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УДК 338.48-44(23.0):001.895-047.22(100)(045)=111

SECTOR OF MOUNTAIN SETTLEMENTS USE OF INNOVATIVE FOREIGN EXPERIENCE IN THE TOURISM

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ВИКОРИСТАННЯ ІННОВАЦІЙНОГО ЗАКОРДОННОГО ДОСВІДУ У ТУРИСТИЧНІЙ СФЕРІ ГІРСЬКИХ НАСЕЛЕНИХ ПУНКТИВ

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Recreational tourism is becoming more and more popular and popular every year in the vast majority of countries around the world, especially those countries that have significant recreational resources. The development of society causes environmental, demographic, and economic problems,

which require the systematic rehabilitation of people to restore health and physical and spiritual strength.

In this work, the object of study of tourist and recreational activities is the generalization of foreign experience and opportunities for its application in the territorial communities of mountain settlements of the Transcarpathian region.

Features of the development of recreational and tourist complex, organization of its activities taking into account foreign experience is devoted to the work of such leading scientists as M. I. Dolishniy, V. I. Matsola, V. V. Hotra, V. P. Miklovda, M. I. Pityulich, O. M. Kalchenko, V. V. Horlachuk, O. M. Koval, V. V. Hoblyk.

This scientific article aims to analyze and summarize tourist and recreational activities using world experience and the opportunity to apply in mountain settlements. Based on this goal, the study aims to assess the effectiveness of the practical application of modern technologies in tourist and recreational activities of foreign countries in the Ukrainian Carpathians.

Key words: *recreational and tourist sphere, rural tourism, innovations, foreign countries.*

У статті об'єктом дослідження туристично-рекреаційної діяльності узагальнення зарубіжного досвіду та можливостей застосування його в територіальних громадах гірських населених пунктах Закарпатської області. Оцінено ефективність практичного застосування нових технологій в туристичній галузі. Визначено взаємозв'язок між сільським, фермерським та агротуризмом, визначено напрямки сільського туризму наявні в США та Європейських країнах. Визначено, що агротуризм найбільш динамічно розвивається в індустріальних країнах. Сільський туризм є невід'ємним елементом планів та стратегій соціально-економічного розвитку регіонів. Впровадження досвіду країн світу, враховуючи специфіку гірських населених пунктів Закарпаття, сприятиме прискореному соціально-економічному розвитку, покращенню зайнятості населення та соціальної сфери на гірських територіях.

Ключові слова: *рекреаційно-туристична сфера, сільський туризм, інновації, зарубіжні країни.*

The work of scientists who conduct a systematic analysis of the latest scientific developments in the field of tourism shows that modern tourism policy is manifested in the development and implementation of legal and organizational measures for the tourism industry and tourism market, and adapts to changes in tourism over the last ten to fifteen years.

The modern tourism industry is changing due to global economic changes related to social sentiments and trends such as the global crisis, climate change, demographic factors, and the problem of poverty, leading to a change in worldview. Interesting in terms of territorial differences, and tourist preferences, its goals are rural, agricultural, and farm tourism. For Ukraine, in particular for mountain territorial communities, the agricultural industry is of great importance and needs attention and development. With the emergence of new types of tourism, such as rural, farm, and agricultural tourism, which are highly developed in the United States and Europe, there is a need to conduct further research and determine the relationship between them. Researchers have identified two areas in the definition of rural tourism. First, it is the income that remains for the local population from the stay of tourists. Secondly, rural culture is a defining component of the tourist product, its quality. The American University of Powdery characterizes farm tourism as agricultural, which is conducted by farmers with tourists to collect agricultural products, organize recreation, train, and transfer skills to grow and process products in rural areas.

The European organization "EUROTER" sees that rural tourism should focus on preserving cultural heritage, protecting the environment, and preserving the traditions and customs of the people living in the area. According to the World Tourism Organization (WTO), agricultural tourism or rural tourism is one of the 5 main strategically important areas of tourism development in

the world until 2020. One of the most popular types of tourism abroad is rural tourism. More than 700 million tourists travel around the world every year, of which about 30% prefer rural tourism.

In Western Europe, this type of tourism product over the past 20 years has become a highly profitable independent industry in the tourism industry. Rural tourism has become widespread in countries such as Italy, the Czech Republic, Hungary, Great Britain, and Cyprus [1].

European countries have long understood that the organization of recreation in rural areas brings a small but stable income. In Western Europe, rural tourism brings about 20% of the total income of the tourism industry, and the money spent on this type of tourism industry is relatively small. Some foreign countries to improve the efficiency of sales and development of tourism products in rural areas are developing whole concepts created for development not only for this industry but also related industries such as the social sphere of rural settlements, educational development, new businesses, jobs, etc.

The development of rural tourism in most countries of the world is considered an integral part of the integrated socio-economic development of rural areas and their experience is important for Ukraine, especially for the population of the Carpathian Mountains. After all, the extremely attractive geographical location of the Carpathian region, whose neighbors are the European Union - Poland, Slovakia, Hungary, Romania, and the signing of the Association Agreement between Ukraine and the EU opens new opportunities to improve the development of the tourist complex. Border regions of neighboring states, in particular the Carpathian region, are characterized by a rich historical and cultural heritage (cities, church castles), many nationalities, and knowledge of historical and cultural values of the territories in which they live. Environmental management in the Carpathian region, based on improving the quality of natural resources in the relevant cross-border regions, as well as their human and social capital, will be accompanied by increasing the potential of the leisure industry in the foothills of the Carpathians [2].

Conclusions. Rural tourism allows not only to improve the living standards of the population living in these areas but also to find ways and means to preserve nature. In many countries, the development of this type of tourism has become the main direction of protection and reproduction of national rural landscapes. The development of tourism in rural areas is a tool of the redistributive model to reduce the gap between the most backward rural areas and other sectors of the economy. In fact, in many rural areas of Europe, agriculture has ceased to be the most important form of land use and the most important activity of the rural community, primarily due to the development of tourism, which primarily contributes to favorable investment and business environment in recreation, conservation, agricultural and tourism business, crafts and handicrafts, involvement in the production process of by-products of forest use, medicinal plants and their processing on the ground [3].

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