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INNOVATIVE DEVELOPMENT OF TOURISM IN THE REGION: PROBLEMS AND OPPORTUNITIES

Summary

Abstract. Actuality of theme. At the present stage of development of the domestic economy, the tourism business is not only a promising type of economic activity and a means of meeting the diverse needs of people, but also a tool for socio-economic development of states, regions and territorial communities. Tourism is one of the effective tools for equalizing the economic development of territories, because those of them who have rich and diverse natural and historical and cultural resources, even without existing infrastructure and industrial production, can ensure sustainable economic growth and income of local population.

The purpose of the article is to analyze the problems and substantiate the innovative directions of rural tourism development in the region on the basis of systemic and sustainable development.

Methodology. The theoretical and methodological basis of scientific work are general scientific principles, methods, provisions, highlighted in the works of scientists involved in solving problems of innovative development of tourism.

Results. The article provides a thorough analysis of the problems and substantiates the innovative directions of rural tourism development in the region on the basis of systemic and sustainable development. The specifics of rural tourism in the context of innovative development of regional tourist systems are considered. The main organizational forms of rural tourism are highlighted, depending on the combination and predominance of certain specific features. The main advantages for the countryside and its inhabitants that arise during the development of the innovative aspect in the organization of agro tourism are analyzed. The advantages of agro tourism as a direction of innovative development of the regional tourist system are studied, as it is conditionally divided into two groups - economic and social. The main areas in which ecotourism in rural areas contributes to the creation of new permanent and seasonal jobs are analyzed. In the context of innovative development of territories, the article analyzes the advantages and barriers associated with the development of ecotourism. The study highlights promising areas of innovative development of rural tourism at the regional level.

Practical meaning. The practical significance of the article is determined by the fact that the scientifically substantiated proposals proposed by the author can be used by state and regional authorities in the process of developing specialized programs and concepts for the development of innovative tourism in the regions of Ukraine.

Prospects for further research. Methodological provisions and developments for the innovative development of tourism in the regions of Ukraine expand the scientific basis for further study of the problems of the regional economy.

Keywords: innovations, tourism, development, agro tourism, green tourism, region

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