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ІНФОРМАЦІЙНІ ЗАСОБИ СПРИЯННЯ ЗЕЛЕНОМУ ТУРИЗМУ

Анотація. Визначено, що сільський зелений туризм в Україні впевнено займає вагому частку на туристичному ринку. Але його поширенню скоріше сприяють не державні інституції, а зусилля громадських організацій і суб'єктів ринку зеленого туризму. Водночас розвиток зеленого туризму може розв'язати комплекс проблем у депресивних сільських районах. Інструментом поширення зеленого туризму в Україні могли б стати сучасні програмні засоби реклами, маркетингу, вивчення потреб туристів, стимулювання до підвищення якості послуг. Мета нашого дослідження — розроблення нового підходу до створення інформаційних інструментів організації, маркетингу, реклами зеленого туризму, підвищення якості послуг цього виду діяльності сільського населення та розробка програмного продукту, який реалізує цей підхід. Для досягнення мети і вирішення завдань запропоновано використання зустрічної рейтингової системи і сучасних хмарних технологій, на базі яких розроблено пілотний зразок програмного продукту. Оцінка суб'єктів зеленого туризму і пакет типових потреб туристів будуть формуватися при аналізі запитів споживачів. Також проведено огляд наукової літератури і проаналізовано, як виявлені вимоги споживачів до надавачів послуг зеленого туризму, так і можливий спектр невиявлених вимог, основні групи критеріїв оцінки діяльності суб'єктів ринку зеленого туризму та інші показники, за атрибутами яких сформовано бази даних. Наукова новизна одержаних результатів полягає у формуванні оригінального підходу до створення універсального програмного комплексу для зеленого туризму, впровадження цифрових технологій у галузь, маркетинг, реклама якої досі провадилися аматорськими методами. Розроблений пілотний зразок програмного комплексу довів, що він є максимально адаптованим для користування, оновлення та поповнення баз даних, а також надає можливість зменшення витрат як на комп'ютерне обладнання, програмне забезпечення, так і на його супроводження. Його створено як універсальний інструмент, у тому числі для маркетингу і реклами, стимулювання до підвищення якості послуг зеленого туризму.

***Ключові слова*:** сільський зелений туризм, критерії оцінки діяльності, програмний комплекс, рейтингова система, хмарні технології.

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THE INFORMATION MEANS TO PROMOTION GREEN TOURISM

Abstract. It has been determined that rural green tourism in Ukraine has a significant share in the tourism market. However, it is not the state institutions that promote it, but the efforts of NGOs and green tourism market actors. At the same time, the development of green tourism can solve a complex problem in depressed rural areas. Green tourism in Ukraine could be used as a tool for promoting modern advertising, marketing, researching tourists' needs, and stimulating them to improve the quality of services. The purpose of the work was to develop a new approach to creating information tools for the organization, marketing, advertisings of green tourism, improving the quality of services of this type of activity of rural population and developing a software product that implements this approach. In order to achieve this goal and solve the problems of the article, it is proposed to use a counter rating system and modern cloud technologies, on the basis of which a pilot sample of the software product was developed. The assessment of the subjects of green tourism and the package of typical tourist needs will be formed in the analysis of consumer requests. The review of the scientific literature was also conducted, analyzing both the identified consumer requirements for green tourism providers and the possible range of undetermined requirements, the main groups of criteria for evaluating the activities of the subjects of green tourism market, and other indicators by which the databases were formed. The scientific novelty of the obtained results lies in the formation of an original approach to the creation of a universal software complex for green tourism, the introduction of digital technologies in the field of marketing, the advertising of which has hitherto been carried out by amateur methods. The developed pilot sample of the software complex proves that it is the most adapted for use, updating of databases, and also provides the opportunity to reduce the cost of both computer hardware, software and its maintenance. It is created as a universal tool, including, for marketing and advertising, stimulating to improve the quality of green tourism services.

***Keywords*:** rural green tourism, criteria of estimation of activity, software, rating system, cloudy technologies.

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ИНФОРМАЦИОННЫЕ СРЕДСТВА ПРОДВИЖЕНИЯ ЗЕЛЕНОГО ТУРИЗМА

Аннотация. Сельский зеленый туризм в Украине уверенно занимает весомую долю на туристическом рынке. Но его распространению скорее способствуют не государственные институты, а усилия общественных организаций и субъектов рынка зеленого туризма. В то же время развитие зеленого туризма может решить комплекс проблем в депрессивных сельских районах. Инструментом распространения зеленого туризма в Украине могли бы стать современные программные средства рекламы, маркетинга, изучения потребностей туристов, стимулирования к повышению качества услуг. Для достижения целей и решения задач предложено использование встречной рейтинговой системы и современных облачных технологий, на базе которых разработан пилотный образец программного продукта. Оценка субъектов зеленого туризма и пакет типовых потребностей туристов будут формироваться при анализе запросов потребителей. Разработанный пилотный образец программного комплекса доказал, что он максимально адаптирован для использования, обновления и пополнения баз данных, а также предоставляет возможность уменьшения затрат как на компьютерное оборудование, программное обеспечение, так и на его сопровождение. Он создан как универсальный инструмент, в том числе для маркетинга и рекламы, стимулирования к повышению качества услуг зеленого туризма.

***Ключевые слова*:** сельский зеленый туризм, критерии оценки деятельности, программный комплекс, рейтинговая система, облачные технологии.

Формул: 0; рис.: 4; табл.: 0; библ.: 17.

Introduction. The words "rural green tourism" are becoming an official and legal term in Ukraine [1, 2]. They are used, in particular, in the Law of Ukraine "On Personal Peasant Farming" [1] meaning one of the activities of these farms. This activity is not classified as entrepreneurial, but means a separate type of work (service) of the farm. The regulation and accounting of this type of work is minimally bureaucratic as it is performed by local councils. Those involved in rural green tourism are not taxed as entrepreneurs, but as individuals on a general basis, and are not required to obtain a permit to conduct this type of activity from the authorities. This creates favorable conditions for the development of rural green tourism in Ukraine. According to [3-5], the number of green tourism entities in some regions is increasing by an average of 8% annually [4]. And this new activity for Ukraine needs modern information tools.

Analysis of research and problem statement. The use of word "tourism" in relation to this activity creates a certain commitment from the side of scientists, experts, civil servants involved in this problem, because they directly associate this work with the tourism industry, which is characterized by significant investment, developed infrastructure, large profits that rural green tourism does not have in fact. This trend could be shown by the review of works devoted to green tourism, both of foreign and domestic scientists, in particular: F. Kotler, K. Lovelock, A. Kannon, Y. Verbke, M. Pityulich, Y. Alekseeva, V. Parkhomenko, L. Rutynsky and others. The legal, methodological and practical aspects of the implementation of the state policy on green tourism, the development of the territories and the solution of the problems of the depressed regions were the problematic issues grabbing the attention of Ukrainian scientists. The increase in the share of green tourism in the aggregate volume of tourist services of Ukraine led to an increase in the number of

scientific works where its in-depth aspects have been studied, in particular, in those of P. Gorishevsky, Y. Guben, V. Kafarsky, V. Kosenko and others [5]. The development of green tourism in Ukraine is characterized by a spontaneous nature, inherent in self-regulation. The support of state institutions regarding the development of this type of activity, the introduction of certain incentives and methods of institutional regulation, the WTTC Recommendations, approved by UNCED in 1992, the experience of other international organizations and entities of green tourism are aimed at [5, 6], unfortunately, are not enough today.

Unsolved aspect of the problem. There is currently no software for green tourism in Ukraine. Marketing and advertising for private farms engaged in green tourism is unsystematic, sporadic and, in most cases, is unprofessional. That is why the task to create a software product that would fulfill all these functions evolves.

The purpose of the article. The purpose of the work is to suggest a new approach to the creation of information tools for the organization, marketing, advertising of green tourism and for improving the quality of services of this type of activity.

Research results. The share of green tourism in the aggregate product of the Ukrainian tourism industry is increasing, but the tools for its implementation and dissemination need new approaches.

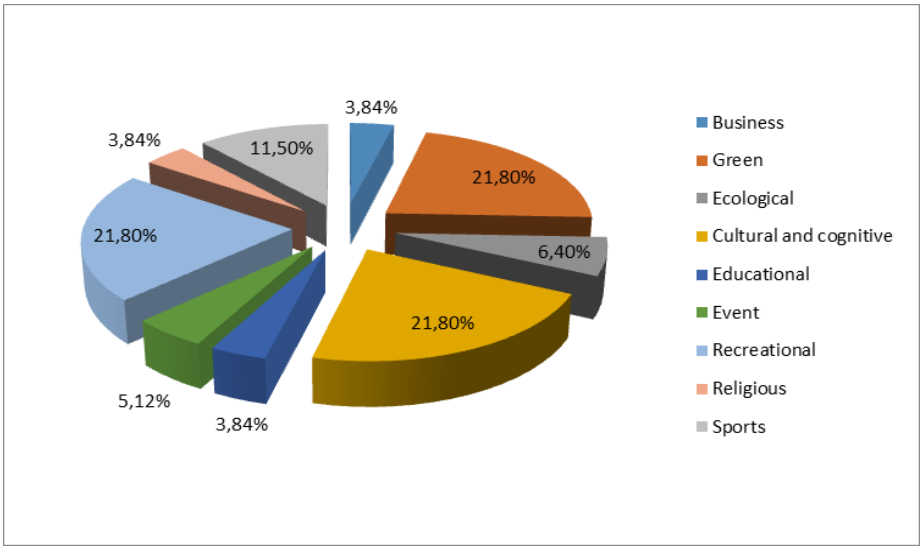

Fig. 1. Increase in the share of green tourism in the aggregate product of the tourist industry of Ukraine
Source: Author-processed data [3-5]

One of the methods of increasing the share of green tourism in the total volume of tourist services was the voluntary self-categorization of the subjects of this tourism type. The experience of European countries, Poland in particular, was used for this purpose [7]. The state institutions of this country have introduced standards for rural tourism, and providers of this type of tourism have agreed to categorize their businesses. This was an incentive to improve the quality of green tourism services as transparency of this type of activity increased, the cost of services become less subjective and more justified, the competition increased, and the services become more diverse.

The program of categorization "Ukrainian hospitality estate" of the subjects of this type of tourism was introduced by the "Union for promoting development of rural green tourism in Ukraine" [4], which gave impetus to the development. Categorization is an important factor in business development, while it does not reveal all the features of the host party to the tourist, since the categorization technique and the factors by which it is conducted are not comprehensive, and their normalization makes the assessment of the joints inflexible and unchanging over time.

Increasing over time the requirements to the host party, increasing competition, the fluidity of personal tourist motivation require other additional tools for evaluating the subjects of green tourism and the ways of making them public. The requirements and needs of the consumer of the green tourism service are first determined by the choice of the specific destination [8-14]. However, the user has certain questions to the host party, the answers to which will influence tourist decision. Some of the information, he/she needs, is met by the "host" category. The categorization program

has four categories: a basic one that meets the minimum requirements; the first, when the garth has a parking lot, the acceptable area of the rooms with appropriate sanitary facilities; the second meeting all the criteria of the first, plus illuminated signboard, internet access, playground, separate guest entrance; the third, having in addition to the features of the second category swimming pool, garage, rooms equipped with refrigerators, TV, air conditioning, uninterrupted supply of cold and hot water (eleven categories of requirements in total).

Formalization of the requirements of the "Ukrainian hospitality estate" categorization [4] to form the database can be done by the following digital attributes: location of the subject of green tourism; issues of personal safety of the service consumer, cleanliness of the manhole and its compliance with sanitary and hygienic norms; quality of the garth; quality of the garth appliances; readiness of hosts to meet tourists. However, these categorization attributes [6] leave other consumer needs out of control. For example, the presence or absence of transfer, the possibility of computerized reservation of tickets, guarantee of uninterrupted, regardless of the conditions and the state of external networks, supply of electricity, heat, water, reliability of means of communication, use of transport routes, supply of non-manufactured food directly to the estate, the possibility of acquiring the necessary items for everyday life [13-14]. Consumers of rural green tourism services may be interested in the presence and the equipment of tourist routes, the possibility of hunting or fishing, the possibility of renting, in particular, the tourist equipment, the car, the possibility of booking taxi services, etc. The characteristics of the host family, in particular, human and professional qualities, such as qualifications, quality of communication, degree of hospitality, cooperation and relationships within the family, relations with neighbors, etc. may be important for the tourist, especially in the case of family vacations.

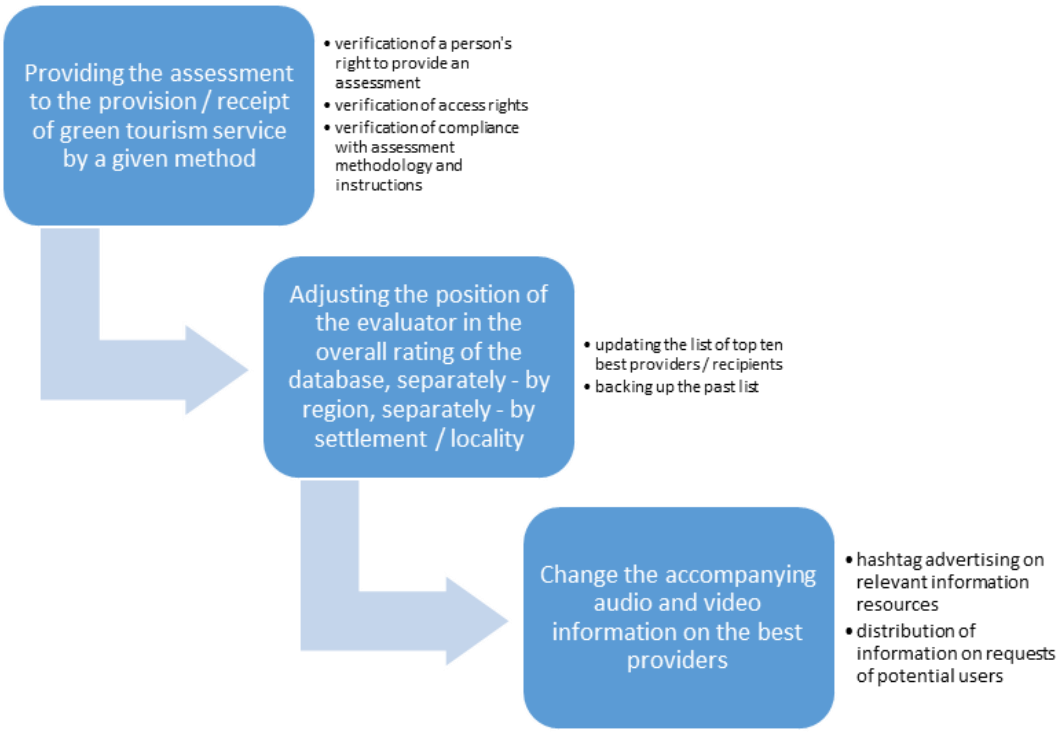

Fig. 2 Algorithm of rating program of green tourism providers / consumers

Therefore, the task is to create a software product that would allow obtaining more information on the subjects of green tourism [9, 15], with the information updated and replenished in real time in accordance with the expansion of tourist information and consumer needs (see Figure 2). At the same time, the software must perform the functions of marketing and advertising, and, since it should be targeted at the low- and middle-income population, the software should be low budget.

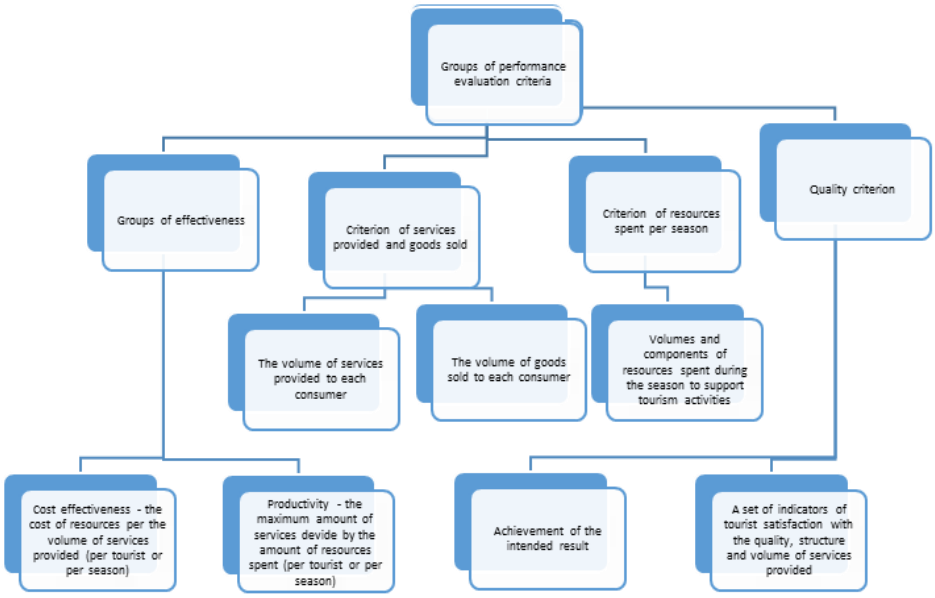

Fig. 3. Formation of the rating of the subjects of green tourism

The so-called counter-rating system is suggested as the basis for the ideology of forming such a software product (see Figure 3). Both the consumer of the green tourism services and the providers of such services need a counter-assessment so that the other party's incompleteness is not unexpected. The receiving party and the recipient of the service have the right to submit the counterparty's assessment on a confidential basis by group of attributes. The assessment of the green tourism entity will be formed as a result of analyzing questions that the potential consumer will ask through the channels of communication of the software product being offered. Rating would help to increase or decrease the rank of each of them in a database open only to registered users. Only those who have mutually confirmed the provision / receipt of the green tourism service, and only to those persons / farms whose service has been used, or to whom the service has been provided, are eligible for evaluation. In addition, the information portfolio of the service provider is being expanded and updated via program means.

To reduce the cost of operating software, to save computer resources, the use of cloud technologies is being introduced. These technologies make it possible to use this software even from smartphone or tablet, provide information protection, in particular, against attacks and computer viruses, etc., secure storage of databases, provide the required level of resilience to technological and network crashes, eliminate the cost of purchasing licensed software, maintain and upgrade your own computer hardware, etc. The user input processing program (see Figure 4) is also stored in the cloud. This program reduces the cost of customer service.

The proposed green tourism software makes good use of the benefits of cloud technology. The volatile in volume and time nature of the user access to databases would otherwise require significant hardware reserves. In addition, cloud technologies provide a high level of accessibility for users.

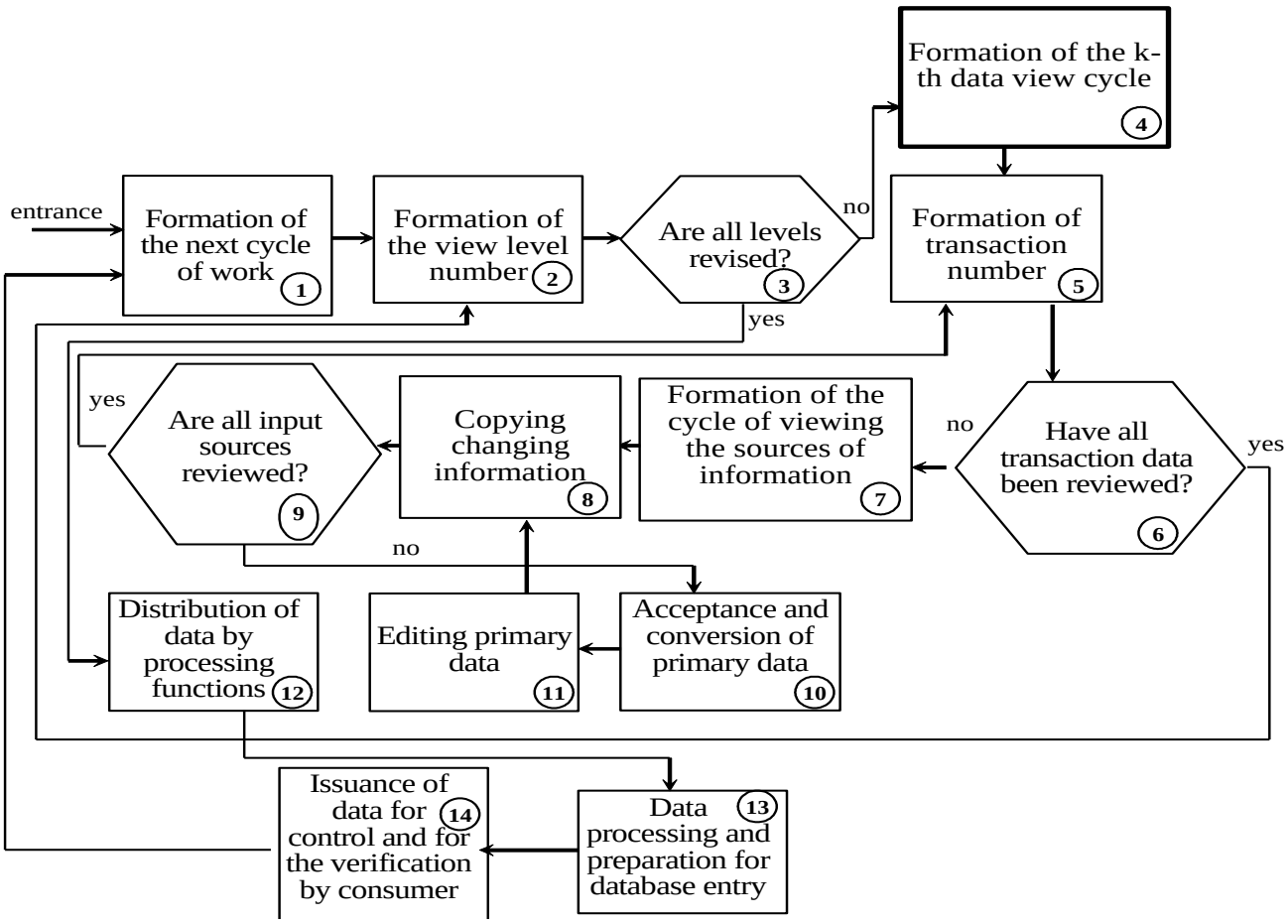

Fig. 4. Flowchart of the program of processing the input information from users

Conclusions. Daily rate at 400-600 UAH per person and, in most of the cases, the seasonal nature of rural green tourism does not provide high income for this type of activity, but it is a certain tool for ensuring the social stability of the village, the development of rural local communities, spreading traditional values, increasing respect for the culture of the people and the environment. More broadly, the development of green tourism can help solving a complex problem: to correct the demographic situation in depressed rural areas, the number of which, according to experts, may increase in the coming years to 48-50%, to ensure sustainable marketing of products and services of rural producers, in particular, to cater tourists, to create new jobs by expanding the range of services (transportation, fishing, hunting, sightseeing, etc.), to improve the infrastructure of villages and towns. For the effective spread of rural green tourism, a pilot sample of the software complex has been developed, which provides greater opportunities both for informing consumers about the providers of this type of tourism and for studying the needs of consumers of rural green tourism in this type of services. This software product is maximally adapted to use, update and to replenish databases. It is designed as a universal tool, including for marketing and advertising needs, to stimulate the quality of rural green tourism services. The suggested software package makes it possible to reduce the cost of both computer hardware, software, as well as the maintenance of its operation.

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