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Kozhukhivska Raisa

*Candidate of Economic Sciences, Associate Professor,
Associate Professor of the Department of Tourism, Hotel and Restaurant Business
Uman National University of Horticulture*

Кожухівська Раїса Борисівна

*кандидат економічних наук, доцент,
доцент кафедри туризму, готельно-ресторанної справи
Уманський національний університет садівництва
ORCID: 0000-0003-4066-4170*

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СІЛЬСЬКИЙ (ЗЕЛЕНИЙ) ТУРИЗМ ЯК ІННОВАЦІЙНА
ФОРМА ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ

MAINTENANCE OF SAFETY IN THE SECTOR OF RURAL (GREEN) TOURISM IN UKRAINE

ЗАБЕЗПЕЧЕННЯ БЕЗПЕКИ У СФЕРІ СІЛЬСЬКОГО (ЗЕЛЕНОГО) ТУРИЗМУ В УКРАЇНІ

Summary. The modern tourism industry is gradually developing, which actively contributes to the socio-economic growth of many countries. Currently, a specific form of tourism – rural (green) tourism is gaining popularity in the tourism sector. At the same time, as the tourism business develops, the issue of ensuring the personal safety of tourists is becoming particularly relevant. Maintenance of a high level of safety standards for tourism services leads to the formation of a segment of regular consumers and satisfies their requirements in terms of the safety of using tourism services. The above-mentioned aspect demonstrates the relevance of the chosen topic and indicates the need for a detailed study of this issue.

The article examines the theoretical basis and practices of ensuring security in the field of rural (green) tourism in Ukraine. In the course of the study, the author analyzes the theoretical basis for defining the concept of “security in tourism” and makes a proposal for the personal interpretation of the definition of “security in tourism”. It is specified that the security of tourism activity is the status of functioning of the tourism sector of a certain region (State) in a certain period of time, being characterized by the absence of threats and by such a combination of tourism resources and infrastructure that allows ensuring the stable development of a particular territorial recreational system in the future. It is noted that the basic component of the system of implementation of tourist services is its quality and safety. The security of tourism services is based on the principles of compliance with the requirements of certification and standardization in the sphere of tourism activities. The key principles for the implementation of security standards in tourism activities have been identified. The author emphasizes that the requirements for tourist protection and safety in Ukraine are established by a series of national basic and special legislative acts, as well as special regulatory documents approved by decisions of local and city councils, territorial communities, etc. The main directions of regulatory and legal support in the field of rural (green) tourism for tourist safety are identified.

Key words: tourism, tourist, tourist service, safety.

Анотація. Сучасна туристична сфера набуває поступового розвитку, що активно сприяє соціально-економічному зростанню багатьох країн світу. Наразі, поширеного розвитку у сфері туризму набуває специфічна його форма – сільський (зелений) туризм. Водночас із розвитком туристичного бізнесу особливої актуальності набувають проблеми забезпечення особистої безпеки туристів. Забезпечення високого рівня безпекових норм туристичних послуг призводить до формування сегмента постійних споживачів і задовольняє їх вимоги в питанні безпеки використання туристичної послуги. Вищезазначений аспект засвідчує актуальність обраної тематики та вказує на потребу у детальному вивченні даного питання.

У статті проведено дослідження теоретико-практичного досвіду щодо процесів забезпечення безпеки у сфері сільського (зеленого) туризму в Україні. У ході проведеного дослідження проаналізовано теоретичний базис визначення поняття «безпека в туризмі» та надано пропозицію щодо власного трактування дефініції «безпека в туризмі». Указано, що безпека

туристичної діяльності – це стан функціонування туристичної сфери певного регіону (держави) у визначений період часу, що характеризується відсутністю зароз і таким поєднанням туристичних ресурсів та інфраструктури, яке дозволяє забезпечити стабільний розвиток конкретної територіальної рекреаційної системи у майбутньому. Зазначено, що базовою складовою системи реалізації туристичної послуги є її якість та безпечність. Безпека туристичної послуги формується на принципах відповідності вимог сертифікації та стандартизації в сфері туристичної діяльності. Визначено ключові засади реалізації безпекових норм в туристичній діяльності. Указано, що вимоги до діяльності щодо захисту і безпеки туристів в Україні встановлено низкою загальнодержавних базових і спеціальних законодавчих актів, а також спеціальних нормативно-правових документів, затверджених рішеннями місцевих, міських рад, територіальних громад тощо. Окреслено основні напрямки нормативно-правового забезпечення у сфері сільського (зеленого) туризму діяльності щодо безпеки туристів.

Ключові слова: туризм, турист, туристична послуга, безпека.

Introduction. The modern tourism industry is gradually developing, which actively contributes to the socio-economic growth of many countries. At the same time, as the tourism business develops, the issue of ensuring the personal safety of tourists is becoming particularly relevant. Security of tourism activity is the status of functioning of the tourism sector of a certain region (state) in a certain period of time, being characterized by the absence of threats and such a combination of tourism resources and infrastructure that allows for the stable development of a specific territorial recreational system in the future. Currently, a specific form of tourism — rural (green) tourism is gaining popularity in the tourism sector. Rural tourism is a form of recreation in the countryside in a private farmstead with ample opportunities to use the natural, material and cultural potential of the region. The organizer is a rural family that provides their own housing and food produced in their personal farm.

One of the most important factors in the business activity in the field of rural (green) tourism is the safety of the client (tourist). The concept of customer security applies to all areas of entrepreneurial activity. And the tourism industry is no exception. With the impressions gained from visiting a place or tourist attraction, for any tourist, the next condition for a successful trip is their own safety and the assurance of the safety of personal property. Ensuring a high level of safety standards for tourism services leads to the formation of a segment of regular consumers and satisfies their requirements for the safety of using tourism services. While providing tourism services, the safety of life and health of tourists and the protection of their property must be ensured, which requires the development of methods to maintain control over the fulfillment of security requirements. The aforementioned aspect demonstrates the relevance of the chosen topic and indicates the necessity of a detailed study of this issue.

Literature review. The development of rural (green) tourism in Ukraine has been studied by such Ukrainian scientists and scholars as: Horishevskiy P., Vasylyev V., Zinko Yu. [1], Kudla N. [2], Zaburanna L., Kulik A. [3] and many others. Thus, Kifiak V. notes that when going for a tourist or excursion

trip, a tourist faces a number of problems that, under certain circumstances, can lead to negative consequences for one's health and property, and have a negative impact on the mood and impressions of the trip. Therefore, during the development of tourist itineraries, an important component is to ensure the safety of tourists [4, p. 198]. "Tourism safety is a complex multidimensional phenomenon" says Holod A. and notes that "most often safety is defined as "absence of danger, reliability" [5, p. 192]. Scientists Torianyk V. and Dzhindzhoyan V. define the term "tourism security" as "a comprehensive system of administrative, legal, organizational, socio-economic measures aimed at protecting the constitutional rights of tourism entities during tourist trips, timely detection, prevention and neutralization of real and potential internal and external threats to national interests in the field of tourism, in order to create safe living conditions while acquiring tourism services" [6, p. 24]. Smoliy V., Fedorchenko V. And Tsybukh V. interpret tourism safety as a system of "personal safety of tourists, protection of their property and non-damage to the environment during travelling, ... one of the main criteria in tourist services, the main parameter for assessing the quality of categorical tourist routes" [7, p. 56]. According to Markina I. tourism safety should be interpreted as "personal safety of tourists, protection of their property and non-damage to the environment while traveling" [8, p. 174]. Tourism security in modern conditions has a system-forming character in tourism activities, as it can be considered as the main consumer property that a tourist service should objectively and really have, while its other consumer properties can be fully realized only if tourism security is guaranteed, researchers Korzh N. and Zanosko O. [9].

Identification of previously unresolved parts of the overall problem. The conducted critical analysis of the popular research materials, scientific articles and sources that contain information about the security of tourism activities presented in the scientific literature made it possible to comprehensively assess the problems of this industry and conclude that the issue of organizing the security of tourism services in the field of rural (green) tourism in Ukraine has not been sufficiently studied. Considering the fore-

going, the aforementioned issues require further study and thorough research in this area.

The purpose of the article is an investigation of the theoretical basis and practices regarding the processes of ensuring security in the field of rural (green) tourism in Ukraine. Given the purpose, *the tasks of the research* consist of analyzing the concept of “safety in tourism”, identifying the key principles of implementation of safety standards in tourism activities, and defining the main areas of regulatory and legal support for tourist safety.

Results. Tourism is a component of the service sector. According to the Law of Ukraine “About Tourism”, tourism is a temporary departure of a person from the place of residence for recreational, educational, professional or other purposes without performing paid activities in the place where the person is travelling [10]. On the basis of the analysis of theoretical and methodological literature on the definition of “security in tourism”, we propose that this definition should be understood as a set of factors characterizing the social, economic and legal status of ensuring the rights and legitimate interests of citizens, legal entities and the State in the field of tourism.

The successful organization of tourism security directly depends on understanding the importance of tourism as a leading sector of the economy, which significantly affects the socio-economic and cultural development of the country. Today in Ukraine, there are negative factors that hinder the development of the tourism industry, in particular, tourism safety, namely the unsatisfactory state of modern tourism infrastructure, the inconsistency of the material and technical base of tourism with international standards, the imperfection of the regulatory framework, etc [6, p. 52].

The basic component of the tourism service realization system is its quality and safety. The security of tourism services is based on the principles of compliance with the requirements of certification and standardization in the field of tourism. The security of tourist services means the absence of any risks to the life, health and property of tourists and the environment under normal (stable) conditions of their design, organization, provision of services and usage. Security in the tourism industry depends on many objective and subjective factors related to possible risks when providing the transportation, hotel, tourist, excursion, insurance, informational and other services, as well as risks associated with possible natural and anthropogenic catastrophes in a large city. The owners of rural (green) homesteads must deal with the issues of safe accommodation of guests, complying with sanitary and hygienic requirements when cooking and buying food, ensuring fire and epidemic safety in the house, observing safety precautions when using household appliances, etc.

The requirements for the protection and safety of tourists in Ukraine are set forth in a number of national basic and special legislative acts, as well as special regulatory documents approved by decisions of local and city councils, territorial communities, etc.

The main areas of regulatory and legal framework for the protection and safety of tourists and excursionists in Ukraine include:

- 1) Preparation of proposals for the development of new regulatory and legal documents concerning security issues and improvement of existing documents concerning the organization of: inbound (foreign) tourism; domestic tourism, including active tourism; transportation services; hotel and catering services; excursions.
- 2) Preparation of proposals for specific organizational measures to be taken by tourism management authorities regarding security issues, including the creation of a municipal tourist police unit, environmental protection, etc.
- 3) Creation of a system to supervise the compliance of tourism entities with the requirements of current regulatory documents regarding security issues, generalization and exchange of acquired experience.
- 4) Resumption of the system of training and professional development of employees of tourism entities, in the programs of which a proper place should be given to the protection and safety of tourists and excursionists. It is also necessary to develop criteria for the security knowledge of industry employees.

According to a study by Horishevskyi P., Vasyliiev V. and Zinko Y. the ensuring of safety of their guests by the owners of rural (green) homesteads at the appropriate level depends on both external and internal factors. External factors are beyond the control of estate owners and include the general political and socio-economic business environment, crime rates in the region and locality, etc. Internal factors are entirely up to the owners of rural (green) homesteads. Such factors include issues of safe living, compliance with sanitary and hygienic requirements during cooking, ensuring local fire and anti-epidemic safety in the house, compliance with safety precautions when using household appliances, etc [1, p. 98–99].

According to the draft Law “On Rural and Rural Green Tourism”, tourism entities in the field of rural and rural green tourism are obliged to ensure the safety of tourists, apart from the measures provided for by the Law of Ukraine “On Tourism” and other acts of Ukrainian legislation:

- consider the local peculiarities of the area, flora and fauna, as well as the behavior of tourists themselves, inform tourists about potential sources of danger during travel, recreation, overnight stays, and the consumption of natural foods;

- familiarize tourists with the safety rules while they are on the route of travel, rest, and overnight stay;
- perform control over the preparation of tourists for trips, hikes, competitions, and other tourist events organized by tourism entities in the field of rural green tourism;
- while accommodating tourists in a private rural (farm) household — in a building or on the territory of the household — it is necessary to warn tourists about possible sources of danger located on the territory of the household;
- prevent tourists from coming into contact with those pets, birds, and livestock that may endanger the safety of tourists during their residence in a private household (farm);
- familiarize tourists with the location of first aid equipment, as well as with the means of communication for calling emergency services and the location of these services in the village;
- familiarize tourists with fire safety rules, with fire fighting equipment and the place of its location;
- implement other necessary measures to ensure the safety of tourists [10; 11].

Therefore, the owner of a rural (green) household should not only create favorable conditions for recreation, but also familiarize vacationers with safety rules both inside and outside of the household, taking into account the peculiarities of a particular area. The owners of the homesteads should be responsible for the preparedness of all staff to take actions to ensure the safe recreation of tourists, develop and place various guidelines and instructions on how to maintain safety during recreation (in particular, for foreign citizens, they should be developed in a foreign language).

In order to legislatively consolidate the liabilities of the owner of the homestead and the tourist (visitor), agreements and obligations may be concluded between them. For example, the Draft Law “On Rural and Rural Green Tourism” envisages the following types of security agreements [11]:

- financial responsibility of rural tourism service providers (art. 11);
- insurance and medical care for tourists during tourist trips and recreation in rural areas (rural and rural green tourism) (art. 12);
- agreement of tourist services in the field of rural and rural green tourism (art. 16);
- agreement for excursion services in the field of rural and rural green tourism (art. 17);
- agreement for hotel services in the field of rural tourism (temporary accommodation of tourists in a private household (farm)) (art. 18).

According to the Draft Law “On Rural and Rural Green Tourism”, art. 27 “Compensation for Damage Caused by Violation of Legislation in the Field of Tourism in the Field of Rural and Rural Green

Tourism”, a subject of tourism activity in the field of rural and rural green tourism that has violated the legislation in the field of tourism activity in the performance of a tourist service that caused damage is obliged to reimburse the tourist for damages in its entirety, unless the contract or law provides for reimbursement in a smaller or larger amount. The moral (non-property) damage caused to a tourist, which violates his or her legal rights, shall be compensated by the subject of tourism business in accordance with the procedure established by the laws of Ukraine.

The subjects of tourism activities in the field of rural and rural green tourism, who have suffered damage by legal entities or individuals as a result of their violation of the legislation in the field of tourism, be reimbursed for losses in accordance with the laws of Ukraine [11]. Thus, ensuring the safety of tourism requires the implementation of a state policy that promotes the formation of administrative, legal, organizational, socio-economic frameworks aimed at ensuring the safety of a person, society and the state as a whole, the realization and protection of citizens’ rights for recreation, freedom of movement, health care, safe environment, satisfaction of spiritual needs and other rights during tourist journeys.

Conclusions. Rural green tourism has a positive impact on the revival, protection and development of local folk traditions, crafts, and historical and cultural heritage. By showing interest in these folk cultural heritages, it is quite frequently city dwellers who spend their vacations in the countryside who reveal to the locals the true value of cultural monuments and thus help to preserve them. Tourism security cannot be considered separately from other social or national interests of the country. Ensuring the safety of tourists in the field of rural (green) tourism should be performed starting from the rural homestead and ending with state organizations that regulate the activities of the tourism sector.

Regulatory and legal bases for the development and implementation of rules for tourist stay programs that would ensure quality and safe rest, the interests of tourists and the host party, should be harmonized with each other. Effective security management in the field of rural (green) tourism, implementation of preventive measures to create conditions for safe tourist recreation will contribute to the formation of high quality services in the field of rural (green) tourism, create a positive image of the enterprise providing rural (green) tourism services, develop infrastructure, provide income to the local population, prevent environmental risks of the tourist destination, have a positive impact on overcoming cultural barriers between tourists and the local population. This, in turn, will affect both socio-economic policy within the country and its foreign policy activities in general.

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