

CONCEPTION “GREEN WAYS” AS AN INTEGRAL PART OF PERMANENT DEVELOPMENT OF RURAL (GREEN) TOURISM

В статі систематизовано тематичний матеріал процесу розробки та впровадження ідеї «зеленого маршруту» - як культурно-пізнавального елементу туристичного продукту в сільській місцевості. Проаналізовано актуальність реалізації концепції «зелених маршрутів» в туристичній галузі, сільському (зеленому) туризмі зокрема.

Ключові слова: туристичний продукт, сільський (зелений) туризм, концепція «зелений маршрут», різновиди, складові елементи «зеленого маршруту»

Development and becoming of tourism industry, specifically ecological, rural (green) tourism are impossible without appraisal of present resource and nature potential of region, protection of environment, retention biological varieties of flora and fauna in complex with its popularization and economical employment.

The methodology's research of conception permanent development of rural (green) tourism in Carpathian region practiced such scientists as: M.A. Lendjel, G.S. Jemtzejj, V.K. Jevdokimenko, V.I. Mazola, M.M. Mironenko. In 2010 Stankevich-Volosjanчук O.I. offered 10 potential nature and cognitive routes, that includes bicycle, water, equestrian kind of sports, health and medicative, taster and gastronomic actions, entertaining, historical and architectural, festival performance and others in Transcarpathian region in the project “Ecological tourism: nature, history, culture“ [1].

Nowadays, the organization, practice introduction of “green ways” conception as a component part of ecological tourism and integral attribute of rural (green) tourism requires further subject attention and scientific modeling.

The purpose of given research are systematization of present thematic materials of “green ways” conception, actualization of organization, development and introduction “green ways” as an integral part of rest in mountain and rural regions.

Green ways – tourist, much functional, ecological way-bills that connected with culture and historical inheritance of locality. Green ways run across along nature passage, historical and commercial routes, rivers and railways. Green ways closely connected with protection of nature monuments, landscapes, culture and historical inheritance. The conception of creation “green ways” contains elements ecological, rural (green), historical and architectural, ethnographic and other varieties of tourism; propagate healthy way of life (using un motorized motor vehicle); promotes revival local handicrafts, creation of “local tourist product”, popularization of tourism industry.

The term «greenways» takes place from English arose up in USA in 1950 years XX century in context of recreation pedestrian and bicycle way-bills on certain territories, as one of the methods of popularization of healthy way of life. In European countries the idea of creation of green tourist routes began to spread in the 1980-1990 years. European

Greenways Association (EGWA) was created in 1997 year in the city Namure (Belgium), now it form part of 35 participants. On the modern stage in central Europe functions the program «Greenways» - the initiative of central European consortium “Environmental Partnership for Central Europe”, founded rewards for nominations: the best route to the type Greenways, the best initiative on the route to the type Greenways. The most active are countries: Belgium, England, France, Luxemburg, 6 independent founds of system “green ways” functions in Poland, Czech republic, Slovakia, Hungary, Romania and Bulgaria [1].

There is no special procedure of registration of tourist route in government bodies. To legalize developed tourist green ways one should to pass materials with detailed description and pictures in tourism management of regional state administration.

There are general criteria of green ways (concerned all categories of routes), and special criteria (concerned green ways of large extent). Tourist green ways develop dependency from conception, idea, thematically, for example: general acquainting, nature cognitive, healthy recreation, historical architectural and others. The main stages at organization “green ways” are:

- determination of interesting tourist objects on territory of region, development of green ways dependency from subject and methods of its carrying out;
- establishment of information billboards and pointers, illustrated maps with information about route;
- organization of commercial souvenir points, shops with wares of folk handicrafts and trade crafts;
- presence on the green way rest's establishments, food's shop, place tasting of specialties of local kitchen;
- developed transport infrastructure, availability.

Transcarpathian region has favorable conditions for development of tourism industry. Resource and nature potential of land (mineral, water, landed, faunistic resources) makes 2,5 % from total in Ukraine. Territory of Transcarpathian counts 12 castles and castles ruins of the Middle age, about 100-120 monuments of folk wooden architecture, churches and belfries; it is registered more than 2000 monuments of history, nature and architecture. After the chemical composition and medical properties mineral and thermal water after the conclusions of specialists don't give up the famous water Caucasus, Czech and France. Unique nature eco system of Carpathian biosphere preserve classifies to the most valuable ecosystem of Earth and belongs to international network of agency UNESCO (The United Nations Educational, Scientific and Cultural Organization) [2]. Transcarpathion consists from 13 regions; each of them has features for development tourism industry and elaborating tourist product. Green ways have varies character dependence on the subject, requirements purpose audience, seasons and terms of rest. Nowadays, organization of tourist leisure, specially in rural locality is self organized, owner of farmstead independently plan rest of tourists, offers them variety of leisure, all this requires high level of knowledge, permanent of self-education and perfection, co-operation with other tourist organizations.

The main specialties of rural green tourism are nature, environment and requires new emotions, impression, broadening culture and cognitive world view. Popularization and active employing “green ways” has important value for region, broadening employment of rural population through realization of products of nature production, conservation, souvenirs, and organization of feeding, excursions, master-classes, festivals, fairs and other.

Development of rural (green) tourism connected with such varieties tourism as farm, ecological, castle tourism, ethno tourism, folk tourism, wildlife tourism and is integral part of complex social and economic development of rural locality. The idea of creation of green tourist ways consolidated regions and tourist monuments, make leisure more high-quality, integral, gap-filling, culture, entertaining and cognitive. The efficiency of employment of green ways depends from initiative of local government states: organization of artistic and culture holidays, thematic festivals, master-classes, creation of shops, salons, expositions of souvenirs, hand made work, handicrafts, equipping of museums and other special centers are weighable instrument of enriching culture, region's history, increasing ecological population's consciousness, tourist product's quality on the whole.

Перелік використаних літературних джерел

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Концепція «зелені маршрути» як невід’ємна складова сталого розвитку сільського (зеленого) туризму