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POTENTIAL POSSIBILITIES OF USING NATURE-RESERVE TERRITORIES OF MELITOPOL REGION FOR THE DEVELOPMENT OF THE TOURIST COMPLEX OF UKRAINE

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The formation of the Ukrainian state determines the emergence of new approaches in the field of economic and cultural space. An integral part of the implementation of the country's national revival policy is the development of the recreational complex and ecological tourism.

The work of modern scientists [1, 2, 4-8, 13] is devoted to the problem of the development of the economy of nature use in the promising regions of Ukraine for recreational activities. Their results are reduced to the necessity of greening tourism in conditions of sustainable development and the transition to "green" technologies. At the same time, the researchers did not analyze the potential of nature-reserved territories of Melitopol Region for the development of the recreational and tourist complex of Ukraine [2, 8].

The emergence of the concept of "ecological tourism" in the late 80s of the last century is associated with such countries as Australia, Canada, France, and the USA. At the current stage, ecotourism is defined as "specific types of tourism and recreation in nature, which do not harm natural complexes, contribute to the protection of nature and improve the well-being of the local population" [1]. Today, this definition includes measures aimed at preserving nature reserves. The ultimate goal of ecological tourism is recreational activity, which consists of travel, environmental education, organization of ecological excursions. In addition to the recreational function, ecotourism should perform the following tasks:

- 1) promote the preservation of natural and historically valuable objects;
- 2) serve to expand the ecological outlook of tourists;
- 3) minimize the negative impact of tourists on the components of the natural environment;
- 4) promote the scientific and cognitive development of biotic diversity of recreational areas [2].

Thus, ecological trails are organized so that their participants not only enjoy their rest, but also increase their knowledge of ecology, as well as carry out specific environmental protection actions.

In the course of the work, the role of the objects of the nature reserve fund of Melitopol Region in the formation of a network of ecological routes was established for the first time. The most promising directions for the development of ecological tourism in the Zaporizhia region have been established. The stages of the development of ecological tourism in Ukraine were outlined. It was determined that the Melitopol region is considered a kind of center for the development of the tourist and recreational complex in the Zaporizhzhia region. The total number of territories and objects of the nature reserve fund located on the territory of the Melitopol district is 23 units, the area of which is 17,286.4 hectares, which is almost 11% of the total area of the district [6].

The most promising objects of the NRF of the Melitopol region from the point of view of forming a network of ecological routes are: national nature park "Priazovsky", Staroberdyansk Forestry, reserve "Kamyana Mohyla", "Healing Springs" (Terpinia village), Arboretum "Elita" and Melitopol Park of Culture and Recreation. All routes are formed taking into account the principle of creating a single ecological network.

According to the complexity of the route and the perception of the information offered, all ecotrails are divided into walking, tourist-cognitive and educational. It is important to include data on the landscape, topography, main types of soils and parent rocks, water bodies and climatic characteristics in the excursion narrative, as well as outline the relationship of these natural components, not limited to the geobotanical characteristics of the region. It is desirable to reveal the peculiarities of the use of types of bioindicators for the timely detection of the state of the environment in wartime conditions [3, 9-12]. All ecotrails must be equipped with signposts or an information stand and have facilities for visitors with developmental or physical disabilities.

The promising directions for the development of ecological tourism in the Melitopol district of Zaporizhzhya region are the following:

- walking, tourist-cognitive and educational ecological trails (all objects of the NRF Melitopol Region);
- bicycle tourism (parks-sights of garden and park art);
- equestrian sport (Staroberdyansk Forestry);
- water trips (Molochna River, "Molochny Liman" hydrological reserve);
- ethno-ecological tourism (historical and architectural reserve "Stone Tomb", private estates of the Melitopol district).

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