

SECTION 11. TOURISM AND HOTEL AND RESTAURANT BUSINESS

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11.1 Analysis of factors influencing the attractiveness of agritourism in Ukraine

Agritourism in Ukraine is a fairly young tourist destination. Today, this type of recreation is not yet as widespread among domestic tourists as, for example, in Finland or Spain, but before the war it was becoming more and more popular every year, and the need for its development at the state level was also noted [375]. The goal of agritourism in Ukraine is to create a new integrated tourism product that would contribute to the sustainable development of rural areas, domestic and inbound tourism. In our opinion, in a broad sense, agritourism includes all types of pastime of urban residents in rural areas, i.e. elements of recreation and health activities [376]. In particular, in this case, we are talking about combining leisure with work at a summer cottage, ethnographic excursions with an emphasis on the rural component, and free temporary participation in agriculture as part of recreational activities.

At the moment, the issues related to the assessment of the factors of attractiveness of agritourism have not been studied sufficiently. When analysing the articles of foreign authors on tourism, we came to the conclusion that the concept of attractiveness is most often used in studies on tourist destinations. In many studies by Backman and Ferrario, attractiveness is studied by describing existing resources [377, 378]; other scholars study the perception of tourists of resources and factors of attractiveness [379, 380, 381]. There are also publications where both of these approaches are combined for an empirical study, the object of which is people interacting with tourists, not tourists themselves [382, 383]. Some scholars have approached the study of the attractiveness of in a very comprehensive way, considering also tourist resources, tourist motivation and preferences [382, 384].

In some cases, researchers have used an attributional approach to study destination attractiveness [385]. While others have studied the image of a destination based on GAP analysis (gap analysis) between expectations and visitor satisfaction by various attributes [386]. Other studies have used both approaches: attribute and

comprehensive, to analyse tourist sites in order to determine the factors of attractiveness [387, 388, 389]. The disadvantage of this approach is the incomplete list of attractiveness factors.

The agritourism industry is so diverse that it is impossible to assess its development unambiguously. In global practice, tourism statistics are compiled using the data provided by the World Tourism Organisation. The main one is the number of tourists visiting a particular region. It is difficult to evaluate the tourism industry, which includes up to 50 sectors of the economy, based on the number of tourists visiting a particular region or other single indicators. For effective management of tourism development, it is necessary to study the various factors that influence the attractiveness of a territory for tourists.

When it comes to assessing the level of tourist attractiveness of a territory, there is no single methodology for determining an integral indicator. Researchers offer different methods for assessing its individual components or related processes. For example, the authors have developed a methodology for assessing natural and other tourism processes [390-394]. According to the approach proposed by M. Omush [390, p. 9], it is possible to assess the tourist attractiveness of a territory using the following indicators: attractiveness of historical monuments; spiritual attractiveness of pilgrimage centres; cultural and educational attractiveness; economic attractiveness; natural and climatic conditions; transport accessibility; and the general image of the region. However, it should be noted that M. Omush's proposed methodology includes factors that affect the overall tourist attractiveness of the territory, but are not its direct indicators. The indicators allow for specific assessments and measurements of the degree of tourist attractiveness, which is not reflected by the factors alone.

Today, the assessment of the level of tourism attractiveness in a particular region is carried out in accordance with the methodology and recommendations of the World Tourism Organisation (UNWTO). Based on these recommendations, a list of key indicators has been created to assess the dynamics of the tourism industry, including: the number of arriving tourists; the length of stay of tourists in the country; tourism revenues; and tourist expenditures related to travel.

The methodology developed by UNWTO experts allows for a quantitative analysis and ranking of regions by the level of tourism development. However, such an assessment does not provide an opportunity to determine the significance of the factors that influence the level of tourism attractiveness of a territory, as well as to distinguish between positive and destabilising aspects. Assessing the attractiveness of tourism in a particular region based on individual statistical data is of limited value, as general trends are important for the effective development of attractiveness. Statistical data, as stand-alone data, is of limited value as it does not take into account qualitative changes, and many factors can only be assessed through an expert approach.

In our opinion, it is possible to assess the level of tourist attractiveness and determine the prospects for the development of agricultural tourism in a particular territory through a sociological study by interviewing experts of different social status. To do this, it is important to conduct a comprehensive analysis of the various factors that affect the tourism potential of the region.

Some of the key aspects that can be taken into account in assessing the tourist attraction and development of agricultural tourism that were offered to our experts for evaluation:

- 1) Natural conditions: location, climatic conditions and natural scenery; environmental cleanliness and diversity of natural resources.
- 2) Infrastructure: development of tourist infrastructure (hotels, restaurants, transport accessibility); availability of routes and tourist facilities.
- 3) Cultural and historical potential: historical monuments, cultural events and traditions; architectural and ethnographic features.
- 4) Marketing and promotion: advertising campaigns and marketing strategies to attract tourists; presence of regional tourism associations and initiatives.
- 5) Socio-economic factor: employment of the population in tourism and related areas; the ability of the local population to cooperate and accept tourists.

After collecting and analysing this data, it is possible to determine the potential tourist attractiveness of the territory, develop strategies for the development of agrarian tourism and plans for agritourism development programmes. This will also help to

identify effective measures to increase the level of tourist attractiveness of the territory and achieve socio-economic benefits.

We can distinguish technical tourist attractiveness, which is the potential of the territory, taking into account the available tourist resources and acceptable load. Tourist attractiveness is determined by the feasibility of receiving tourists in the region, since measures to protect the natural environment and improve its quality can lead to a socio-economic effect.

Obviously, tourism resources, including natural and anthropogenic resources, form the basis of the tourism industry. The presence of nature reserves, mineral springs, historical and cultural monuments, favourable climatic conditions, as well as rich flora and fauna makes a certain territory attractive to tourists. However, a high socio-economic effect is possible only after measures are taken to improve the territory, develop infrastructure for agricultural tourism, etc.

It is important to note that agritourism is developing in areas with attractive landscapes and water bodies, even if these places lack the proper conditions for standard recreation. This is because the main focus of agritourism is on highly spiritual communication with nature.

A properly selected system of indicators can effectively influence the process of increasing the level of tourist attractiveness of a territory. To ensure that the diversity of tourism activities is fully taken into account, we developed indicators that were evaluated in the course of a sociological study, primarily by our experts. The main problems identified by the experts resulted in a generalised system of indicators that will not only quantify the attractiveness of agritourism, but also provide a qualitative analysis and forecast of all aspects of the process of increasing the tourist attractiveness of the territory (Table 1).

Table 1.

The key problems hindering the development of agritourism (ranked in order of frequency of mention), identified by experts:

№	Problem.	Number of mentions by experts
1	2	3
1.	Lack of definitions and legislative consolidation of the concepts of "rural tourism" and "agrarian tourism" in the legislation, as well as other existing regulations governing activities in this area.	18
2.	Lack of an integrated approach, programme/strategy/concept for the development of rural/agro-tourism in the country. Lack of a systematic approach to the development of rural tourism, which provides for the development and implementation of a set of mechanisms for state support for rural tourism entities (grants, subsidies, benefits and preferences).	24
3.	Poorly developed logistics and tourism infrastructure, poor quality roads, and moral and physical deterioration of rural infrastructure.	21
4.	Lack of awareness, almost no one works with the population. Lack of training methods, instructions, step-by-step guidelines and programmes. Lack of necessary and sufficient information about this type of entrepreneurial activity in rural areas. Low motivation due to lack of information among local residents.	17
5.	Shortage of qualified personnel.	16
6.	Excessive requirements for small businesses in rural areas, distrust of rural residents, fear and reluctance to register as individual entrepreneurs, and unfavourable business conditions hinder the development of rural areas, including the development of tourism. Legal insecurity in terms of the complexity of legalising activities and further operation, fear of control and supervisory bodies and inspections	10
7.	Low resource endowment of rural residents.	10
8.	There is no progress at the state level, people do not know about recreational opportunities in rural areas, and there is no state non-commercial advertising promoting the values of the cultural and natural heritage of rural areas.	6
9.	Inconsistency in the activities of agencies involved in the development and support of this area, lack of interagency cooperation.	5

Continuation of Table 1.

1	2	3
10.	A significant part of the social and economic effect of the most profitable types of tourism remains in the shadow economy	5
11.	The absence of a public organisation that brings together people involved in rural/agro-tourism at the national and regional level.	4
12.	There are restrictions on spending local budget funds on its implementation for subsidised ATCs, minimal amounts are allocated to support small and medium-sized enterprises. In this regard, the hospitality infrastructure in ATCs is either non-existent or of poor quality. The creation of conditions for tourism development is not a matter of local importance, but is envisaged as a right of local self-government bodies. This circumstance excludes the possibility of developing programmes on relevant topics financed by the local budget in case the territory is subsidised.	3
13.	The absence of special (simplified) regimes for conducting professional activities for guesthouse owners and artisans who provide services on a private basis. Due to the seasonality of services and the obvious difficulties in classifying rural/agro-tourism facilities, it is important to develop relevant regulations	2
14.	Lack of uniform standards of quality, service, and range of services.	1
15.	A complex process of transferring agricultural land to recreational use.	1

Compiled by the author on the basis of sociological research

The formation of a system of indicators implies that the key is to determine a set of criteria that would comprehensively reflect the process of increasing the level of tourist attractiveness of argotourism. Although many statistical indicators can be measured quantitatively, given the peculiarities of forming the level of tourist attraction in agrarian tourism, a significant number of factors cannot be unambiguously expressed in numerical terms. Standardisation of indicators is an important step in building integral indicators of the level of tourist attractiveness, as it allows to level the difference in indicators, so standardisation is necessary for objective comparison.

We used the expert method to determine the qualitative indicators of tourist attraction. This method allows us to obtain estimates of the impact of factors from experts with professional experience and expertise in the tourism business.

Depending on the object of research, different scholars identify different factors, but a certain pattern can be observed. In all the works, there are what some scholars call primary factors (natural, cultural, etc.) and secondary factors (hotel, food,

transport, entertainment). This indicates the importance of considering both natural and man-made factors when studying the attractiveness of a tourist destination.

Agritourism in Ukraine is in its infancy, and therefore one of the many challenges to its further development is the lack of practical information. For example, when asked the question "Do you have enough knowledge and competencies in the field of agritourism?", the majority of respondents said no, including more than 90% of agritourism owners (Table 2., Fig. 2.1).

Table 2.

Answer option: People lack knowledge and competences in the field of agritourism

Answer option	Completely agree	Rather agree
yes	127	43
no	10	27
difficult to answer	29	0

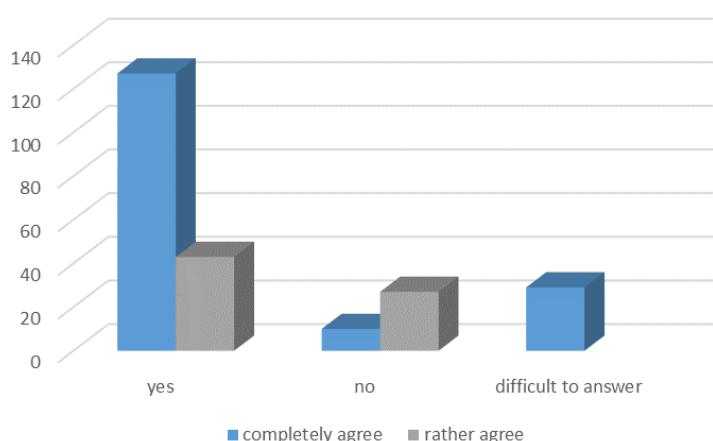


Figure 1. Lack of knowledge and competences in the field of agritourism

Farmers who are already developing a tourism component are usually forced to learn from their own mistakes and often face many barriers that hinder their desire to expand agritourism and offer more services. Start-ups have to turn to international experience (Table 3) or try to copy agritourism business models already existing in Ukraine, or even act blindly, guided by the opinions of only those close to them, which can lead to monotonous offers or the creation of offers that are not of interest to tourists

and do not meet their needs.

Table 3.

Models of rural/agrotourism development

Models of rural/agritourism	History of the company	Support for rural/agritourism	National peculiarities of accommodation
1	2	3	4
Western European (France, Italy, Spain, Germany)	The crisis in agriculture	"Tourism in the countryside" (1972), "European Federation of Rural Tourism in France"; "National Association of Agritourism and Environment in Italy", "General Conference of Landowners in Italy"; General Secretariat for Tourism in Spain. The Association of Farmhouse Owners; Ministry of Agriculture, Federal Land Committee for Tourism. Association of Farmhouse Owners, German Tourist Association.	Farms, estates, rural houses; ancient castles, mini-hotels, monasteries, palaces located in rural areas
European (Cyprus, Greece, Bulgaria, Poland, Lithuania)	Redistribution of revenues from the tourism industry within the country	State Agency Cyprus Tourism Organisation (CTO), Specialised company for the restoration of traditional national houses and recruitment of staff "Cyprus Villages"; National Tourism Organisation of Greece (EOT); Department of Tourism at the Ministry of Economy of the Republic of Bulgaria; Polish Federation of Rural Tourism "Hospitable Farms".	Ancient villages, original farmhouses, rural estates
Anglo-American (USA, UK)	support for rural areas	US Department of Tourism, American Hotel and Lodging Association; UK Department of Tourism, Regional Tourist Information Centres, English Tourist Board, National Trust for Scotland, Homestead Preservation Society.	Boarding houses, guest houses, mini-hotels, bed and breakfast
Asian (Sri Lanka, Malaysia, Japan)	Support for national culture	Ministry of Tourism of Sri Lanka, Ministry of Tourism and Ministry of Agriculture of Malaysia, Ministry of Tourism of Japan.	VIP villages, national pondok housing, rekan hotels.

Compiled by the author on the basis of sources: [395, 396, 397].

Building a guest house, petting zoo or boot museum is only half the battle. You need to have something special, a "thing" to keep guests coming back. Attracting guests is not so easy either. It requires specific skills. They can be acquired at courses.

Of course, there are attempts to create educational programmes, as the ideas of agritourism, despite their seeming simplicity, require a serious approach to their

implementation. Holidays in the countryside, with the inclusion of tourists in a variety of nuances of rural life, including participation in agricultural work, should be accompanied by competent and high-quality service from the owners of rural guest houses. The owners of such houses, as well as agritourism farms, hamlets, etc., should be able to combine sincere joy, hospitality and a high level of delicacy and tactfulness, in other words, to be a kind of psychologist, which is very difficult, given the mentality of a peasant, a simple person, undemanding, often tireless, fraternity to guests. In addition, in order to develop their business, agritourism owners need to have a solid knowledge of the regulatory framework for this type of activity. There are farms that grow their own produce, sell it and engage in agritourism. Farmers are fragmented, once belonged to the Ministry of Agrarian Policy and Food of Ukraine, then the industry was taken over by the Ministry of Culture and Tourism, but this is a former ministry in Ukraine. It existed until 9 December 2010, and now it no longer exists.

Also, in economics, business planning, methods of promoting their tourism product, especially in advertising, in the field of information technology, which can attract the attention of potential customers and automate the work of a small business, etc. Thus, as is typical in the world of tourism, the owner of a guest house, agritourism or agritourism complex must be a versatile person, have a variety of professional knowledge, skills and abilities that are not only memorised once, but are constantly updated and improved. To do this, they need to undergo effective training and retraining programmes, master classes, and have the opportunity to exchange experience with like-minded colleagues, thus continuously improving their qualifications (Table 4).

To solve this problem – the problem of training qualified personnel for agritourism - some regions have already developed appropriate additional education programmes within the framework of the so-called "Schools of Rural Tourism" and "Schools of Agritourism". In Zaporizhzhia, for example, the first School of Agritourism was established within the framework of the National Exchange Programme, with funding from the European Union and the National Endowment for Democracy (USA) [398].

Table 4.

Answer option: There is no system of training for agritourism

Answer option	Completely agree	Rather agree
yes	125	48
no	11	33
difficult to answer	27	0

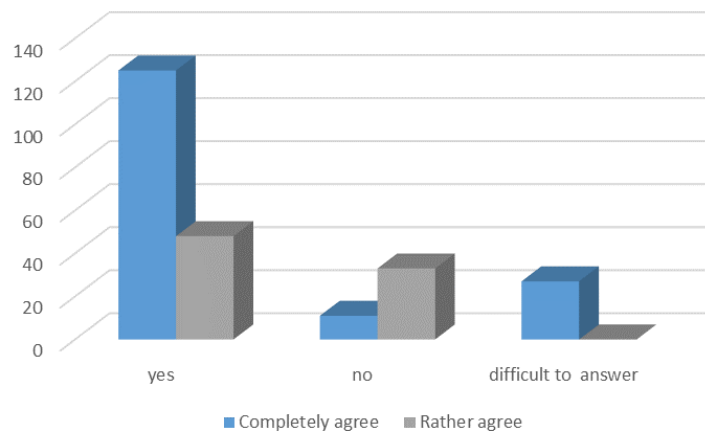


Figure 2. There is no system of training for agritourism

There is also a School of Green Ecotourism in the Novomiska UTC [399]. For example, classes are conducted by experts from the Ukrainian tourism cluster Karpaty-Info and Karpaty-Travel. These are short-term one- or two-day training seminars within the framework of the School of Green Ecotourism for those who are seriously planning to engage in this type of activity. To successfully promote this work, the karpaty.info website was created and methodological materials with valuable practical and methodological materials with valuable practical advice have been developed [400]. An interesting educational project in this area is the creation of a network of information and advisory agritourism centres in communities (ICATO) by the NGO "Union for the Promotion of Rural Green Tourism in Ukraine" with the support of the U-LEAD with Europe Programme [401]. The aim of the project is to create five pilot information, advisory and agritourism centres on the basis of existing rural estates of private peasant and family farms. The main goal is to disseminate successful practices and knowledge on rural tourism as a key factor in

sustainable rural development. The project aims to address the lack of awareness among businesses and community members of the opportunities for business development, diversification of agricultural activities and overall community development through the use of tourism tools. Information and advisory and agritourism centres, such as the Tourist Information Centre "Tourinform Zakarpattia", play a key role in improving mutual learning and developing local models of cooperation between communities and local businesses. These models will include both existing business-community relationships and the creation of new partnerships and interactions. Our research has shown that local authorities are also very interested in developing agritourism. This is the subject of our research in the next paragraph.

There is a permanent online platform for the development of tourism and business in rural areas and communities called the School of Rural Tourism. Goal: open online access to practical and useful information about rural tourism and running a private business in rural areas for all those interested in Ukraine, regardless of their place of residence or type of activity.

For example, a meeting of managers, organisations and representatives of the Association of Transcarpathian Winegrowers, Winemakers and Distillers. For the first time in Ukraine, a regional tasting commission was established and a decision was made on its further activities. The members of the tasting commission received diplomas of completion of the course "Fundamentals of organoleptic evaluation of beverage quality" (the training took place in August-September 2023) [402].

Every year, hundreds of trainings, seminars, dozens of conferences and forums on rural tourism are held in Ukraine, where it is about developing the potential and creating products and services in rural communities. The School participants had the opportunity to visit several agritourism complexes located in the Zaporizhzhia district of Zaporizhzhia region, including: "AQUAZOO (Petropil village) and Peterson's Farm (Chervonyi Yar village). During the visit to the farmsteads, the participants plunged into a cosy and atmospheric fairy tale: the beautiful nature of the Zaporizhzhia region, lakes, delicious cuisine, hospitable hosts - all this created the most pleasant memories and a desire to return to this farmstead more than once. The project was held in the

village of Petropil, Zaporizhzhia district, Zaporizhzhia region, and was attended by representatives of Vinnytsia, Ivano-Frankivsk and Zaporizhzhia regions.

An effective solution to the problem of training highly qualified personnel for agrarian (rural) tourism in Vinnytsia, Ivano-Frankivsk and Zaporizhzhia regions was made possible by creating an effective platform for implementing mutually beneficial projects. It has helped to establish a relationship between regional and municipal authorities, representatives of amalgamated territorial communities (UTCs), farm managers and the rural population.

To further develop educational projects and promote agrarian (rural) tourism among the population, the relevant structures hold training seminars, roundtables, conferences, and field trips. Newsletters and leaflets are also published. Media outreach is actively pursued, and thanks to the power of the Internet, information has become accessible to everyone, facilitated by specialised websites, such as the NGO DOBRODARY, which was established in 2022 as a challenge to the war. Its priorities include the creation and administration of a recreational centre and a shelter, promotion of local community development, and technical assistance in the educational, cultural, and environmental spheres. Dobrodary also coordinates charity events and humanitarian aid projects with Ukrainian and foreign partners [403].

Despite all the variety of training programmes and the growing demand, as a rule, all educational programmes are based on general knowledge of management, marketing, etc. Of course, knowledge of the basics is an important part of the educational process, but the lack of knowledge about the consumer of the agritourism product makes this training one-sided and not tied to the real needs of agritourism farms. Of course, we shouldn't blame the programme developers for this, because it is the lack of research that prevents everyone from answering the most interesting questions: what does a tourist need and what can attract them to a farm?

It is also worth noting that despite the fact that agritourism is not a new phenomenon in the West, the scientific community has recently begun to consider this issue from the point of view of consumers. In publications on this issue, one can notice

certain periods of development of this topic. At the very beginning, agrarian tourism (farm tourism) was considered by the authors as a new phenomenon of sustainable tourism development, later scientists began to talk about it as an opportunity to diversify agriculture and additional income for small farms, and a large number of works were published on this topic. The trend of the last 5-7 years has been to include marketing topics in works on agritourism, and a completely new direction has been the study of consumers of the service. Unfortunately, among the published works, we have not found any that fully coincide with our topic.

Of course, we should not devalue the EuriGites study, which we have already written about earlier, but this work covers rural tourism in general, and as we have already shown, rural tourism is a very broad concept that partially includes agricultural tourism.

From all of the above, we can conclude that our empirical study is relevant and its results can be important in Ukraine. The majority of our respondents emphasise the role of information and advisory services in supporting the organisation of guest houses on the basis of peasant, farm and private households (training in developing a business plan for their own guest house, analysis of risks, resource opportunities, etc.)

Experts pointed to the following proposals for the breakthrough development of agritourism and attractions:

- at the state level, organise training for agritourism specialists, including the provision of state-funded places in state educational institutions;
- to organise cooperation between agrotourism entities and universities for the purpose of internships for students at agrotourism enterprises;
- organise training and retraining courses on rural tourism;
- organise free training on business management in rural areas;
- develop methodologies, programmes and step-by-step recommendations (instructions) for the development of agritourism;
- promote agritourism tourism products in major centres (Kyiv, Kharkiv, etc.);
- develop a set of measures for promotion at regional and national exhibitions;

ensure participation of representatives of rural facilities networks in specialised forums and other congress and exhibition events.

Today, UTCs have the greatest opportunities for agritourism development, and their leverage to influence the development of their territories has increased many times over in the context of the decentralisation reform.

Among the modern concepts that substantiate the importance of the constructive role of citizens in the organisation of agrotourism, especially the impact on the attractiveness of agrotourism, the participatory theory or the theory of participation is not even mentioned. In our opinion, it stands out among all social theories. The ideologists and founders of this theory are American researchers: Y. Masuda, B. Barber, K. Pateman, L. Le Duc, J. Mansbridge, J. F. Zimmerman.

It is important to note that, in addition to the obvious problem of rural residents' participation, it means the participation of all parties to the process of formation and development of agrotourism, i.e. administration, business representatives and agrotourism specialists. Thus, Zbarsky V. K., Gribova D. V. note that: "rural tourism is a symbiosis of two stakeholders: villagers who have started to master a business that is not traditional for the village and holidaymakers who have agreed to use these services to meet their own needs for recreation and health improvement" [404]. Our research has shown that three actors are interested, including the government, especially today, when the decentralisation reform has created UTCs.

We came to this conclusion on the basis of our sociological research in three blocks:

- experts' opinions on the attractiveness and prospects for the development of agritourism, block 1;
- block 2 – heads of districts and heads of UTCs, their deputies, heads of departments;
- block 3 – owners of agritourism facilities.

The essence of this participatory principle is that at the earliest stage of the formation and development of an agritourism entity, all parties to the process should

be made aware of each other's opinions and values, so that agritourism becomes attractive to all those involved in its organisation. Otherwise, any project being implemented will be doomed to obstruction by residents who do not trust either the goals of the administration or the goals of the business. The owners of agritourism facilities, including rural guest houses and other facilities, noted that they do not always participate in the discussion and decision-making processes at the regional and ATC levels (Table 5).

Table 5.

Answer option: Agritourism actors are not always involved in the discussion and decision-making processes at the regional and UTC levels

Answer option	Completely agree	Rather agree
yes	75	37
no	5	24
difficult to answer	31	0

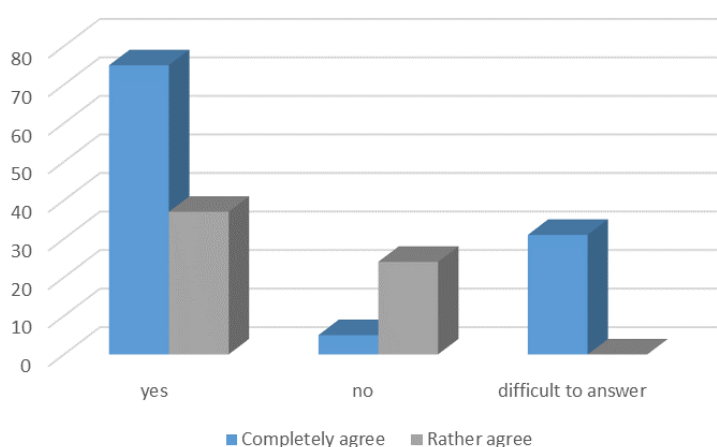


Figure 3. Agritourism stakeholders are involved in discussion and decision-making processes

Participation also allows for the inclusion of features that are important to residents at the earliest possible stage, which will make the project necessary and, as a result, financially and socially sustainable in the long term, i.e. attractive to all stakeholders, as our sociological study of the three blocks proves.

Thus, it should be concluded that the process of forming agritourism sites and its

transparency are more important than the project itself, and the key to success is to create a balanced decision-making environment for agritourism development. The tools used here include programmes, recommendations, work with residents and establishing links between stakeholders; 51% (92/183) of respondents are dissatisfied with the nature of interaction, see Table 6, Fig. 4.

Table 6.

Answer option: Agritourism actors do not interact well with each other, there is no cooperation

Answer option	Strongly agree	Rather agree
yes	68	24
no	9	34
difficult to answer	41	0

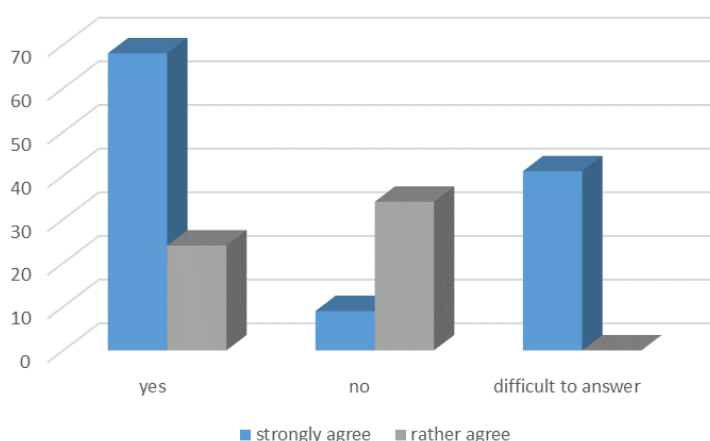


Figure 4. Interaction of agrotourism actors

One of the most important features of participatory design of agritourism facilities is the possibility of a differentiated approach. Its essence lies in the refusal to focus on an abstract average consumer of agricultural services, as this consumer turns out to be unlike any individual living person, so the decisive research is block 4: consumers of agritourism products in Ukraine. This allows for the most effective design of agritourism facilities.

The interaction of all members of the agritourism facility is important in shaping the attractiveness of agritourism, and it is important that it is often a family business.

In this context, the theory of generations works effectively. Generational theory is a new, rapidly developing and practically applicable doctrine. Many consider the change of generations to be the driving force behind historical events (O. Comte, J. Mill, G. Ferrari, O. Lorenz). An alternative point of view, according to which the change of generations is a consequence of the historical process, was first clearly formulated by the German philosopher W. Dilthey in his works published in the 60s and 70s of the

XIX century. In addition to demographic, historical, chronological and symbolic determinants, there is an axiological approach to the differentiation of generations. This is how the theory of generations was considered by American scientists Neil Howe and William Strauss. The basics of this theory were outlined in the book *Generations* (1991). Strauss and Howe presented a detailed analysis of generational theory and terminology in their 1997 book *The Fourth Transformation*. Strauss and Howe's research was based on the works of various authors and thinkers: from ancient writers such as Polybius and Ibn Khaldun to relatively modern social theorists such as José Ortega y Gasset, Karl Mannheim, John Stuart Mill, Emile Littré, Auguste Comte and François Mentré [405]. This theory is based on the values of people, namely the values and their similarities, rather than age, which form and define a generation (Fig. 5).

Generations are shaped by three main factors. The first is big events - memories, such as the 1980 Olympics or Eurovision Song Contest 2017, the 2012 European Football Championship, the human space flight on 12 April 1961, and 11 September 2001. These events are known to all children in the country and the world.

The second factor is the set of messages from society: peace to the world, a five-year plan in four years, vote for the future. The next generation of "zetas" grows up hearing about innovations, high technology, start-ups, and financial literacy. Finally, the third factor is upbringing. The goals of parents of different generations are generally similar, but the emphasis is on different things and different words are used.

For example, children used to be taught to be brave. Now they are taught how to "stand up for themselves" and "be a leader". "The Xs give children the opportunity to learn foreign languages - in their time, this was a step towards the world of success, while the Millennials believe it is important to teach the art of communication to

descendants (although there is a place for foreign languages). "Baby Boomers and Xers complain that Millennials don't read enough books, while Millennials themselves use completely different formats for development - travel, communication, video, gadgets.

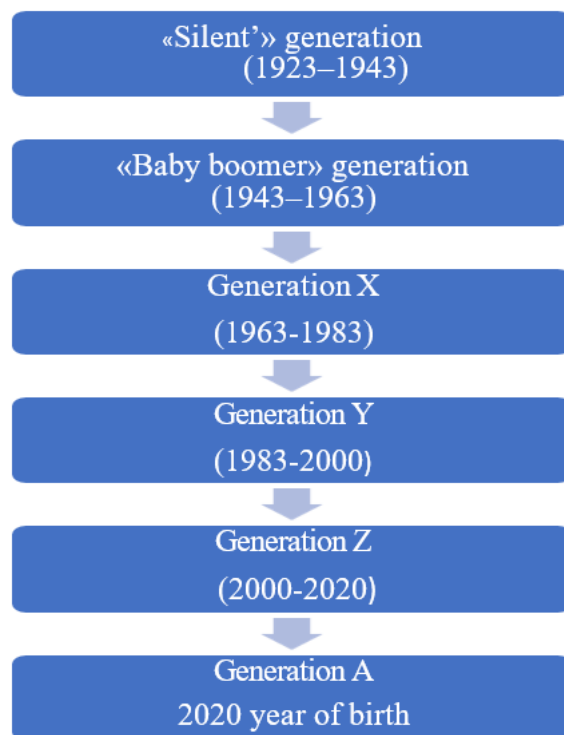


Figure 5. Generational theory by Neil Howe and William Strauss

We could go on for a long time, but we have already come to one of the important sources of shaping the values of a generation. The values of a generation become what is missing. In the childhood of the baby boomers, books were rare - and they are still very important. "Xs will never give up an extra notebook or pen, and Millennials, although growing up with an abundance of electronic devices, usually do not get enough live communication - so they want to share their every experience with the world.

"Baby boomers often criticise young people for their lack of ambition: in their own childhood, the country set great goals, which resulted in the expectation that their heirs would strive to be the first, the best, to move the country forward. If the heir of a Baby Boomer is temporarily unemployed, it is uncomfortable for the parent, and the word "parasite" looms large in his mind. For a Baby Boomer, a child is a project or

programme that he or she is closely monitoring.

"The Xs grew up in an environment of great autonomy - no one told them when, where or what to do. Their professionalism and desire to delve deeply into everything they did, as well as the establishment of useful connections, helped them survive first on the street, then in the world of freedom and change. Emotions, on the contrary, spoiled the matter. Thus, the main complaint of the hyper-responsible Gen Xers about their successors is their frivolity, their desire to try everything without staying in one job for a long time, and their too emotional and frivolous, in the opinion of the Gen Xers, attitude. "Millennials were formed in the context of the announced problems of society and the environment, so they are concerned about the environment and Ukraine's integration into the EU. For their part, they reproach companies for not doing enough to address these issues. As for parents and "X-managers", they have questions - they often complain about the lack of feedback and information at work and in the family circle. "They need details, they want to understand what else they need to work on, and where things are going well, and it is important for them to share how they feel. As for Baby Boomers, Millennials think they are too detailed and slow. But the conflict of generational values is not a conflict of people, there is nothing personal here.

We are now moving on to the practical part: the values of generations in the context of a family business, which is what agritourism businesses are for the most part. It's impossible to pass on your own value system, so you just have to look for coincidences. This is the first step towards forming a family team in agritourism. The second, no less important step is not to be lazy to explain to your heir what the essence and meaning of your business is, what happiness, success, and decency mean to you, and what role your farm, for example, has played in your life. Parents often believe that a child understands and reads everything by default, but this is not the case. Remember: "Millennials grow up in a situation of lack of live communication. In the families of Baby Boomers and Xers, situations favourable to family communication arose by themselves: sitting by the campfire on a hike, quiet skiing, fishing, gardening... In the lives of Millennials, there are very few such situations. They need to be created, and this is especially evident in family businesses in rural areas.

A common cause either reduces the distance between generations or leads to total distancing, which leads to a crisis. An attempt to avoid these extremes has led to the development of the "ethics of discourse", a doctrine that focuses on the problems of communication and discourse, which are very important in the organisation of agritourism. It is the "ethics of discourse" that guides representatives of different generations not to strife and degradation, but to unity, responsibility, consent, and communication. We are talking about the cooperation of three agribusiness actors in the context of our study. First of all, we would like to draw attention to the Baby Boomer generation, which is due to objective reasons - the demographics of our country.

Director of the Ptaha Institute for Demography and Social Studies Ella Libanova notes that, first of all, the potential for demographic growth has been exhausted. For 60 years - since the mid-1960s - the birth rate in Ukraine has not even ensured simple generation replacement. For the next generation to be at least roughly equal in number to the previous one, 100 women need to give birth to approximately 215 children. In 2021, this figure in Ukraine was 120. The lowest level was in 2001 - 109 [406].

Secondly, Baby Boomers, i.e. the proportion of people aged 65+, already exceeds the proportion of young people under the age of 15 by 20%. According to the Ministry of Social Policy, at the beginning of 2023, there were 10.68 million pensioners in Ukraine [407]. Third and fourth, there is a long and large-scale outflow of people abroad. Before the war, we believed that about 3 million Ukrainians worked abroad. During the war, approximately 6 million people left. Almost every sixth resident of Ukraine is elderly: 17.6% of people aged 65+, 14.9% of children under 14, and 67.4% of people aged 15-64 [408].

The Baby Boomer generation makes up the majority of the population. More elderly people live in rural areas (25.8% of residents aged 60 and over) than in cities (22.7%). The UN recommends using another ageing coefficient. It takes into account the proportion of people aged 65 and over. If the figure exceeds 7%, the population is considered old. In Ukraine, it was 15.9%.

What are the most effective qualities of Baby Boomers? For example, Baby Boomers want to look athletic and fit, while feeling the same way. Their goal is to radiate health with their whole appearance and receive emotions that confirm this. How can this affect the development of agritourism?

Firstly, representatives of this generation want to try new sports on a massive scale and implement them in their agribusiness. Secondly, many of them want to constantly learn new things. For the market, this has a huge number of new demands: personal trainers and instructors, whose shortage was pointed out by almost all of our respondents. At the same time, Baby Boomers are very active.

Thirdly, there is a growing demand for a variety of healthy, dietary tasty food. Doctors recommend that Baby Boomers pay attention to nutrition, so there is a demand on their part - everything is fine. This is what agribusiness owners often offer, and Baby Boomers are interested in availability.

For baby boomers, consistency and the opportunity to regularly and efficiently improve their skills are important, and this can be implemented in agritourism education.

Interestingly, they will prefer to come to these courses not alone, but in groups, gathering whole teams from their friends. Accordingly, it is necessary to create courses adapted to the needs of agritourism development and at the same time help Baby Boomers integrate into the world around them, a double task is being solved.

Baby boomers are proud of their youth: the Komsomol youth - with construction crews, hiking, KVN, and the 90s - when they felt a surge of energy and were active in business. Now, in the 21st century, they want to talk about it, share their experience, and act as representatives for young people. At different levels - in the companies and organisations where they worked, at the city and regional level. They are ready. The question is, is agribusiness ready to include Baby Boomers in its work? After all, even in retirement, they can work as volunteers and collect the history of enterprises, conduct excursions to historical sites they know firsthand, and teach young people. Just one example from the Baby Boomer generation, and this generation makes up the majority of Ukraine's rural population. We see that the development of agritourism

cannot ignore this potential.

How can the value of "being young" be realised in agritourism? Here are just some recommendations:

Baby boomers do not pay attention to what is happening in the short term, they are focused on long-term strategies because they want to live a long and active life. They are able to plan and see the situation strategically. This, as our experts have noted, is one of the most important areas of agritourism appeal.

Today, according to consumer estimates, place branding accounts for about 80% of agritourism's attractiveness [409], and Baby Boomers understand and appreciate this. We see that agritourism cannot ignore this potential. According to experts, if nature or history have not taken care of the uniqueness and attractiveness of the territory, then its inhabitants must find or create them, forming a favourable set of impressions, convincing themselves and the world of the unique and iconic attractiveness of the region or rural area.

And most importantly, we are talking about the biggest paradigm shift - how people aged 50+ and 60+ live. Yes, Baby Boomers are now creating new rules for themselves. But it is not only them who will have to live in these new conditions, but also the next generations.

Baby boomers know how to be mentors - they not only know the technology and scenarios of how to act as a mentor, but they also appreciate the opportunity. It is an honour for them to act as a mentor, and even more globally, to be a mentor for life, and our research shows that agritourism is not tapping into this potential. Our research correlates with the data from a survey of experts on the average portrait of an agritourism owner.

Average socio-economic profile of the owner of an agritourism facility (according to experts in the field of agritourism): 45-60 years old. In 40% of cases, they are indigenous villagers, in 60% - visitors (from the city or other regions). In the vast majority of cases, the business is a family affair, with family members, including adult children, involved in the work of receiving guests. In 70% of cases, the business is an additional occupation, and in 30% it is the main activity. Owners of agritourism

facilities in Fig. 6.

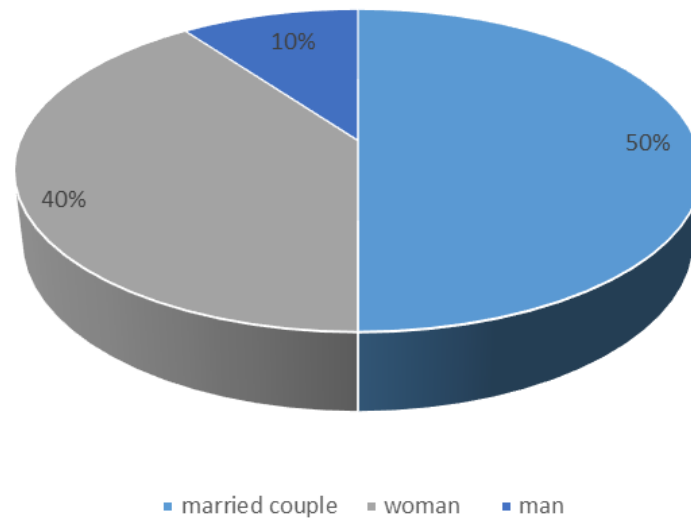


Figure 6. Average portrait of an agritourism facility owner

In order to become innovative, agritourism needs to accelerate more and more, to incorporate what will or may appear in the future. To IQ and EQ, we need to add AQ - adaptive intelligence, the ability to adapt.

Adaptability is the ability to accept change. In modern culture, there is a pronounced layer of innovation that constantly breaks and rebuilds cultural tradition, thereby complicating the processes of socialisation and adaptation to the constantly changing conditions and requirements of life. Preserving traditional values and rural heritage in Table 7, Fig. 7.

Table 7.

Answer option: Poor attention to rural areas, preservation of traditional values and rural heritage, including when working with children and youth

Answer option	Strongly agree	Rather agree
yes	142	51
no	9	26
difficult to answer	17	0

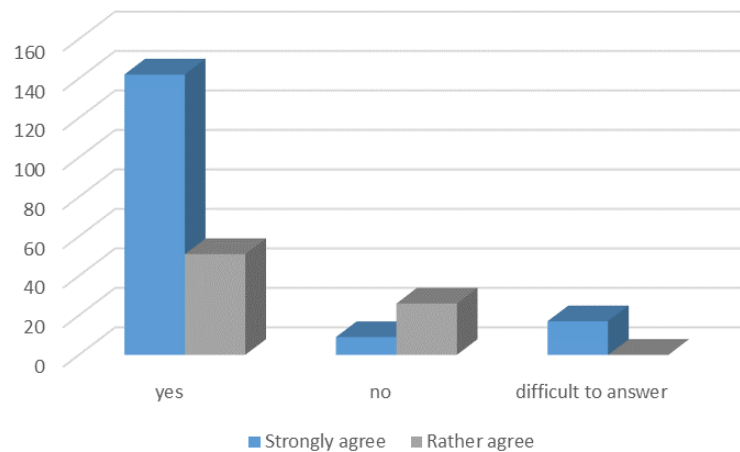


Figure 7. Preservation of traditional values and heritage of rural areas, including when working with children and youth

The complication of socio-cultural reality is accompanied by a shake-up of traditions and norms. And this problem is not biological, but socio-cultural. For 90% of our respondents, this is a big problem. This is a problem of changing the ways and types of continuity, abandoning continuity, destroying traditions, and thus destroying culture. Culture can only develop on the basis of traditions, but Baby Boomers are keeping them alive.

Changing the types of continuity and attitudes to traditions is not at all connected with the denial of one's own history; it involves the development of an ideal and the search for adequate means of life.

Changes in the way of life of traditional villages and loss of rural culture in Table 8, Fig. 8.

Table 8.

Answer option: Changes in the way of life of traditional villages and loss of rural culture

Answer option	Completely agree	Rather agree
yes	89	71
no	23	46
difficult to answer	8	0

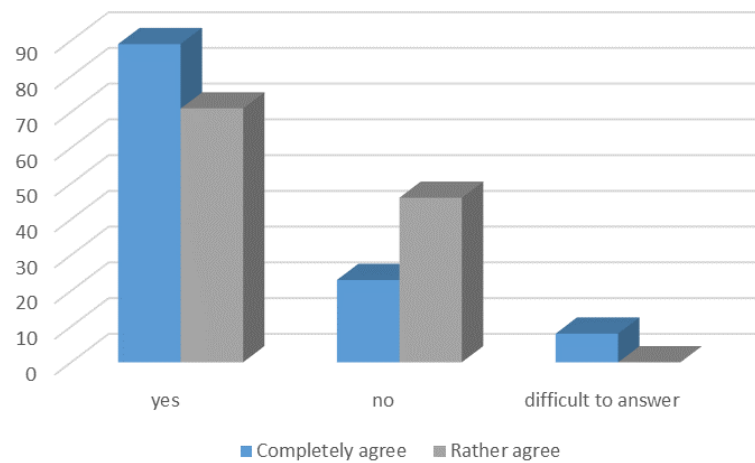


Figure 8. Loss of rural culture

A sociological study has shown that in the case of agritourism, audience segmentation, which was based on average ideas about what a consumer might want in the abstract, no longer works. There is no more abstraction. We can't say that people with high incomes want more comfort, and people with low incomes want to save money. This is the past. A non-rich consumer also wants impressions and special treatment. The appeal of agritourism is development. Control is being replaced by trust, creativity, etc.

For a fuller understanding of the participatory concept of agritourism attractiveness, it is necessary to list its characteristic pros and cons, which allows this method to be applied in the most successful way. Advantages of the participatory concept of attractiveness: suitable for controversial issues, due to the greater involvement of stakeholders; increases the chance of identifying the right goals and strategic objectives, making agritourism development more sustainable; formulating common goals makes the process of agritourism development proactive rather than reactive; strengthening the connection between the parties (residents, business, administration) and linking their goals increases the chance of positive change.

Disadvantages of the participatory concept of attractiveness: it makes no sense if the involvement of residents is low; highly conflicting issues can make it difficult to reach a compromise, and in certain situations, impossible; differences in the power potential of the participants (political or economic) can exclude the possibility of

reaching a compromise; there is a risk of localism on the part of residents in decision-making, which leads to a slowdown in the implementation of a particular agritourism project.

Thus, it can be said that the participatory concept of agritourism attractiveness is an open field of activity that is new to Ukraine. In order to achieve these goals, further work is needed to analyse the rural development system and improve it, as well as to actively search for new solutions, including with reference to foreign experience. An important issue in this regard is the involvement of all parties involved.

Unfortunately, there are no official statistics related to agritourism in Ukraine, and due to the lack of a legislative framework, agritourism is often understood as a variety of phenomena: different types of recreation are included and facilities are taken into account according to different classifications. In addition, semi-official statistics often refer to rural tourism in general and do not provide figures for agritourism in particular.

All of these factors affect the data that is sometimes provided by different sources for the same region. But we will try to present as comprehensive a picture as possible of the current state of agritourism in Ukraine. It will not be superfluous to clarify that not all regions are developing or planning to develop agritourism, and therefore information will be provided about those regions of the country where agritourism has already been developed, as well as those whose plans to develop it are a priority. First of all, let us consider the principles on which the development of agritourism in Ukraine is based, as shown in Fig. 9.

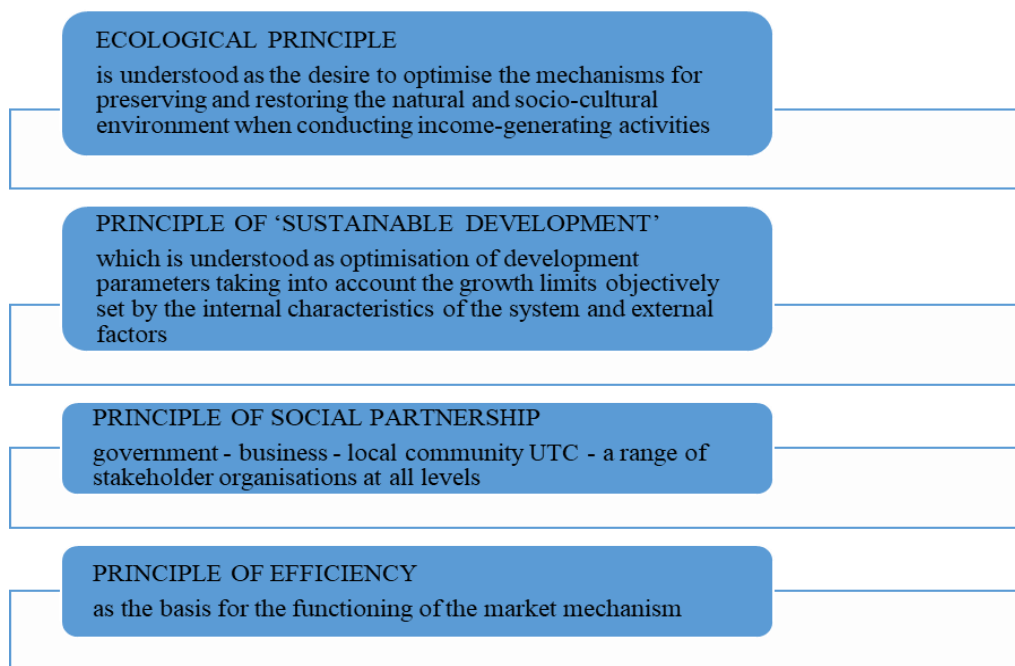


Figure 9. Principles underpinning the development of agritourism in Ukraine

The proposed approach to agritourism development takes into account the Principles of the Global Code of Ethics for Tourism [410].

First, let us clarify the essence of the categories that will be used in this study. In Ukraine, a region should be considered that part of the territory that has a set of natural, socio-economic, national, cultural and other conditions [411, p. 101]. Tourism and recreation are the most profitable in terms of the multiplier effect for the economy of regions, even in "economically backward" ones. According to the International Tourism Organisation, the share of tourism in world GDP is 9%, in world exports of services - 30%, the share of world trade - 6%, every 11th employed person works in the tourism sector.

The situation has certainly changed: first COVID-19, and now the war in Ukraine, is a challenge for humanity, the global economic system, many segments of the service business and humanitarian infrastructure, and especially the tourism industry. In recent years, the industry has even been called a global driver, as it has been growing much faster than the global economy as a whole.

The World Tourism Organisation UNWTO has stated that annual losses for the global industry will amount to \$30-50 billion, but they may increase as the situation is constantly changing. According to the WTO, only from January to August 2020, the

drop in export earnings from international tourism amounted to \$730 billion compared to the same period in 2019. This is more than 8 times higher than the losses incurred as a result of the global economic and financial crisis of 2008-2009 [412].

The Ukrainian Association of Travel Agencies (UATA) estimates the losses more modestly. During the global pandemic, the importance of domestic tourism in Ukraine has increased significantly, focusing especially on agritourism and its varieties [413]. Although the tourism sector is one of the most affected by the coronavirus outbreak, agritourism was popular, with people trying to wait out the lockdown in rural areas. However, this was not a large-scale phenomenon.

Taking into account the consequences of the war, both in the demographic and especially in the economic context, based on the research of the Ptukha Institute of Demography and Social Studies of the National Academy of Sciences of Ukraine on the specifics of agrotourism specialisation of the regions of Ukraine, we grouped the regions into the following clusters (Fig. 10)

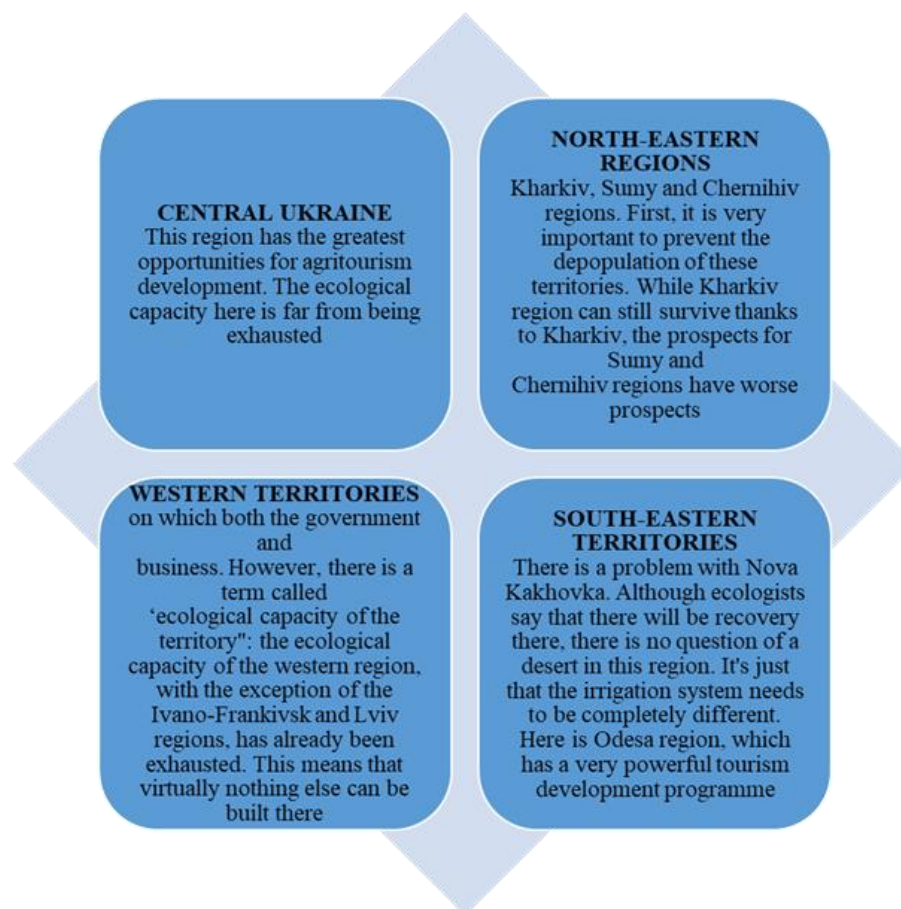


Figure 10. Specifics of agritourism specialisation in the regions of Ukraine

The analysis of the expert survey showed that the most likely opportunities for the development of agritourism in the regions in the current economic conditions are as follows (Table 9).

The Odesa region has a very powerful Tourism Development Programme, which has carried out key activities that have helped to promote the region both on the Ukrainian and international tourism markets and attract more tourists to Odesa.

In particular, 12 press tours, 3 promotional tours for Ukrainian and foreign media representatives and tour operators were held; 15 visits to other cities of Ukraine and countries of the world to implement the Odesa Comes to Visit project; 22 events: conferences, seminars, workshops [414].

Table 9.

Analysis of the attractiveness of agritourism in the regions (expert survey)

№	Region	Attractiveness is formed by the following components:
1	Agritourism in close proximity to major industrial centres	diversity of natural landscapes, proximity to the industrial centre, consumer awareness of the services provided, availability of infrastructure elements, satisfactory material and technical base and availability of cultural resources of hospitality
2	Agritourism in the vicinity of well-known health resort areas and places of mass tourist visitation	attractiveness is associated with nearby health resort areas and places that are popular with tourists
3	Agritourism in rural settlements remote from cities	The attractiveness lies in the satisfactory material and technical base, availability of cultural resources, and hospitality. Remoteness from the city makes it possible to meet the needs of holidaymakers in simple aspects of rural life: fishing, pet care

Compiled by the author on the basis of sociological research

The potential of agritourism in western Ukraine is high in regions such as Zakarpattia, Chernivtsi, Ternopil, Ivano-Frankivsk, Volyn and Khmelnytsky. These areas are characterised by a high level of conservation of natural reserves (14% on average), significant and concentrated nature conservation sites, a high percentage of rural population and an agriculture-based economy. These regions are the most

favourable environment for the development of agritourism in Ukraine.

Statistics from the Department of Tourism and Recreation of the Zakarpattia Regional State Administration show that tourism is playing an increasingly important role in the social and economic development of the region. As a result of the events in the country and the annexation of Crimea, western Ukraine has become more popular among holidaymakers, which is reflected in the increasing number of tourists. The demand for various services, such as recreational and tourist routes, hotels, restaurants and additional entertainment and other leisure activities, is also growing.

In recent years, a number of new tourism projects have been introduced in Zakarpattia, such as themed agro-tourism routes. In addition, the organisation of festivals has become an effective tool for the economic development of rural areas, drawing attention to the uniqueness of each.

Cities such as Rivne, Chernihiv, Lviv, Cherkasy, Zhytomyr, Odesa, Sumy and Kyiv have above-average tourism potential, which is reflected in the high level of protected areas (over 5% on average), nature conservation areas and forest cover (over 15%), with the exception of Odesa region, which has a high number of lakes. For example, tourism activities in Lviv region are managed by the Department of Tourism and Resorts of the Lviv Regional State Administration, whose tasks are to take measures to organise and develop the tourism sector, and to promote the region in Ukraine and abroad. In Lviv alone, about 20% of residents work in the tourism sector. Last year, the city's budget revenue from tourism totalled about UAH 200 million, and the total expenditure of tourists in Lviv last year was about UAH 21 billion. There are currently no alternative ways to cover the local budget deficit due to expenditures in the tourism industry, and the problem remains relevant for many cities, so it requires a prompt response from the government [415].

Poltava, Kherson, Vinnytsia, Kyiv, Kharkiv, Zaporizhzhia, Mykolaiv, Kropyvnytskyi have an average national tourism potential, with a low ratio of protected areas (7.2% below the average), low forest cover and a low concentration of nature conservation sites.

In the context of the military conflict, travelling in Ukraine has gained a new

context. In Kyiv region, rural tourism has begun to develop rapidly due to the favourable climate, fertile land and a variety of countryside recreation facilities.

At the initiative of the Kyiv Regional Military Administration, a network of tourist routes was created in the region as part of the enogastronomic project "Roads of Wine and Taste of Ukraine". The main objects of this network are gastronomic locations, such as restaurants, local producers open to the public, gastro-tourism complexes, etc. This project is aimed at solving key problems: preserving and developing the historical, cultural, and gastronomic heritage, attracting guests to visit Kyiv region, and supporting the economy. This experience of developing gastronomic tourism is being successfully implemented in the region [416].

In industrialised regions, particularly in Dnipro and Donetsk oblasts, the potential for ecotourism is low due to unfavourable environmental conditions, such as significant emissions of pollutants into the atmosphere. The difficult military and political situation in Donetsk region should also be taken into account, as it hampers the development of agritourism.

Overall, the assessment of Ukraine's agritourism potential shows high potential for agritourism development in the western and northern regions, while the opportunities for eastern and central Ukraine are less pronounced. These regions have sufficient material and technical resources to receive and accommodate agritourists.

Most regions regulate the improvement of the quality of tourism services by creating regional tourism development programmes. According to statistical studies, the analysis of the needs of citizens shows a steady increase in demand for agritourism services.

Over the past ten years, agritourism in Ukraine has made a significant leap in development. The rapid growth of this sector of the tourism industry, which, according to research, is up to 6% per annum, is driven by the following factors, as shown in Fig. 2.11.

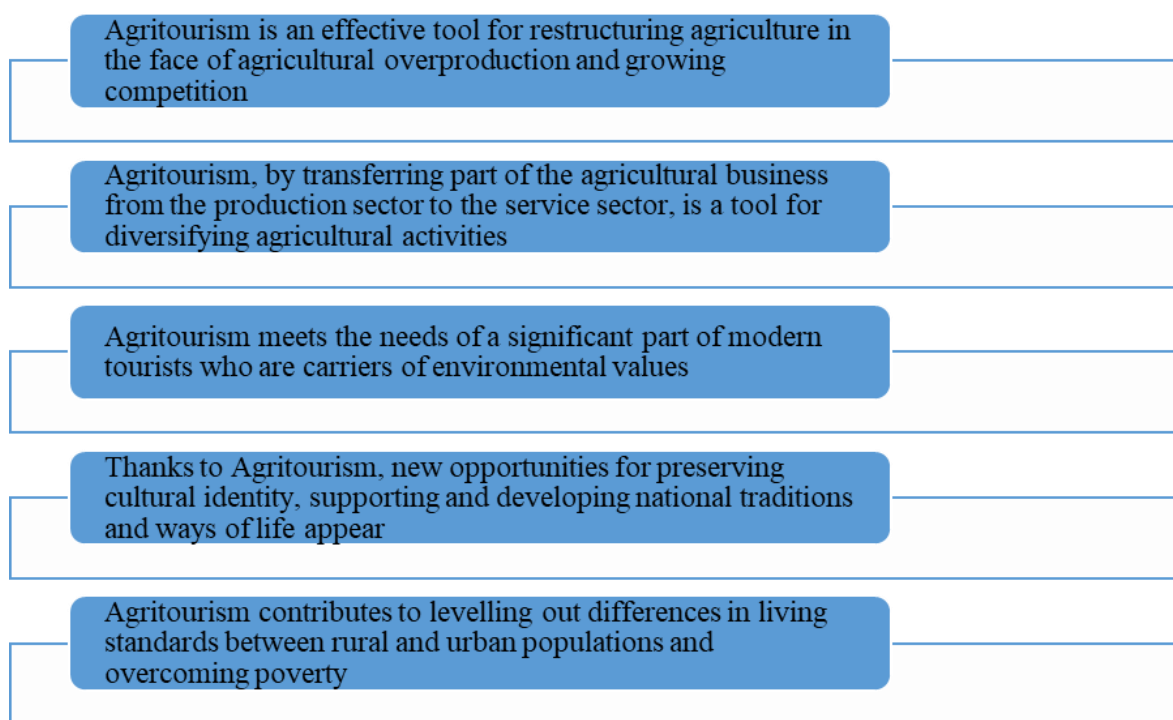


Figure 11. Factors that ensure rapid growth of agritourism

There is every reason to believe that the trend of active growth in agritourism will continue for a long time, including through the involvement of new regions in this area. The western and southern regions of Ukraine have the highest suitability for joint agricultural and agritourism activities, with an aggregate score of 8 out of 10 in these sectors, and a total potential of 79.2%, with an average of 60.5% [417].

Agricultural tourism involves agricultural activities, which, for geographical and natural reasons, are best developed in southern Ukraine. But, as practice shows, the theory does not always fit seamlessly into reality. That is why there is a very wide geographical spread among the regions of Ukraine that are actively developing rural tourism, which indicates that not only natural and climatic factors, but also many other factors influence development.

Unfortunately, all of this data is very uninviting, as it is still not entirely clear what can be classified as a rural tourism facility, and not everyone involved in tourism activities is officially registered, so it is difficult to provide an accurate map of the state of rural tourism and agritourism at any given time. For example, if you look at non-governmental organisations such as associations, you can find only 46 sites across.

Ukraine on their website, which is also a portal for posting rural recreation offers (according to the Ukrainian Association of Active and Ecological Tourism, these are identical concepts) [399].

The data of the second portal "Travelling in Kyiv region" lists 9 recreation centres in Kyiv region and 56 parks in Kyiv region [418]. However, the figures should not be fully believed, as registration on the website is free and accessible to everyone, while the actual presence of the facility is not checked, nor is the description of the facility consistent with reality. All of this, to some extent, complicates the assessment of the level of agritourism development in Ukraine, along with the lack of a legislative framework for rural and agritourism in Ukraine. The problem of the lack of accurate and up-to-date tourism statistics in Ukraine became apparent at the thematic conferences. Despite widespread discussions of the importance of this information, participants often use foreign data, and even though there is a department of economic analytics, statistics, standardisation and science in the Department of Tourism and Resorts of the Ministry of Economic Development, Trade and Agriculture of Ukraine, domestic data is not made publicly available. This creates a gap in national tourism analytics and benchmarking. In other countries, access to analytics and a full set of tourism indicators is standard, which opens up opportunities for establishing an effective strategy for the development of the tourism sector. Ensuring access to domestic data can determine the success and sustainability of national tourism, providing the necessary basis for informed decision-making and prioritisation in this important area [412].

The need to create a legal framework for legal tourism activities in rural areas is widely recognised. In addition, Ukrainian tourism legislation is also morally outdated. Given the vector of foreign policy, it is advisable to use tourism as a platform for testing European standards and principles. It is necessary to bring the provisions of the Law "On Tourism" in line with EU directives in the tourism sector, primarily EU Directive 90/314 of 13.06.1990 on integrated tourism, recreation and tours. The law should be more applied rather than declarative, and should contain the basic requirements and mechanisms for the sale of services by tourism enterprises.

Taking into account the factors that influence the development of agritourism and how the war has changed the potential of the regions, we define the entire territory of Ukraine as the object of research on the attractiveness of agritourism. This correlates with the regions where sociological research was conducted. This approach to choosing the object of study, namely the whole of Ukraine, is reasonable and logical, especially given the emphasis on large cities as a key market for agritourism services. The excursion format of agritourism and weekend tours, which can be comfortably carried out within 150-200 kilometres of megacities, fully meet the preferences of urban residents.

As part of the decentralisation reform, along with budget decentralisation, a significant part of the powers and responsibilities in the financial and budgetary spheres is being transferred to the local level, in particular to the newly created amalgamated territorial communities, which will now be responsible for solving a set of complex problems, depending on a number of socio-economic factors.

SWOT-analysis of the conditions for the development of agritourism in Ukraine
Table 10.

Table 10.

SWOT-analysis of the conditions for the development of agritourism in Ukraine

STRENGTHS (S) :	WEAKNESSES (W) :
- multinational population; - beautiful landscapes, rich flora and fauna; - the presence of the sea, rivers, lakes, estuaries, and protected areas; - a wealth of historical and cultural attractions; - preserved traditions and crafts; - hospitality of the population; - low cost of accommodation and meals. - a large number of individual operators that traditionally welcome visitors. - preserved rural traditions.	- poor infrastructure for agritourism, including roads; - poor quality of overnight accommodation; - insufficient promotion of agritourism among Ukrainians and the lack of advertising in European countries; - hosts' lack of knowledge of foreign languages; - Ukraine's not very attractive image in the eyes of foreigners; - lack of a seat reservation system; - insufficient assistance from the state and regional state administration. - most estates are not registered anywhere and do not pay taxes.

OPPORTUNITIES (O) :	THREATS (T) :
- the development of rural tourism will significantly increase rural incomes, which will improve economic development of villages; - increasing employment of the rural population; - the arrival of tourists will contribute to greater care and therefore better conservation cultural and historical monuments of the region; - creation of new jobs in the field of services, medicine, transport, and networks that will be able to provide jobs for graduates of higher education institutions; - restoration of folk crafts; - improving the environmental condition of villages; - Improving the infrastructure of villages, in particular roads; - interest of foreign tourists in recreation in villages.	- military operations on the territory of the country; - the economic crisis may have a negative impact on tourism; - significant unemployment creates the basis for to increase crime, which will deter potential tourists; - rivalry and lack of coordination between different organisations involved in promotion of agritourism, hinders Implementation of common strategic goals development of rural tourism in the region; - a poor political image is not conducive to foreign investors; - lack of political stability hinders the organisation of agritourism.

Compiled by the author on the basis of generalisation of a significant amount of factual information from open sources.

The analysis allows for an objective assessment of weaknesses and threats to agritourism development. Consideration of strengths indicates potential opportunities and the formation of an effective strategy to strengthen them. Taking into account the results of the SWOT analysis, the following measures can be recommended for further development of agritourism in the administrative regions of the country (Fig. 12).

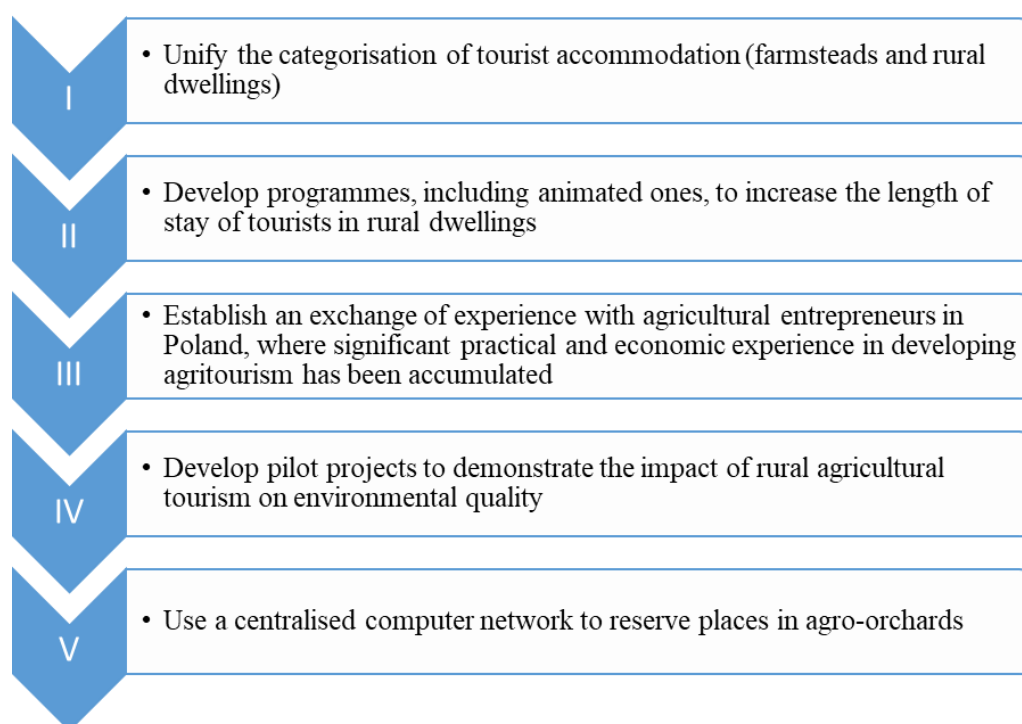


Figure 12. Measures to further develop agritourism

The system of regional management and marketing of agritourism should be built taking into account the key "growth points" identified by the SWOT analysis.

Thus, the traditional picture of the regions is changing somewhat. However, we cannot ignore the traditional nature of agritourism development that has been taking place in our country for decades. In their answers, our experts pointed more to the traditional agritourism regions in the country.

The World Tourism Organisation, of which Ukraine is a member, has called on governments to support small and medium-sized enterprises in tourism, as they account for 80% of the sector. We propose to local governments as the engines of agritourism development in Ukraine:

1. Update service standards, create a convenient and transparent hotel categorisation system, create an electronic register of all tourism businesses, and ensure transparent financial coverage of tourist losses.

2. The government should definitely cut taxes. Introduce tax holidays for accommodation facilities, domestic transport and the cultural industry. Only during the lockdown did Ukraine not introduce a reduced VAT for the hospitality, culture and sports industries. Ukraine also needs economic zones with special conditions for

investors in the tourism industry, as was the case in Georgia.

3. Infrastructure and communication. The martial law in Ukraine requires a push to modernise communications and internet connectivity.

4. Communities need to be taught how to create and promote a tourism product. A separate area is university education. Curricula need to be updated and more practical in the Ukrainian hospitality sector: not only to send students to practice as animators in Turkey, but also to encourage domestic businesses to attract young people and create practical programmes for them.

5. Calmness and perception of everything as an opportunity. After the crisis, many countries will "reset", and we have a real chance to catch up with the leaders.

In summary, we can say that our empirical research is relevant and its results can be important in Ukraine. Based on the analysis of rural tourism websites, the opinions of our experts, and the results of a sociological survey, we have identified the following attractiveness factors: the role of an information and advisory service in supporting the organisation of agritourism; models of agritourism development; and the problems of training qualified personnel for agritourism. We considered the stages of agritourism development and identified trends in recent years. We analysed the proposals for the development of agritourism and attractions identified by experts. We considered the work of the participatory principle in the organisation of agritourism, which, in our opinion, is especially relevant in the context of decentralisation of power and the creation of UTCs. Our research has shown that three actors are interested in the development of agritourism: the government, business and the territorial community.