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The development of ecological (green) and rural tourism for the disabled people in Ukraine

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Abstract. The research is devoted to analysis of the development of ecological (green) and rural tourism for the disabled people in Ukraine. For solving the set task the following investigation methods were used in the work: dialectical method, analysis and synthesis (research of existing ecological and rural routes by the territory of national natural parks of the regions

of Ukraine), graphical method (for illustration of the results of the research); systematic-structural and expert analysis (for definition of priority routes of ecological (green) and rural tourism for the disabled participants and victims of the antiterrorist operation, people with disabilities, disabled children and elderly persons). The modern state of the development of ecological (green) and rural tourism in the regions of Ukraine was studied in the research. The role of the urbanization level in the demand formation for ecological (green) and rural tourism and interrelation between the urbanization and state of the environment was defined. The number of people with different forms of disability by the regions of Ukraine was investigated. Also, the number of the disabled persons among participants and victims of the antiterrorist operation (ATO) was analysed. A survey was conducted among people with disabilities on the priority and need to ensure the use of different types of tourism for people with disabilities. The current and promising routes of ecological (green) and rural tourism for disabled participants and victims of the anti-terrorist operation, people with disabilities, disabled children and elderly persons were analysed and unresolved issues of free access to tourist routes for people with disabilities were determined. The leading regions of Ukraine for the development of ecological (green) and rural tourism for people with disabilities were identified. A kind of ecological (green) and rural tourism with treatment and rehabilitation effect – animal therapy and development of its various methods (apitherapy, hippotherapy, canistherapy, enotherapy) in the regions of Ukraine was analysed. Potential opportunities, available recreational resources and prospects for the development of ecological (green) and rural tourism in the industrial Zaporizhzhia region were investigated. The directions of the tourist routes adaptation to the needs of people with disabilities through the formation of a barrier-free space were defined.

Key words: ecological tourism, green tourism, rural tourism, disabled people, tourism, tourist and excursion route

Розвиток екологічного (зеленого) та сільського туризму для людей з інвалідністю в Україні

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Анотація. Дослідження призначено аналізу розвитку екологічного (зеленого) та сільського туризму для людей з інвалідністю в Україні. Для вирішення поставленої мети у роботі використано такі методи дослідження: діалектичний метод, аналізу та синтезу (дослідження діючих екологічних та сільських маршрутів територією національних природних парків областей України), графічний метод (для ілюстрації результатів дослідження); системно-структурний та експертний аналіз (для визначення пріоритетних маршрути екологічного (зеленого) та сільського туризму для інвалідів учасників та постраждалих внаслідок антитерористичної операції, людей з інвалідністю, дітей-інвалідів, осіб похилого віку). У роботі досліджено сучасний стан розвитку екологічного (зеленого) та сільського туризму в регіонах України. Визначено роль урбанізованості у формуванні попиту на екологічний (зелений) та сільський туризм та взаємозв'язок урбанізації і стану навколишнього природного середовища. Досліджено кількість людей з різними формами інвалідності за регіонами України. Також, проаналізовано чисельність інвалідів серед учасників та постраждалих внаслідок антитерористичної операції (АТО). Проведене дослідження серед людей

з інвалідністю щодо пріоритетності та необхідності забезпечення використання різних видів туризму для інвалідів. Проаналізовано діючі та перспективні маршрути екологічного (зеленого) та сільського туризму для інвалідів учасників та постраждалих в наслідок антитерористичної операції, людей з інвалідністю, дітей-інвалідів, осіб похилого віку та визначено невирішені проблеми щодо вільного доступу до туристичних маршрутів для людей з інвалідністю. Визначено лідери-області України для розвитку екологічного (зеленого) та сільського туризму для осіб з інвалідністю. Проаналізовано різновид екологічного (зеленого) та сільського туризму з лікувально-реабілітаційним ефектом – анімалотерапія та розвиток її різних методів (апітерапія, іпотерапія, каністерапія, енотерапія) в областях України. Досліджено потенційні можливості, наявні рекреаційні ресурси та перспективи розвитку екологічного (зеленого) та сільського туризму у промисловому Запорізькому регіоні. Визначено напрями пристосування туристичних маршрутів до потреб людей з інвалідністю шляхом формування безбар'єрного простору.

Ключові слова: екологічний туризм, зелений туризм, сільський туризм, інваліди, туризм, туристично-екскурсійний маршрут

Introduction

Tourism for the disabled people is a relatively new and dynamically developing area of ecological (green) and rural tourism. The social significance of the development of ecological (green) and rural tourism for the disabled people determined by the relative and absolute number of persons with different disabilities is constantly growing. The main function of this type of tourism from a social point of view is the restorative function, which is aimed at renewal of strength. Tourism is not limited to a passive form of recovery of physical and mental strength but uses forms that can change the nature of activity and environmental conditions, actively learn about the natural phenomena, traditions, establish new social contacts, friendly and business ties. Tourism is always connected with moving that provides a change of the situation, change of the usual way of life. Clean air and active recreation contribute to physical recovery, psychological relaxation, because there are no irritating factors of the industrial and urban environment (noise, stress of the working mode, city vanity, etc.).

Ecological (green) and rural tourism for the disabled people positively influences the physical and psychological development of a personality. It has a restorative function and bears a great humanitarian potential. It is always very important for a person to see with own eyes, hear, touch and try everything him/herself. The compensatory functions of tourism, which provide for special needs of the disabled persons are not less important.

In our time, tourism is becoming increasingly accessible to the disabled people. Owing to the development of medicine and pharmacy, technique and tourism industry there occur the ways to support health and life activity in an active form. Thus, by taking medicines regularly, a person maintains the optimal level of impaired functions, and with the help of technical means and improved transport can comfortably travel long distances.

The development of ecological (green) and rural tourism, which is becoming a priority in the tourism

industry, the development of tourism programs based on accessibility for people with disabilities – all this creates equal opportunities for the right to rest, inclusion to cultural values.

Objective of the research. The objective of the article is to investigate and analyse the development of ecological (green) and rural tourism and its impact on health and psychological state of the disabled people in Ukraine and its regions.

Materials and methods

The scientific research was carried out on the basis of normative-legal documents regulating the tourist activity of Ukraine, as well as on statistical data of the State Statistics Service of Ukraine, state statistical observations, administrative data of the Ministry of Social Policy of Ukraine and Ministry of Health of Ukraine. The libraries; brochures, reference books of organizations and Internet data were used, analysed, and commented for the research. Provisions of the tourism theory, investigations of leading foreign and domestic scientists on the development of ecological (green) and rural tourism of the country and its separate regions for the disabled people became the theoretical and methodological basis of the research. In addition, the following research methods were used in the article: dialectical method, analysis and synthesis (research of existing ecological and rural routes by the territory of national natural parks of the regions of Ukraine), graphical method (for illustration of the results of the research); systematic-structural and expert analysis (for definition of priority routes of ecological (green) and rural tourism for disabled participants and victims of antiterrorist operation, people with disabilities, disabled children and elderly persons).

Results and discussion

The development of tourism industry in Ukraine over the past decades had a negative impact on the environment. Therefore, many leading foreign scientists and specialists paid attention to the problems of bal-

anced development of tourism industry. The problems of balanced development of tourism are reflected in the works of the following scientists: Vorobiov O., Dyshlovyyi I., Kharichkov S., Halushkina T., Hranovska L., Khvesyk M., Bystriakov I., Shkuratov O., and many others. Problems of providing various forms of rehabilitation, medical and psychological assistance through ecological (green) and rural tourism and its impact on people with disabilities were described and represented in the scientific literature in different areas of professional activity of people: medicine, psychology, rehabilitation, sociology, etc. These issues were investigated by the Ukrainian scientists: N. Belousova (Belousova, 2017; Belousova, 2018); Teriukhanova (2007); foreign, namely: Culham (2003).

Issues of the development of tourism for people with disabilities were investigated by Ukrainian scientists, namely: Beidyk O. (Beidyk, 2016; Beidyk, Melnychuk, Oreshchenko, 2017; Beidyk, Melnychuk, Topalova, 2017), Bielousova N. (2018), Beidyk O., Topalova O., (2017), Tkachenko T. (2006), Monastyrskyi V. (2012), et al. However, the issue of development and organization of ecological (green) and rural tourism for people with disabilities in Ukraine has not been studied enough.

Today the tourism sector is an important industry of the country's development from the economic, ecological and socio-cultural points of view even more than before. The number of people travelling with physical, hearing and /or cognitive problems has increased recently due to modern technological developments. It is clear that technological progress cannot remove all problems, but it is possible to mitigate the difficulties associated with disability and improve the conditions of travelling (Yildiz, 2010). Scientific and research departments of land, air, sea and rail transport have developed technological solutions for disabled people, but this is not enough (Rosenbloom, 2007).

It has been found that accessible tourism is defined through a variety of approaches, such as disability research, leisure constraint theory, tourism systems and human rights approaches. (Buhalis & Darcy, 2011).

Considering the current state of society in the world, it is necessary to note the rapid growth rates of the number of people who need social and special assistance. According to generally accepted international standards they are classified into different inclusive categories, and in terms of the tourism industry, then to the category of disabled tourists.

Ecological tourism (green tourism) involves the use of ecological methods and technologies in the tourism industry. In German-speaking countries, the adjective «ecological» is used quite rarely, and the

term «soft tourism» (Sanfter Tourismus), or «ecological and socially responsible tourism» is most widely used. This term, as an alternative to industrialized mass tourism, was proposed in 1980 by R. Jungk. Soft tourism is usually contrasted with hard tourism, the main goal of which is profit maximization. For soft tourism, the priority is not only a successful business, but also care for the cultural well-being of tourist regions, careful use of their resources, and minimization of damage to the environment.

Ecological (green) tourism meets a number of criteria, including the preservation of biological diversity and cultural diversity within the framework of ecosystem protection; encouraging sustainable use of biodiversity, sharing socio-economic benefits with local communities based on informed consent and participation; increasing ecological and cultural knowledge; reduction of production volumes and waste; as well as minimizing its own impact on the environment. Green rural tourism – rest in the countryside (in villages, farms, in comfortable peasant houses). For some time, tourists lead a rural lifestyle in the midst of nature, get acquainted with the values of folk culture, applied art, national songs and dances, local customs, participate in traditional village work, folk holidays and festivals (Kuz'menko, 2021).

Ecological (green) and rural tourism are considered in this study together, as part of the specific formation of the tourist services market of Ukraine.

Ecological (green) and rural tourism is a special area of accessible recreation for all people overwhelmed by everyday problems, life and urban environment, adapted infrastructure of tourist attractions for the various needs of all people, including the disabled people, elderly persons and their caregivers, and their family members, people with temporary disabilities, which is aimed at solitude and communication with nature, living in rural areas or other ecological areas. The main goal of ecological (green) and rural tourism is to abstract tourists with disabilities from the noise of the metropolis, to immerse them in the world in which our ancestors lived.

In 2019, the share of urban population in Ukraine was 69.4% in Poland 60.1% in Romania 54% (surveys are conducted every 2 years) (The share of urbanization level of the world countries in 2019). (2019). The urbanization level plays an important role in formation of the demand for ecological (green) and rural tourism. The more urbanized a country is, the greater demand for ecological (green) and rural tourism it has, but the modern urbanization is accompanied by deterioration of the urban environments, especially in developing countries. Cities with a num-

ber of population more than 250 thousand have a bad environment, all factors of urban pollution disrupt the ecological balance. The relationship between the urbanization and state of the environment is conditioned by a number of factors in the complexed system of socio-economic development and interaction of the society and nature. Urbanization creates relatively limited areas of population that are rapidly developing and growing, but their infrastructure does not provide opportunities for improving the environment. Thus, in industrialized cities, the poor state of the environment is explained as a kind of payment for progress, comfort and development. For example, the rate of economic growth of Kyiv is incomparable with such of Zaporizhzhia, but air pollution is almost the same. That is, the pollution of Kyiv can be justified by the economic aspect, the capital has all the opportunities to increase the number of natural parks at the expense of its funds, which cannot be said about Zaporizhzhia. This city remains without funding for the development of ecology, technical equipment and specialists in the field of ecology, whereas the capital has all this that's how it can «buy» ecology.

In Ukraine, the development of ecological (green) and rural tourism for people with disabilities is impossible without the development of appropriate infrastructure, volunteer movement, organisation of

special training of volunteers, communication system between those who need special assistance and those who can provide it (Yariko, 2017).

According to our research, the number of people with various forms of disability is 1 billion, that is 15% of the world's population. People with disabilities travel less actively than other EU citizens, from 37% in the UK to 53% in Germany. At the same time, 11% of all tourist trips in Europe and 7% worldwide are made by tourists with disabilities, most often as family members or friends (Radionova, 2018).

According to the first official global report on people with disabilities, their number is 1 billion, 15% of the world's population. People with disabilities travel less actively than other EU citizens.

According to Table 1, we observe that in Ukraine the number of people with disabilities at the beginning of 2021 was 2724.1 thousand people or 6.1% of the population of Ukraine (Social Protection of Ukraine (2020). At the same time, the number of people with disabilities at the beginning of 2021 had a tendency to increase compared to the beginning of 2020, an increase of 21.1 thousand people.

Especially alarming is the situation that the number of children with disabilities is growing, in 2021 compared to 2019 by 1.3 thousand people, and compared to 2001 by 8.6 thousand people.

Table 1. Number of people with disabilities at the beginning of the year^{1,2}

	2001	2006	2011	2016	2019	2020	2021
Total	2597.5	2495.2	2710.0	2614.1	2659.7	2703.0	2724.1
including of group I:	337.7	337.7	310.5	250.3	226.3	222.3	215.0
group II	1337.0	1128.4	1078.7	919.0	896.1	900.8	897.1
group III	768.5	906.5	1155.7	1291.2	1375.7	1416.0	1449.1
children with disabilities	154.3	122.6	165.1 ³	153.5 ³	161.6 ³	163.9 ³	162.9 ³

¹ According to the Ministry of Social Policy of Ukraine, the Ministry of Health of Ukraine and the Pension Fund of Ukraine. Regardless of the type of pension received by persons with disabilities.

² Taking into account pensioners who are assigned and paid pensions by the bodies of the Pension Fund of Ukraine, in accordance with the Law of Ukraine «On Pension Provision for Persons Discharged from Military Service and Certain Other Persons».

³ According to the Ministry of Health of Ukraine.

Having analyzed the number of persons with disabilities in the regions as of January 1, 2021, we observe that 7.7% of people with disabilities live in Lviv region from the total number in Ukraine, Dnipropetrovsk region – 6.6%, Kharkiv – 6.3%, Donetsk – 6.07%, Kyiv – 5.9%, Odesa – 5.8%, Kyiv – 4.6%, Vinnytsia – 4.5%, Cherkasy – 4.2%, Zaporizhzhia – 4.1% (Official site of the State Statistics Service of Ukraine).

According to Figure 1, we observe that on January 1, 2021, the share of children with disabilities in Ukraine makes 6.0% from the total number of people with disabilities, people of the 1st group of disability – 7.9%, 2nd group – 32.9%, 3rd group – 53.2.

Today, solving the problem of treatment and social rehabilitation of servicemen who performed tasks in the military operation zone and the disabled is urgent.

As of January 31, 2019, according to departmental commissions for granting the combatant status to persons who participated in the anti-terrorist operation, 358576 persons were granted the combatant status (Information on granting the combatant status).

Unfortunately, the number of disabled people among the participants and victims of the anti-terrorist operation (ATO) – usually young people of working-age – is, unfortunately, increasing progressively. They especially need qualified rehabilitation assis-

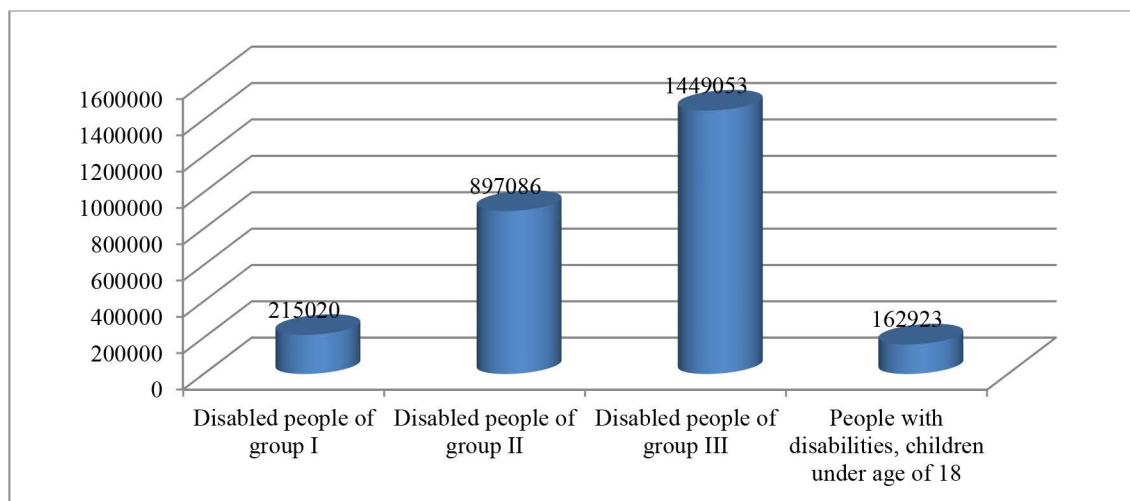


Fig. 1. Number of people with disabilities in Ukraine on 01.01.2021 (Social protection of the population of Ukraine)

tance, both psychological and social – those types of rehabilitation, which in our state do not have a clear structure and are still at the stage of formation.

Today, the problem of treatment and social rehabilitation of servicemen who performed tasks in the area of anti-terrorist operation and disabled people is urgent.

In modern conditions, the organization of ecological (green) and rural tourism for people with disabilities will promote the development of tourist service market, there will be several million new consumers who will seek opportunities to satisfy their needs, which will be qualitatively reflected in the socio-economic effect of tourism industry.

Taking into account the impact of tourism industry on the development of the country, it must be noted that it is exactly this industry to have the integrated effect on the development of ecological (green) and rural tourism for people with disabilities.

The survey conducted among people with disabilities on the priority and need to ensure the use of different types of tourism for people with disabilities has shown that the priority is mainly given to: health and rehabilitation, ecological (green), rural, cultural-cognitive, amateur tourism and for elderly persons (fig.2.)

After analysing the current and future routes of ecological (green) and rural tourism for the disabled participants and victims of the anti-terrorist operation,

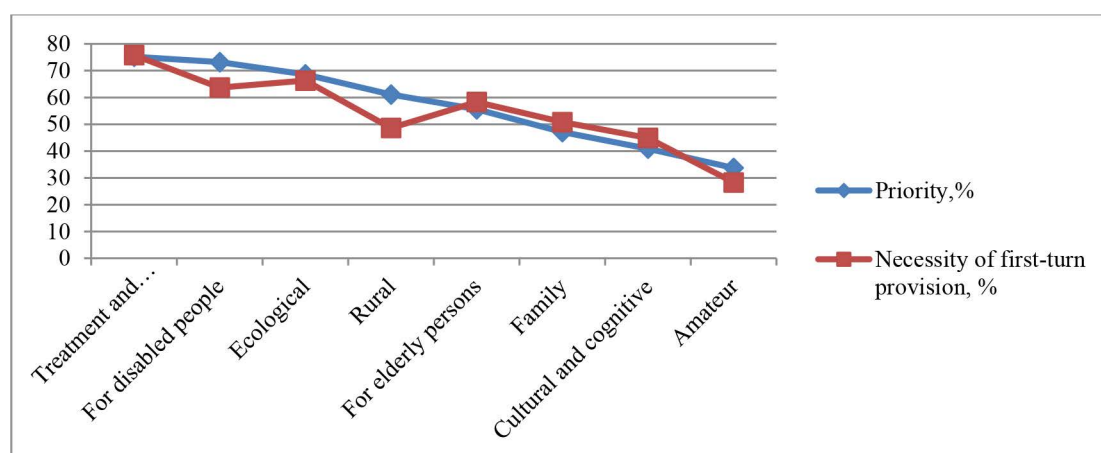


Fig. 2. Results of the survey of disabled persons on priority types of tourism

disabled people, children with disabilities and elderly persons, it was found that there are different tourist routes (hiking, water, cycling, horse) in almost every national nature park of Ukraine, but their number is extremely insufficient and there are many unresolved issues regarding free access to tourist sites of such

groups of people. Unfortunately, the solution to the problem of organizing tourism in Ukraine is at an early stage (Topalova, 2016).

In 2021, the leaders in the number of activities and routes for development of ecological (green) and rural tourism for people with disabilities in Ukraine

were Lviv, Odesa, Zaporizhzhia, Rivne and Poltava regions. Kyiv and Dnipropetrovsk oblasts, which have a high and average level of infrastructure development, are identified as insufficient in terms of the number of activities for people with disabilities. In terms of regions with a low level of tourism development for people with disabilities, Kharkiv region stands out. Although, according to facts and statistics, in this region the activities aimed at the development

of ecological (green) and rural tourism for people with disabilities were held most often.

According to the number of existing ecological and rural routes for disabled people, a few more regions are distinguished among those with the low infrastructure development, including Kherson, Zhytomyr, Chernihiv, Zakarpattia and Chernivtsi regions, as shown in table 2 (on the situation of persons with disabilities in Ukraine).

Table 2. Existing ecological and rural tourist routes for the disabled people in Ukraine

Region	Existing «accessible» tourist and excursion routes	Prospective «accessible» tourist and excursion routes
Vinnitsia	Pedestrian; NNP «Karmeliukove Podillia»	Pedestrian
Volyn	Pedestrian, water, horse; NNP «Prypiat – Stokhid»	Pedestrian, water
Dnipropetrovsk	Pedestrian, water, horse; NNP «Velykyi Luh»	Pedestrian, water, horse
Zhytomyr	Pedestrian	Pedestrian
Zakarpattia	Water	Water, horse
Zaporizhzhia	Pedestrian, water, horse,	Pedestrian, water, horse, bicycle
Ivano-Frankivsk	Pedestrian; NNP Synevir	Pedestrian, horse
Kyiv	Pedestrian; NNP Holosiivskiyi	Pedestrian
Odesa	Pedestrian, water, horse, bicycle; NNP Nyzhniodnistrovskiyi	Pedestrian, water
Poltava	Water; NNP Pyriatynskiyi	Water
Rivne	Pedestrian; NNP Dermansko-Ostrozkyi	Absent
Sumy	Pedestrian, water, horse, bicycle; NNP Hetmanskyi	Pedestrian, water, bicycle
Ternopil	Pedestrian, horse, bicycle	Pedestrian, horse, bicycle
Kharkiv	Data is not available	Data is not available

The study of the existing ecological and rural routes by the territory of national natural parks of regions of Ukraine shows that it is exactly they to form the basis of a list of the ecological and rural tourist routes for people with disabilities (Beidyk, 2016).

In Ukraine today there is a pressing issue on accessibility of people with disabilities (ramps, transport, etc.), but another important issue, in our opinion, is not only the possibility of movement, but also creation of the environment in which people with disabilities can feel comfortable, may communicate, learn and work. Unfortunately, in Ukraine there is almost no research and information on the availability of routes, estates, etc. in the regions of the country for ecological (green) and rural tourism for people with disabilities, although this is a promising area of tourism both for economic development and rehabilitation, recreation, treatment and rest of people with disabilities (Radionova, Trufanova, 2019). Some regions do not develop ecological (green) and rural tourism or lack the necessary resources, so many people with disabilities in Ukraine do not have the opportunity to rest, undergo rehabilitation or treatment in their area, whereas known objects of this type of tourism in other

areas remain inaccessible for people with disabilities due to the lack of infrastructure development. The regions with the best development of tourist infrastructure for people with disabilities are Lviv, Kharkiv, Zakarpattia, Dnipropetrovsk oblast.

According to statistics, there are almost a million estates in Ukraine that can operate in the market of ecological (green) and rural tourism, including for people with disabilities, but there are only about 2,000 rural estates which are officially registered and officially receiving visitors including about 30 estates in Zaporizhzhia region as of 2020.

A special place among the treatment, health-improving and rehabilitation tourism is occupied by animal therapy, which is associated with the treatment and rehabilitation of the disabled people, elderly persons and people with temporary disabilities through interaction with animals.

Apitherapy is a type of ecological (green) and rural tourism with a treatment and rehabilitation effect, which is rapidly gaining popularity among tourists who want not just to relax, but also to benefit for health.

Today, methods of hippotherapy and canistherapy in Ukraine are used in the Triumph hippotherapy cen-

tre (Zhytomyr), which practice classes for children with cerebral palsy, autism and nervous disorders. The Revival centre for medical and social rehabilitation of disabled children in Chernihiv uses hippotherapy and canistherapy for children with central nervous system disorders, autism, various forms of cerebral palsy, speech delay, Down syndrome, as well as those who are very afraid of dogs according to the protocol of the World organization for canistherapy and cynology, because in Ukraine there are no special rules and requirements for the animal treatment.

The «Scythos» international children's rehabilitation centre in Kherson uses hippotherapy and contact therapy for the rehabilitation of children with disabilities, with diagnoses related to the nervous system, musculoskeletal system, respiratory system, neuroendocrine and immune systems.

Methods of hippotherapy and apitherapy are introduced by rural estates of Zaporizhzhia region, such as the «Zoloty kolosok» estate. In the Aquazoo-Petropol estate of rural tourism of Zaporizhzhia region, the Petropol village carries out excursions with a purpose of rehabilitation of the disabled children.

In Zaporizhzhia, on the right bank of the Dnipro River, in the Baburka cossack village, there is a family author's winery of «Villa Del Vino». The inhabitants of the «Villa Del Vino» offer to try authentic wine of their own production, enjoy the view, and spend time on tasting and pleasant conversation without haste. Here guests are offered dishes prepared according to special recipes from local products: snails, craft cheese and freshly baked bread.

Enotherapy is a method of treating various diseases and strengthening human health with a help of specially selected wines in certain doses. Thus, red wines are recommended for use in low blood pressure (hypotension), eating disorders, obesity and as a tonic. White wines are useful for hypertension, poor liver function, as a diuretic and laxative. White table wines have a tonic effect – they are recommended for atherosclerosis.

The development of environmental (green) and rural tourism for the disabled people in village of Chervonokozatske (Helendzhik) of Zaporizhzhia region as a guarantee of balanced development of a small village lies in the need to search for ways to come out of the crisis situation in which most villages of Ukraine are turned out. This estate has created the necessary conditions to attract all categories of tourists, including the disabled (in wheelchairs, with special needs and low-mobility vacationers). The village of Chervonokozatske is the first accessible centre of ecological (green) and rural tourism, adapted to the

needs of people with disabilities (in wheelchairs and low-mobility vacationers).

Another unique project of ecological (green) and rural tourism for people with disabilities is the creation of accessible, sustainable bicycle routes in the South-East of Ukraine. The aim of this project is to promote cycling, ecological (green) and rural tourism with an emphasis on the integration of people with disabilities. Two cycling routes were developed in cooperation with the Union for the promotion of green rural tourism in Zaporizhzhia region, local organizations and organizations on working with people with disabilities, which provided local network organizations with 12 trekking bicycles and 4 tandem bicycles for use by visually impaired people as a second passenger to involve people with disabilities in the balanced ecological (green) and rural tourism.

The first rehabilitation park for the disabled in Ukraine has been created on the Khortytsia island of the city of Zaporizhzhia. The uniqueness of this park is that in Ukraine today there is no park as a place of rest, which would create accessible conditions for people who move in wheelchairs or crutches. The creation of such a park will allow these people to touch the unique nature of the Khortytsia island which fills each person with spiritual energy. Rehabilitation parks operating in other countries are focused mainly on providing comprehensive assistance to adults in need of recovery after stroke, Huntington's disease, muscular dystrophy (Chelsea Park, Georgia, USA), recovery of physical and physiological abilities (Manor Park, British Columbia, Canada). The innovative park on Zaporizhzhia Khortytsia is unique, as a rehabilitation park for children and teenagers with disabilities, elderly persons, disabled participants and victims of antiterrorist operation (ATO) etc. Thus, the island of Khortytsia in Zaporizhzhia is one of the most interesting objects of ecological (green) tourism for the disabled, which is constantly developing.

So, today it is necessary to create conditions for organising rural estates, to ensure the availability of tourist services to people with disabilities. The conducted analysis showed that existing ecological (green) and rural tourism is not developing enough, there is no information on the availability of tourist routes for people with disabilities. Therefore, it is necessary to strengthen the comprehensive attention of the state and society to these issues. Ukrainian legislation needs drastic changes in the formation and development of ecological (green) and rural tourism for people with disabilities. The perspective directions of tourism development for people with disabilities are: ecological (green), rural, health and rehabilitation,

cultural and cognitive, for the elderly, etc. In Ukraine there are rehabilitation centres, sanatoriums, preventive health-care facilities, resorts, etc. for people with disabilities, but this is not enough, it is the very tourism that is perceived by the disabled people as a type of rehabilitation, which includes medical, psychological, physical, physical-culture and sport part of rehabilitation measures.

Conclusions

Ecological (green) and rural tourism for people with disabilities cannot exist without its components, namely the environmental, ethno-tolerant and eco-educational components. The urbanization level plays an important role in formation of the demand for ecological (green) and rural tourism. Demand for ecological (green) and rural tourism increases with growth of the urbanization level and economic and technical progress in general. The balance between the ecological development and consumption of natural resources is achieved by the balanced development, namely:

1. Economic stability – improving the economic situation in the regions by increasing the employment of local people, including people with disabilities; large inflow of funds for the development of appropriate infrastructure and the establishment of special training for volunteers and communication system.

2. Environmental sustainability – a fixed demand for natural resources.

3. Cultural sustainability – preservation and revival of cultural heritage, monuments and folklore.

Ecological (green) and rural tourism for people with disabilities in which it is laid the reunification of man with nature but with different conditions and interests (rural farms or reserves), cultural awareness

of tourists in preserving the originality but of different interests (nature or authenticity of rural traditions).

For social ecological development it is necessary to form purposefully a careful attitude to nature, to educate in people the feelings of gratitude to it for what it gives them, for its role in the life of present and coming generations. It is necessary to carry out intellectual and cultural education of people in importance of preservation of natural resources for descendants, to make attitude to environment more responsible. It is necessary to increase the share of tours organized by tour operators specially for people with disabilities, children, the elderly and the disabled among the participants and victims of the anti-terrorist operation.

Having analysed the current state of ecological (green) and rural tourism for people with disabilities in Ukraine, the low development of the tourism was revealed. The organization of the barrier-free tourism in Ukraine is at an early stage of development. The majority of the population of Ukraine does not consider cities accessible to people with disabilities, but actively supports the idea of making the environment accessible to all people.

As the analysis of the offering ecological (green) and rural tourism for people with disabilities in the tourist market showed, the information on accessible tourism and expert research in Ukraine is insufficient, although this is a promising area of tourist industry. A number of problems related to the accessibility of tourist facilities for people with disabilities and lack of adapted tourist products requires solution of specific tasks at the level of the state, regional local authorities, entrepreneurs and citizens. Aiming the marketing activities at this category of tourists – people with disabilities, tour operators will be able to serve a large and constantly growing market.

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