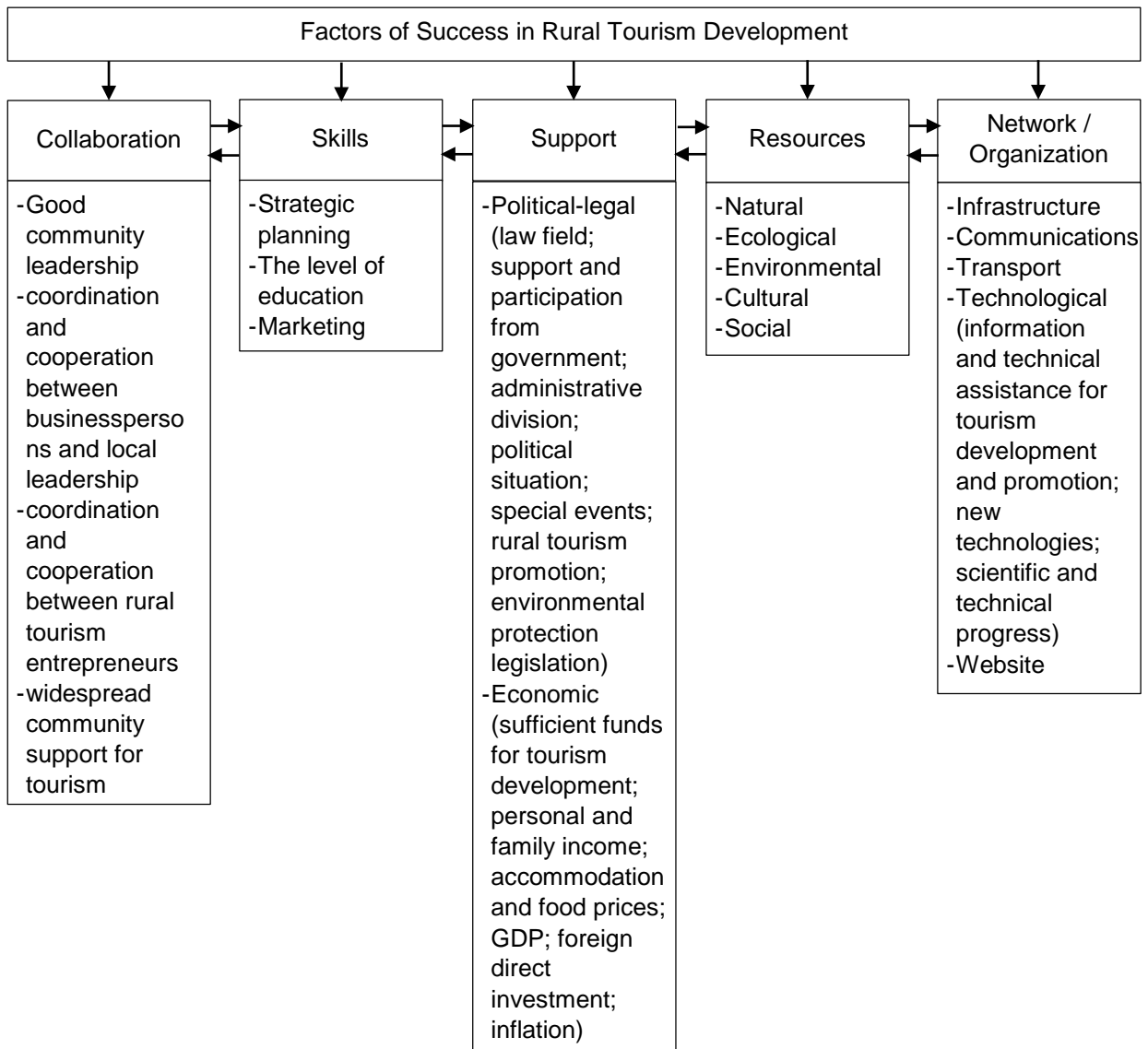
Romikaitytė and Kisieliauskas (2012) identifies economic, social, legal factors, natural environment and cultural factors. Kompulla (2014), excludes five groups of macro environmental factors affecting tourism, as well as rural tourism: economic, ecological, political, social and technological factors.

Labanauskaitė (2008), Labanauskaitė and Lekavičienė (2011) distinguish external environmental factors which affect tourism development into positive (extensive, e.g. the number of employees, construction of new tourism facilities; intensive, e.g. qualification improvement, the formation of new infrastructure) and negative. According to Mikus (1994), negative factors include economic crises, the political instability, unemployment, the criminogenic situation, the financial instability, the decline in personal consumption, the unfavorable ecological situation.

Summarizing the researches done by Bianu, Sirbulescu and Chirila (2013), it can be stated that the biggest influence on the development of tourism and rural tourism have such factors as economical (personal and family disposable income, transport, accommodation and food prices, exchange rate differences and taxes), social (population by age group and occupation, duration of paid holidays, life expectancy), political (political situation, security, special events), natural and psychological.

To conclude the analysis of the scientific literature, authors analyze groups of economic factors (GDP, foreign investments, capital investments, inflation), socio-demographic (the cost of living, immigration, education, health status), political-legal (political stability in the country, the European Union's support), environmental (pollution prevention, environmental protection), natural and geographical environment (climate, geographical position of the country, transport infrastructure, landscape, seasonal) cultural and other factors (Snieška et al., 2014).

There is a group of scientists, which pay the biggest attention to economic factors as ones, which makes a biggest influence on Rural Tourism development. Ramanauskienė, Astromskienė and Andriūnas (2010), identify these main economic factors, which influence rural tourism development: GDP, wage, inflation, unemployment level, interest rates, government expenditure and foreign investments. At the same time another Lithuanian scientists Romikaity and Kisieliauskas (2012) focus on inflation, arrival tourist flows from the countries, GDP per capita, tangible investments, and establishment of tourism companies in the country. Snieška (2002) drew attention to the fact that GDP is the most important economic factor for the development of rural tourism.



**Figure 3.** Factors of success of Rural Tourism.

Source: Author's own elaboration.

Panyik, Costa and Rátz (2011), while studying integrated rural tourism found, that main success factors in IRT are Central marketing, Website, Code of Conduct, Local Marketing, Discount Rates, Program Packages.

As can be seen, scientists cannot converge in one opinion about most crucial factors of success. Nevertheless, general part of them agree that the most significant one is collaboration. That is why collaboration of knowledge about approaches of classifying factors of success in Rural Tourism suggested. Results have been shown on Figure 3.

Figure shows us an attempt to summarize knowledge from above in one representative scheme by collecting the most significant factors of success. We tried to represent it as if all groups of factors are connected and interacted.

## **2. Research Methodology**

### **2.1. Objective of the study**

Ukrainian Rural Tourism has low level of development. Reason hidden in absence of strategic vision on its development. There is no model developed and applied. Purpose of this research is to fill this gap and form an innovative qualitative model of regional policy of Rural Tourism development. Other goal is to create examples of Rural Tourism networks based on usage of developed model.

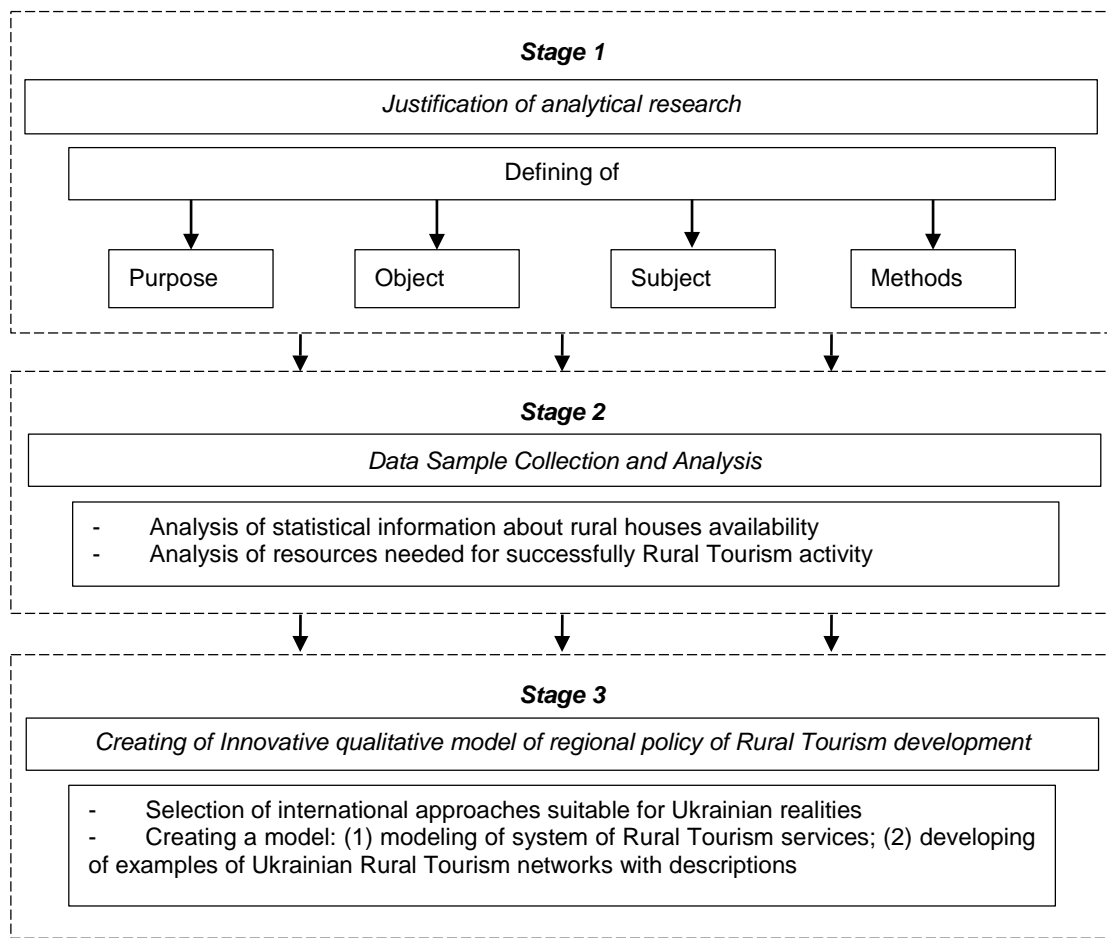
Figure 4 shows a graphical interpretation of research methodology. This methodology consists from three stages. First stage called to make a justification of analytical research. Goal of this stage is to define such important for research categories as purpose of analysis, its subject and object and methods of analysis.

Aim of second stage is data sample collection and analysis. Important for research is analysis of statistical information about rural houses availability and analysis of resources needed for successfully Rural Tourism activity. Results of analysis on this stage can show, which regions are the most attractive for Rural Tourism development.

Result of analysis made on third stage should be forming of innovative model of Rural Tourism development. Model going to be developed basing on results of made research, such as findings from literature review chapter and results of quantitative analysis. In other words, model going to be based on defining characteristics of approaches of forming regional policy of Rural Tourism development in different countries and on results of analyzed Ukrainian resources.

Defining of purpose of research, object, subject and methods of analysis is a task for Stage 1 of methodology.

Purpose of research is a forming of innovative model of Rural Tourism development and its applying for sustainable development of Rural Tourism in Ukraine. The object of the current research is Rural Tourism. And, the subject of research is a branch of Rural Tourism in Ukraine.



**Figure 4.** Research Methodology.

Source: Author's own elaboration.

During research was used following methods of analysis: methods of statistical analysis, grouping, comparison method and mapping.

## 2.2. Description of Data Collection

Rural Tourism in Ukraine is low developed. That is why it is hard to collect needed statistical information for analysis of branch. Nevertheless, as was mentioned in previous chapter, goal of research is to create an innovative qualitative model of regional policy of Rural Tourism development for Ukraine. In this regard, reasonable is to analyse availability of resources needed for successful Rural Tourism activity. In literature review chapter was clarified that most important resources needed for successful Rural Tourism development (we can see it on example of everyone country) are such resources as agricultural lands, natural landscapes, cultural landscapes and historical heritage.

That is why it is quite important to analyse such resources to find out, which regions are the most attractive for development of Rural Tourism. For this aim, we used statistical information about areas covered by agricultural lands, lands covered by forests, lands covered by water resources and

quantity of cultural and historical resources by regions. Information collected from Statistical Yearbook of Ukraine, Statistical Digest “Regions of Ukraine” and analysed by author.

Also for analysis was used data collection about rural houses availability by regions of Ukraine from Statistical Bulletin “Touristic Activity in Ukraine”. This statistical data is important for understanding which regions started to develop Rural Tourism as separated tourism activity.

### 2.3. Description of Data Analysis

Collected for analysis data was divided on two groups. Data from first group was used for analysis of rural houses availability. Data from second group was used for analysis of resources needed for successful Rural Tourism activity.

On first stage of analysis was decided to divide data from 25 administrative regions to 5 geographical regions, namely Western, Eastern, Northern, Southern and Central, with aim of achieving collaboration between administrative regions on way of developing successful Rural Tourism market. Map of geographical regions represented in Appendicle 8. To make it possible, was used grouping method. Different type of indicators forced to use different types of analysis. For some of them used simple Summing and for other one’s Arithmetic mean.

For comparison of data of first group was used Growth Rate. This made it possible to see the changes in the structure of indicators. Graphic adaptation of results was made using Radar Chart. This type of chart approved to be the best to show availability of resources by regions.

For second part of analysis was used the same division on groups and as a result the same way to group data. However, for analysis of availability of resources needed for successful Rural Tourism activity was important to know a share of resource in total area of the region and share of resource in total area of Ukraine. That is why Share of the Total formula was used. As well, as for previous part of analysis, Radar Chart considered to be the most accurate way to display results. List of formulas shown on table below.

**Table 4.** List of formulas.

| Name                      | Formula   |     |
|---------------------------|---|-----|
| <b>Summing</b>            | $\sum_{i=1}^n a_i = a_1 + a_2 + \dots + a_n$                        | [1] |
| <b>Arithmetic mean</b>    | $A = \frac{1}{n} \sum_{i=1}^n a_i$                                  | [2] |
| <b>Growth Rate</b>        | $\frac{Y_n - Y_{n-1}}{Y_{n-1}} \cdot 100\%$                         | [3] |
| <b>Share of the Total</b> | $\frac{\text{Part of Resource}}{\text{Total Resource}} \cdot 100\%$ | [4] |

Results of analysis called to find most attractive destinations to develop Rural Tourism in Ukraine. It is possible to find what is better with help of comparison. In this purpose was designed a table with average meanings of important for comparative analysis indicators. Comparing average meanings of indicators with values of geographical region's indicators allowed to find out, which geographical regions are more attractive.

Last stage of research methodology have to summarize results of chapter of literature review and data analysis and create an innovative qualitative model of regional policy of Rural Tourism development basing on results of research.

Whereas success of tourism rely on services provided and Rural Tourism has specific structure of services, which depends on features of rural environment, and having in purpose desire to create an efficient innovative qualitative model of regional policy of Rural Tourism development, it is important to make specific structure of Rural Tourism services based on specialty of nation.

Conclusions of analysis going to be presented as examples of applying model by creating Rural Tourism networks.

### 3. Analysis and Presentation of Results

#### 3.1. Analysis of statistical information about rural houses availability

According to literature review chapter, accommodation is the most important services, which can be provided to visitors of Rural Tourism. Accommodation service provided in rural houses and from their quantity and capacity depended how many tourist can visit rural areas and gross of branch of Rural Tourism. That is why analysis begins from this case. It is quite important for research to understand how many rural houses, which provides services in Rural Tourism available in Ukraine, capacity of houses, their placement by regions and changes in structure during analysed period.

**Table 5.** Rural houses by geographical regions, 2012.

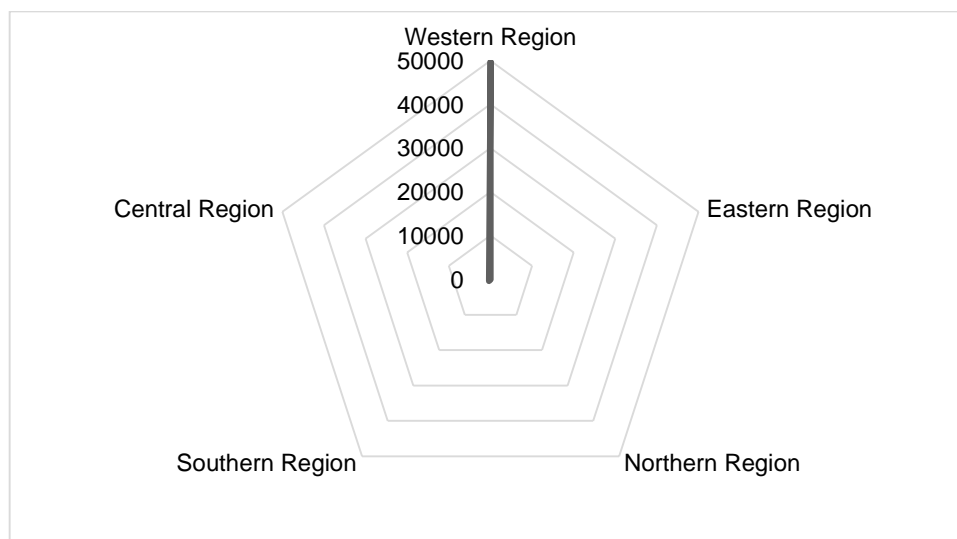
| Geographical Region    | Number of rural houses, units | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> |                |
|------------------------|-------------------------------|--|--------------------------|--------------------------------------|----------------|
|                        |                               |  |                          | Total                                | Dwelling place |
| <b>Ukraine</b>         | 230                           | 11.0                                     | 50 724                   | 49 425.3                             | 20 787.1       |
| <b>Western Region</b>  | 220                           | 11.0                                     | 49 834                   | 37 970.3                             | 19 935.1       |
| <b>Eastern Region</b>  | 0                             | 0.0                                      | 0                        | 0                                    | 0              |
| <b>Northern Region</b> | 0                             | 0.0                                      | 0                        | 0                                    | 0              |
| <b>Southern Region</b> | 3                             | 12.4                                     | 528                      | 530                                  | 243            |
| <b>Central Region</b>  | 7                             | 3.4                                      | 362                      | 10 925                               | 609            |

Source: Author's own elaboration based on Appendix 1.

For analysis used data from period of 2012-2014 years. Statistical Bulletin "Touristic Activity in Ukraine" gives us data from everyone from 25 administrative regions of Ukraine. However, for analysis was decided to group administrative regions in 5 geographical regions, namely Western, Eastern, Northern, Southern and Central. It is reasonable for aim of forming innovative model of Rural Tourism development and helps to deepen links between administrative regions. 4 indicators going to be analysed, such as number of rural houses, their average capacity, number of persons placed and area of rural houses. These indicators should help to understand situation with availability of rural houses in Ukraine in total and by geographical regions specifically.

Next three tables and figures shows results of analysis of data about rural houses by geographical regions.

Table 5 shows that on 2012 year in Ukraine in total were 230 rural houses. 220 of them situated in Western geographical region, 7 in Central and 3 in Southern. Eastern and Northern regions have not any rural house presented on this year.



**Figure 5.** Number of persons placed, 2012.

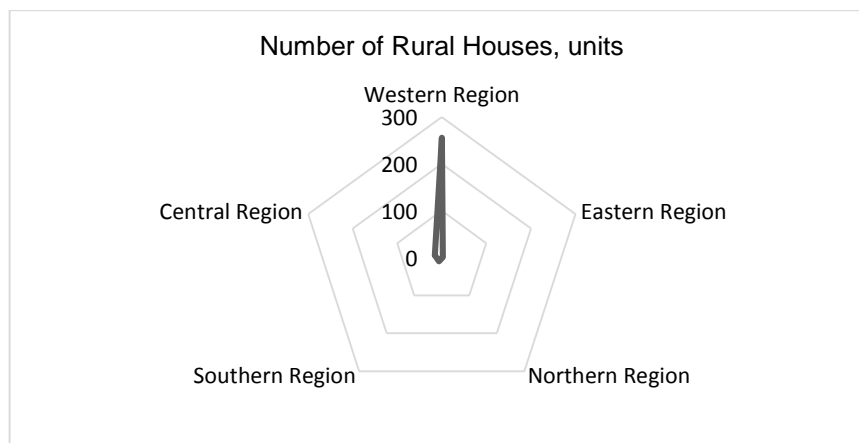
Figure 5 represents a number of persons placed by geographical regions. Strong displacement of number of persons placed in Western geographical region can be explained by placement of general part of rural houses in this region.

**Table 6.** Rural houses by geographical regions, 2013.

| Geographical Region    | Number of rural houses, units | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> |                |
|------------------------|-------------------------------|--|--------------------------|--------------------------------------|----------------|
|                        |                               |  |                          | Total                                | Dwelling place |
| <b>Ukraine</b>         | 285                           | 12.60                                    | 49 948                   | 65 926.20                            | 29 987.70      |
| <b>Western Region</b>  | 256                           | 14.90                                    | 46 407                   | 46 511.00                            | 25 665.70      |
| <b>Eastern Region</b>  | 2                             | 19.67                                    | 378                      | 2 528.40                             | 2 162.00       |
| <b>Northern Region</b> | 1                             | 2.50                                     | 120                      | 225.00                               | 80.00          |
| <b>Southern Region</b> | 10                            | 17.62                                    | 1 790                    | 1 726.80                             | 971.60         |
| <b>Central Region</b>  | 16                            | 9.52                                     | 1 253                    | 14 994.90                            | 1 108.30       |

Source: Author's own elaboration based on Appendix 2.

Table 6 represents a data of 2013 year. As the table shows, total number of rural houses has grown up. If on 2012 there was not any one rural house, which represented Eastern and Northern geographical regions, so on 2013 they had 2 and 1 houses. More houses appeared in Southern and Central geographical regions (10 and 16 instead of 3 and 7). However, general part of rural houses this year still was situated on Western geographical region. Although number of rural houses increased, total number of persons placed decreased.



**Figure 6.** Number of rural houses, units, 2013.

Figure 6 represents graphical interpretation of results described above.

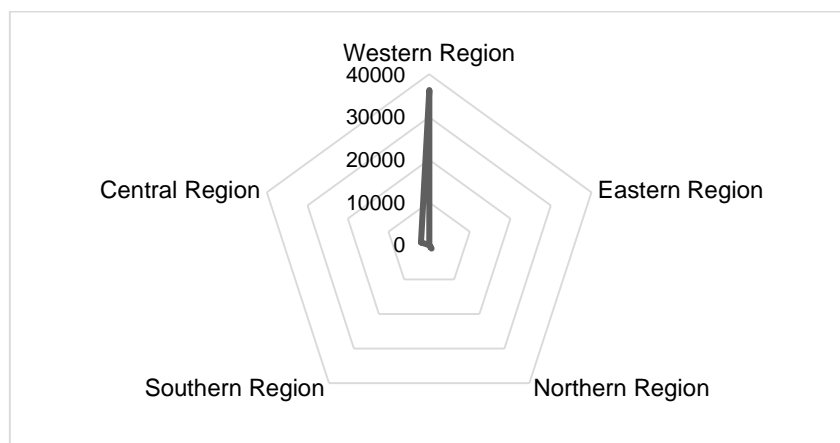
The year 2014 is the last year of analysis. Results presented in Table 7.

**Table 7.** Rural houses by geographical regions, 2014.

| Geographical Region    | Number of rural houses, units | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> . |                |
|------------------------|-------------------------------|--|--------------------------|--|----------------|
|                        |                               |  |                          | Total                                  | Dwelling place |
| <b>Ukraine</b>         | 233                           | 13.50                                    | 39 311                   | 71 208.4                               | 23 556.7       |
| <b>Western Region</b>  | 218                           | 15.51                                    | 36 322                   | 48 887.4                               | 22 185.0       |
| <b>Eastern Region</b>  | 0                             | 0  | 0                        | 0,0                                    | 0,0            |
| <b>Northern Region</b> | 2                             | 4.63                                     | 973                      | 7 725.0                                | 410.9          |
| <b>Southern Region</b> | 1                             | 3  | 19                       | 300,0                                  | 100.0          |
| <b>Central Region</b>  | 12                            | 8.86                                     | 1 997                    | 14 365.9                               | 860.7          |

Source: Author's own elaboration based on Appendix 3.

According to Table 7 number of rural houses in 2014 decreased. Total number of rural houses was 233 units. In compare with 2014, difference is 52 rural houses. Number of houses changed in every region and, as a result, number of persons placed decreased on 10637.



**Figure 7.** Number of persons placed, 2014.

Figure 7 shows graphical interpretation of indicator Number of persons placed. We still can see strong displacement of number of persons placed to Western region. However, took a place change in graph to Central region. It can mean, that tourist are interested in visiting of this region and availability of rural houses made it possible.

To see quantitative change in indicators used to analyse rural houses was used Growth Rate. Table 8 and Table 9 represents results.

**Table 8.** Growth Rate 2012/2013.

| Geographical Region    | Number of rural houses, units | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> . |                |
|------------------------|-------------------------------|--|--------------------------|--|----------------|
|                        |                               |  |                          | Total                                  | Dwelling place |
| <b>Ukraine</b>         | 0.239130                      | 0.145455                                 | -0.015298                | 0.333855                               | 0.442611       |
| <b>Western Region</b>  | 0.163636                      | 0.354545                                 | -0.068768                | 0.224931                               | 0.287463       |
| <b>Eastern Region</b>  | -                             | -  | -                        | -                                      | -              |
| <b>Northern Region</b> | -                             | -  | -                        | -                                      | -              |
| <b>Southern Region</b> | 2.333333                      | 0.420968                                 | 2.390152                 | 2.258113                               | 2.998354       |
| <b>Central Region</b>  | 1.285714                      | 1.800000                                 | 2.461326                 | 0.372531                               | 0.819869       |

Source: Author's own elaboration.

Results show, that Growth Rate of Number of rural houses is 0.2391, what in percentage means 23.91% gross or that 2013 year have 123.91% of 2012 houses. Average capacity of rural houses increased as well and this gross is 14.54%. Nevertheless, number of persons placed decreased on 1.53%. This changes caused by several reasons. As well as number of rural houses at Southern and Central geographical regions increased (Growth Rate for Southern region equal to 2.3(3) and gross rate for Central region equal to 1.2857), number of persons placed in these geographical regions increased (it shows by gross rate of 2.3901 and 2.4613). However, gross rate of number of persons placed in Western geographical region of (-0.0687) caused decrease in total gross rate for Ukraine of (-0.0152). The reason is, that general part of rural houses and, as a result, number of persons placed situated in Western geographical region, so small decrease of visiting of this region causes significant change gross rate for whole country.

**Table 9.** Growth Rate 2013/2014.

| Geographical Region    | Number of rural houses | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> . |                |
|------------------------|------------------------|--|--------------------------|--|----------------|
|                        |                        |  |                          | Total                                  | Dwelling place |
| <b>Ukraine</b>         | -0.182456              | 0.071429                                 | -0.212961                | 0.080123                               | -0.214455      |
| <b>Western Region</b>  | -0.148438              | 0.041107                                 | -0.217316                | 0.051093                               | -0.135617      |
| <b>Eastern Region</b>  | -1.000000              | -1.000000                                | -1.000000                | -1.000000                              | -1.000000      |
| <b>Northern Region</b> | 1.000000               | 0.850000                                 | 7.108333                 | 33.333333                              | 4.136250       |
| <b>Southern Region</b> | -0.900000              | -0.829739                                | -0.989385                | -0.826268                              | -0.897077      |
| <b>Central Region</b>  | -0.250000              | -0.069328                                | 0.593775                 | -0.041948                              | -0.223405      |

Source: Author's own elaboration.

In 2014 took a place change in total number of rural houses. This had reflection in decrease of rate (-0.1825 growth rate). Gross Rate for number of persons placed decreased as well and was (-0.2129). Reason was decreasing of number of rural houses at all geographical regions except Northern, where Growth Rate was 100%. Structure of location of rural houses by geographical regions almost has not changed, that is why big decrease of Growth Rate of number of rural houses at Western geographical region caused significant decrease of rate for indicator in total. As well, significant increase of rate of number of persons placed in Northern geographical region did not make big difference in total result of this indicator's rate. Decrease of Growth Rate in total number of persons placed was more significant as in previous year and was 21.29%.

Based on results of this part of analysis can be made conclusions, that branch of Rural Tourism in Ukraine nowadays is low developed. General part of rural Houses situated in one geographical region. Smart regional policy of Rural Tourism development and development of innovative qualitative model of Rural Tourism development can change this situation and will help to expand Rural Tourism activity in all regions.

### **3.2. Analysis of resources needed for successful Rural Tourism activity**

On first part of work was found, that rural area with its natural landscapes is one of the biggest motivators for tourists to take a part in Rural Tourism. Rural areas considered to be a destination for one's who want to rest away from crowded urban areas in calm and peace environment. Extrapolating these findings on Ukraine forces us to think about resources Ukraine have and can provide for usage of Rural Tourism needs. These resources are agricultural lands, lands covered by forests, lands covered by water and cultural and historical resources.

For analysis was used data collected from Statistical Yearbooks. Was decided to divide data from 25 administrative regions in 5 geographical regions, namely Western, Eastern, Northern, Southern and Central regions. It is possible to do because of similar climate and natural conditions. As well, such collaboration, as factor of success, contributes to economical connections between administrative regions and promote its common economic development. Such development is one of the main goals of regional policy of Rural Tourism development for Ukraine.

Other goal of analysis is to determine more attractive regions for Rural Tourism development by comparing them with each other. Moreover, it is crucial to have basis of analysis with average values for comparison analysis making. Table 9 shows average area (quantity) of each resource needed and average share in total area of the region.

As can be seen from Table 10, average area of agricultural lands is 72 790.8 km<sup>2</sup>, what is equal to 60.45%. Quantity of area covered by forests is much lower and equal to 19 147.8 km<sup>2</sup> and therefore, 15.814%. Share of lands covered by water is 8.85% and it results to 10 888 sq. km. Regions of Ukraine have 8 159.8 units of cultural and historical resources in average. This data needed for comparing values of regions with average values. Bigger values of resources in regions represents higher attractiveness of geographical region for organizing Rural Tourism activities.

**Table 10.** Average values of resources availability.

| Comparison Base                                      | Resources          |          |        |  |
|--|--------------------|----------|--------|--|
|  | Agricultural Lands | Forests  | Water  | Cultural and Historical Resources, units |
| Average area (quantity) of resource, km <sup>2</sup> | 72 790.8           | 19 147.8 | 10 888 | 8 159.8                                  |
| Average share in total area of the region, %         | 60.450             | 15.814   | 8.850  | -  |

Source: Author's own elaboration.

On next steps of analysis were made calculations of such indicators as 'Total area of resources in the Region', 'Share of the total area of resource in Ukraine', 'Total area of the region' and 'Share in total area of the region' for every kind of resource and for each geographical region. Was decided to make such analysis based on data from one year, because it is important to compare availability and structure of resources by regions. Its change during years is not relevant for analysis.

Let us start from analysis of areas covered by agricultural lands.

Historically Ukraine is an agricultural country with many lands adapted for agricultural needs. There are many villages, whose residents have many agricultural lands and these lands are the only source of income receiving. Organization of touristic activities based on agricultural lands usage can be one of instruments of additional income receiving. Areas with higher share of agricultural lands are more attractive for organization on them Rural Tourism activities.

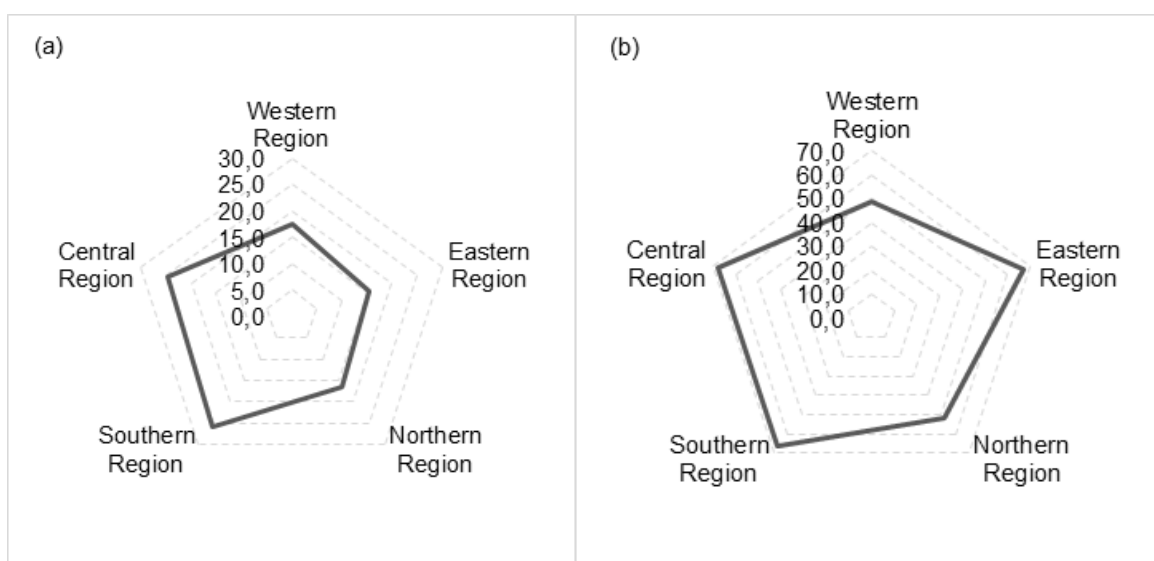
**Table 11.** Areas covered by agricultural lands by geographical regions, 2014.

| Geographical Region    | Total Area of Resources in the Region, km <sup>2</sup> | Share of the Total area of Resource in Ukraine, % | Total area of the Region, km <sup>2</sup> | Share in Total area of the Region, % |
|------------------------|--|---|---|--------------------------------------|
| <b>Western Region</b>  | 64 164   | 17.630  | 131 266                                   | 48.881                               |
| <b>Eastern Region</b>  | 56 616   | 15.556  | 84 616                                    | 66.909                               |
| <b>Northern Region</b> | 59 813   | 16.434  | 114 501                                   | 52.238                               |
| <b>Southern Region</b> | 93 693   | 25.743  | 140 613                                   | 66.632                               |
| <b>Central Region</b>  | 89 668   | 24.637  | 132 663                                   | 67.591                               |
| <b>Ukraine</b>         | 363 954  | 100.000   | 603 659                                   | -                                    |

Source: Author's own elaboration based on Appendix 4.

Table 11 shows, that total amount of agricultural lands is 363 954 km<sup>2</sup> and half of them situated in Southern and Central regions. Smallest share of resources situated in Eastern region (15.56%). However, comparison of region's agriculture resources by their share in total area of the region shows, that the smallest share of resource has Western region.

Figure 8 is a graphic interpretation of results and shows difference between share of the total area of resource in Ukraine and in region. As can be seen, Southern and Central regions are leaders by both indicators. Although Eastern region has lowest share of the total area of resource in Ukraine, it has one of the biggest shares of agricultural lands in structure of region's area. Western and Northern regions have almost the same low shares of resource in total area of Ukraine. This proportion saves for area of the region as well. High availability of agricultural lands as important resource for Rural Tourism development makes all territory of Ukraine attractive for this kind of tourism. However, Eastern and Central geographical regions followed by Southern with shares of areas covered by agricultural lands in total area of the region higher than average makes them most attractive destinations.



**Figure 8.** Graphic interpretation of shares, in %, of areas covered by agricultural lands in total area of Ukraine (a) and in total area of the regions (b).

Next important for Rural Tourism resource is land's area covered by forests.

**Table 12.** Land's area covered by forests by geographical regions, 2014.

| Geographical Region | Total Area of Resources in the Region, km <sup>2</sup> | Share of the Total area of Resource in Ukraine, % | Total area of the Region, km <sup>2</sup> | Share in Total area of the Region, % |
|---------------------|--|---|---|--------------------------------------|
| Western Region      | 38 878   | 40,608  | 131 266                                   | 29,618                               |
| Eastern Region      | 8 548  | 8,928   | 84 616                                    | 10,102                               |
| Northern Region     | 27 477   | 28,700  | 114 501                                   | 23,997                               |
| Southern Region     | 8 309  | 8,679   | 140 613                                   | 5,909                                |
| Central Region      | 12 527   | 13,085  | 132 663                                   | 9,443                                |
| Ukraine             | 95 739   | 100,000   | 603 659                                   | -                                    |

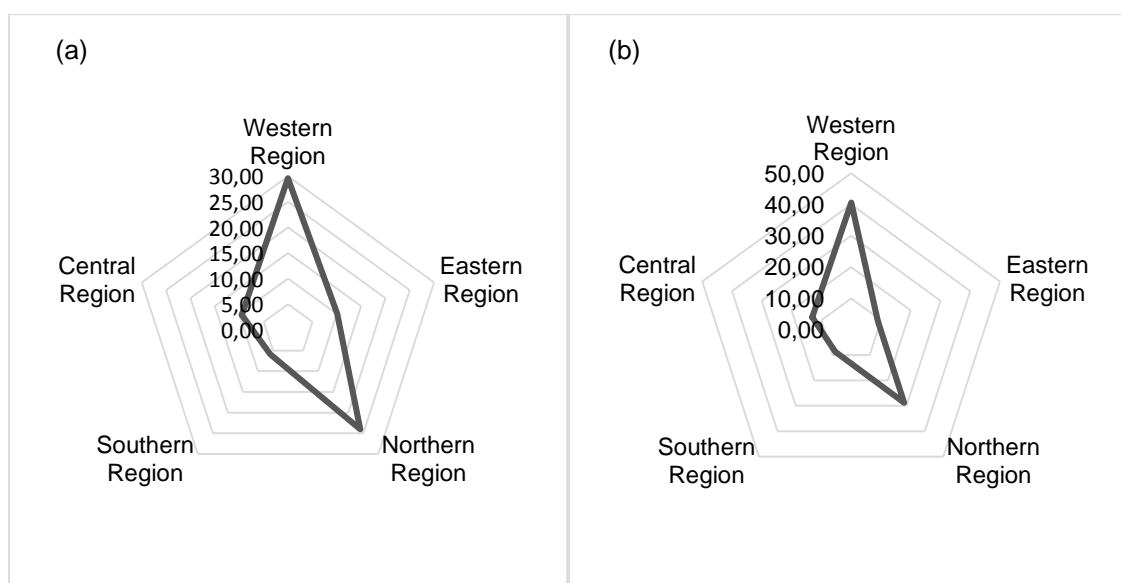
Source: Author's own elaboration based on Appendix 5.

Historically forests in Ukraine used by human not only as source of wood and the place for picking mushrooms, berries and herbs, but as place to hide for fighters for independence during different

historical periods. This makes some forests interesting as historical heritage, not only as natural landscapes.

Table 12 shows total quantity of areas covered by forests of 95 739 km<sup>2</sup>, what is equal to 15.86% of total area of Ukraine. Richest in areas covered by forests regions are Western with 38 878 km<sup>2</sup> and Northern with 27 477 km<sup>2</sup>, that is 69.3% of Ukrainian forests. Lowest share of areas covered by forests has Southern region. Moreover, this region has lowest share of resource in total area of the region of 5.91%.

Graphs from Figure 9 reflects sharp concentration of areas covered by forests on Western and Northern regions. Central, Southern and Eastern regions saves proportions between shares of resources in total area of regions and in total area of Ukraine as well. Comparison results of geographical regions with average values leads to conclusions, that Western and Northern geographical regions are the most attractive destinations for development of Rural Tourism in Ukraine.



**Figure 9.** Graphic interpretation of shares, in %, of (a) areas covered by forests in total areas of the region and (b) in total area of Ukraine.

Analysis of areas covered by agricultural lands and areas covered by forests followed by analysis of areas covered by water resources.

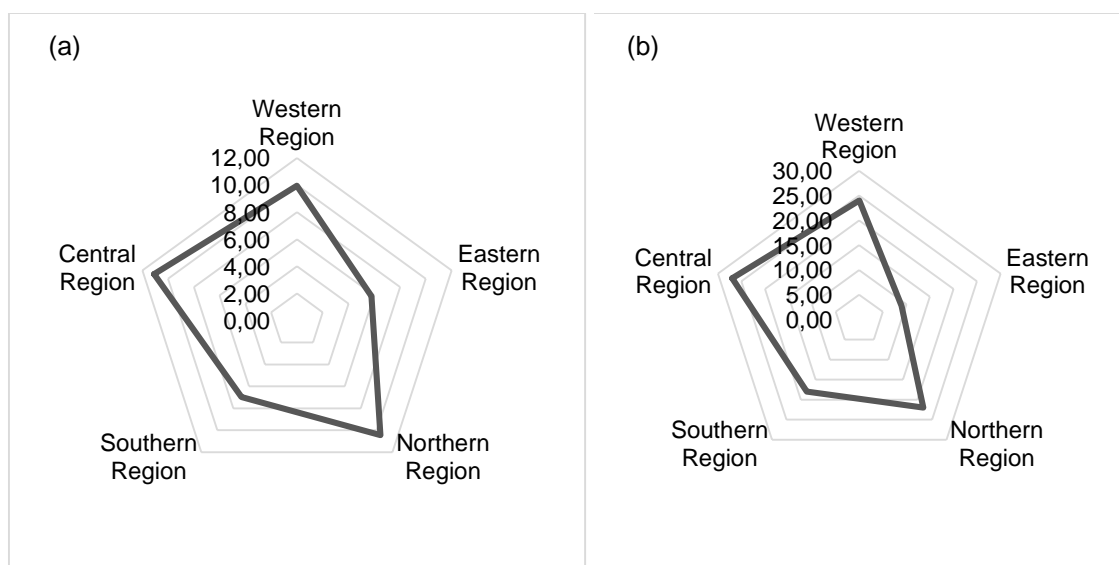
Ukraine is rich in water resources. Network of rivers in country is highly developed. Biggest Ukrainian river is flowing through three geographical regions, namely Northern, Central and Southern in is important in historical aspect. Some regions have many lakes and swamps, especially Western and Northern. Moreover, two seas forms southern border of Ukrainian territory, but in context of Rural Tourism it is not crucial for development of this kind of tourism activity.

**Table 13.** Land's area covered by water resources by geographical regions, 2014.

| Geographical Region | Total Area of Resources in the Region, km <sup>2</sup> | Share of the Total area of Resource in Ukraine, % | Total area of the Region, km <sup>2</sup> | Share in Total area of the Region, % |
|---------------------|--|---|---|--------------------------------------|
| Western Region      | 13 066   | 24.001  | 131 266                                   | 9.954                                |
| Eastern Region      | 4 899  | 8.999   | 84 616                                    | 5.790                                |
| Northern Region     | 11 977   | 22.000  | 114 501                                   | 10.460                               |
| Southern Region     | 9 799  | 18.000  | 140 613                                   | 6.969                                |
| Central Region      | 14 699   | 27.000  | 132 663                                   | 11.080                               |
| Ukraine             | 54 440   | 100.000   | 603 659                                   | -                                    |

Source: Author's own elaboration based on Appendix 6.

Results from Table 13 shows, that more then quarter of water resources of Ukraine (27.00%) situated in Central region. Many water resources situated in Western region. It occupies 13 066 km<sup>2</sup> of the region and covers an area of 9.95% of total area of the region. Less than 10% of the total area of resource situated in Eastern region.



**Figure 10.** Graphic interpretation of shares, in %, of (a) areas covered by water resources in total areas of the region and (b) in total area of Ukraine.

Figure 10 shows preservation of proportions in shares of water resources in total areas of regions and in total area of resources in Ukraine. Central, Western and Northern regions with values bigger than average share in total area of region of 8.85% are the most attractive destinations for Rural Tourism development

Analysed last, but not with lowest importance, cultural and historical resources closes a part of analysis of resources needed for successful Rural Tourism development.

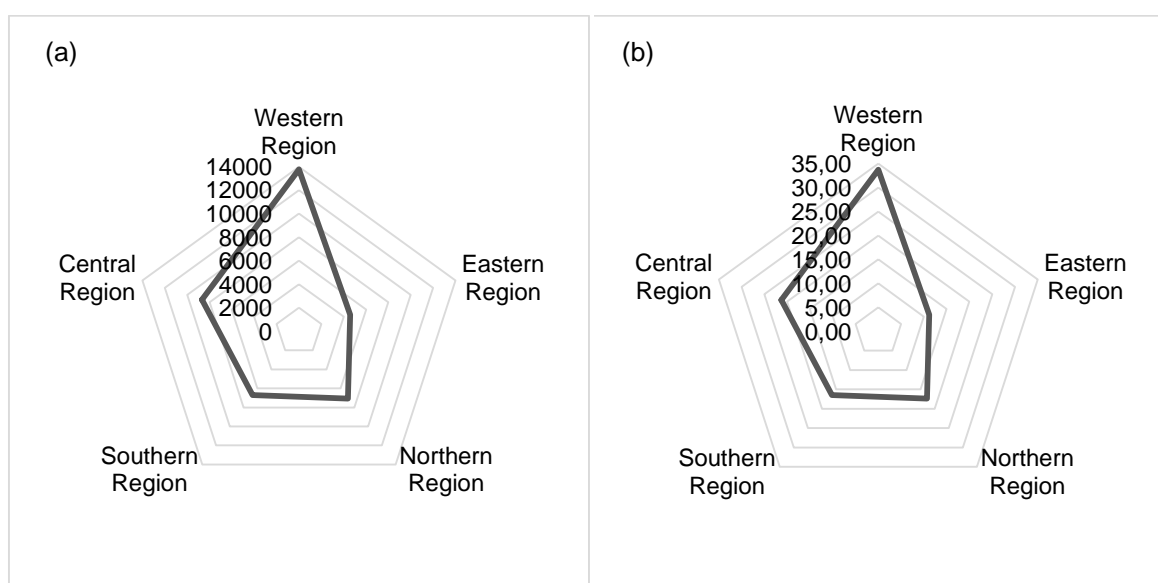
According to chapter of literature review, rural areas with its cultural and historical resources considered to be a cradle of cultural and historical heritage. Availability of this kind of resources, its quality and quantity called to make vacation in rural areas cognitive and interesting.

**Table 14.** Quantity of cultural and historical resources by geographical regions, 2014.

| Geographical Region | Total Quantity of Resources in the Region, units | Share of the Total Quantity of Resource in Ukraine, % |
|---------------------|--|---|
| Western Region      | 13769  | 33.748  |
| Eastern Region      | 4579   | 11.223  |
| Northern Region     | 7084   | 17.363  |
| Southern Region     | 6699   | 16.420  |
| Central Region      | 8668   | 21.246  |
| Ukraine             | 40799  | 100.000   |

Source: Author's own elaboration based on Appendix 7.

Table 14 shows high availability of cultural and historical resources in Western region and consist 13 769 units, what is equal to 33.75% of total quantity of resources in Ukraine. Northern region with its 7 084 units of resource has the lowest quantity of resource in compare with other regions.



**Figure 11.** Graphic interpretation of total quantity of (a) cultural and historical resources in the region, units, and (b) share in total quantity of resource in Ukraine, in %.

Graphs on Figure 11 show high particle displacement of cultural and historical resources to Western region. Other regions have almost the same amount of resources. Three of them, namely Eastern, Southern and Northern, have lower than average amount of cultural and historical resources. In addition, one of them, namely central, has higher amount of resources. Therefore, according to this analysis, Western and Central regions are the most attractive regions for Rural Tourism development.

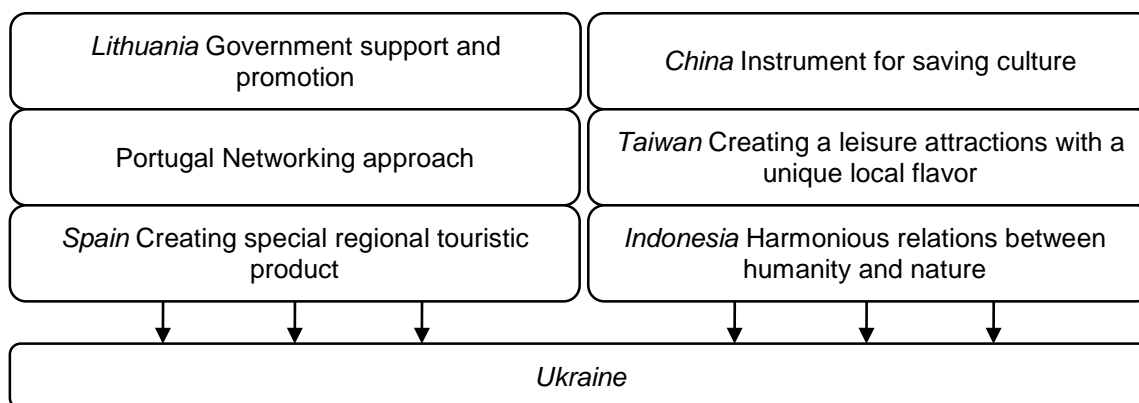
Summarizing results of analysis of availability of resources needed for organization of successful Rural Tourism activity in Ukraine was decided, that Western and Central geographical regions are the most attractive destinations (leaders in three of four groups of resources analysed) followed by Northern geographical region. Less attractive are Eastern and Southern geographical regions. These results are useful for applying model, which will be formed in next part of research.

### 3.3. Creating an innovative qualitative model of regional policy of Rural Tourism development

#### 3.3.1. Creating a model based on contributions from international approaches of Rural Tourism development

As was mentioned in chapter of research methodology, in result of analysis should be creating an innovative qualitative model of regional policy of Rural Tourism development, based on contributions from international approaches. In this purpose, suitable for Ukrainian realities characteristics should be collected from Table 3, adapted to Ukrainian rurality and combined in harmonically model. It has to be mentioned, that this model establishes frameworks of regional policy of Rural Tourism development and gives a lot of space for future researches.

Model of contributions depicted on Figure 12.



**Figure 12.** Model of contribution.

Each country, whose experience was studied in literature review section, in their model of Rural Tourism development has special characteristics, which distinguish their own approach of development from other approaches. Nevertheless, there are many similarities exists. It means that some approaches are universal and mandatory for every country in spite of national differences. That is why it is reasonable to begin a development of model of Rural Tourism development for Ukraine from this section.

It is easy to notice government support of Rural Tourism development as key characteristic in every country, where it successfully operates. State plays not only the regulatory role, but also support of branch and promotion of rural tourism brand abroad. But state is not the only operator of Rural

Tourism market. As well on market should operate public organizations, business structures and local community. Collaboration of stakeholders gives a good result for each separately and for all together.

Rural Tourism have to be a tool of reconciliation of human and nature. In many countries Rural Tourism called to be an instrument to save nature from human impact. Understanding that income can be made by providing services for tourists instead of logging trees can save beautiful natural landscapes for future generations.

Rural Tourism as an instrument of development of rural areas. Rural Tourism considered to be high efficiency tool of development of depressive rural areas. Providing services in Rural Tourism does not need big investment and can be provided in regular rural house. Moreover, profit is more immediate and the risk is smaller.

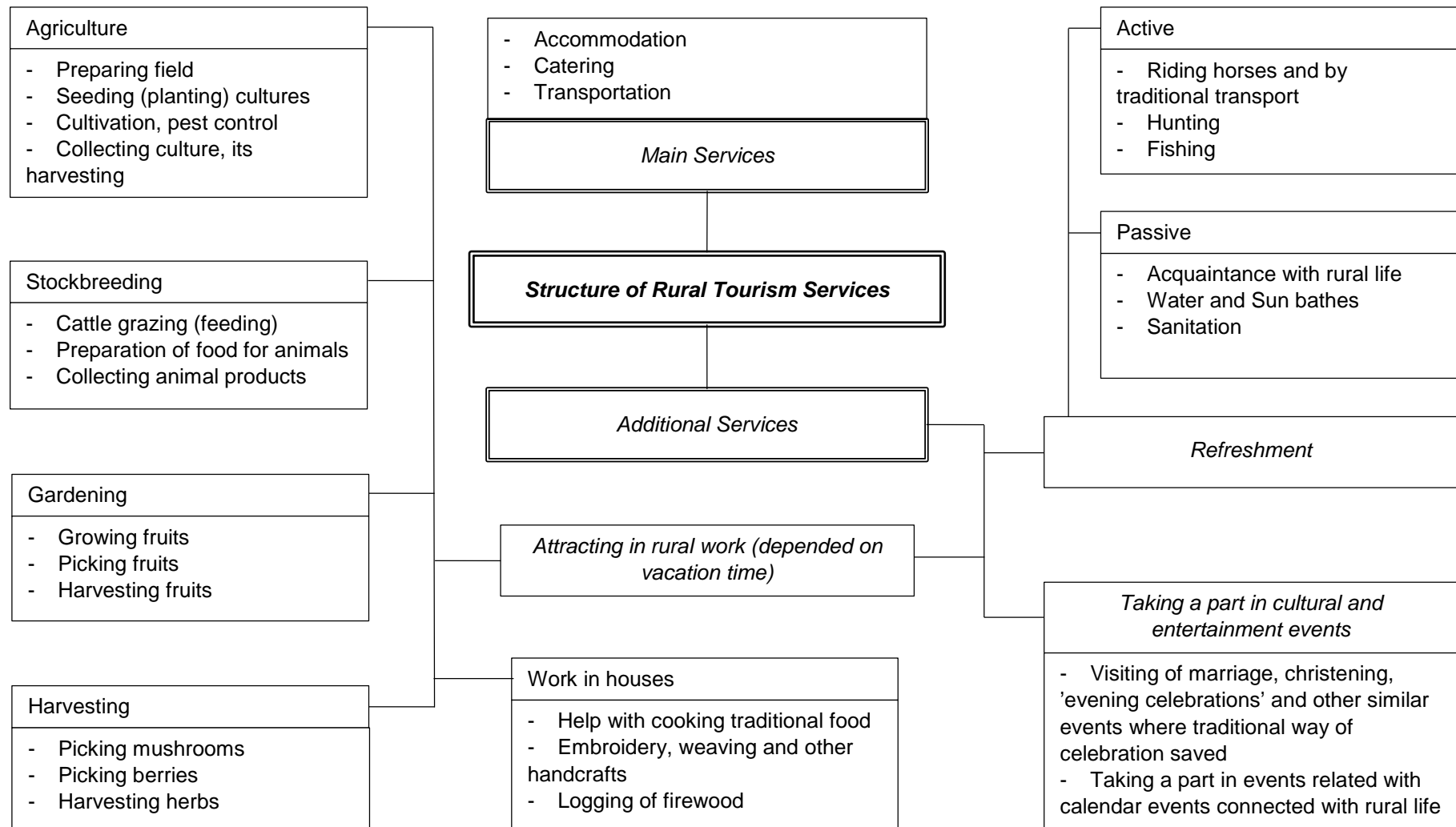
Rural Tourism as a national touristic product and as instrument of popularization of local product. Historically, every region of country has something unlike other regions. Especially in culture and traditions. Rural Tourism have to be an instrument to open differences to visitors in form of independent touristic product, but in the same time develop as an existent part of whole Ukrainian product of Rural Tourism.

Big amount of services typical for Ukrainian rural environment. In structure of this kind of tourism, important to provide services related with rural life-style, rural area, rural environment, natural landscapes, historical heritage etc. Tourists go to rural area to rest from urban environment, to enjoy rural peace and calm, try local products. As well Rural Tourism has to be on duty of national culture saving.

Networking as way to successful development. Unity of villages with purpose of providing Rural Tourism services, which have common characteristics, gives opportunity to develop network fast. If it needs additional outcome for organization at the beginning, than later, with correct way of managing, well-known network's brand going to give continuously generating income because of constant stream of clients.

### **3.3.2. Modelling a system of Rural Tourism services**

Availability of services in tourism industry forces tourists to stay in place of refreshment for longer time. Providing of services depends on level of infrastructure development and desire of hosts to provide exclusive touristic services. As well it depends on specification of tourism branch. After studying of international approaches of regional policy of Rural Tourism development can be concluded, that Rural Tourism have specific structure of services. Moreover, exists some similarities



**Figure 13.** Structure of Rural Tourism services.

Source: Author's own elaboration.

in services structure in studied countries, but in general they are different and reflects specific of nation's rurality.

With the aim of creating an innovative qualitative model of regional policy of Rural Tourism development, such system of services can be useful as an additional case of specification of model.

Such services as accommodation, catering and transportation represented in every studied countries, that is why they considered to be combined in group of 'Main Services'.

Other group of services cannot be specified easily, because it depends on level of infrastructure development and have to reflect national self-determination. It makes development of Rural Tourism easier, in one hand, and harder in other hand. Easier, because service's providers can use available infrastructure to provide self-developed structure of services. Harder, because opportunity to provide some kinds of services depends on availability of resources, such as one's, which considered to be crucial for Rural Tourism development: agricultural lands, lands covered by forests, lands covered by water resources and cultural and historical resources. However, combination of them with aim of usage for providing services of Rural Tourism gives an opportunity to provide a big amount of services and makes destination more attractive for visitors.

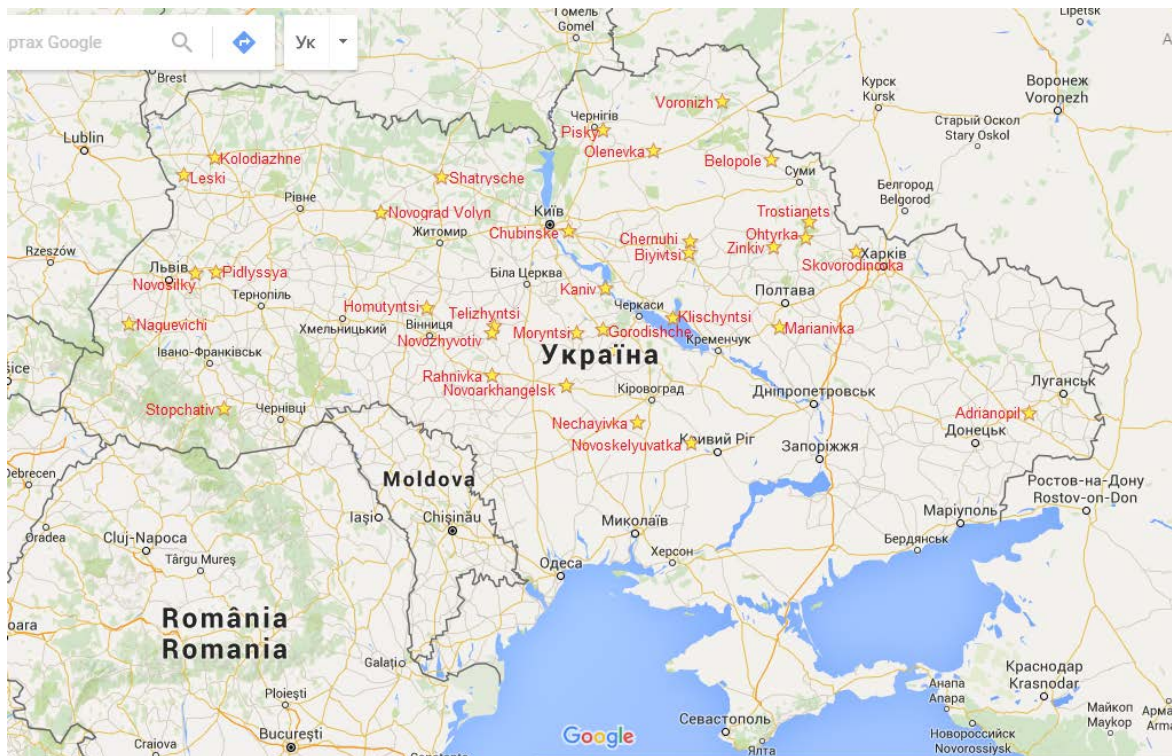
Group of 'Main Services' is more important, than group of 'Additional Services', because it forms environment for visitors and help to feel themselves as a part of rural area. To provide 'Main services' hosts need such resource as agricultural land and own rural house. Role of 'Additional Services' is to immerse visitors in the environment and open its beauty. To provide them more resources needed, such as lands covered by forests, lands covered by water resources and cultural and historical resources. Also, for organizing and providing them community support needed.

Structure of Rural Tourism services presented on Figure 13 and it includes groups of 'Main Services' and 'Additional services'. 'Main Services' are divided in accommodation, catering and transportation. 'Additional Services' are divided in subgroups of Refreshment which can be active and passive; Taking a part in cultural and entertainment events; Attracting in rural work (depended on vacation time) with work at houses, harvesting, gardening, stockbreeding and agriculture.

Developed structure is just an example of services, which can be provided by Ukrainian Rural Tourism hosts and it is not a full version. Approximately, it reflects services, which could be provided using resources needed. There is a place for expend by additional services in this scheme and it depends on region and desires of each services provider. As well, from recommended services provider can chose that one's, which in his opinion can meet the needs of most consumers. Their total providing is not relevant. Moreover, consumer always have a choice what services he want to try and this totally depended on his desire.

### **3.3.3. Examples of Ukrainian Rural Tourism networks**

Good model is good when it supported by examples. That is why in the end of chapter of analysis described a few networks of Rural Tourism, based on developed model, which is possible to organize.



**Figure 14.** Example of Rural Tourism Network “Ukrainian Village – Home of Poetry”.

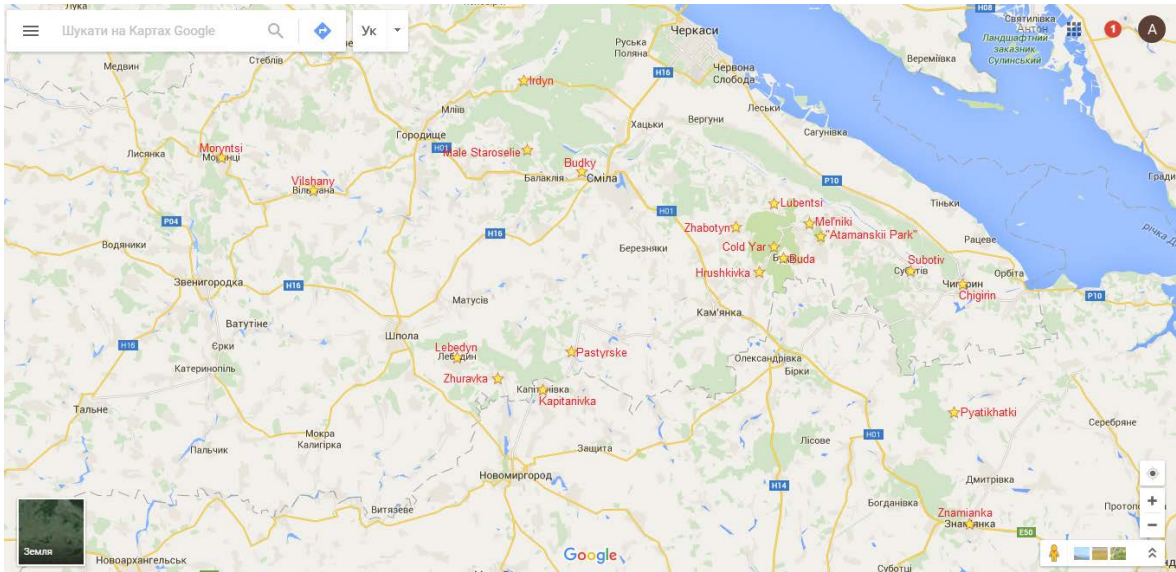
On Figure 14, represented an example of Rural Tourism network “Ukrainian village – Home of Poetry”. There are many Ukrainian poets, which were born in villages, that is why was decided to organize such network. Main advantage of this network is its coverage of big area of Ukrainian territory. As illustrated on map from Figure 14, home villages of Ukrainian poets situated in three of five geographical regions. Contrary to the opinion, that this example of network is massive with its combination of 32 destination, it should be noted, that Ukraine is a big country (Biggest in Europe) with total number of 28 441 villages<sup>1</sup>. Moreover, for network was used just home villages of most significant Ukrainian poets.

This network going to be interesting for ones, who like poetry and interested in beloved poet's biography. It will help to develop not only Rural Tourism network, but also repair or open new Museum-Estates of born in villages' poets.

One more network presented on Figure 15. This is an example of smaller, in compare with “Ukrainian village – Home of Poetry”, network called “Republic of Kholodnyi Yar”. This network, as well as this region, can be interesting for ones, who like history. Originally Republic of Kholodnyi Yar is a name of territory where was organized rebel movement after collapse of Russian empire and one of the centres of struggle for independence of Ukraine. After defeat of the army of Ukrainian national republic, fight of rebels in this area continued. Republic of Kholodnyi Yar become a symbol of the indestructibility of the spirit of Ukrainian nation.

Firstly, this network based on cultural and historical resources as resources needed for successful

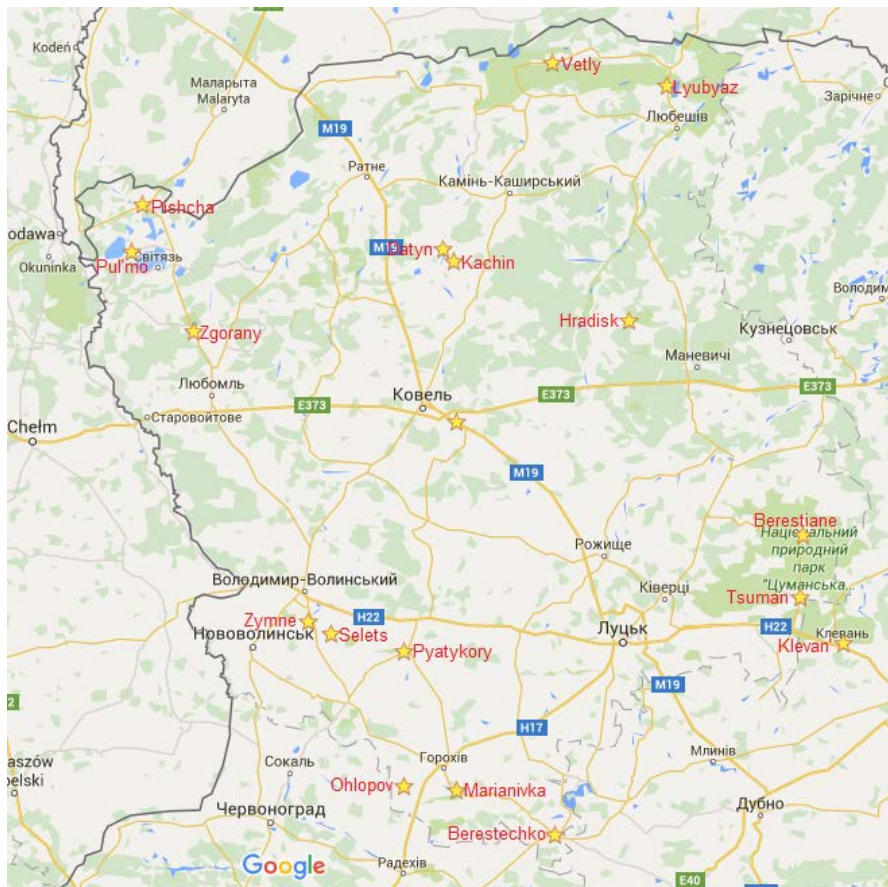
<sup>1</sup> See at: <http://rada.gov.ua>



**Figure 15.** Example of Rural Tourism Network “Republic of Kholodyi Yar”.

Rural Tourism activity. However, natural resources, namely forest, important as well for this network as a place where main battles took place.

Advantages of this network are its small area of occupation; link to important historical events; beautiful natural landscapes; good communication system helps in transportation from one village to another.



**Figure 16.** Example of Rural Tourism Network in borders of one administrative region.

On Figure 16 presented an example of organization of network in borders of one administrative region, namely Volyn' region. It is situated in Western geographical region and rich in natural resources such as water resources (general part of Ukrainian lakes situated in region, as well as swamps) and forests, so Rural Tourism network calls to promote Rural Tourism services connected with usage of these resources. As a result for network were used villages, which have both of these resources and beautiful natural landscapes.

However, Rural Tourism aims to promote whole region as touristic destination, so it is important to represent in network all interesting places. That is why to network were added important not only for regional history places, but for national history as well, such as Berestechko, Zymne and Selets villages.

Promotion of networks should be done on national level and be supported by state, its ministries and department of tourism and, as well, by Association of Promotion of Rural Tourism.

## Conclusions, Limitations and Future Research Lines

Summarizing made research, can be concluded that purpose of study, namely creation of innovative qualitative model of regional policy of Rural Tourism development for Ukraine, was reached.

It became possible thanks to well-developed research structure. In literature review chapter have been studied many high-qualitative scientific papers, data from which helped in forming of vision of Rural Tourism and gave important information needed for next parts of research. In second part was described methodology of analysis, which consist from three stages: (1) justification of analytical research; (2) data sample collection and analysis and (2) creating of innovative qualitative model of regional policy of Rural Tourism development. Every stage of analysis based on previous one and could not exist without received results. That is why after justification of analytical research and defining of purpose of study, its subject, object and, probably the most important for analytical part, selection of methods of analysis was possible to make analysis.

Results of analysis of rural houses availability showed strong displacement in availability of this resource to Western geographical region. Received results confirmed idea of necessity to create an innovative qualitative model of regional policy of Rural Tourism development with purpose of finding approaches, which would help to develop Rural Tourism equally in every geographical region.

Analysis of resources needed for successful rural tourism development showed different availability of resources in different geographical regions. However, analysis did not show any region totally provided with all kind of resources with bigger than average value of indicators. Other words, some geographical regions have higher level of availability of one resource and some regions – of others. It gives an opportunity of development of different sets of Rural Tourism services in different geographical regions and be competitive. Particularly for supporting of this idea was created a structure of Rural Tourism services.

On last stage of analysis, according with the results received from analytical part, was developed innovative qualitative model of regional policy of Rural Tourism development.

During research problem of collecting data appeared. Although statistical data about tourism in Ukraine is very specified, there is a lack of statistic data about Rural Tourism, caused by low level of development of this kind of tourism activity. The only data possible to collect was data about rural houses availability by regions of Ukraine. Collection of this data by State agency of statistics started only at 2012 and exists just for three years from 2012 to 2014. Nevertheless, this data was useful for analysis and gave an opportunity to understand positioning of rural houses in regions of Ukraine.

This research was called to create an innovative qualitative model of regional policy of Rural Tourism and as a result basing on international approaches of regional policy of Rural Tourism development was selected key approaches, which determines the framework of development. Moreover, in

addition to qualitative model was developed structure of Rural Tourism services according to national Ukrainian characteristics and exemplified by developed, in accordance to model, Rural Tourism networks. Despite the fact, that made research gives clearly image of qualitative model of development, it is not specified and has many gaps, such as: legislative regulation of the branch and role of state in process of development, level of participation in process and functions of state; ways of promotion of Rural Tourism as national touristic product among citizens and foreigners and used in this purpose instruments etc. This work has big impact on development of regional policy of Rural Tourism development in Ukraine and gives wide field for future research in sphere of regional policy of Rural Tourism development.

## References

- Aleksieva, J., Stamov, St. (2005). Specialized tourism types. Rural tourism. Publishing, House Kota, Stara Zagora, 2, 10.
- Ališauskas, K., Jankauskienė, A. (2008). Kaimo plėtros tendencijos Plungės rajone. *Ekonomika ir vadyba: aktualijos ir perspektyvos. Ekonomika ir vadyba: aktualijos ir perspektyvos*, 2, 34-43. ISSN1648-9098.
- Antrop, M. (2005). Why Landscapes of the Past are Important for the Future. *Landscape and Urban Planning*, 70(1-2), 21-34.
- Baležentis, T., Kriščiukaitienė, I., Baležentis, A., & Garland, R. (2012). Rural tourism development in Lithuania (2003–2010) - A quantitative analysis. *Tourism Management Perspectives*, 2–3, 1–6. <http://doi.org/10.1016/j.tmp.2012.01.001>
- Barbu, I. (2013). The Factors Appearance and Development of Rural Tourism. *Annals of the University of Oradea, Economic Science Series*, 22, 750-758.
- Bardón Fernández, E. (1990). Consideraciones sobre el turismo rural en España y medidas de desarrollo. *Estudios Turísticos*, 108, 61–83.
- Barkauskas, V., Barkauskienė, K., & Jasinskas, E. (2015). Analysis of Macro Environmental Factors Influencing the Development of Rural Tourism: Lithuanian Case. *Procedia - Social and Behavioral Sciences*, 213, 167–172.
- Barke, M. (2004). Rural tourism in Spain. *International Journal of Tourism Research*, 6, 137–149.
- Bianu, E., Sirbulescu, C., Chirila, D. (2013), Appearance motivation of rural tourism in rural area, *Lucrari Stintifice. Management Agricol*, 1, XV (4), Timisoara.
- Blanco Portillo, R., & Benayas del Alamo, J. (1994). El turismo como motor del desarrollo rural. Análisis de los proyectos de turismo subvencionados por Leader I. *Revista de Estudios Agrosociales*, 49(169), 119–147.
- Bramwell, B., & Sharman, A. (1999). Collaboration in local tourism policy making. *Annals of Tourism Research*, 26, 392–415.
- Buhalis, D., & Deimezi, R. (2004). Tourism developments in Greece. *International Journal of Tourism and Hospitality Research*, 5(2), 103-130.
- Cals, J., Capella, E. & Vaqué. (1995). El Turismo en el Desarrollo Rural de España Ministerio de Agricultura. *Pesca y Alimentación*, Madrid.
- Cánoves, G., Villarino, M., Priestley, G.K., & Blanco, A. (2004). Rural tourism in Spain: An analysis of recent evolution. *Geographical Forum*, 35(6), 755–769.

- Chen, L.-C., Lin, S.-P., & Kuo, C.-M. (2013). Rural tourism: Marketing strategies for the bed and breakfast industry in Taiwan. *International Journal of Hospitality Management*, 32, 278–286.
- Commission of the European Communities (1990). Community action to promote rural tourism. Communication from the commission. Brussels: Commission of the European Communities Com, 90/438.
- Connor, W. (1994). *Ethnonationalism. The Quest for Understanding*. Princeton University Press, Princeton, NJ.
- Conradson, D., & Pawson, E. (2009). New cultural economies of marginality: Revisiting the West Coast, South Island, New Zealand. *Journal of Rural Studies*, 25(1), 77–86.
- Crosby, A., & Moreda, A. (1996). *Desarrollo y Gestión del Turismo en áreas rurales y naturales*. Madrid: CEFAT.
- Fatimah, T., Kanki, K. (2012). Evaluation of Rural Tourism Initiatives in Borobudur Sub-district, Indonesia: A Study on Rural Tourism Activities for Cultural Landscape Conservation, *Journal of Architecture and Planning*, Transactions of AIJ, 77(673), 563-572.
- Fatimah, T. (2015). The Impacts of Rural Tourism Initiatives on Cultural Landscape Sustainability in Borobudur Area. *Procedia Environmental Sciences*, 28, 567–577.
- Fleischer, A., Pizam, A. (1997). Rural Tourism in Israel. *Tourism Management*, 18 (6), 367–372.
- Fotiadis, A., Vassiliadis, C., & Piper, L. (2013). Measuring dimensions of business effectiveness in Greek rural tourism areas. *Journal of Hospitality Marketing and Management*, 1–28.
- Fotiadis, A., Yeh, S.-S., & Huan, T.-C. (2016). Applying configural analysis to explaining rural-tourism success recipes. *Journal of Business Research*, 69(4), 1479–1483.
- Frochot, I. (2005). A benefit segmentation of tourists in rural areas: a Scottish perspective. *Tourism Management*, 26 (3), 335–346.
- Fuentes García, R. (1995). Análisis de las principales características de la demanda de turismo rural en España. *Estudios turísticos*, 127, 19–52.
- Galiano, E. (1991). El turismo rural en España. *Estudios turísticos*, 116, 39–48.
- Gannon (1994). Rural tourism as a factor in rural community economic development for economies in transition. *Journal of Sustainable Tourism*, 2, 51–60.
- Gao, S., Huang, S., Huang, Y. (2009). Rural tourism development in China. *International Journal of Tourism Resources*, 11, 439–450.
- Ghaderi, Z., & Henderson, J. C. (2012). Sustainable rural tourism in: A perspective from Hawraman Village. *Tourism Management Perspectives*, 2(3), 47–54.
- Gian, H.G. (1997). *A Study on the Visitors' Characteristics and Demand of Pension in Agriculture Tourism Areas*. Agricultural Department. National Chung Hsing University, Taichung, Taiwan.

- Gilbert, D. C. (1992). Perspectivas de desarrollo del turismo rural. *Revista Valenciana D'Estudis Autonomics*, 13, 167–193.
- Gilbert, D. (1989). Rural tourism and marketing: synthesis and new ways of working. *Tourism Management*, 10 (1), 39–50.
- Guzman-Parra, V. F., Quintana-García, C., Benavides-Velasco, C. A., & Vila-Oblitas, J. R. (2015). Trends and seasonal variation of tourist demand in Spain: The role of rural tourism. *Tourism Management Perspectives*, 16, 123–128.
- Hadiwijoyo, Suryo Sakti. (2012). "Perencanaan Pariwisata Perdesaan Berbasis Masyarakat (Sebuah Pendekatan Konsep)". *Graha Ilmu Publisher*, Yogyakarta – Indonesia.
- Haven-Tang, C., & Jones, E. (2012). Local leadership for rural tourism development: A case study of Adventa, Monmouthshire, UK. *Tourism Management Perspectives*, 4, 28–35.
- Hernández, J. M., Suárez-Vega, R., & Santana-Jiménez, Y. (2016). The inter-relationship between rural and mass tourism: The case of Catalonia, Spain. *Tourism Management*, 54, 43–57.
- Horishevskyy, P. (2003). Green rural Tourism: management of providing tourism services. Monograph. [Горішевський, П, (2003). Сільський зелений туризм: організація надання послуг гостинності. Монографія. Івано-Франківськ : Місто НВ, 148].
- Hsieh, Y. C., Lin, Y. H. (2010). Bed and breakfast operators' work and personal life balance: a cross-cultural comparison. *International Journal of Hospitality Management*, 29 (4), 576–581.
- Hu, Y. H. (2008). A study on the participation of community in rural tourism. *Business Times*, 30, 89-90.
- Irshad, H. (2010). Rural Tourism an Overview. Government of Alberta. *Agriculture and Rural Development*.
- Jaszczak, A. and Žukovskis, J. (2010). Tourism Business in Development of European Rural Management theory and studies for rural business and infrastructure development, 20.
- Kastenholz, E., Carneiro, M. J., Peixeira Marques, C., & Lima, J. (2012). Understanding and managing the rural tourism experience - The case of a historical village in Portugal. *Tourism Management Perspectives*, 4, 207–214.
- Kizos, T., and Iosifides, T. (2007). The contradictions of agrotourism development in Greece: evidence from three case studies. *South European Society & Politics*, 12 (1), 59-77.
- Komppula, R. (2014). The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination - A case study. *Tourism Management*, 40(0), 361–371.
- Koth, B. A., Norman, W. C. (1989). The Minnesota Bed and Breakfast Market: A Guest Profile. University of Minnesota.
- Labanauskaitė, D. (2008). Lietuvos atvykstamojo turizmo plėtros ekonominis verinimas. *Economics and Management*, 13, 570-576.

- Labanauskaitė, D., Lekavičienė, D. (2011). Tourism development under the changing business environment conditions. *Changes in Social and Business environment*, 4, 121-127.
- Lane, B. (1994). Sustainable rural tourism strategies: A tool for development and conservation. *Journal of Sustainable Tourism*, 2(1), 102–111.
- Lane, B. (2009). Rural tourism: An overview. In T. Jamal, & M. Robinson (Eds.), *The SAGE handbook of tourism studies*. London: Sage Publications.
- Lanier, P., Berman, J. (1993). Bed and breakfast inns come of age. *Cornell & Restaurant Administration Quarterly*, 34 (2), 14–21.
- Lee, C. K., Lee, Y. K., Wicks, B. E. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25, 61–70.
- Lee, S. Y., Reynolds, J. S. & Kennon, L. R. (2003). Bed and breakfast industries: successful marketing strategies. *Journal of Travel & Tourism Marketing*, 14 (1), 37–53.
- Lubetkin, M. (1999). Bed and breakfast: advertising and promotion. *Cornell & Restaurant Administration Quarterly*, 40 (4), 84–90.
- Medlik, S. (2003). *Dictionary of Travel, Tourism and Hospitality*. Third edition. Oxford: Butter-  
Heinemann. 273 S.
- Mikus, W. (1994). *Wirtschaftsgeographie der Entwicklungsländer*. Jena, Gustav Fischer.
- Nuntsu, N., Tassiopoulos, D. and Haydam, N. (2004). The bed and breakfast market of Buffalo City (BC) South Africa: present status, constraints and success factors. *Tourism Management*, 25 (4), 515–522.
- OECD (Organization for Economic Co-operation and Development). (1994). *Tourism Strategies and Rural Development*. OECD, Paris.
- Panyik, E., Costa, C., & Rátz, T. (2011). Implementing integrated rural tourism: An event-based approach. *Tourism Management*, 32, 1352–1363.
- Panyik, E., Costa, C., & Rátz, T. (2011). Implementing integrated rural tourism: An event based approach. *Tourism Management*, 32(6), 1352–1363.
- Park, D. B., Yoon, Y. S. (2009). Segmentation by motivation in rural tourism: a Korean case study. *Tourism Management*, 30 (1), 99–108.
- Petrauskienė, R. (2004). *Rinkodaros sprendimai kaimo turizmo įmonėse. Kaimo verslo vadyba: teorija, studijos, praktika*, 1. Kaunas: Akademija.
- Polo Peña, A. I., Jamilena, D. M. F., & Molina, M. Á. R. (2012). Validation of a market orientation adoption scale in rural tourism enterprises. Relationship between the characteristics of the enterprise and extent of market orientation adoption. *International Journal of Hospitality Management*, 31(1), 139–151.

- Ramanauskienė, J., Astromskienė, A., Andriūnas, V. (2010). Lietuvos kaimo turizmo verslo konkurencingumo didinimo priemonės. *Management theory and studies for rural business and infrastructure development*, 24, 136-146.
- Ramanauskienė, J., Vagonis, Z. (2010). Kaimo turizmo ir amatų sąveikos nauda, skatinimo galomybės, LŽŪU mokslo darbai, 86 (39).
- Roberts, L., & Hall, D. (2001). *Rural tourism and recreation: Principles to practice*. Cambridge: CABI Publishing.
- Rogak, L.A. (2000). *The Upstart Guide to Bed and Breakfast*. Upstart Publishing Company, Chicago.
- Romikaitytė, B., Kisieliauskas, J. (2012). Lietuvos turizmo sektoriaus plėtrai įtaką darantys veiksniai. *Management theory and studies for rural business and infrastructure development*, 2 (31)
- Sanagustín Fons, M. V., Fierro, J. A. M., & Patiño, M. G. (2011). Rural tourism: A sustainable alternative. *Applied Energy*, 88(2), 551–557.
- Saxena, G., & Ilbery, B. (2010). Developing integrated rural tourism: Actor practices in the English/Welsh border. *Journal of Rural Studies*, 26(3), 260–271.
- Secretaria General de Turismo (1992). *Plan Marco de Competitividad del Turismo Español (Plan Futures I 1992–1995)*. Madrid: Secretaría General de Turismo.
- Sharpley, R. (2002). Rural tourism and the challenge of tourism diversification: The case of Cyprus. *Tourism Management*, 23, 233–244.
- Sharpley, R., & Jepson, D. (2011). Rural tourism. *Annals of Tourism Research*, 38(1), 52–71.
- Silva, L. (2014). The two opposing impacts of heritage making on local communities: residents' perceptions: a Portuguese case. *International Journal of Heritage Study*, 20 (6), 616-633.
- Silva, L. (2015). How ecotourism works at the community-level: the case of whale watching in the Azores. *Current Issues in Tourism*, 18 (3), 196-211.
- Snieška, V. (2002). Klasteriai: raktas į regionų konkurencingumo didinimą. *Inžinerinė ekonomika*, 18.
- Snieška, V., Barkauskienė, K., & Barkauskas, V. (2014). The Impact of Economic Factors on the development of Rural Tourism: Lithuanian Case. *Procedia-Social and Behavioral Sciences*, 156, 280-285.
- Song, D. Y. (2005). Why do people visit the countryside? Push and pull factors. *Journal of Green Tourism*, 12 (2), 117–144.
- State Statistic Service of Ukraine, (2013). *Touristic activity in Ukraine in 2012: statistic bulletin*, 272 [Державна служба статистики України, (2013). Туристична діяльність в Україні у 2012 році : Статистичний бюлетень, 272].
- State Statistic Service of Ukraine, (2014). *Touristic activity in Ukraine in 2013: statistic bulletin*, 272 [Державна служба статистики України, (2014). Туристична діяльність в Україні у 2013 році: Статистичний бюлетень, 272].

- State Statistic Service of Ukraine, (2015). Statistical Digest: Regions of Ukraine (2014), 733 [Державна служба статистики України, (2015). Статистичний збірник: Регіони України (2014), 733].
- State Statistic Service of Ukraine, (2015). Touristic activity in Ukraine in 2014: statistic bulletin, 200 [Державна служба статистики України, (2015). Туристична діяльність в Україні у 2014 році: Статистичний бюлетень, 200].
- Su, B. (2011). Rural tourism in China. *Tourism Management*, 32(6), 1438–1441.
- Traverso Cortés, J. (1996). Comunicación interpretativa: variable clave en el marketing mix de las empresas de turismo rural. *Estudios Turísticos*, 130, 37–50.
- Valdés Peláez, L. (2004). El turismo rural: una alternativa diversificadora. Líneas estratégicas de su expansión. *Papeles de Economía Española*, 102, 298–315.
- Vitasurya, V. R. (2016). Local Wisdom for Sustainable Development of Rural Tourism, Case on Kalibiru and Lopati Village, Province of Daerah Istimewa Yogyakarta. *Procedia - Social and Behavioral Sciences*, 216, 97–108.
- Wagiran, (2012). Pengembangan Karakter Berbasis Kearifan Lokal Hamemayu Hayuning Bawana. *Dalam Jurnal Pendidikan Karakter*, 2 (3).
- Walmsley, D. (2003). Rural tourism: a case of lifestyle-led opportunities. *Australian Geography*, 34 (1), 61-72.
- Wikantiyoso, Respati. (2009). “Prosiding Kearifan Lokal dalam Perencanaan dan Perancangan Kota untuk mewujudkan Arsitektur Kota yang berkelanjutan”. Penerbit Grup Konservasi Arsitektur dan Kota, Universitas Merdeka Malang. ISBN 979-979-9488-43-5.
- Wilson, S., Fesenmaier, D.R., Fesenmaier, J., & Van Es, J. C. (2001). Factors for success in rural tourism development. *Journal of Travel Research*, 40(2), 132–138.
- Wu, W. C., Yang, C. Y. (2010). An empirical study on the impact of differences in bed and breakfast service quality attributes on customers’ revisiting desires. *International Journal of Organizational Innovation*, 2 (4), 223–240.
- Yang, Y., Liu, Z. H., & Qi, Q. (2014). Domestic tourism demand of urban and rural residents in China: Does relative income matter? *Tourism Management*, 40, 193–202.
- Yeh, S., & Fotiadis, A. (2014). Social interactions in rural tourism: A host perspective. *Interventie Sociala*, 46, 131-143.
- Ying, T., & Zhou, Y. (2007). Community, governments and external capitals in China’s rural cultural tourism: a comparative study of two adjacent villages. *Tourism Management*, 28, 96-107.
- Žalys, L., Žalienė, I., Išdonaitė, I. (2006). Lietuvos kaimo turizmo charakteristika ir plėtros politika. *Ekonomika ir vadyba: aktualijos ir perspektyvos*, 2, 179-180.
- Zane, B. (1997). The B&B guest. *Cornell Hotel & Restaurant Administration Quarterly*, 38 (4), 69–75.

- Zdorov, A. B. (2004). *Tourism Economics*. Moscow: the Finance and statistics, pp. 272.
- Zhang, X. (2012). Research on the Development Strategies of Rural Tourism in Suzhou Based on SWOT Analysis. *Energy Procedia*, 16, 1295–1299.
- Žilinskas, V., Maksimenko, M. (2008). Kaimo turizmo darnios polėtros perspektyvos. *Management Theory and Studies for Rural Business and Infrastructure Development*, 13, 214–223.
- Zou, T. Q. (2005). The rural tourism model: the comparison and countermeasures analysis on Chengdu's happy in farmer's family and Beijing's folk-custom tourism. In Editorial Department of Tourism Tribune 2005 English Edition. (Ed.), *Chinese tourism research Annual 2006* (pp. 142-156). China: Social Sciences Academic Press.

Websites consulted:

<http://rada.gov.ua>

<http://www2.unwto.org/en>

## Appendix

**Table A.1.** Rural Tourism in Ukraine by administrative regions, 2012.

| Region                               | Number of rural houses, units | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> |                |
|--------------------------------------|-------------------------------|--|--------------------------|--------------------------------------|----------------|
|                                      |                               |  |                          | Total                                | Dwelling place |
| <b>Ukraine</b>                       | 230                           | 11                                       | 50 724                   | 49 425.3                             | 20 787.1       |
| <b>Autonomous Republic of Crimea</b> | 1                             | 20                                       | 300                      | 110                                  | 72             |
| <b>Cherkasy Region</b>               | 6                             | 9  | 322                      | 675                                  | 524            |
| <b>Chernihiv Region</b>              |                               |  |                          |                                      |                |
| <b>Chernivtsi Region</b>             | 17                            | 13                                       | 4 267                    | 2 402                                | 1 407          |
| <b>Dnipro Region</b>                 |                               |  |                          |                                      |                |
| <b>Donets'k Region</b>               |                               |  |                          |                                      |                |
| <b>Ivano-Frankivs'k Region</b>       | 158                           | 10                                       | 21 591                   | 23 624.6                             | 13 235.7       |
| <b>Kharkiv Region</b>                |                               |  |                          |                                      |                |
| <b>Kherson Region</b>                |                               |  |                          |                                      |                |
| <b>Khmelnysky Region</b>             | 2                             | 14                                       | 2 154                    | 629                                  | 193            |
| <b>Kirovograd Region</b>             |                               |  |                          |                                      |                |
| <b>Kyiv Region</b>                   |                               |  |                          |                                      |                |
| <b>Luhans'k Region</b>               |                               |  |                          |                                      |                |
| <b>Lviv Region</b>                   | 31                            | 13                                       | 17 019                   | 8 362                                | 4 003.8        |
| <b>Mykolayiv Region</b>              |                               |  |                          |                                      |                |
| <b>Odesa Region</b>                  | 1                             | 36                                       | 213                      | 360                                  | 144            |
| <b>Poltava Region</b>                |                               |  |                          |                                      |                |
| <b>Rivne Region</b>                  |                               |  |                          |                                      |                |
| <b>Sumy Region</b>                   |                               |  |                          |                                      |                |
| <b>Ternopil Region</b>               | 6                             | 13                                       | 2 010                    | 1 133.4                              | 495.3          |
| <b>Vinnysya Region</b>               | 1                             | 8  | 40                       | 10 250                               | 85             |
| <b>Volyn region</b>                  | 2                             | 15                                       | 2 524                    | 1 052                                | 213            |
| <b>Zakarpattya Region</b>            | 4                             | 10                                       | 269                      | 767.3                                | 387.3          |
| <b>Zaporizhzhya Region</b>           | 1                             | 6  | 15                       | 60                                   | 27             |
| <b>Zhytomyr Region</b>               |                               |  |                          |                                      |                |

Source: State Statistic Service of Ukraine, (2013, p.50).

**Table A.2.** Rural Tourism in Ukraine by administrative regions, 2013.

| Region                               | Number of rural houses, units | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> |                |
|--------------------------------------|-------------------------------|--|--------------------------|--------------------------------------|----------------|
|                                      |                               |  |                          | Total                                | Dwelling place |
| <b>Ukraine</b>                       | 285                           | 12.6                                     | 49 948                   | 65 926.2                             | 29 987.7       |
| <b>Autonomous Republic of Crimea</b> | 1                             | 4  | 16                       | 126.8                                | 95.6           |
| <b>Cherkasy Region</b>               | 9                             | 6.9                                      | 289                      | 900                                  | 551            |
| <b>Chernihiv Region</b>              | 1                             | 10                                       | 120                      | 225                                  | 80             |
| <b>Chernivtsi Region</b>             | 16                            | 21.9                                     | 4 720                    | 3 936.6                              | 1 659          |
| <b>Dnipro Region</b>                 | 1                             | 12                                       | 50                       | 386.9                                | 65.6           |
| <b>Donets'k Region</b>               |                               |  |                          |                                      |                |
| <b>Ivano-Frankivs'k Region</b>       | 184                           | 10.6                                     | 22 935                   | 27 259.6                             | 16 083.4       |
| <b>Kharkiv Region</b>                | 2                             | 59                                       | 378                      | 2 528.4                              | 2162           |
| <b>Kherson Region</b>                | 1                             | 65                                       | 200                      | 450                                  | 380            |
| <b>Khmelnysky Region</b>             | 6                             | 20.8                                     | 4 302                    | 1 716                                | 870            |
| <b>Kirovograd Region</b>             | 2                             | 7  | 712                      | 13 200                               | 133.7          |
| <b>Kyiv Region</b>                   |                               |  |                          |                                      |                |
| <b>Luhans'k Region</b>               |                               |  |                          |                                      |                |
| <b>Lviv Region</b>                   | 36                            | 13.5                                     | 8 316                    | 9 838.6                              | 5 234.3        |
| <b>Mykolayiv Region</b>              |                               |  |                          |                                      |                |
| <b>Odesa Region</b>                  | 7                             | 13.1                                     | 1 566                    | 1 090                                | 469            |
| <b>Poltava Region</b>                | 3                             | 9.7                                      | 172                      | 428                                  | 310            |
| <b>Rivne Region</b>                  |                               |  |                          |                                      |                |
| <b>Sumy Region</b>                   |                               |  |                          |                                      |                |
| <b>Ternopil Region</b>               | 4                             | 18.3                                     | 1 755                    | 507.4                                | 371.3          |
| <b>Vinnytsya Region</b>              | 1                             | 12                                       | 30                       | 80                                   | 48             |
| <b>Volyn region</b>                  | 2                             | 15                                       | 2 751                    | 1 052                                | 213            |
| <b>Zakarpattia Region</b>            | 8                             | 19.1                                     | 1 628                    | 2 200.8                              | 1 234.7        |
| <b>Zaporizhzhya Region</b>           | 1                             | 6  | 8                        | 60                                   | 27             |
| <b>Zhytomyr Region</b>               |                               |  |                          |                                      |                |

Source: State Statistic Service of Ukraine, (2014, p.50).

**Table A.3.** Rural Tourism in Ukraine by administrative regions, 2014.

| Region                               | Number of rural houses, units | Average capacity of rural houses, places | Number of persons placed | Area of rural houses, m <sup>2</sup> |                |
|--------------------------------------|-------------------------------|--|--------------------------|--------------------------------------|----------------|
|                                      |                               |  |                          | Total                                | Dwelling place |
| <b>Ukraine</b>                       | 233                           | 13.5                                     | 39 311                   | 71 208.4                             | 23 556.7       |
| <b>Autonomous Republic of Crimea</b> |                               |  |                          |                                      |                |
| Cherkasy Region                      | 5                             | 6.6                                      | 281                      | 531.5                                | 292.5          |
| Chernihiv Region                     | 2                             | 18.5                                     | 973                      | 7725                                 | 410.9          |
| Chernivtsi Region                    | 15                            | 16.8                                     | 5 207                    | 2 886.2                              | 1 552.7        |
| Dnipro Region                        | 1                             | 9  | 48                       | 126.4                                | 76             |
| Donets'k Region                      |                               |  |                          |                                      |                |
| Ivano-Frankivs'k Region              | 163                           | 12.7                                     | 16 903                   | 25 076.9                             | 14 761.9       |
| Kharkiv Region                       |                               |  |                          |                                      |                |
| Kherson Region                       |                               |  |                          |                                      |                |
| Khmelnysky Region                    | 5                             | 23.8                                     | 2 728                    | 1 653                                | 820            |
| Kirovograd Region                    | 2                             | 7  | 1 151                    | 13 200                               | 134.2          |
| Kyiv Region                          |                               |  |                          |                                      |                |
| Luhans'k Region                      |                               |  |                          |                                      |                |
| Lviv Region                          | 23                            | 13.9                                     | 5 227                    | 6 678.4                              | 3 364.8        |
| Mykolayiv Region                     | 1                             | 15                                       | 19                       | 300                                  | 100            |
| Odesa Region                         |                               |  |                          |                                      |                |
| Poltava Region                       | 3                             | 9.7                                      | 477                      | 428                                  | 310            |
| Rivne Region                         |                               |  |                          |                                      |                |
| Sumy Region                          |                               |  |                          |                                      |                |
| Ternopil Region                      | 3                             | 21.3                                     | 1 804                    | 399.9                                | 286.6          |
| Vinnitsya Region                     | 1                             | 12                                       | 40                       | 80                                   | 48             |
| Volyn region                         | 2                             | 15                                       | 3 097                    | 1 052                                | 213            |
| Zakarpattya Region                   | 7                             | 20.6                                     | 1 356                    | 11 141                               | 1 186          |
| Zaporizhzhya Region                  |                               |  |                          |                                      |                |
| Zhytomyr Region                      |                               |  |                          |                                      |                |

Source: State Statistic Service of Ukraine, (2015, p.50).

**Table A.4.** Area of agricultural Lands owned and used by Agricultural Enterprises and Householders Holdings, 2014.

| Region                               | Total Area of Resources in the Region, km <sup>2</sup> | Share of the Total area of Resource in Ukraine, % | Total area of the Region, km <sup>2</sup> | Share in Total area of the Region, % |
|--------------------------------------|--|---|---|--------------------------------------|
| <b>Autonomous Republic of Crimea</b> | 14 704   | 4.040   | 26 200                                    | 56.122                               |
| <b>Cherkasy Region</b>               | 13 086   | 3.596   | 20 900                                    | 62.612                               |
| <b>Chernihiv Region</b>              | 17 337   | 4.764   | 31 865                                    | 54.408                               |
| <b>Chernivtsi Region</b>             | 4 481  | 1.231   | 8 097                                     | 55.341                               |
| <b>Dnipro Region</b>                 | 21 973   | 6.037   | 31 914                                    | 68.851                               |
| <b>Donets'k Region</b>               | 17 806   | 4.892   | 26 517                                    | 67.149                               |
| <b>Ivano-Frankivs'k Region</b>       | 4 933  | 1.355   | 13 900                                    | 35.489                               |
| <b>Kharkiv Region</b>                | 21 809   | 5.992   | 31 415                                    | 69.422                               |
| <b>Kherson Region</b>                | 17 688   | 4.860   | 28 461                                    | 62.148                               |
| <b>Khmelnysky Region</b>             | 14 768   | 4.058   | 20 645                                    | 71.533                               |
| <b>Kirovograd Region</b>             | 17 861   | 4.907   | 24 588                                    | 72.641                               |
| <b>Kyiv Region</b>                   | 15 137   | 4.159   | 28 131                                    | 53.809                               |
| <b>Luhans'k Region</b>               | 17 001   | 4.671   | 26 684                                    | 63.712                               |
| <b>Lviv Region</b>                   | 10 132   | 2.784   | 21 833                                    | 46.407                               |
| <b>Mykolayiv Region</b>              | 17 704   | 4.864   | 24 598                                    | 71.973                               |
| <b>Odesa Region</b>                  | 22 057   | 6.060   | 33 310                                    | 66.217                               |
| <b>Poltava Region</b>                | 18 498   | 5.083   | 28 748                                    | 64.345                               |
| <b>Rivne Region</b>                  | 7 916  | 2.175   | 20 047                                    | 39.487                               |
| <b>Sumy Region</b>                   | 14 457   | 3.972   | 23 834                                    | 60.657                               |
| <b>Ternopil Region</b>               | 9 626  | 2.645   | 13 823                                    | 69.638                               |
| <b>Vinnysya Region</b>               | 18 250   | 5.014   | 26 513                                    | 68.834                               |
| <b>Volyn region</b>                  | 8 285  | 2.276   | 20 144                                    | 41.129                               |
| <b>Zakarpattya Region</b>            | 4 023  | 1.105   | 12 777                                    | 31.486                               |
| <b>Zaporizhzhya Region</b>           | 21 299   | 5.852   | 27 180                                    | 78.363                               |
| <b>Zhytomyr Region</b>               | 12 882   | 3.539   | 29 832                                    | 43.182                               |
| <b>Kyiv</b>                          | 0  | 0.000   | 839                                       | 0.000                                |
| <b>Sevastopol</b>                    | 241  | 0.066   | 864                                       | 27.894                               |
| <b>Ukraine</b>                       | 363 954  | 100.000   | 603 659                                   | 60.291                               |

Source: State Statistic Service of Ukraine, (2015, p.184).

**Table A.5. Land's Area Covered by Forests, 2014.**

| Region                               | Total Area of Resources in the Region, km <sup>2</sup> | Share of the Total area of Resource in Ukraine, % | Total area of the Region, km <sup>2</sup> | Share in Total area of the Region, % |
|--------------------------------------|--|---|---|--------------------------------------|
| <b>Autonomous Republic of Crimea</b> | 2 787  | 2.911   | 26 200                                    | 10.637                               |
| <b>Cherkasy Region</b>               | 3 151  | 3.291   | 20 900                                    | 15.077                               |
| <b>Chernihiv Region</b>              | 6 657  | 6.953   | 31 865                                    | 20.891                               |
| <b>Chernivtsi Region</b>             | 2 367  | 2.472   | 8 097                                     | 29.233                               |
| <b>Dnipro Region</b>                 | 1 792  | 1.872   | 31 914                                    | 5.615                                |
| <b>Donets'k Region</b>               | 1 841  | 1.923   | 26 517                                    | 6.943                                |
| <b>Ivano-Frankivs'k Region</b>       | 5 710  | 5.964   | 13 900                                    | 41.079                               |
| <b>Kharkiv Region</b>                | 3 783  | 3.951   | 31 415                                    | 12.042                               |
| <b>Kherson Region</b>                | 1 163  | 1.215   | 28 461                                    | 4.086                                |
| <b>Khmelnysky Region</b>             | 2 651  | 2.769   | 20 645                                    | 12.841                               |
| <b>Kirovograd Region</b>             | 1 645  | 1.718   | 24 588                                    | 6.690                                |
| <b>Kyiv Region</b>                   | 6 241  | 6.519   | 28 131                                    | 22.185                               |
| <b>Luhans'k Region</b>               | 2 924  | 3.054   | 26 684                                    | 10.958                               |
| <b>Lviv Region</b>                   | 6 212  | 6.488   | 21 833                                    | 28.452                               |
| <b>Mykolayiv Region</b>              | 982  | 1.026   | 24 598                                    | 3.992                                |
| <b>Odesa Region</b>                  | 2 039  | 2.130   | 33 310                                    | 6.121                                |
| <b>Poltava Region</b>                | 2 474  | 2.584   | 28 748                                    | 8.606                                |
| <b>Rivne Region</b>                  | 7 293  | 7.618   | 20 047                                    | 36.380                               |
| <b>Sumy Region</b>                   | 4 250  | 4.439   | 23 834                                    | 17.832                               |
| <b>Ternopil Region</b>               | 1 832  | 1.914   | 13 823                                    | 13.253                               |
| <b>Vinnytsya Region</b>              | 3 465  | 3.619   | 26 513                                    | 13.069                               |
| <b>Volyn region</b>                  | 6 246  | 6.524   | 20 144                                    | 31.007                               |
| <b>Zakarpattia Region</b>            | 6 567  | 6.859   | 12 777                                    | 51.397                               |
| <b>Zaporizhzhya Region</b>           | 1 010  | 1.055   | 27 180                                    | 3.716                                |
| <b>Zhytomyr Region</b>               | 10 016   | 10.462  | 29 832                                    | 33.575                               |
| <b>Kyiv</b>                          | 313  | 0.327   | 839                                       | 37.306                               |
| <b>Sevastopol</b>                    | 328  | 0.343   | 864                                       | 37.963                               |
| <b>Ukraine</b>                       | 95 739   | 100.000   | 603 659                                   | 15.860                               |

Source: State Statistic Service of Ukraine, (2015, p.235).

**Table A.6. Land's Area Covered by Water Recourses.**

| Region                               | Total Area of Resources in the Region, km <sup>2</sup> | Share of the Total area of Resource in Ukraine, % | Total area of the Region, km <sup>2</sup> | Share in Total area of the Region, % |
|--------------------------------------|--|---|---|--------------------------------------|
| <b>Autonomous Republic of Crimea</b> | 884  | 1.624   | 27 064                                    | 3.266                                |
| <b>Cherkasy Region</b>               | 2 939  | 5.399   | 20 900                                    | 14.062                               |
| <b>Chernihiv Region</b>              | 2 754  | 5.059   | 31 865                                    | 8.643                                |
| <b>Chernivtsi Region</b>             | 1 175  | 2.158   | 8 097                                     | 14.512                               |
| <b>Dnipro Region</b>                 | 3 968  | 7.289   | 31 914                                    | 12.433                               |
| <b>Donets'k Region</b>               | 1 372  | 2.520   | 26 517                                    | 5.174                                |
| <b>Ivano-Frankivs'k Region</b>       | 1 959  | 3.598   | 13 900                                    | 14.094                               |
| <b>Kharkiv Region</b>                | 1 617  | 2.970   | 31 415                                    | 5.147                                |
| <b>Kherson Region</b>                | 2 155  | 3.958   | 28 461                                    | 7.572                                |
| <b>Khmelnysky Region</b>             | 1 699  | 3.121   | 20 645                                    | 8.230                                |
| <b>Kirovograd Region</b>             | 2 058  | 3.780   | 24 588                                    | 8.370                                |
| <b>Kyiv Region</b>                   | 3 473  | 6.380   | 28 970                                    | 11.988                               |
| <b>Luhans'k Region</b>               | 1 910  | 3.508   | 26 684                                    | 7.158                                |
| <b>Lviv Region</b>                   | 1 568  | 2.880   | 21 833                                    | 7.182                                |
| <b>Mykolayiv Region</b>              | 2 352  | 4.320   | 24 598                                    | 9.562                                |
| <b>Odesa Region</b>                  | 2 743  | 5.039   | 33 310                                    | 8.235                                |
| <b>Poltava Region</b>                | 3 236  | 5.944   | 28 748                                    | 11.256                               |
| <b>Rivne Region</b>                  | 1 829  | 3.360   | 20 047                                    | 9.124                                |
| <b>Sumy Region</b>                   | 2 634  | 4.838   | 23 834                                    | 11.051                               |
| <b>Ternopil Region</b>               | 1 438  | 2.641   | 13 823                                    | 10.403                               |
| <b>Vinnytsya Region</b>              | 2 498  | 4.589   | 26 513                                    | 9.422                                |
| <b>Volyn region</b>                  | 2 091  | 3.841   | 20 144                                    | 10.380                               |
| <b>Zakarpattia Region</b>            | 1 307  | 2.401   | 12 777                                    | 10.229                               |
| <b>Zaporizhzhya Region</b>           | 1 665  | 3.058   | 27 180                                    | 6.126                                |
| <b>Zhytomyr Region</b>               | 3 116  | 5.724   | 29 832                                    | 10.445                               |
| <b>Ukraine</b>                       | 54 440   | 100.000   | 603 659                                   | 9.018                                |

Source: State Statistic Service of Ukraine, (2015, p.170).

**Table A.7.** Quantity of Historical and Cultural Resources by Regions, 2014.

| <b>Region</b>                        | <b>Total Quantity of Resources in the Region, units</b> | <b>Share of the Total Quantity of Resource in Ukraine, %</b> |
|--------------------------------------|---|--|
| <b>Autonomous Republic of Crimea</b> | 1 551   | 3.802  |
| <b>Cherkasy Region</b>               | 1 654   | 4.054  |
| <b>Chernihiv Region</b>              | 1 704   | 4.177  |
| <b>Chernivtsi Region</b>             | 951   | 2.331  |
| <b>Dnipro Region</b>                 | 1 551   | 3.802  |
| <b>Donets'k Region</b>               | 1 493   | 3.659  |
| <b>Ivano-Frankivs'k Region</b>       | 1 792   | 4.392  |
| <b>Kharkiv Region</b>                | 1 730   | 4.240  |
| <b>Kherson Region</b>                | 1 082   | 2.652  |
| <b>Khmelnysky Region</b>             | 2 459   | 6.027  |
| <b>Kirovograd Region</b>             | 1 255   | 3.076  |
| <b>Kyiv Region</b>                   | 1 811   | 4.439  |
| <b>Luhans'k Region</b>               | 1 356   | 3.324  |
| <b>Lviv Region</b>                   | 2 897   | 7.101  |
| <b>Mykolayiv Region</b>              | 1 094   | 2.681  |
| <b>Odesa Region</b>                  | 1 690   | 4.142  |
| <b>Poltava Region</b>                | 1 733   | 4.248  |
| <b>Rivne Region</b>                  | 1 333   | 3.267  |
| <b>Sumy Region</b>                   | 1 259   | 3.086  |
| <b>Ternopil Region</b>               | 1 990   | 4.878  |
| <b>Vinnytsya Region</b>              | 2 475   | 6.066  |
| <b>Volyn region</b>                  | 1 315   | 3.223  |
| <b>Zakarpattia Region</b>            | 1 032   | 2.529  |
| <b>Zaporizhzhya Region</b>           | 1 154   | 2.829  |
| <b>Zhytomyr Region</b>               | 2 045   | 5.012  |
| <b>Kyiv</b>                          | 265   | 0.650  |
| <b>Sevastopol</b>                    | 128   | 0.314  |
| <b>Ukraine</b>                       | 40 799  | 100.000  |

Source: State Statistic Service of Ukraine, (2015, p.454).



Figure A.1. Map of geographical regions of Ukraine.

