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НАУКОВИЙ ВІСНИК МУКАЧІВСЬКОГО ДЕРЖАВНОГО УНІВЕРСИТЕТУ

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Rural Tourism: Diversification and Modernisation of Tourist Infrastructure (on the Materials of the Transcarpathian Region)

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Abstract. In modern conditions, one of the promising areas of diversification of the rural economy in the Transcarpathian region is the rapid development of rural tourism. This is largely due to the concentration of unique natural and climatic, historical, cultural, and national-ethnic resources in rural areas. The assigning of tourism as one of the important priorities of rural economic development in decentralisation has intensified research to study the main trends in rural local tourism markets, the efficiency of tourism and recreational resources, and the level of tourism infrastructure, the quality of which creates an integrated tourism product to meet needs of tourists. The research aims to analyse and assess the level of development of functional tourism infrastructure and its impact on the efficiency of local rural tourism markets, the quality of tourism services, and outline promising areas for its development. By the purpose of the article, considerable attention is paid to the analysis of the existing network of health resorts, tourist and recreational facilities that make up the material and technical base and infrastructure of tourism. Given that the most popular type of tourism in the region is rural green tourism, the paper clarifies the main factors that determine its rapid development. Much attention is paid to the analysis of factors that negatively affect the development of tourist infrastructure. It is proved that the weakest link in the infrastructure chain of the market of tourist services is the state of development of “soft” infrastructure. The perspective directions of the development of “soft” infrastructure of rural tourism are outlined, focusing on the development of innovation-institutional, innovation-organisational, information-communicative, and security components. It is proved that the development of “soft” tourist infrastructure is an important area of diversification and modernisation of the rural economy, which in combination with socio-mental modernisation can ensure sustainable development of rural areas of Transcarpathia

Keywords: rural tourism, infrastructure, territorial communities, modernisation, diversification, decentralisation

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Introduction

The urgency of the study of this problem is determined by the fact that Transcarpathia has the necessary prerequisites for the development of tourism – the presence of landscapes, unique ecosystems, natural and cultural monuments, recreation centers, health facilities, significant labor potential, especially in rural areas. These factors allow developing various types of active and cognitive recreation, to form their tourism product and successfully sell it on the Ukrainian and foreign markets to attract foreign tourists. Assessment of the natural resource potential of the region indicates that a significant share in their structure is occupied by tourist and recreational resources, the use of which in economic terms is possible only through the development of various tourism activities and their priority areas. The inclusion of tourism entrepreneurship in the sphere of economic priorities becomes an important factor in intensifying the processes of economic life in rural areas, creating the basis for the transition from a mono-sectoral structure of the rural economy to multifunctional development of rural areas [1]. The existing tourist and recreational potential, together with the high propensity of the region's population to entrepreneurial activity, require the implementation of a rational, purposeful policy in the tourism sector, which lays the foundation for creating a modern and competitive tourist complex. In particular, rural territorial communities, such as Transcarpathia is the least urbanised region of Ukraine. Development of tourism in the region can be seen as a tool of solving the problem of employment of the rural population, especially young people because the tourism business has a clear youth profile and thus stabilises the situation in local rural labor markets, and minimises large-scale labor migration, the core of which is youth. Sociological monitoring conducted in the Zakarpattia region in 2018-2020 by scholars from the Regional Center and Mukachevo State University to study the migratory activity of student youth showed high migratory sentiments of respondents, especially among students of vocational schools, where 39.2% would leave the region if possible, 13.8% would go to a permanent place of residence abroad, and 13.8% would go for a few years to improve their financial situation; among university students the answers to these questions were distributed respectively – 20.8% and 21.7% [2]. The second important issue solved by the development of the tourism business is the expansion of the source base of local budgets of territorial communities, as evidenced by the experience of many countries, where tourism is an important area of the economy.

To develop domestic and outbound tourism, it is essential to understand the need to study regional tourism resources and their rational use [3; 4]. Today, the tourism business in Zakarpattia is at the stage of structural transformation, institutional formation, and formation of intra-sectoral, intersectoral, and foreign economic relations. Analysis of socio-economic programs of local communities indicates that the vast majority of them attribute tourism to the strategic priorities, which significantly increases the im-

portance of the in-depth study of theoretical doctrines and mechanisms of the tourism market, development of functional and general infrastructure that balances demand and offer for tourist services and support of local tourist markets in equilibrium.

Therefore, according to the above, the purpose of the research article is to determine the level of development of the functional component of tourism infrastructure, its impact on the quality and efficiency of tourism services within rural local tourism markets, and identify promising areas for further development.

Literature Review

The active development of rural tourism, its transformation into one of the important catalysts for the socio-economic development of rural areas, has significantly intensified scientific research on this issue. This is because the accelerated development of rural tourism, namely green, ecological, and agritourism [3] can minimise labor migration processes.

Analysis of scientific publications indicates the multifaceted nature of the research problem. In particular, in the works of I.V. Berezhna [4], M.I. Dolishny [5], V.I. Matsola [6], D.V. Nikolaenko [7] the issues of essence and analysis of tourist and recreational potential, its component structure, methods of economic assessment of natural resources based on differential rent are investigated. The researcher V.S. Kravtsiv in his scientific works considers the potential of the recreational component of the Carpathian region, as well as provides an analysis of the legislative and regulatory framework for the regulation of the recreational sphere [8]. For her part, V.H. Ivanova focuses on the concept of “rural tourism”, according to which she carries out a correlative analysis of “rural tourism” and “agritourism”, as well as proposes the legislative and regulatory design of these concepts [9]. The scholar V.V. Papp provides practical advices on implementing and improving the efficiency of rural tourism on the example of creating tourism routes of different targets [10]. A similar research topic was chosen by such authors as L.Yu. Matviichuk, I.V. Tyshchuk [11], T.I. Tkachenko [12], A.V. Babkin [13], V.F. Kyfiak [14] in particular, these researchers deepen the content burden on the structuring of rural tourism, green tourism, agritourism, and ecotourism.

Research of problems of formation, functioning, and development of infrastructure of the market of tourist services was reflected in works of V.D. Beznosiuk [15], V.Ya. Brych [16], V.S. Mazur, O.V. Muzychenko-Kozlovska [17], A. Holod [18]. At the same time V.V. Hoblyk [19], N.V. Kostenko [20], K.A. Dudkina [21], I.V. Davydenko [22] consider the components of the formation and implementation of innovative policies for the development of tourism and recreation, the place and role of clusters in it as a mechanism for using resources and integrating efforts to solve the problem of the region.

However, many problems related to the effective development of the tourism sector, especially its rural segment, the development of innovation infrastructure are

insufficiently studied, which harms the practical solution of this problem. Hence, the relevance and importance of scientific analysis of the functioning of local rural tourism markets, and the need for an integrated approach to the development of tourism infrastructure as an important subsystem of the rural economy.

Materials and Methods

The research on the selected issue of rural tourism was conducted in two stages. The first stage of scientific research involved providing a general description of the rural tourist infrastructure of the Transcarpathian region based on the analysis of the theoretical basis of the study, based on the works of Ukrainian and foreign scientists, as well as passports of rural settlements, data from the bodies of State Statistics, and the program of development of tourism and resorts of the Transcarpathian region for 2021-2023 [1]. The second stage of the research was aimed at identifying key components of the potential development of rural tourism infrastructure in Transcarpathia, in particular, such as innovation-institutional, innovation-organisational, infocommunicational, and security components. At the same time, during the second stage of the study as additional information on the state of trends in rural tourism and the level of infrastructure, the authors used data from a sociological experiment, which covered about 450 owners of rural estates providing tourism services. The level of comfort and service, quality of food, tourism software, effectiveness of safety measures, availability of additional conditions for children's recreation were registered. The study of the impact of these factors on the growth of demand for tourism services is important from an instrumental and theoretical point of view, as they allow to identify empirical data on key indicators that affect the development of rural tourism.

In the process of research a set of general scientific research methods was used – synthesis, analysis, inductive and deductive methods, etc., as well as special methods – monitoring of owners of rural estates, rural entrepreneurs, employees of local governments. In particular, the methods of analysis and synthesis were used in the process of processing the source base of the study during the first stage of scientific research. The statistical method of research was used to describe the material and technical base and infrastructure of tourism in Transcarpathia, key tourist areas, characteristics of personal farms and private estates of villagers who provide tourist services, etc. The method of induction helped to consider the general state of the tourist infrastructure of rural areas of the Transcarpathian region in the aggregate of its individual components. The method of deduction was applied in the process of characterisation of perspective directions of development of rural tourist infrastructure of Zakarpattia region. In addition, the method of data processing was used while analysing the statistical indicators. The method of systematisation helped to visualise the main forms of Internet use in the provision of tourist services and the scheme of the impact of diversification and modernisation of the infrastructure of the tourist services

market on socio-economic development of rural settlements on the example of Transcarpathia. The generalisation method was used to summarise the research and make recommendations for improving rural tourism.

Therefore, the study was built in accordance with the principles of structural-formal and systematic approaches, which contributed to the comprehensive consideration of rural tourism in the context of such aspects as diversification and modernisation of tourism infrastructure.

Results and Discussion

General characteristics of the tourist infrastructure of Transcarpathian rural areas

Transcarpathia has significant recreational and tourist resources, which are not only national but also international. With a few exceptions, the entire territory of the region is characterised by exceptionally favorable, natural, and climatic conditions and the availability of various recreational and tourist resources for active recreation and health of people, conducting various types of tourist activities. Available natural, historical, cultural, and socio-economic resources, which together form the recreational and tourist potential, which means “components of the geographical environment and objects of anthropogenic activity, which due to such properties as uniqueness, historical or artistic value, originality, aesthetic attractiveness, and health significance” [23] turn the region into a center of recreational and tourist activities in Ukraine. Today this fundamental moment determines the directions, intensity, and dynamics of structural reforms in the economy of Transcarpathia, making the tourism and recreation sphere one of the most important economic priorities. The inclusion of tourism in the priority areas of management has given a positive impetus to the development of tourism infrastructure, the level of development of which is one of the most significant factors of attractiveness and competitive advantage in providing tourism services, achieving their high quality. The network of health resorts, tourist-recreational and hotel establishments, which make up the material and technical base and infrastructure of tourism, today has 511 objects, in particular: 148 hotels, 18 sanatoriums, 362 tourist objects and mountain shelters, 10 motels, 4 hostels. There are 105 developed tourist routes in the region, the total length of which is 204.9 km, many of which are marked. There are 63 ski lifts and 44 ski equipment rental points in the mountain settlements. The dynamic development of tourism is facilitated by a developed network of nature reserves, including 459 objects, the most important of which are 3 national parks, 1 regional landscape park, 19 reserves of national and 49 of local importance, 329 natural monuments of local importance. The number of business entities operating in the market of tourist services is growing rapidly. During 2015-2020, there was a significant increase in tour operators, the number of which increased from 67 to 91, there are 25 tourist information centers. The development of rural tourism in its various forms is characterised by positive dynamics – green, eco- and agritourism, weekend tourism, etc.

Unfortunately, the ability to analyse trends in rural tourism, its impact on the socio-economic development of rural settlements are limited by available statistical information that is incomplete or discrete. Therefore, the problem of assessing its dynamics of development of existing infrastructure, material and technical base is studied based on individual scientific approaches, sample statistical materials, passports of rural settlements, programs of socio-economic development of communities, expert assessments.

The analysis of the received array of information indicates the rapid development of rural tourism, which functions as a self-employed type of entrepreneurial activity based on personal farms and private estates of villagers to provide tourist services. The number of rural estates providing tourist services exceeds 600 units. For comparison, in 2018 their number was 460 units. As a result of the quantitative growth of business entities in the field of tourism in the region several local tourist areas were formed with centers in Yasinya, village Kvasy – Rakhiv district, village Vishka, village Uzhok, village Lumshory, st. Vojvodina – Uzhhorod district, village Pylypets, village Synevyr, village Soimy – Khust district, village Polyana – Mukachevo district. Their functioning indicates that a relatively new segment of tourism entrepreneurship is being formed in rural areas of the region – rural green tourism – as a specific form of recreation based on rural estates, which is gradually becoming a priority area of economic activity in rural areas.

The rapid development of rural tourism in its various forms is determined by the action of many factors that reinforce each other:

- first, the development of rural tourism in Transcarpathia has a history. Back in the 1930s lovers of rural exotics came to rest in the families of wealthy villagers from Prague, Bratislava, Budapest, and other European countries [24];
- second, the implementation of the multiplier effect of tourism entrepreneurship on the development of compatible and interconnected areas of the economy;
- third, the importance of rural tourism for the preservation and reproduction of local culture, folk customs and traditions, social integration of rural residents, expansion and strengthening of social ties both within the rural community and outside it [25];
- fourth, the realisation of a positive effect of scale due to the real ability to respond quickly and flexibly to fluctuations in demand for tourism products in the market of tourism services;
- fifth, the monitoring of local community development programs carried out by researchers from Transcarpathian Regional Centre for Socio-Economic and Humanities Research of NAS of Ukraine showed that the vast majority of communities link the prospects of their economic development in the context of decentralisation with the development of tourism business [26].

There are several other arguments, but the above is enough to understand the importance of rural tourism in community consolidation, acquisition of skills of collective action and cooperation of rural enterprises to serve the

tourism sphere, improving rural infrastructure, organising cultural and artistic events, solving rural employment issues, slowing down labor migration processes, reducing the poverty of the rural population. At the same time, the analysis of the efficiency of rural estates providing green tourism services shows that the capacity utilisation rate is 0.17 (in Lviv region – 0.23), the average length of stay of visitors decreased in rural estates located in traditional rural green tourism centers in regions from 3.4 to 2.7 days. The increase in the actual costs of rural estates per capita (from 104.4 to 117.8 UAH) reduces the economic efficiency of their activities, which can significantly limit the development of rural green tourism in the future [25]. The further development of rural green tourism is also complicated by the fact that it has less investment attractiveness for potential investors compared to other areas of capital investment in rural areas, including logging and agriculture. The reason for this is the lack of strong positions of the recreational complex in the international market of services, the need to invest much more than other areas, and low capital turnover in this area, and thus a longer payback period [26]. As a result, a serious problem in the tourism sector is “inconsistency of tourism infrastructure with the world level and modern requirements of the tourism market and low-quality tourism services, lack of favorable investment climate, leading to underdeveloped social infrastructure, insufficient staffing, management of the tourism industry” [27].

Given the above it becomes obvious that in the post-industrial model of development the key problem is the modernisation and diversification of the infrastructure of the regional tourism market, which means “a set of measures aimed at improving and updating facilities, institutions, organisations, communications, infrastructure, etc., bringing them in line with requirements and standards, technical conditions, quality indicators” [28].

In the infrastructural segment of rural settlements of the region, the road transport infrastructure has a significant impact on the development of tourism. An objective analysis of the state of the road surface and transport infrastructure shows that the implementation of the presidential program “Large Construction” opens wide opportunities for the development of tourism business in rural areas and makes them logistically and investment-attractive. Significant prospects for tourism development are opening up in connection with the implementation of the Small Carpathian Circle project, which envisages the construction of 132 km of roads in the Zakarpattia region. Thanks to the project, well-known tourist centers will be connected with modern road surfaces: Dyda and v. Yanoshi, Berehiv district, village Pylypets, village Izki, village Synevyrska Polyana in the Mizhhirya region, which will significantly reduce travel time. The project is also important because it opens space for intensifying interregional and international tourism ties, as European-level roads are planned to connect the famous resorts of the western regions of Ukraine and neighboring European countries – Poland and Romania.

At the same time, the unsatisfactory condition of

local roads remains an acute problem, accounting for 72.4% of the length of public roads. The quality of the road surface in the direction of mountain villages – centers of rural green tourism, in the assessment of the local population on a 5-point scale was distributed as follows: excellent – 3.25% (7 settlements), good – 21.3% (46 settlements), satisfactory – 23.3% (49 settlements), unsatisfactory – 46.9% (115 settlements). The high proportion of low-quality roads is a serious barrier to “many historical monuments, numerous tourist and recreational sites in Transcarpathia, especially in mountainous areas” [29]. Due to underfunding of the need for construction and maintenance of local roads in rural areas, there is virtually no roadside drainage, poor road maintenance in winter, no equipped car and bicycle parking lots. The current situation requires state support for infrastructure projects that require capital investment for the development of the network of public roads of local importance. Especially important is the creation of a wide direction of the highway Yasinya (highway H-09) – Uzhok (highway H-13), change of status, and reconstruction of the technical category of territorial highways T-07-22 Uzhok – Pidpolozya, T-07-18 Nyzhni Vorota – Volovets – Mizhhiriyi and sections of highways T-07-020 Mizhhiriyi – Kolochava – Bushtyno, T-07-28 Kolochava – Ust-Chorna – Kalyny – Bedevlya, forest road Lopukhiv – Yasinya. The construction and reconstruction of these roads are essential for the development of tourism, as they will connect all local tourist centers of Transcarpathia into a single node. This project can be implemented only based on public-private partnership, as there is a high share of roads of national importance, and the total cost of repairs is estimated at 4.580 billion UAH. No less significant is the development and arrangement of bicycle paths and road service facilities along highways in Khust, Tyachiv, and Rakhiv districts. The development of motorcycle tourism, heavy transport (jeeps, quad-bikes, etc.) can have a significant impetus for the development of tourism in the Berezhnyanshchyna region, provided that tourist routes are determined in a way that ensures respect for the natural environment.

The transformation of the sectoral structure of the economy of rural settlements in the region associated with the priority development of tourism is radically changing approaches to the formation of “soft” infrastructure. Today, it is the weakest link in the infrastructure chain of the tourism business. At the same time, the experience of many European countries shows the strengthening of its impact not only on tourism but also on economic growth. This term aggregates financial, innovative, institutional, informational, socio-cultural, and economic-legal, as well as business entities that maintain and ensure normal living conditions and the economy, health care, sociocultural sphere. In the tourism sector, this is a key component of maintaining competitiveness, based on which inter-municipal cooperation is intensified, inter-sectoral relations, optimisation of species specialization of tourism activities. The development of soft infrastructure involves investing in new technologies in the tourism sector,

the development of communication, the promotion of tourism services to the requirements of state standards, strengthening the interaction between business and NGOs. In the context of decentralisation, the catalyst for the development of soft infrastructure in rural areas is local communities, represented by local governments. In the field of tourism business, their task is to initiate the creation of innovation infrastructure, “industries, services, which are a set of innovation, information, advisory, educational, and other centers that can support all stages of innovation” [30].

Components of rural tourism infrastructure development in the Transcarpathian region

Based on numerous scientific studies, innovation processes in the development of rural tourism infrastructure in the Transcarpathian region should focus on the development of innovation-institutional, innovation-organisational, infocommunicational, and security components.

The development of innovation and institutional infrastructure involves increasing the role of the community council in stimulating and supporting business in the field of tourism. This requires, along with the functioning of the general, special, informational, regulatory infrastructure, the formation of a local network of tourist information centers of various forms of ownership in each rural territorial community. Their activities should ensure the transfer of new technologies in the tourism sector, building clear relationships and cooperation between business entities, exchange of positive experiences, transfer of new knowledge. Support of competition, the introduction of innovations, commercialisation of knowledge, and learning processes – these functions are the essence of their activities.

The development of innovation and organisational infrastructure is especially important. The research of mountain territorial communities of the region in the context of the perspective of their development in the conditions of decentralisation showed that 23 out of 24 studied communities assigned the development of tourism as one of the priorities. By types of tourist services, 23 communities plan to develop green tourism, sports – 7, environmental, equestrian, and hiking – 2 communities and only Velykobyckivska territorial community, except for the village Meadow does not link the prospect of economic development with tourism. The high share of communities whose socio-economic development is associated with the priority development of tourism makes it objectively necessary to form tourism clusters, which today are becoming an essential element of the creative economy. Structurally, they could include financial institutions as potential investment donors, advertising agencies, travel information centers, research institutions, business incubators, travel agencies. In essence, these structures will functionally provide tourism businesses with special skills, technologies, information, knowledge, capital, and information, which will significantly increase their competitiveness in the market of tourism services. The most promising in terms of resource provision in rural areas of

the region is the organisation of clusters by specialisation: green tourism (Khust, Tyachiv, and Rakhiv districts), health (Mukachevo district), cognitive and ecological (Rakhiv district), which will create a tourist and recreational product with the introduction of SMART specialisation to develop health tourism. Given the growing demand, the creation of a sports cluster is promising, in particular for the use of heavy vehicles on mountain routes (jeeps, motorcycles, ATVs) in the Berezhnyansk region. The cluster model of a business organisation allows its participants to combine their efforts to get an emergent effect, compared to what they would get by operating separately. It is equally important that clustering creates the basis for the creation of an integrated tourism product, which significantly improves the quality of services and meets the needs of tourists. This is confirmed by the activities of one of the first microclusters of ecotourism "Oberig" in Ukraine, which unites 10 agro-villages and more than 60 people (owners of agro-villages, guides, shop owners, etc.).

An important part of rural tourism infrastructure is its innovation and communication component. In the conditions of formation of information society along with traditional sources of information, the role of information and communication technologies which have a significant influence on the efficiency of functioning of rural tourism essentially grows. SWOT-analysis of the development of tourism in the region allows, with limited access to sources of information, to identify many serious problems that hinder the competitiveness of rural enterprises, namely:

- insufficiently developed infrastructure and communications, especially to remote rural tourist centers and territories, insufficient number of bilingual tourist signs and route markings (out of 105 developed tourist routes only a few of them are marked);
- non-compliance of the activity of tourist-infrastructure centers and centers for the promotion of tourist services with the requirements of state standards;
- insufficient information of tourists about the available excursion, animation, and other tourist services and products;
- weak connection of rural enterprises operating in the field of tourism business with tour operators and travel agents, the regional market of tourism services.

The noted weaknesses harm the development of rural tourism, as tourism is an information-dependent area, where new technologies and means of promoting new tourism products are tested. Expanding the possibilities of communication for the development of rural tourism is provided by modern infrastructure technologies – electronic and on-line communication using digital devices. The prospects of digital communication (e-communication) in the current conditions open rural businesses access to the Internet, without which today it is almost impossible to carry out tourism activities. Consumers of the tourism market feel the need for information (detailed description, photos, reviews), which cannot satisfy either the print media or, moreover, such media like television and radio. Of particular interest in the organisation of rural tourism are the following forms of Internet use (Fig. 1):

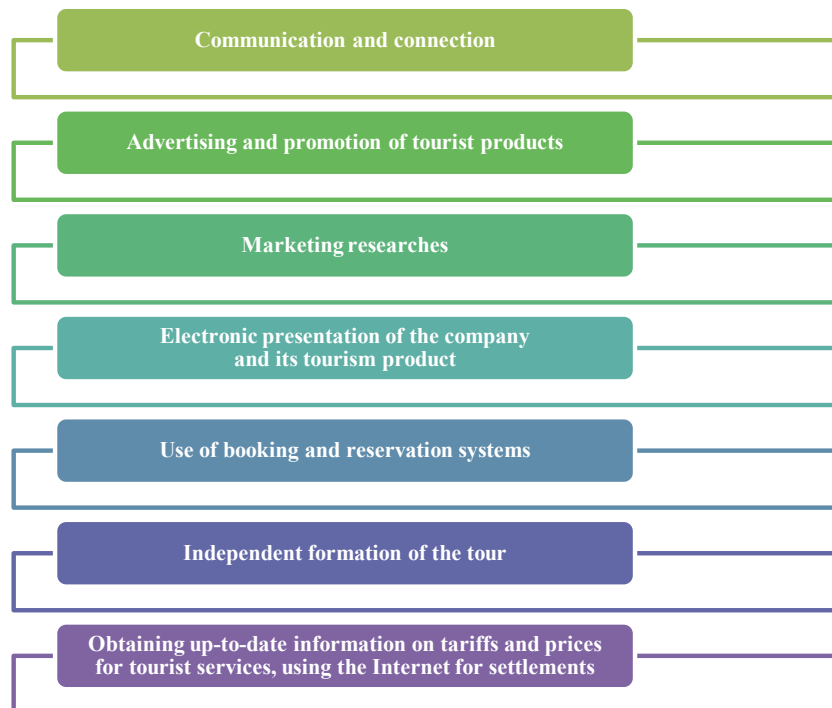


Figure 1. Forms of using the Internet in the process of organising rural tourism

According to the above, it is obvious that such factors as the development of the Internet in rural areas, its quality functioning, increasing the number of Internet users today are among the most important prerequisites that will determine

the vector of rural tourism in the region. The growing demand for active tourism – water, mountain, hiking, skiing, speleology, quad biking, jeeps, motorcycles, etc. – requires the development of security infrastructure. This is because

active tourism involves tourists in the natural environment, usually remote from rural settlements, which does not exclude the danger and threats to their health.

Ensuring safety standards and norms on active tourist routes requires a comprehensive approach to its solution. On the one hand, this requires improving the general culture of tourists and promoting safety and a culture of safe routes. This is achieved through improved information support, in particular:

- issue of special methodological literature on the technique of passing routes;
- conducting interviews and briefings with tourists on environmental safety;
- issue of cartographic and information material, reflecting possible obstacles, marked routes, shelters, medical care points.

On the other hand, no less important task is to ensure the safety of tourists in rural estates, summer houses, bases, campsites. This requires local governments to monitor compliance with building codes and regulations in the

design and construction of tourist facilities, safety requirements for maintenance of buildings, structures, and equipment established by regulations, guarantee the personal safety of tourists and the safety of their property. Equally important issues related to tourist safety are the uniform placement of rescue teams in rural settlements and the organisation of rescue centers in places of mass tourism, which must have proper communication with all actors in the community and the region. The outlined range of problems related to the provision of real assistance to tourists in the event of an emergency will create a highly effective security system in any emergency.

Thus, the development of “soft” infrastructure, in particular, its important links such as innovation-institutional, organisational, information-communication, and security can diversify and modernise the tourist infrastructure of the village, create an integrated tourism product, implementation of the multiplier effect on socio-economic development of rural settlements (Fig. 2).

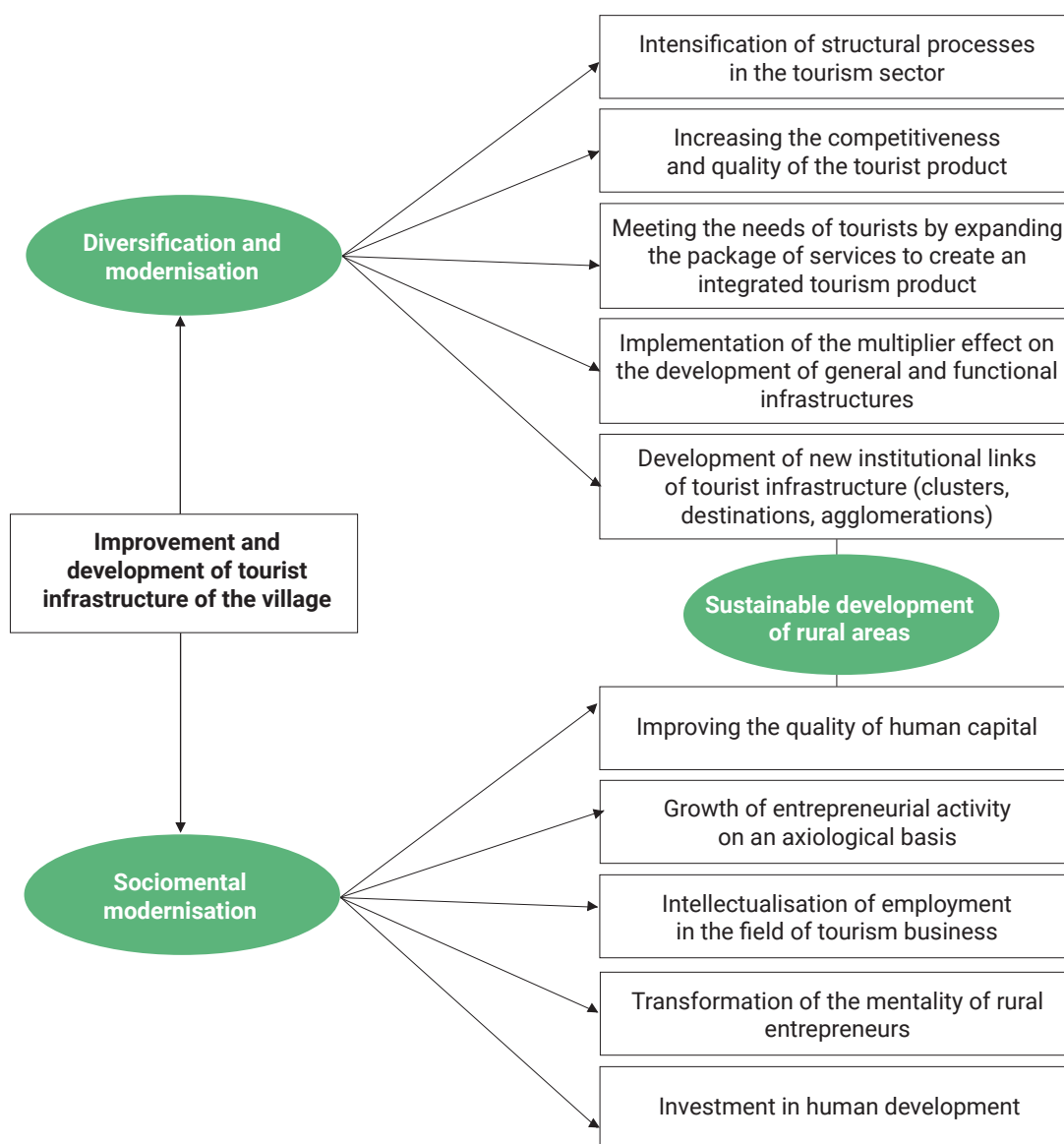


Figure 2. Algorithm of influence of diversification and modernisation of infrastructure of the market of tourist services on social and economic development of rural settlements

Source: authors' own development

Thus, the innovation component becomes the defining dominant of the process of modernisation of rural infrastructure of the tourist services market, as it can have a direct impact on the intensification of structural processes in tourism, ensure high-quality tourism services, offer an integrated tourism product, form new institutional infrastructure links, agglomerations, innovation centers, etc.

Under the influence of these processes, there is a profound transformation in the development of the human capital of the village, which acts as a strategic resource and a factor in the socio-economic growth of tourist destinations, ensuring a careful attitude to the use of tourist locations. Hence, the profound changes in the mental and psychological attitudes of rural society, the formation of which is carried out on axiological principles, which open space for cultivating a system of values, in particular in business – the need for self-development, skills management, and marketing, creativity, strengthening local entities. Of course, it is almost impossible to solve this complex problem by rural communities, which requires state support for infrastructure projects that require significant capital investment, public investment in science, new technologies, innovation,

entrepreneurship, human capital, education, health care, i.e., those areas that are organically related to tourism [31].

Conclusions

The analysis of the main functions implemented by infrastructure units in conjunction with the local-specific nature of the subregional markets of rural tourism services indicates that the tourism infrastructure has a clear network nature, as it organically interacts with social and socio-cultural, takes an active part in the creation of a tourist product, and ensures the effective operation of all economic entities. This leads to an important conclusion, the essence of which is the need to develop infrastructure comprehensively, as it is a complex subsystem of the rural economy in which all links are correlated. A comprehensive assessment of the level of dynamics of its development should be carried out to study the existing problems of each infrastructure facility and take preventive measures to optimise their activities. The economic essence of rural infrastructure is that the higher the level of its development, the more attractive it is for investment, innovation, the attraction of highly qualified workers in the field of tourism.

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Сільський туризм: диверсифікація і модернізація туристичної інфраструктури (на матеріалах Закарпатської області)

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Анотація. У сучасних умовах одним із перспективних напрямів диверсифікації сільської економіки в Закарпатській області є швидкий розвиток сільського туризму. Цьому значно сприяє зосередження в сільській місцевості унікальних природо-кліматичних, історико-культурних і національно-етнічних ресурсів. Віднесення туристичної сфери до одного з важливих пріоритетів розвитку сільської економіки в умовах децентралізації активізувало наукові пошуки дослідження основних тенденцій функціонування сільських локальних туристичних ринків, ефективність використання туристично-рекреаційних ресурсів, рівень розвитку туристичної інфраструктури, якісне функціонування якої створює можливість надання інтегрованого туристичного продукту з метою задоволення потреб туристів. Метою наукової роботи є аналіз та оцінка рівня розвитку функціональної туристичної інфраструктури та її вплив на ефективність функціонування локальних сільських туристичних ринків, якість наданих туристичних послуг та окреслення перспективних напрямів її розвитку. Відповідно до поставленої мети у статті значна увага приділена аналізу наявної мережі оздоровчо-курортних, туристично-рекреаційних об'єктів, які становлять матеріально-технічну базу та інфраструктуру туризму. Враховуючи те, що найбільш масовим видом туристичної діяльності в регіоні є сільський зелений туризм, в роботі з'ясовано основні чинники, які детермінують його швидкий розвиток. Значна увага приділена аналізу чинників, які негативно впливають на розвиток туристичної інфраструктури. Доведено, що найслабшою ланкою в інфраструктурному ланцюгу ринку туристичних послуг є рівень розвитку «м'якої» (soft) інфраструктури. Окреслено перспективні напрями розвитку «м'якої» інфраструктури сільського туризму, зосередивши увагу на розвитку інноваційно-інституційної, інноваційно-організаційної, інформаційно-комунікативної та безпекової складових. Доведено, що розвиток «м'якої» туристичної інфраструктури є важливим напрямом диверсифікації та модернізації сільської економіки, що в сукупності з соціоментальною модернізацією здатні забезпечити сталий розвиток сільських територій Закарпаття

Ключові слова: зелений туризм, «м'яка» інфраструктура, територіальні громади, модернізація, диверсифікація, децентралізація