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## **THE BASIC PROBLEMS OF THE ECOLOGICAL TOURISM DEVELOPMENT IN UKRAINE**

One of the promising types of tourism today is ecological. The number of its supporters has increased recently throughout the world, and the environmental activities develop dynamically. Further development of this kind of tourism is associated with the quite attractive prospects for restructuring the economy that stimulates growth in other sectors: transport, communications, trade, construction, agriculture, manufacturing goods of mass consumption, etc.

At present ecotourism is gaining the greatest popularity among young people and those, who lead an active lifestyle, including students wishing to visit interesting places, provided savings. Elderly people are also fans of ecotourism. They consider it in terms of getting the recreational services.

The essence of ecotourism is to organize a holiday in ecologically clean places, including wild nature. This kind of tourism is initiated with the aim of exploring and preserving the environment and natural resources. Another purpose of ecotourism is to attract the attention of mankind to the problems of nature protection. Ecotourism as a new type of economic activity has become a separate independent branch of business.

The development of ecological tourism in Ukraine faces ecological, social and economic problems. Successful solution of these problems can determine the status of ecotourism as a separate industry or just a type of tourist services.

Special direction of ecological tourism is the creation of ecological hotels. The main differences of eco-hotels from other types lie in the fact that ecological hotels are placed mostly in ecologically clean areas, operate on the principle of harmonious neighbourhood with nature, not polluting the environment with tourists life products. These hotels are situated mostly in the Western and central regions of Ukraine

The popularity of ecological hotels is associated with the fact that the population feels a negative impact on the environment and seeks to avoid or at least minimize it. Every year the importance and significance of ecological tourism in the life of every person grows, which certainly generates hope for the prospects of its development.

The main problems of tourism and the environment coexistence are:

- identification of priority areas of development;
- calculation of anthropogenic load on natural areas;
- planning tourism activities on nature territories;
- resettlement of coastal tourism, camping, etc.;
- regulation of tourism activities within the natural reserve fund;
- environmental education and education of travelers;
- recycling and removal of the tourism waste from nature areas.

To solve the above mentioned problems a series of organizational measures in the field of nature management should be taken, namely:

- to develop the normative-technical and legal documents, regulating environmental costs needed to prevent negative impact on the environmental status in the areas of recreational nature;

- to establish tighter standards for emissions of vehicles, industrial and municipal facilities that are located in recreational areas and nearby and introduce a system of measures for economic control of their impact on the environment;

- to study all the expenses for environmental measures, to identify sources of funding;

- to start the practice of the construction and commissioning of plants with complex environmental recycling.

For tourism to keep the status of sustainability, the organizers, local communities, tourists themselves should:

- promote the idea of all cultures equality among tourists and the local population;

- tourist companies should inform the travelers about the culture, traditions, recommended ways of behaviour in destination places (these measures are urgent not only for tourists, traveling in the Asian or African countries, but also for those travelling in different regions of Ukraine);

- promote the idea of local crafts and traditions revival, pride of the culture of his native land;

- attract locals to the tourist industry, contributing to the creation of small businesses;

- register and protect monuments of historical, cultural, cognitive value;

- tourism profit should be a part of local budgets;

- give local people the right to decide what services to offer to tourists and how to represent their culture.

Thus, the outlined problems of ecological tourism development in Ukraine can be solved by attracting small and medium business, and domestic and foreign investors to this area. In this regard, we need to hold a series of promotional activities, such as: a range of preferential taxes, change in ownership of companies involved in tourism sector and privileged information support.

## **REFERENCES**

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