

III. ГЕОГРАФІЯ РЕКРЕАЦІЇ ТА ТУРИЗМУ

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INTRODUCTION OF SUSTAINABLE DEVELOPMENT ASPECTS IN THE FIELD OF RURAL TOURISM IN UKRAINE

Features of rural tourism are considered within the concepts of sustainable development and sustainable tourism development. Possibilities of assessing the degree of implementation of aspects of sustainability at the level of the tourism process participants are highlighted. The monitoring of the state of achievement of the goals of sustainable tourism development is platformed by the survey of owners of rural hospitable estates in Ukraine – members of the NGO "Union for Promotion of Rural Green Tourism Development in Ukraine", providing for the initial assessment of the implementation of aspects of sustainable development in the field of rural tourism in Ukraine.

The latter allowed us to identify the main sociodemographic indicators of the owners of rural hospitable estates in Ukraine and their farmsteads. The analysis of the level of estate owners' acknowledgment of the concept and goals of sustainable development, the study of the nature of the use of hired labor by the owners of rural hospitable estates, the level of implementation of aspects of environmental friendliness and responsible consumption serve to reveal the state, opportunities, and prospects of cooperation of rural hospitable estates with other participants of the tourist process.

It was found that the owners of estates not only have a common understanding of the concept of sustainability and its relevance but also actively endeavor to implement certain aspects of sustainability in the provision of rural tourism services.

Highlighted criteria for sustainability of rural hospitality services – economic (profitability, demand, stable tourist flows, expansion of activities, etc.), sociocultural (cooperation and partnership, cluster interaction, preservation of local traditions, opportunities for learning and personal development, etc.) and environmental (waste management, responsible consumption of resources, etc.).

The current needs and mechanisms of further acquaintance of the owners of rural hospitable estates with the issues of sustainable development are determined. Identified ways to ensure more sustainable activities for the provision of rural tourism services at different levels – the level of rural hospitable estate, community level and state level as elements of a complex, continuous and multifaceted process.

Keywords: *sustainable development, sustainable development of tourism, tourism, rural tourism, rural hospitable estate.*

Introduction. Nowadays, the issue of sustainability is one of the most controversial issues facing the tourism sector worldwide. Sustainability is a comprehensive umbrella term used to describe a paradigm that affects all aspects of human activity, taking into account concerns about the long-term future of the planet's resources and the ability to sustain a rapidly growing population (UNWTO, 2011). At the end of the XX century in world development, the tendencies associated with general economic growth and the negative consequences of its impact on the environment began to become quite noticeable. The need to move to a new economic paradigm of human life, based on the vision of the economy as a subsystem within the global ecosystem, led to the justification of the main provisions of the concept of sustainable development (Tkachenko, 2009).

According to the World Tourism Organization (UNWTO), sustainable tourism development manages the impact of tourism on the environment, economy and community of the destination, as well as supports and increases the destination's resources for the current and future needs of both tourists and host communities (UNWTO, 2007).

In contrast to mass tourism, rural tourism is directly related to the natural environment, agricultural activities, local products, daily community life, traditions, and cultural heritage. Thus, it is considered an alternative form of tourism aimed at supporting the local economy and compatible with the concept of sustainable development. Rural tourism can be developed in regions with rich nature, architecture, culture, and traditions, where people are hospitable and active, and local authorities support the idea (Zinko, Rutynskyi, Kudla etc., 2009).

Ukraine has also joined the global process of sustainable development. To establish a strategic framework for Ukraine's national development for the period up to 2030, an inclusive process of adapting sustainable development goals was launched – each global goal was considered taking into account national specifics. As a result, the development of sustainable tourism has been identified by the Ministry of Economic Development and Trade of Ukraine as one of the priorities of national sustainable development goals, which will serve as a basis for integrating efforts to ensure economic growth, social justice and rational nature management (*Sustainable development goals: Ukraine. National report, 2017*).

In order to implement systematic and effective solutions to ensure the sustainable development of tourism at the state level, it is first necessary to assess the degree of implementation of aspects of sustainability at the level of each participant in the tourism process. Unfortunately, the system of collecting tourism statistics in Ukraine is still under development, and centralized collection of any statistics in the field of rural tourism is impossible due to the peculiarities of national legislation, including the Law of Ukraine "On Household Plot" of May 15, 2003, which gives the owners of private farmsteads the right to provide rural tourism services without state registration of business entities. Monitoring of sustainable tourism in Ukraine is currently virtually non-existent, and any attempts to execute it are carried out point by point through the implementation of local or regional projects and with the predominant use of qualitative research methods.

Literature Review. A significant amount of foreign research in the field of rural tourism in recent decades emphasizes its special role in the implementation of aspects of sustainability (Roberts, Hall, 2001; Roberts, Hall, Morag, 2004; Hall, Kirkpatrick, Mitchell, 2005; Ammirato, Felicetti, Raso, Pansera, Violi, 2020; Ivona, 2021; López-Sanz, Leguía, Gutierrez-Rodriguez, Cuesta-Valiño, 2021), at the same time offering a wide range of specific cases and the application of various research methods on this issue.

Foreign studies identify rural tourism as one of the best tools for balancing the needs of tourists with the needs of rural host communities, which offers real opportunities for economic and social development while mitigating the adverse effects on the environment (Ammirato, Felicetti, Raso, Pansera, Violi, 2020), simultaneously exploring its relationship with various aspects of sustainability comprehensively in terms of organizational processes, management, supply and demand (Roberts, Hall, 2001), policymaking, networking and partnerships (Hall, Kirkpatrick, Mitchell, 2005), as well as the study of variables that affect the behavior and motivation of tourists and the image of the destination (López-Sanz, Leguía, Gutierrez-Rodriguez, Cuesta-Valiño, 2021).

Systematized international experience at the present stage defines clear and detailed criteria of sustainability for tourism and hospitality businesses and destinations – the criteria for sustainable development of tourism of the Global Sustainable Tourism Council (GSTC) (*Global Sustainable Tourism Council*), criteria of the European Tourism Indicators System for sustainable destination management (ETIS) (*European Tourism Indicators System for sustainable destination management*), sustainability criteria of TourCert (*TourCert*) and Green Destinations (*Green Destinations*) certification systems, etc., and, accordingly, provides opportunities for analysis in the context of tourism practice and sector management.

Consideration of the prospects for the introduction of such approaches has been already launched in Ukraine, emphasizing the need for analytical support to substantiate the recommendations and actions within various segments of the tourism sector, rural tourism in particular (Kiptenko, Motuzenko, 2021; Nosko, Prymachenko, Kiptenko, 2021).

Numerous publications in the Ukrainian academic space (Rutynskiy, Zinko, 2006; Tkachenko, 2009; Zinko, Rutynskiy, Kudla etc., 2009; *Development of sustainable rural tourism: Thematic guide*, 2007; Isaenko, Nikolaiev, Babikova, Biliavskiy, Smyrnov, 2014; Hazizova, Fenrych, 2016), at the same time provide a broad analytical basis of studied cases and testify to the expediency of researching the possibilities of assessing the degree of implementation of aspects of sustainability of rural tourism in the context of Ukrainian realities.

The purpose of the study is to conduct an initial assessment of the implementation of aspects of sustainability in the field of rural tourism in Ukraine and identify ways to ensure more sustainable activity of rural hospitable estates.

Methodology. The method of questionnaire survey was chosen to ensure the implementation of the objectives of the

study. A survey of owners of rural hospitable estates in Ukraine was conducted in May-June 2020 using Google Forms online tool. Owners of 46 estates – members of the NGO "Union for the Promotion of Rural Green Tourism Development in Ukraine" took part in the study, which at the time accounted for 35% of all hospitable estate owners among organization members and met the criteria of the representativeness of the sample.

The design of the questionnaire was determined by the need to obtain a sufficiently detailed initial slice of qualitative and quantitative information that would clarify, including in the spatial context, sociodemographic characteristics of farmsteads and their owners, assess the role of rural tourism activity in the households, the real practice of application of sustainable approaches in the daily activity of rural hospitable estates, awareness with the sustainable development goals and the need for receiving further information and training on sustainable tourism. The questionnaire was based on global systems for monitoring and control of the implementation of sustainable tourism aspects, which are widely used abroad – the criteria for sustainable development of tourism of the Global Sustainable Tourism Council (GSTC) (*Global Sustainable Tourism Council*) and the criteria of the European Tourism Indicators System for sustainable destination management (ETIS) (*European Tourism Indicators System for sustainable destination management*).

The questionnaire included seven thematic blocks, which contained a total of 55 questions: Block 1. General information (sociodemographic indicators); Block 2. Level of acquaintance with the goals of sustainable development; Block 3. Use of hired labor; Block 4. Ecology and responsible consumption; Block 5. Partnership for sustainable development; Block 6. Other; Block 7. Further acquaintance with the issues of sustainable development.

Most of the questions were offered a number of fixed answers. In addition, in some cases, it was possible to add your own answer, and several questions involved choosing several answers from the proposed list. Respondents were also asked to answer a few optional open-ended questions that specified previously received information.

Among others, the results of the survey are most consistent with the Sustainable Development Goals 8 (Decent Work and Economic Growth), 10 (Reduced Inequalities), 12 (Responsible Consumption and Production) and 17 (Partnerships for the Goals).

Results and Discussion. Survey block №1 was aimed at collecting information on the main sociodemographic characteristics of owners and their households (Table 1). Thus, both men (47.8 %) and women (52.2 %) are engaged in rural tourism in Ukraine almost equally. At the same time, middle-aged people are most often engaged in this type of activity – 40–49 years (34.8 %) and 50–59 years (34.8 %). Only one-fifth of homeowners are young people – 17.4 % are in the 30–39 age group and 4.3 % are under the age of 30, and 8.7 % of hospitable estate owners are over the age of 60. The vast majority of estate owners received full higher education (84.8 %) and only 15.2 % – vocational.

Table 1. Sociodemographic characteristics of the respondents

| Sex | | Age | | Level of education | |
|--------|--------|----------|--------|---|--------|
| Female | 52,2 % | under 30 | 4,3 % | elementary (1–4 grades) | 0 % |
| Male | 47,8 % | 30–39 | 17,4 % | secondary (secondary school, gymnasium, etc.) | 0 % |
| | | 40–49 | 34,8 % | vocational (school, college) | 15,2 % |
| | | 50–59 | 34,8 % | higher (university) | 84,8 % |
| | | over 60 | 8,7 % | | |

A quarter of respondents (26.1 %) said that they have been engaged in the provision of rural hospitality services for a not long period of time – up to 5 years, 41.3 % have been operating from 5 to 10 years, and 32.6 % – from 11 to 20 years. None of the estate owners has been engaged in rural tourism for more than 20 years, which confirms the fact that rural tourism is a relatively young phenomenon within Ukraine and began to gain active development only at the beginning of the XXI century.

Regarding geographical context, it can be noted that rural tourism has conditions for development throughout Ukraine – estate owners from 20 different regions took part in the survey. Ivano-Frankivsk (13 %), Zakarpattia, Cherkasy and Kharkiv regions (8.7 % each) were the most represented. If Ivano-Frankivsk and Zakarpattia have always had high rates of rural tourism development, the significant level of representation of Kharkiv and Cherkasy regions is partly explained by the fact that in these areas the Union for the Promotion of Rural Green Tourism Development in Ukraine is operating very actively through its separate divisions. This confirms the opinion of the Union's experts that the development of rural tourism does not require special conditions and resources and can be carried out in any rural community in Ukraine if there is a high level of trust and cooperation between local people, government and civil society.

Among the surveyed estates, 71.7 % offer up to 10 beds, 13 % – 11–20 beds, 8.7 % – 21–30 beds and 6.5 % – more than 30 beds. Most of them operate on a plot of land up to 0.5 ha – 56.5 %, 28.3 % – 0.6–1 ha, 2.2 % – 1.1–1.5 ha, 4.3 % – 1.6–2 ha and 8.7 % – more than 2 hectares. In view of this, the relevance of the issue of legislative regulation of such activity in order to provide tax benefits and preferences to small rural tourism entities is confirmed today.

Only 21.7 % of estate owners stated that they are providing rural hospitality services alone, 54.4 % are involved in this together with a husband, wife, other family

member or partner, and another 23.9 % engage three and more people in the family.

Rural tourism is the main activity and provides the entire family income for only 19.6 % of respondents. For 17.4 % it is significant, but not the only profitable activity in the family, and for 63 % rural tourism is merely a source of additional income or a hobby. When asked what percentage of the total family income is assured by the provision of rural tourism services, 45.7 % of respondents said that the activity brings them only up to 25 % of family income. For 13 % the figure is 26–50 % of income, for 15.2 % – 51–75 % of income, for 10.9 % – 76–99 % of income and only 6.5 % of homeowners provide 100 % of family income by this activity. Among the "other" options (8.7% of respondents) it was mentioned that in some cases the activity does not cover the costs of its organization, depends significantly on seasonality, or is a reinvestment from other sources of income. This reaffirms the fact that worldwide rural tourism is seen as a way to diversify the agricultural activities of rural residents and a source of additional income for the family, and again raises the need for the distinction between categories of "rural tourism" and "tourism in rural areas" to support economic activity of rural residents and promote rural development.

Survey block № 2 aimed to assess the general level of the acquaintance of the owners of rural hospitable estates with the issue of sustainable development. It was found that 45.7 % of respondents, in their opinion, are well acquainted with the sustainable development concept, 41.3 % are superficially familiar with it, 6.5 % are completely unfamiliar and another 6.5 % said that in general, they find it difficult to answer this question. At the same time, the level of acquaintance with the global goals of sustainable development is somewhat lower: 37 % are well aware of the Sustainable Development Goals, 39.1 % are superficially familiar, 13 % are completely not familiar with the issue and for 10.9 % it was difficult to answer (Figure 1).

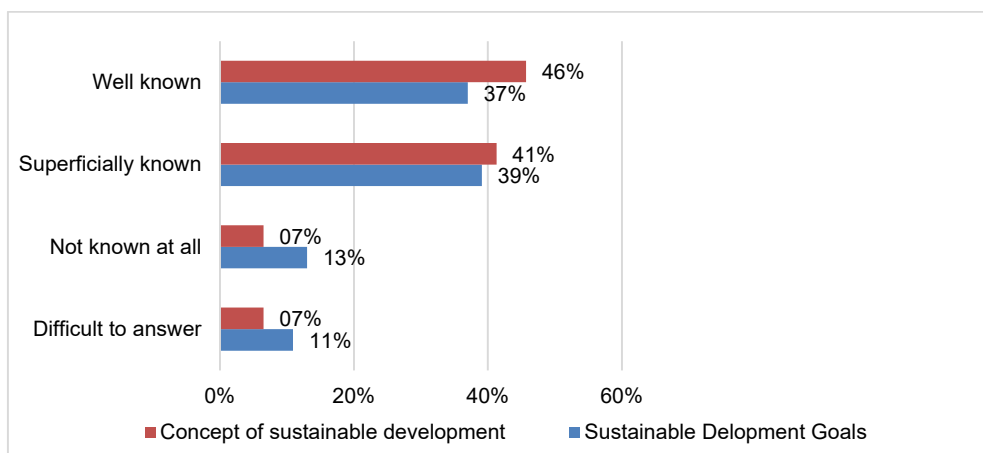


Fig. 1. Level of acquaintance of owners of rural hospitable estates in Ukraine with the concept of sustainable development and Sustainable Development Goals

Respondents were asked to choose one or more Sustainable Development Goals, which, in their opinion, are the most relevant to achieve. Thus, most estate owners (63%) are concerned about SDG 3 "Good Health and Well-being" and SDG 8 "Decent Work and Economic Growth". SDG 6 "Clean Water and Sanitation" (43.5 %), SDG 11 "Sustainable Cities and Communities" (43.5 %), SDG 7 "Affordable and Clean Energy" (34.8 %) and SDG 15 "Life on Land" (34.8 %)

are also quite relevant. According to the respondents, the least relevant today are SDG 5 "Gender Equality" and SDG 14 "Life Below Water" – 8.7 % each (Figure 2).

There are two points worth addressing in particular. First, the relatively high level of relevance of SDG 6 "Clean Water and Sanitation" is worrying, as the respondents are residents of rural areas which are commonly considered to be cleaner and unpolluted, and the very definition of "green"

in the statutory term "rural green tourism" is intended to emphasize the environmental friendliness of the Ukrainian countryside. This result may indicate a more serious environmental protection and conservation problem that needs to be addressed at the national level.

Secondly, nowadays, it is impossible not to notice the global narrative on the need to ensure gender equality in all spheres of human activity. The authors believe that the low relevance of the SDG 5 can be explained not so much by the ignorance of rural residents, but by the fact that rural

tourism is a tool for the professional realization of women in rural areas. Thus, the results of the survey show that women are engaged in rural tourism at the same level and/or in partnership with men. The image of the "housewife", rooted in the traditional culture of Ukrainians, is largely inseparable from creating a homely atmosphere when providing rural hospitality services, but at the same time, it allows women in rural areas to run a business and earn income on a par with men, which is reflected in a significant reduction in gender discrimination.

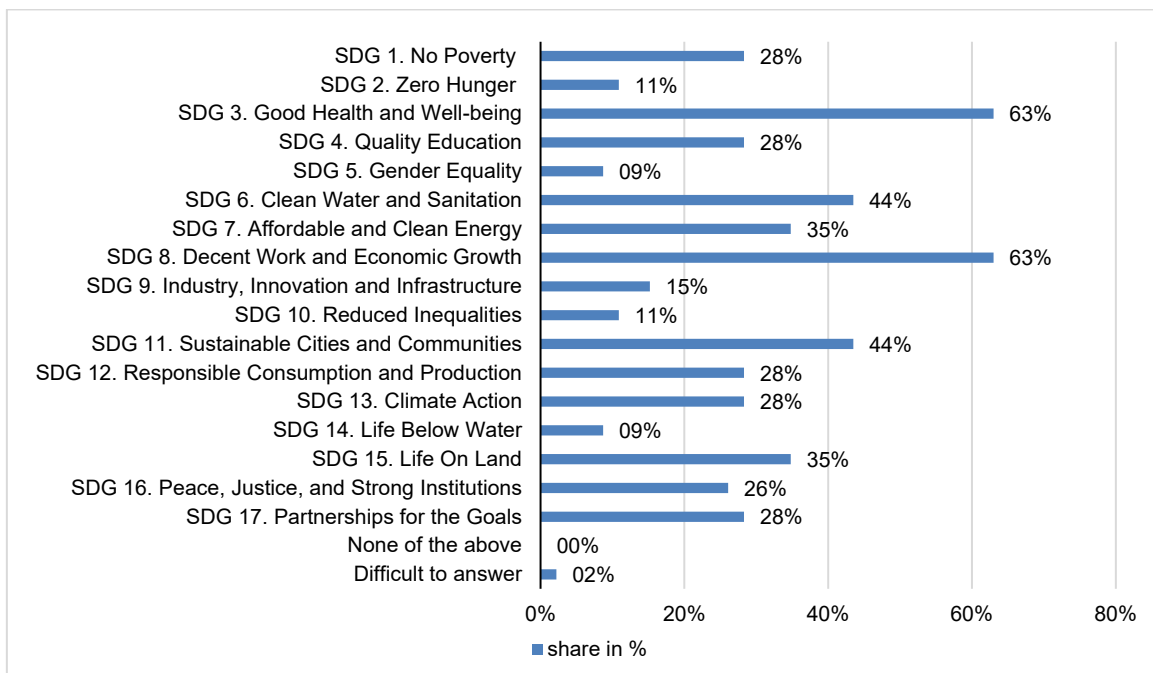


Fig. 2. Relevance of Sustainable Development Goals for owners of rural hospitable estates in Ukraine

Survey block № 3 concerned the use of hired labor by the owners of farmsteads for the organization of rural tourism activities. Thus, only 13 % use hired labor on a regular basis to provide services in the estate, 37 % hire employees irregularly, if necessary, and 50 % use only the effort of the family members.

In general, farmstead owners involve full-time employees (8.7 %), part-time employees (13 %), seasonal workers (30.4 %), interns and trainees (10.9 %). Other options (6.4 %) also mention the work of volunteers and unpaid help from neighbors, friends and relatives.

Although only 10.9 % of respondents use the work of trainees and interns at this time, 37 % of estate owners said they are fully prepared to provide training for students with relevant specialties who do not have any previous work experience, and another 26.1 % are rather ready to do so. Among other options, 17.4 % indicated that they found it difficult to answer this question, 13 % were rather not ready and only 6.5% were not ready at all. These results can be considered in terms of untapped opportunities for partnership with educational institutions at different levels, provided that there is interest from their leadership and a quality offer of mutually beneficial cooperation.

At the same time, only 10.9 % of respondents are fully ready to hire people with disabilities, another 21.7 % are rather ready, 30.4 % are undecided (difficult to answer), 21.7 % are rather not ready and 15.2 % are not ready at all. Thus, aspects of inclusiveness and barrier-free rural tourism

are very relevant today and require further research and practical implementation, including through systematic educational work with farmstead owners.

A somewhat better situation is observed in ensuring gender equality. Only 15.2 % of estate owners always pay attention to a person's gender when hiring, 6.5 % sometimes pay attention, 13 % find it difficult to answer, 15.2 % almost never pay attention and 50 % never pay attention.

Particular importance during the development of the questionnaire was given to the basics of sustainability – aspects of ecology and responsible consumption, where there is a very positive trend in the use of sustainable approaches to rural tourism (survey block № 4). Thus, 50 % of respondents said that they always sort household waste collected from providing hospitality activities (plastic, glass, metal, paper, etc.), 45.7 % try to sort whenever possible and only 4.3 % never sort waste. Estate owners note that, among other things, such high rates are due to centralized activities at the level of local communities to implement modern waste management systems. Thus, in recent years, many communities, through NGOs, activists, volunteers and municipally owned enterprises, have installed containers for separate garbage collection, organized its removal, and conducted educational activities among the population.

In addition, 69.6 % of respondents never use plastic and disposable tableware when providing hospitality services, 23.9% use it once a month or less and only 6.5% use it often.

The vast majority (93.5 %) of farmstead owners purposefully take measures to reduce energy consumption. Among them are: economical use of energy, disconnection of appliances from outlets during non-working hours; use of LED lamps and other energy-saving lighting technologies; use of high-quality modern economical household appliances with high energy efficiency (level not lower than A+); passive energy house technologies; agreement on night tariff of electricity consumption; use of solar energy (panels, power stations, solar collectors for water heating); insulation of the house (walls, windows, roof); heating with firewood, pellets, leaves (stove or solid fuel boilers); use of rainwater for watering the garden or summer shower; use the cellar instead of the refrigerator.

However, only 21.7 % of respondents use renewable energy sources while providing hospitality services, among which three categories are clearly distinguished – solar energy supplied by panels, batteries and power stations, biomass as fuel and geothermal energy for home heating. In various cases, renewable energy sources cover 15 to 100 % of the total energy needs of estate owners.

Water for providing hospitality services is obtained from various sources – wells (45.7 %), boreholes (45.7 %), centralized water supply systems (26.1 %), precipitation (10.9 %), springs (8.7 %) and others. At the same time, 60.9% of homeowners purposefully take measures to reduce water consumption, including: economical consumption, timers for water use; shower sprays and taps with low flow, pressure reduction in the water supply system; use of rainwater storage systems; drip irrigation and watering sprays for horticulture and gardening; use of technical water from reservoirs, use of summer toilet and shower, bathing in ponds, lakes or rivers.

Regarding climate challenges, 37 % of respondents say they are very concerned about global climate change and its consequences, another 41.3 % are rather concerned, 6.5 % are undecided, 10.9 % are rather not concerned and only

4.3 % are not concerned at all. At the same time, 23.9 % of respondents believe that various weather conditions atypical for their region (atypical seasonal changes, severe weather phenomena, including droughts, etc.) greatly influenced the results of their activities in the provision of hospitality services over the past year, 39.1 % – rather affected, 10.9 % – difficult to answer, 23.9 % – rather did not affect and only 2.2 % – did not affect at all.

Among the estate owners, 47.8 % use ecological types of transport when providing hospitality services (including the organization of excursion services for tourists). The most popular are bicycles, horses and carts, rollers, scooters, electric and hybrid cars, motorless boats.

When creating new rural tourism products, 43.5 % of estate owners always pay attention to the criterion of environmental friendliness of products and another 45.7 % – rather pay attention. 4.3 % are undecided, 6.5 % do not pay attention, and none of the respondents said that the criterion of environmental friendliness is not important to them when creating new tourism products. At the same time, 26.1 % of respondents always apply the criterion of environmental friendliness when advertising and promoting their services, 41.3 % rather apply it, 19.6 % cannot answer, 10.9 % rather do not apply and 2.2 % – never apply it.

Survey block № 5 was aimed at assessing the level of readiness of the owners of rural hospitable estates to implement partnerships to ensure sustainable development. The results of the survey show that for the most part, the percentage of local goods and services used in the provision of hospitality services is still insignificant (Figure 3). Thus, 32.6 % of respondents use only up to 25 % of goods and products of local (including personal) production out of their total number, 26.1 % – 26–50 % of goods and products, 19.6 % – 51–75 % of goods and products, 19.6 % – 76–100 % of goods and products and 2.2 % do not use local goods and products at all.

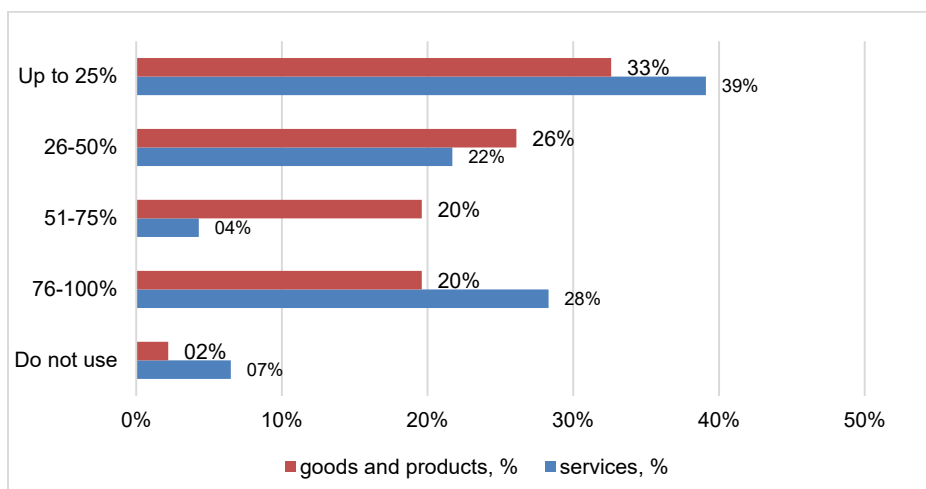


Fig. 3. Level of use of local goods and services in the rural hospitable estates

Among the services used by farmstead owners to ensure the organization of rural hospitality, local suppliers provide up to 25 % for 39.1 % of respondents, 26–50 % for 21.7 % of respondents, 51–75 % for 4.3 % of respondents, 76–100 % for 28.3 % of respondents and 6.5 % do not use the services of local suppliers at all.

The vast majority of rural hospitable estates owners cooperate with various entities in their region (other estate

owners, local governments, museums, national parks, tour agencies, etc.) to create a rural tourism product, of which 37 % often cooperate and 52.2 % – sometimes. Another 8.7 % do not cooperate at all and 2.2 % could not answer the question. At the same time, there is a clear difference between the level of trust in public authorities and local governments or private entities and civil society (Figure 4).

Thus, 37 % of respondents assess the likelihood of their cooperation with public authorities and/or local governments quite possible, 28.3 % – rather possible, 21.7 % are undecided, 10.9 % consider it rather impossible and 2.2 % – completely impossible. As for the probability of cooperation with non-government organizations, unions, initiative groups of activists, it is estimated as quite possible for 58.7 % of estate owners, rather possible for 28.3 %, undecided 10.9 %, rather impossible for 2.2 %. Similar indicators are also related to the probability of cooperation with private entities – enterprises, companies, individuals: quite possible – 60.9 %, rather possible – 26.1 %, difficult to answer – 10.9 %, rather impossible – 2.2 %. None of the respondents mentioned that the probability of cooperation with community or private entities was impossible.

All respondents noted that they were ready to work with various entities, including environmental organizations, to protect and preserve the natural resources of their region, support local biodiversity, landscape and more. Of these, 37 % are already cooperating in this direction and 63 % are not cooperating yet but are open to relevant proposals.

Survey block №6 addressed various aspects of activities that directly or indirectly affect the level of achievement of sustainable development goals.

Among the surveyed rural estates, 54.3 % provide hospitality services throughout the year, 45.7 % – with seasonal restrictions.

Farmstead owners are much more willing to work with people with disabilities in the role of tourist and guests than as employees. Thus, 28.3 % of respondents are ready to provide hospitality services to people with disabilities, another 47.8 % are rather ready, 15.2 % find it difficult to answer this question, 8.7 % are rather not ready, and none of the respondents said that they were not ready at all to provide services to people with disabilities. It should be noted that these indicators do not refer to the availability of appropriate infrastructure and technical capabilities to meet the leisure needs of people with disabilities, but rather show the moral and psychological readiness of estate owners to work in this direction and expand their tourist segment.

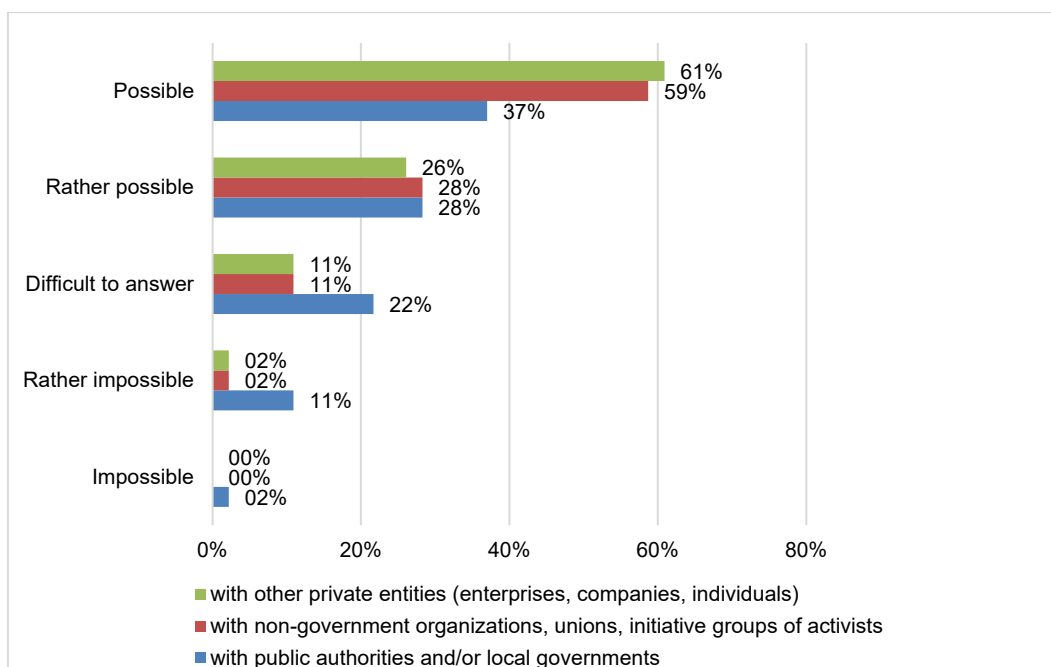


Fig. 4. Probability of cooperation between owners of rural hospitable estates and various subjects in their region for creation of a rural tourism product

Among the respondents, 60.9 % have a specific set of rules for staying in the estate (waste management, preserving of material and technical base, environment, historical and cultural sites, etc.) and announce it to all tourists immediately before providing services. Another 37 % share the rules of stay selectively with certain categories of tourists, and 2.2 % do not inform about the rules of stay in the estate beforehand.

Regarding the feedback from visitors, 52.2 % of respondents said that they collect feedback from each tourist and work with them, 43.5 % do not collect feedback purposefully, but work with them if available.

In general, 60.9 % of respondents believe that the cultural identity of their region (local customs, traditions, history, etc.) is very important for the provision of rural hospitality services, 28.3 % consider it rather important,

6.5 % are undecided and 4.3 % believe that cultural identity is rather unimportant.

At the same time, 39.1 % of respondents regularly initiate various activities to preserve and restore the cultural identity of the region, 37 % do not initiate such activities themselves, but always join them at the invitation of other participants, 17.4 % participate in such events very rarely and only 6.5% never take part in any activities to preserve the cultural identity of the region. Most often, such activities include: creation and operation of museums; revival, preservation and promotion of crafts and handicrafts; holding festivals, holidays, exhibitions and other cultural events; preservation of gastronomic culture, traditions and production technologies; organization of traditional holidays, work-shops and excursions; joining activities of community movements and non-government organizations; collection, distribution and printing of literature; collecting folklore, as

well as cleaning in public places, marking routes and installing information signs.

Most respondents have undergone voluntary certification and categorization of farmsteads, of which 63 % under the program "Ukrainian Hospitable Estate" and 28.3 % under the program "Green Estate" from the Union for Promotion of Rural Green Tourism Development in Ukraine, 6.5 % – under other available programs. The remaining 19.6 % of respondents have never passed any certification or categorization programs.

Farmstead owners were also asked to indicate which criteria, in their opinion, characterize the sustainability of rural hospitality services. Among the mentioned options we can highlight: cooperation with local authorities, educational institutions, other estate owners; creation of clusters; increase in the number of visitors, stable tourist flows, high visitors return rate, demand and profit generation, expansion of the scope of activity; time-lasting positive customer reviews and satisfied tourists; involvement of the whole family in the provision of hospitality services; preservation of local traditions and culinary heritage; media attention, creation of platforms for experience exchange; environmental friendliness, authenticity, education, self-employment, profitability, responsibility, practicality.

Survey block № 7 aimed to determine the level of interest of estate owners in further acquaintance with the sustainable development issue. Thus, 50% of respondents stated to be very interested in obtaining more detailed and up-to-date information on sustainable development and its goals, 39.1 % were rather interested, 4.3 % – difficult to answer, and 6.5 % – rather uninterested.

Estate owners are most interested in information regarding preserving the cultural identity of the region – 69.6 %, green and renewable energy, energy saving – 58.7 %, waste management (sorting, recycling, etc.) – 56.5 %, partnership opportunities to achieve sustainable development goals – 54.3 %, water treatment and use – 41.3 %. Among the options "other" (2.2 %) there was also noted state and local support – financial, legislative, and moral.

The majority of respondents are interested in obtaining information on sustainable development through online tools – specialized websites (30.4 %), social media pages (26.1 %), webinars or online courses (15.2 %). Another 13 % prefer specialized training or seminars, 10.9 % – brochures, reference books and other printed materials, and 4.3 % of respondents indicated that they are ready to receive information in any form.

Conclusion. Study results emphasize that rural hospitable estates owners have a general understanding of the sustainability concept and its relevance and make attempts to implement certain aspects of sustainability in the provision of rural tourism services, but, in addition, there is a significant need and interest in further obtaining of knowledge, information and support in ensuring more sustainable operation of rural hospitable estates.

Rural tourism is a relatively young field of activity in Ukraine. In the vast majority, it is a small-scale family business (up to 10 beds), which is run by middle-aged and older people (40–59 years) with higher education and considered as one of the ways to diversify agricultural activities and a source of additional income for the family. Thus, for the estate owners in Ukraine, the most important issues remain to be their families' good health and well-being, as well as decent work and opportunities for socio-economic growth.

Along with a high level of awareness with the sustainable development aspects it is worth noting a very

positive tendency in the use by rural estate owners of a variety of sustainable approaches to rural tourism – sorting garbage and limiting use of plastic, creating conditions for people with disabilities, the desire to use environmentally friendly transport, measures to preserve and restore the cultural identity of the region, the desire to create a more environmentally friendly tourism product, etc. Particularly high indicators are of responsible consumption of resources – estate owners purposefully take measures to reduce and optimize the consumption of electricity (93.5 %) and water (60.9 %), but this might be due more to the saving purposes of expensive resources.

It is important, that among the criteria of sustainability of rural tourism, estate owners emphasize not only economic ones (profitability, demand, stable tourist flows), but also social (cooperation, partnerships and preservation of traditions) and environmental, which confirms not only a high level of acquaintance with the concept but also openness to the implementation of sustainability principles.

Achieving the sustainability of rural tourism is a complex, continuous, multifaceted process, which should include targeted actions at three main levels – the level of the tourist unit (rural hospitable estate), community and state level.

In the context of challenges of recent years (coronavirus pandemic and the war in Ukraine) and taking into account the current state priorities of the economic development (among others – agricultural development and production localization), there is a need to focus the state efforts on supporting such micro-businesses and therefore, ensure sustainable community development. After all, the survey results indicate that for the most part, the percentage of local goods and services used in the rural hospitality provision is still insignificant.

At the state level, the course to ensure sustainability in rural tourism can be implemented through such tools as the use of financial mechanisms, educational activities, creation and supporting of quality standards, and the introduction of a tourism statistics comprehensive system. To support this direction, state funding can either be direct – by creating development programs, funds, financing and co-financing of sustainable tourism projects, providing special conditions on loans, tax benefits and preferences to entities that implement sustainability approaches in their activities, or indirect – by assistance in attracting funding from international funds and organizations, initiating public-private partnership projects with the involvement of private financial resources.

Given the multifaceted nature of sustainable rural tourism, such tools can be aimed at improving and conserving natural, historical and cultural tourism resources, construction and development of resource-efficient tourism infrastructure, introduction of innovations, support of micro, small and medium businesses, promoting responsible business practices such as waste management and energy efficiency, etc.

At the community level, the most promising is the formation of rural tourism clusters and creating conditions for synergistic cooperation between different participants of the process, as the vast majority of rural estate owners are already actively cooperating with various actors in their region (other estate owners, local authorities, museums, national parks, tour agencies, etc.) to create a rural tourism product, or anticipates the probability of such cooperation in the future.

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УПРОВАДЖЕННЯ АСПЕКТІВ СТАЛОГО РОЗВИТКУ У СФЕРІ СІЛЬСЬКОГО ТУРИЗМУ В УКРАЇНІ

Розглянуто особливості сільського туризму в рамках концепцій сталого розвитку та сталого розвитку туризму. Висвітлено можливість оцінювання ступеня реалізації аспектів сталості на рівні учасників туристичного процесу. Проведено опитування власників сільських гостинних садиб в Україні – членів ГО "Спілки сприяння розвитку сільського зеленого туризму в Україні" з метою моніторингу стану досягнення цілей сталого розвитку туризму.

Здійснено первинне оцінювання впровадження аспектів сталого розвитку у сфері сільського туризму в Україні. Визначено основні соціально-демографічні показники власників сільських гостинних садиб в Україні та їхніх господарств. Проаналізовано рівень ознайомлення власників садиб з концепцією та Цілями сталого розвитку. Досліджено характер використання найманої праці власниками сільських гостинних садиб, рівень впровадження аспектів екологічності й відповідального споживання. Розкрито стан, можливості та перспективи співпраці сільських гостинних садиб з іншими учасниками туристичного процесу.

Виявлено, що серед власників садиб не лише наявне загальне розуміння концепції сталості та її актуальності, а й активно ведуться спроби імплементації певних аспектів сталості в діяльність з надання послуг сільського туризму. Виділено критерії сталості діяльності з надання послуг сільської гостинності: економічні (прибутковість, наявність попиту, стабільні туристичні потоки, розширення сфери діяльності тощо), соціально-культурні (налагодження співпраці й партнерства, кластерна взаємодія, збереження локальних традицій, можливість навчання та розвитку тощо) та екологічні (поводження з відходами, відповідальне споживання ресурсів тощо).

Визначено актуальні потреби й механізми подальшого ознайомлення власників сільських гостинних садиб з питаннями сталого розвитку. Виявлено шляхи забезпечення більш сталої діяльності з надання послуг сільського туризму на різних рівнях – рівні сільської гостинної садиби, рівні громади та рівні держави як елементів комплексного, безперервного й багатоаспектного процесу.

Ключові слова: сталий розвиток, сталий розвиток туризму, туризм, сільський туризм, сільська гостинна садиба.