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## **TOURIST AND RECREATION POTENTIAL FOR THE DEVELOPMENT OF ECO-TOURISM WITHIN NATIONAL NATURE PARKS OF UKRAINE**

The development of international ecological tourism activities takes place, mainly, within the boundaries of national natural parks (NPP). Ecological tourism contributes to the preservation of natural landscapes and resources and is an important factor in the socio-economic development of the territory.

The gradual transition from unorganized recreation in nature to ecological tourism can be considered as one of the measures that will ensure sustainable development. The demand for ecotourism is primarily related to increased urbanization, which forms an urban lifestyle and isolates a person from the natural environment. The goals of creating the NPP include the development of sustainable forms of recreation, the availability of tourist and recreational resources allows the development of ecological tourism in the NPP. This type of nature management, with competent organization, contributes to the sustainable development of territories at the regional and national levels, and contributes to the formation of environmental awareness.

In the scientific literature, there are many definitions of ecological tourism, but almost all authors agree that ecological tourism is a trip in nature. The main resource of ecological tourism is little-changed or wild nature and, therefore, its specific objects and inhabitants. At the same time, nature itself is the main goal of ecological travel, staying in which in itself has recreational and educational value. The main criterion of ecological tours is the minimization of damage to natural landscapes, which is achieved by the implementation of ecological technologies in all components of the tourist product. The American model of ecological tourism formed an idea of travel and rest in nature with natural landscapes that have not been changed by human activity. The European model of ecotourism also emphasizes the natural basis of ecological tourism, but to a greater extent emphasizes the social responsibility of tourism and solving the economic problems of the territories with its help.

Ecotourism is different types of nature-oriented tourism, the main purpose of which is nature protection in combination with a full-fledged rest, both in the corners of wild nature and in the territories of the objects of the nature reserve fund. Ecotourism does not harm nature, and the impact on landscape components will be minimized.

Ecological tourism as a branch of economy has a pronounced resource orientation. The resources of ecological tourism are components of nature and natural-territorial complexes. The main and most significant ecological and touristic resources are the natural territories within the objects of the nature reserve fund. The development of ecotourism on the basis of a network of protected areas has great economic prospects and can become an important basis for attracting additional financial flows. NPP are territorial recreational systems that are full participants in market economic relations. Ecological tourism is consistent with the concept of sustainable development and is able to bring balance between human needs for recreation and conservation of natural tourism resources, which will lead to ecological, economic, social and cultural

sustainability of regions. The natural and recreational potential of the territory is perceived as a set of natural objects, conditions and properties that jointly determine the suitability for the development of various types of tourism, create the possibility of various recreational activities, treatment and recovery.

The study of tourist potential in the organization and development of ecological tourism involves its analysis, in which the territory is divided into some parts and their assessment is carried out. The comparative analysis of the territories of the region is based on the rating assessment and typology of its territorial formations. The rating allows you to build recreational areas in the order of their priority according to the size of the tourist potential, and the typology allows you to combine territories into homogeneous groups with similar tourist opportunities. The use of methods of mathematical statistics – factor analysis and one of the methods of multidimensional classification – cluster analysis – makes it possible to conduct the most accurate comparative assessment of the territory of Ukraine and to identify the types of districts according to the possibilities of development of ecological tourism in them.

Thus, the application of the rating assessment method and the typological approach allows you to objectively differentiate the territory of Ukraine according to the tourist potential, identify trends and regularities in the tourist development of different regions, and on this basis develop constructive ways of using the tourist potential. The results of the assessment and geographical analysis of the integral potential and development opportunities of various types of ecological tourism allow to identify areas with significant tourist potential, as well as to substantiate the main directions of optimizing the use of tourist potential.

NPP of Ukraine make up a single national territorial network and have good prospects of becoming framework elements of national park territorial tourism and recreation systems at the regional level. The objects of the nature reserve fund of Ukraine with a total area of 4.1 million hectares make up 6.8% of the country's area. Before the war, the nature reserve fund included 5 biosphere reserves, 19

nature reserves, 53 national nature parks, and 85 regional landscape parks. In addition to traditional types of tourist services, they provided popular types of recreation – animal watching, photo hunting, volunteer tourism.

The assessment of the potential of the NPP for the organization of ecological tourism, which consists of the identification of natural-recreational, cultural-historical and socio-economic potential, is necessary for the identification of opportunities for the development of tourism and other sustainable types of tourism in parks, their spatial localization on the territory of specially protected natural territories, and determining the regions with the greatest and least potential for the development of ecological tourism in the NPP.

The results of the assessment and geographical analysis of the integral potential and opportunities for the development of various types of ecological tourism in Ukraine allow us to draw a conclusion about the pronounced territorial unevenness and heterogeneity of conditions. In the territorial structure of opportunities for the development of tourism in the natural environment, there are areas with the greatest diversity, a significant amount of resource base and high potential. It is possible to distinguish three groups of regions, distinguished by the most pronounced tourist opportunities: the west (the Carpathian mountain physiographic country), the center (the right-bank and left-bank forest-steppe) and the south (the coast of the Black and Azov seas).

Increasing the efficiency of using the tourist potential of these regions requires the development of traditional and new areas of tourist activity (adventure, extreme, skiing, ecological, rural tourism, event, cultural and educational, gastronomic, etc. rafting on mountain rivers in kayaks and inflatable boats; air sailing; cycling, caving, ecological tours, etc.). Tourist proposals to concentrate tourists on nature in local places are also promising.

The development of regional tourism policy within the NPP of Ukraine in war and post-war times should be based on the search for new forms of tourist activity. There is a need to identify promising areas for tourism development, to

rebuild and restore damaged or destroyed objects of the nature reserve and to solve the issue of optimizing the use of tourist potential in the development of certain types of ecological tourism.