



FEATURES OF THE CONTENT AND IMPLEMENTATION OF INNOVATION AND INVESTMENT PROJECTS FOR THE DEVELOPMENT OF ENTERPRISES IN THE FIELD OF RURAL GREEN TOURISM

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ABSTRACT

The subject of the research is the processes of innovation and investment support and designing the development of enterprises in the field of rural green tourism. The purpose of the work is to identify factors, risks, competitive advantages and search for resources and sources for the implementation of innovative investment projects for the development of enterprises and organizations of rural green tourism and substantiate their content, structure, types, and directions of implementation. The methodological basis of the article is the main provisions of the economy of tourism enterprises; both General scientific and special methods of scientific knowledge. Methods were used:

dialectical, monographic, historical, system-structural analysis and synthesis, statistical and economic, problem - and program-specific approaches. The article defines innovation and investment projects of enterprises in the field of rural green tourism, their structure, components, implementation factors, including competitive advantages and limitations. Their classification is carried out, the content of possible and priority innovations, as well as resources and sources of investment are identified. Regional features and differences of implementation are defined. The need for targeted budget support, voluntary revenues from large agribusiness, rural communities, non-governmental organizations, and private funds for the development and implementation of innovative investment projects for the development of rural green tourism enterprises is justified. The conclusions and results of the article can be used in the educational and scientific process of economic faculties of higher educational institutions. It is advisable to transfer them for practical use in managing the development of enterprises in the field of rural green tourism on the basis of justification, development and implementation of innovative investment projects in order to increase their efficiency and competitiveness. Despite the existing significant and unique tourist resources and competitive advantages, the number of rural green tourism enterprises has not been adequately developed. Although about 5 million economically active people are considered self-employed in rural areas. They could potentially develop a tourism business. However, the main reason for the lack of proper business activity is the lack of financial and investment resources. In the 2000s-2010s, a large – scale retraining of personnel was carried out through employment services in order to develop rural green tourism. In the course of training, innovative and investment projects for the development of tourism entrepreneurship were developed, for the implementation of which budget funds were allocated on an irrevocable basis in the national currency, equivalent to the amount of 2-10 thousand dollars USA. This quickly led to the growth of tourist entrepreneurship in rural areas. However, in the following years, these programs were curtailed.

Key words: rural green tourism, enterprises, innovation and investment projects, resources, competitiveness, management.

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1. INTRODUCTION

Enterprises and houses of rural green tourism in a competitive environment and market management mechanisms are increasingly experiencing competitive impacts and recognize the need to develop new products and services and the associated socio-economic benefits. Due to its unique natural and cultural and historical resource tourism potential, as well as the great interest of domestic and foreign tourists in new areas not covered, rural areas have major innovative and investment opportunities for the development of tourism activities. We are talking about unique natural attractions in the form of unique natural attractions, tracts, reserves, nature reserves, national parks, scenic nature and favorable weather and climate conditions in General.

It is also a unique village architecture in the form of traditional rural houses and elegant flower-decorated plots and authentic Palace and landscape ensembles, castle architecture of rural areas, sacred structures, especially Orthodox churches, monasteries, and cathedrals. To

this should be added a unique applied art (pottery, embroidery, drawing, vine weaving, wood carving, jewelry making, etc.). These are also masterpieces of national cuisine that have age-old recipes and new developments that have no analogues (baked meat and fish, borsch, kulesh, vareniki, pies, delicious desserts). Finally, these are the spiritual treasures of the Ukrainian people, examples of folk art in the form of songs, thoughts, fairy tales, legends, as well as traditional folk and religious holidays and rituals.

All these conditions, resources, features and uniqueness of the rural tourism product can be considered as competitive advantages of the national sphere of rural green tourism and factors of its investment attractiveness. After all, they are of absolute interest to domestic and foreign visitors, which is a guarantee for long-term prospects and sustainable development of the industry. In addition, the tourism business in rural areas contributes to the sustainable development of nature and the rural economy, improving the level and quality of life of rural residents, and increasing human potential by expanding the available offers of tourist products and services as related activities, hence increasing employment and income of the rural population. In this sense, it can count on the support of rural communities, local and state authorities.

Analysis of recent research and publications. Scientific papers are devoted to the study of resources, tools, and mechanisms for implementing innovative investment projects for the development of tourism enterprises O. Kalchenko, O. Krainyk, N. Malskoi, A. Mazaraki, N. Malakhovoi, S. Melnychenko, V. Novikova, L. Tkachuk, D. Ushakova, S. Tsokhly, V. Tsybukha, O. Chernysh, V. Khudo etc. Development of rural green tourism enterprises studied Bohadorova L., Vasylieva N., Ihnatenko M., Marmul L., Penkovskyi V., Radomskyi S., Romaniuk I., Stepaniuk O., Chornyi B., Yarovy V. etc. However, there are very few publications devoted to the justification and implementation of innovative investment projects of rural green tourism enterprises. We are talking about individual works Drobotovoi M., Kampova N., Kasyntsia O. Lintur I., Pinchuk T., Sarapinoi O.

Meanwhile, rural green tourism is developing quite rapidly in Europe and the United States. Its services are preferred by 30 to 50% of tourists. Therefore, the development and implementation of innovative investment projects for the development of tourism activities in rural areas is extremely relevant and timely. In addition, the comprehensive digitalization of agriculture, other industries and activities in rural areas has led to a radical reduction in the areas of employment and employment of the population. Therefore, rural green tourism is often perceived as a guarantee for the preservation and development of rural areas, rural communities, and the reproduction of rural lifestyles. This once again updates the research direction selected in the article.

The purpose of the paper is identification of factors, risks, competitive advantages and search for resources and sources for the implementation of innovative investment projects for the development of enterprises and organizations of rural green tourism and justification of their content, structure, types, and directions of implementation.

2. THE MAIN RESEARCH MATERIAL

The main components of innovation and investment support and design of development of rural green tourism enterprises are innovations and investments. Innovations in agricultural farms and enterprises of rural green tourism are understood as a system of events that are characterized by high-quality novelty and lead to positive changes in the economy and the industry and the region as a whole. Investments are understood as the acquisition of fixed assets, non-current assets, and corporate rights in exchange for cash or property. In a broad sense, it is financial (monetary) support for the most significant aspects of activity, including innovations.

Together, they make up innovation and investment activities, projects, and processes. The innovation-investment project means an important structured organizational-economic and economic the West with justification and choice of innovation or innovation as well as finding the resources (money, property) or investment on the basis of their payback, or social [1]. In rural green tourism, an innovative investment project is recognized, on the one hand, through the tourist market and the level of consumer satisfaction, and on the other hand, through the adoption of joint decisions by tourism entities and management bodies at various levels.

The development and implementation of innovation and investment projects in rural green tourism enterprises is influenced by the geopolitical and socio-economic situation in the country; the solvency of the population; national legislation, as well as intergovernmental and international agreements. Therefore, the reasons for the introduction of innovations in the field of rural green tourism are the following: oversaturation of many classic and traditional markets; risks of losing market share of inbound tourism; increased competition and growth of offers; technological revolution and expansion of the sphere of application of digitalization and information technologies; transition from the economy of supply to the economy of demand.

Based on the position of the World trade organization (WTO), national policy priorities for rural development, in rural green tourism enterprises, innovation and investment projects should focus primarily on three main areas: 1. Introduction of innovations (organizational innovations) related to the development of the enterprise and tourism business in the management system and structure, including reorganization of the structure; increase in the size or concentration of resources, capital and activities; participation in associations; introduction of modern forms of accounting and financial reporting. 2. Marketing innovations (strategies) that allow you to reach the needs of target consumers and attract an unattainable sector of buyers at a given time. 3. Periodic innovations (product innovations) aimed at changing the consumer properties of the tourist product, its positioning in the market as an exclusive, providing for the growth of competitive advantages.

Thus, innovative and investment design of development of economic entities in the sphere of rural green tourism is aimed at creating a new or changing an existing product, developing new markets, introducing advanced it technologies and modern forms of organizational and managerial activities [2]. Because of this, innovation and investment are necessary and essential to their operations. Managing novelty and its implementation in rural tourism business practices are fundamental issues in the system of making management decisions on its development in the future.

Innovation and investment projects in the field of rural green tourism have their own specific features and limitations. First, when doing tourist business on their own, rural residents are not prone to the risks that accompany it. Secondly, the rural mentality means, first of all, faster loyalty to traditions than the desire for novelty. Third, in rural green tourism, more than anywhere else, various structures interact, such as local authorities, rural communities, travel agencies and operators, owners of mini-hotels and farmsteads, whose interests and benefits need to be fully coordinated. However, if there are systemic conciliatory actions, it is possible to achieve a positive effect from innovations and additional investments.

One of the main marketing ways to attract consumers and increase their profits is to offer them new products and services [3]. In rural green tourism, novelty can be represented by new routes, types, forms of recreation, tourist attractions and destinations. However, almost every owner has a risk of using innovations by the first client. Therefore, not all entrepreneurs apply innovations in practice. After all, innovation activity is characterized by a high level of uncertainty and risk, and the complexity of predicting final results.

Features of the Content and Implementation of Innovation and Investment Projects for the Development of Enterprises in the Field of Rural Green Tourism

On the other hand, if you use rational approaches to creating and implementing innovations and attracting investments, you can get additional income and useful effects. Innovations and investments in business activities in rural green tourism are aimed, as it was revealed earlier, at forming a new tourist product, new approaches in marketing activities, as well as at introducing new management methods using it technologies [4]. Their use will enhance its competitive advantages, efficiency and competitiveness.

For this purpose, it is necessary to understand the factors that determine the degree of innovation and investment development of rural green tourism:

- Significant market conditions and competition in the domestic and foreign markets of tourist services;
- High level of development of science and technology, improvement of institutional levers of innovations, their availability for implementation;
- availability of professional support in the face of scientists, specialists, managers, marketers, system administrators, etc.);
- Availability of resources (production, natural, infrastructure, financial, social, etc.).

The study of trends and patterns of systematic implementation of innovation and investment activities, planning and managing positive results is a complex methodological problem in the field of tourism, especially at the level of subjects of rural green tourism. Its decision, in our opinion, should be based primarily on the classification of innovations. There are certain classification features that are important for determining the essence of innovation and investment in the tourism business (Fig. 1).

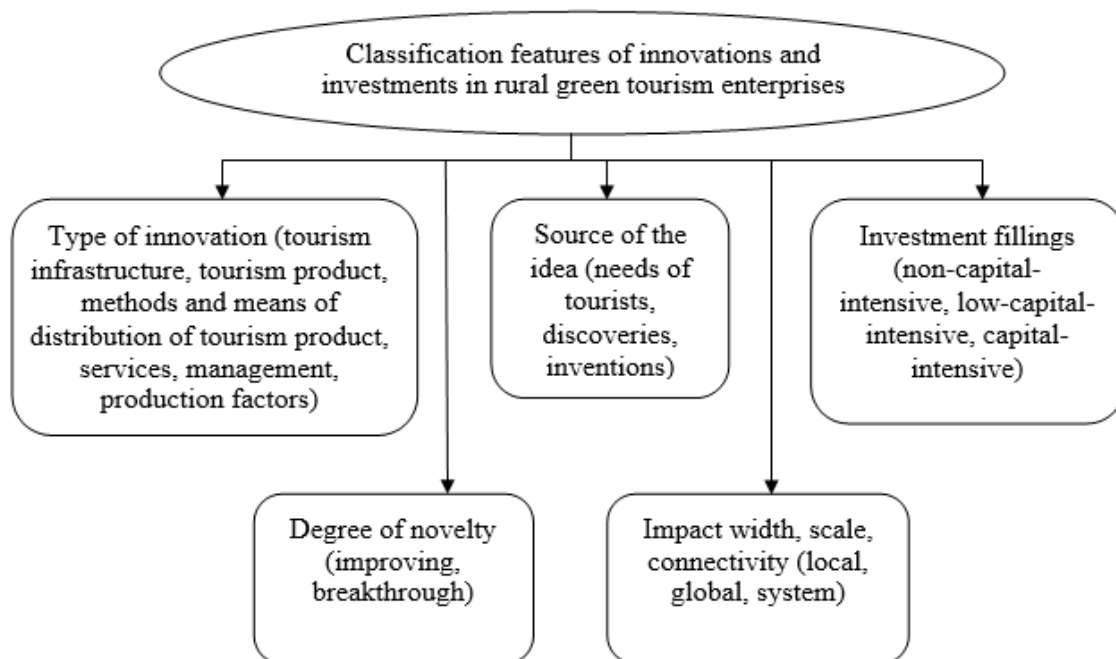


Figure 1. Classification features of innovations and investments in rural green tourism enterprises

Innovation and investment projects in rural green tourism enterprises should be considered as systemic measures that have a qualitative novelty and lead to positive production shifts and ensure their financial and economic stability and sustainable functioning and development of the tourism industry in rural areas [5].

The idea of creating and implementing innovative investment projects, even if they do not bring a significant profit at the beginning, can give an impetus to the development of a whole direction of rural green tourism in the future and thereby actively contribute to the creation of additional jobs and income growth of the rural population.

The practice of rural green tourism is influenced by such factors as demographic changes (aging of the population), lifestyle, and the nature of work. People are looking for new and unusual journeys. Their growing awareness and new needs stimulate rural tourism and encourage innovation and innovation. Most innovative tourist products have their own niches in the market space (environmental, extreme, etc.). Quite popular and cultural and educational tourism, in which innovative products have appeared.

Modern achievements in the field of telecommunications and e-marketing provide new opportunities for rural green tourism enterprises and significantly affect the models of its organization and management. The introduction of new technologies helps to increase investment returns. However, in Ukraine, due to the permanent underestimation of the existing competitive potential of rural green tourism as an important structural unit of the rural and national economy and sources of rural development, due attention is not paid to ensuring the development of its subjects [6]. We are talking about ensuring the availability and arrangement of rural tourist destinations and attractions, modern marketing strategies and processes for developing and promoting services, and using new approaches to solving problems that will reduce costs and increase productivity.

Thus, innovative investment projects and / or fundraising mechanisms provide opportunities for organizing farms and small enterprises of rural green tourism as profitable business entities whose competitive potential needs to be improved on this basis. The appearance of new products in the tourist services market will actively contribute to the development of other, more advanced projects, and provide sources and resources for their financing. Innovations in the rural tourism business require certain material and financial costs, so their implementation needs effective support on the principles of public-private partnership and social responsibility of large agribusiness.

Innovation and investment policy of the state in relation to tourism in rural areas should be aimed at creating favorable conditions for development and supporting any socially significant business entities. Instruments of state influence on innovation and investment activities of tourist entities in rural areas should be: the provision of tax benefits, up to full exemption from taxes, at least in the first 5 years of operation, financial incentives for those farms that are actively engaged in innovative activities; providing favorable conditions and guarantees for attracting domestic and foreign investments; improving the depreciation policy and the system and procedure for accounting and control of activities; determining priority areas for innovation and investment provision; attracting large agribusiness to the process of innovation and investment design based on the principles of social responsibility and public-private partnership [7].

Regional and national target programs should be an important form of state regulation and support for innovation and investment support for rural green tourism development projects. Successful implementation of innovation and investment projects and activities, as well as targeted programs in this area will ensure stable performance and competitiveness in the domestic and foreign tourism markets. This will create a new model for growth of entrepreneurship in the field of rural tourism (Fig. 2). It will focus on improving the conditions of accommodation, household amenities of farmsteads, the material and technical base of private farms and farms, and the introduction of new equipment and technologies in the sphere of tourist services.

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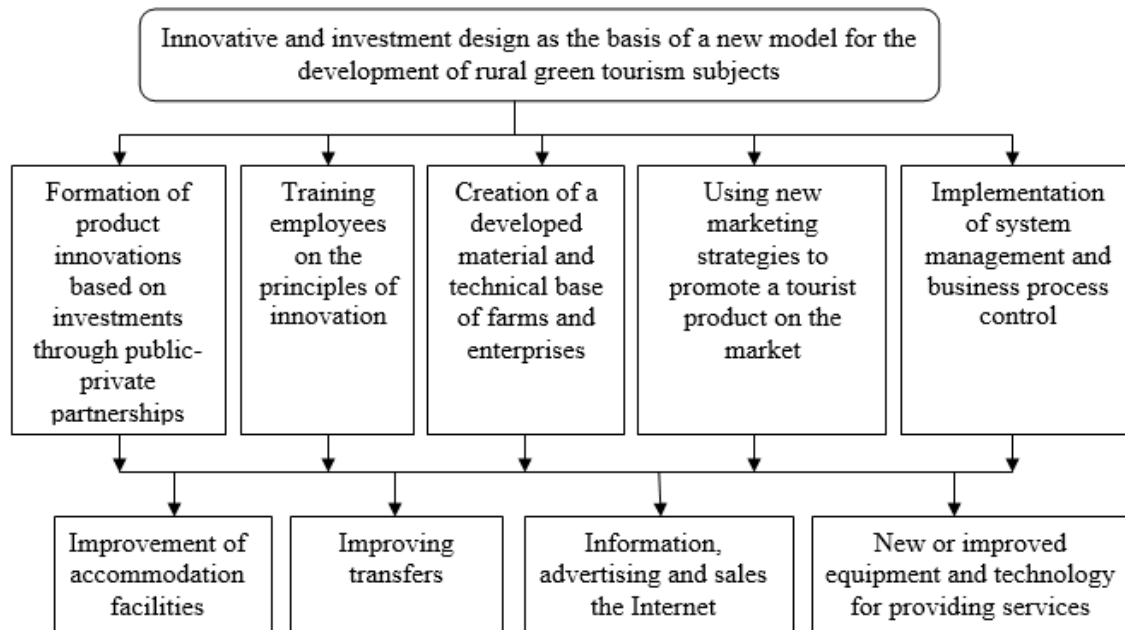


Figure. 2. Model of innovation and investment activity of rural green tourism entities

It is also about ensuring effective advertising of tourist products and services, creating appropriate infrastructure, and training highly qualified employees who are able to offer quality services to tourists. First of all, by implementing the achievements of scientific and technological progress and best practices, innovative innovations and investing in the development of green tourism, it will be possible to create new concepts and models for its development, and implement tourist services and products in new service formats. The formation of new management and marketing approaches, regulation of the sphere of rural green tourism, will allow creating modern tourist farms and enterprises in rural areas with a developed material and technical base.

It should be pointed out that there are two types of innovations in business practice: crisis innovation and development innovation [8]. Development innovation, if properly justified, can bring significant profit and public benefit. Crisis innovation is a decisive action to implement innovations in order to save the company's product/service from disappearing from the market. For the successful development of tourism business in rural areas, it is necessary to use both types of innovations. After all, the tourist market is an unstable market that is influenced by various events in the surrounding and related areas. Rural tourism enterprises must not only create a new product, but also be able to respond in a timely manner to new changes in tourism-related industries, have the ability to create new working methods and improve performance.

Therefore, the development and implementation of innovation and investment projects is a necessary condition for the development of rural green tourism entities and the implementation of their products and services in the consumer market. It is with the help of innovative investment sources, modern management and marketing strategies that they have the opportunity to survive in a highly competitive environment, interest and attract the maximum number of consumers, and ensure their business financial and economic stability and sustainable development. On the other hand, innovative changes in rural green tourism, their main directions, are determined by the social, environmental, economic and informational components of public life in modern conditions of its implementation.

In this aspect, an important direction and goal of innovative implementations is to ensure the sustainable development of rural tourism entrepreneurship.

Environmental factors of innovative changes in it are changes in the environment, climate, and reduction of territories of "wild nature". Negative manifestations in this direction make the environment untouched by anthropogenic activity a great value in the minds of people, in public opinion, which affects the tourist choice. Therefore, the implementation of environmental innovations is based on the introduction of environmental management and audit in the practice of agricultural and rural tourism enterprises.

Technological factors that influence innovative changes in rural green tourism enterprises include, first of all, the development of information and communication technologies and new opportunities for transporting tourists. E-tourism is another of the main directions of innovative changes [9]. The development of these technologies changes the entire tourist business—from functions and processes, forms of enterprises and products (on-line travel agencies, e-offers of products and services, e-booking, sales and even registration of air tickets, promotion of products and services via the Internet, etc.). The Internet changes the functions of state tourism organizations, tourist professional associations and business entities.

Yes, they are increasingly taking part in electronic marketing of the domestic tourist market, tourist resources, destinations, events, as well as in integrated systems for managing consumer relations. This leads to changes in the management system of tourism business and the transition from an industrial to a post-industrial model, to changes in the concepts of tourism itself as an activity – from mass to individualize. This is especially evident in rural green tourism. In turn, this determines the segmentation of the tourist market and the emergence of many "niche" specialized services and products that require constant updating and search for new forms of promotion.

The tourist infrastructure is constantly updated and adapted to new requirements, facilities and equipment; services are adapted to the needs of specific groups of tourists, such as children and adolescents; young people; women or families with children; the elderly and people with special needs. Organizing and providing special travel offers, packages, and products for such groups can be classified as social innovations. In General, the factors that contribute to the introduction of innovations in rural green tourism enterprises can be systematized in order to take into account when making management decisions in this form:

- increased competition, quantitative and qualitative growth of offers of standardized hospitality products in agricultural communities;
- The need to develop inbound tourism as contributing to the development of rural areas;
- the expediency of restraining outbound tourism of its own citizens to countries with natural, climatic and cultural conditions similar to its own rural territories, that is, creating a domestic competitive rural tourism product;
- The need to develop and create conditions to meet the individual whims of tourists, the development of such types of tourist product;
- Development of telecommunication and information systems and services related to them;
- Transition from the economy of supply to the economy of demand, from the economy of product to the economy of pleasure and impressions.

It is established that the fundamental economic factor of innovative changes in the business of rural green tourism is to increase the level and quality of life of the population. With increasing prosperity, the number of travelers and those who want to relax increases [10]. This leads to an increase in the number of experienced, professional tourists who are able not only to form their own tour with the help of information, but are also familiar with various nuances of tourism. Economic factors, therefore, increase consumer requirements for the quality of the tourist product. At the same time, tourists are actively involved in the process of forming the content of the tour and they take part in the development of a unique product designed for them according to their wishes.

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Innovations in the subjects of rural green tourism are aimed at improving housing, infrastructure, recreational, cultural and educational, excursion and other services, as well as technologies for their implementation (interactive, using communication, information and other modern technologies). Innovations can concern both the integrated provision of services, and focus on individual components of the tourist product. The competitiveness of domestic rural green tourism enterprises will largely be determined by the implementation of integrated quality management systems, both at their own level and at destinations. The innovation today is a new global concept that provides for the integration of quality management systems and territorial systems for managing tourist resources.

Today, in rural green tourism, there is a tendency to transform scientific achievements into innovations – getting a positive result that is sufficient for applied implementation. In order to achieve real results in the tourist business in various rural areas, it is necessary to study new scientific developments and develop opportunities for their application in practical work, in your farmstead or enterprise. At the same time, the work on implementing innovations should be systematic and continuous [11].

In order to ensure effective operation, sustainable dynamic development and increase the competitiveness of each rural tourism enterprise, it is necessary to develop and implement its own innovative strategy; determine the main directions for introducing innovations; identify sources of providing resources to achieve the goal, that is, have a business plan, an innovative or innovative investment project. They are, as noted, development policy documents that define goals and objectives for creating and implementing an innovative product; justified tools, methods and forms of innovation management; defined the process of its implementation and control of results.

When planning the introduction of innovations, you must: 1. Set goals, resources and conditions, products and deadlines for each participant. 2. Prepare sound management decisions that take into account favorable and unfavorable conditions. 3. Coordinate the activities of all participants in the process. 4. To determine the database and the time period for monitoring innovation results.

It is necessary to add that an innovative strategy for a rural tourism business entity should be developed depending on the tasks that it must solve: taking into account its place in the market, the specialization of its activities, and the possible competitive advantages that its innovative potential can provide. In this case, innovations will definitely have an effect, bring real benefits not only to the subject of the tourist market, but also to the destination and tourists who visit rural areas. This is of particular practical interest. As evidenced by analytical and statistical data, already in 2005 a categorization of rural estates was carried out to assess the quality of services provided. In 18 regions of the country, about 1000 tourist agro-farms were registered.

Today, only 274 such farms are officially functioning, or almost 3,7 times less. This indicates the deterioration of their internal and external environment, the possibility of working informally and receiving improper benefits, or both. At the same time, an appropriate information base has been created and is functioning to get acquainted with the services and products of rural green tourism entities. So, there is a corresponding demand for them, which has global growth trends. In addition, in the regional dimension, their number in some rural areas is decreasing, while in others it is increasing. This confirms both scientific conclusions and practical European experience that rural green tourism is a promising activity.

In modern domestic economic conditions, it covers a variety of forms of recreation in rural areas, but has not become a noticeable phenomenon in the rural economy, because it is not systematic and mass. So, what has been said allows us to draw a conclusion about the need for its comprehensive rebranding at the local and state levels.

Today, the subjects of rural green tourism do not belong to those that provide the main share of GDP or jobs. Their functioning is characterized by such phenomena as cyclicity and seasonality. Therefore, the introduction of innovations is also considered to be the means that will contribute to the rise of the industry to a new socio-economic level of management.

In the process of innovation and investment design, it is necessary to take into account that the attention of tourists is not attracted by all tourist or potential tourist places. Therefore, it is important to identify the main types of rural areas depending on the opportunities and prospects for tourism development: 1. The inner and North-Eastern rural areas or settlement are not of interest to tourists – it is almost 90,0 % plowed, with monotonous agricultural landscapes, the steppe countryside is sparsely populated, which does not have special tourist attractions. Therefore, the more valuable may be the tourist of the property and their services for local and arriving tourists. 2. Rural areas with tourist attractions and well-developed agro-tourism services. Interesting for certain groups of tourists. 3. Rural areas with a variety of tourist resources, rich nature, favorable climatic conditions, and good infrastructure are usually located near large urban agglomerations and are interesting for the mass consumer.

Perfect and other groups allow you to unify business plans and innovative investment projects, management decisions on the introduction of innovations. It is rightly considered that the village is one of the pillars of the national culture, identity, and gene pool of the nation. But the processes that accompanied the beginning of economic reforms had a negative impact on the situation of rural areas. In rural areas, secondary schools, cultural and art institutions, hospitals and other social facilities, roads, Railways and stations were left without adequate funding. There is a mass migration of young people to cities and abroad.

3. CONCLUSIONS

Despite the significant and unique tourist resources and competitive advantages available, the number of rural green tourism enterprises has not been adequately developed. Although about 5 million economically active people are considered self-employed in rural areas. They could potentially develop a tourism business. However, the main reason for the lack of proper business activity is the lack of financial and investment resources. In the 2000s-2010s, a large – scale retraining of personnel was carried out through employment services in order to develop rural green tourism. In the course of training, innovative and investment projects for the development of tourism entrepreneurship were developed, for the implementation of which budget funds were allocated on an irrevocable basis in the national currency, equivalent to the amount of 2-10 thousand dollars USA. This quickly led to the growth of tourist entrepreneurship in rural areas. However, in the following years, these programs were curtailed. Farmers are not used to taking risks, relying on their own resources, and do not have sufficient resources for private investment. Therefore, we need at least minimal budget support, voluntary revenues from large agribusiness on the principles of social responsibility, funds from non-governmental organizations, patrons, and rural communities to develop and implement innovative investment projects for the development of rural green tourism in the future.

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