



KAPITEL 7 / CHAPTER 7⁷
INNOVATIVE FORMS OF TOURISM DEVELOPMENT IN RURAL AREAS
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Introduction.

The dynamic development of the tourism sector has intensified the competitive struggle at the level of individual destinations for the attention of tourists and investors, contributed to an increase in the level of attention to the changing needs and requirements of consumers of the tourist product for organizing a stay in a certain territory, stimulated the processes of developing innovative tourist services, etc. Countries, regions, settlements and individual tourist destinations form concepts and implement strategies for territorial development based on the use of tourism potential.

Tourism plays a significant role in the economic development of the country and, accordingly, becomes one of the most important foundations for forming the image and brands of territories. The development of territories taking into account the potential of tourist destinations is one of the most effective tools for ensuring the development of innovative sectors of the economy [1, p. 303]. Structural changes in the economy and environmental instability require a review of the forms and methods of managing the tourist services market. The current issue is the definition of new and improvement of existing marketing tools, mechanisms for forming consumer demand for tourist services, the development of tourist destinations, etc. [2, p. 882]. Rural green tourism, from the point of view of the regional economy and development of territories, is an important area of business activity in the countryside. The advantages and opportunities of rural green tourism in the field of village development, strengthening their economic and social base, and increasing employment of the population are quite significant. One of the main economic values of the tourism industry is the creation of a permanent additional source of income in rural areas and the creation of jobs in villages. As a result, the unemployment rate in rural areas decreases, the welfare of the population increases, demigration processes occur, etc. Therefore, given the above-

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mentioned issues, the construction of principles of effective marketing policy for the development of tourist destinations is a relevant issue and requires more detailed attention and research.

The use of territorial marketing approaches and tools in managing the tourist potential of a destination has a long history and is reflected in both foreign and domestic literature. Many scientists have studied the topic of the role of marketing in the development of territories. Thus, Okhota V. notes that “the issue of territorial marketing is currently extremely relevant for modern tourist destinations, since without the targeted use of marketing tools it is impossible to influence the development of economic, scientific, tourist, cultural and other spheres of their life” [3, p. 182]. Dudkina O. points out that “territorial marketing should be considered as a special management technology used to create a positive image of the region, attract potential investors to competitive sectors of the regional economy, form a comfortable living environment, increase the level and quality of life of the population, and maximize the satisfaction of the needs of consumers of regional products based on identifying and supporting the competitive advantages of the region” [4, p. 10]. “Marketing of territories is a purposeful activity of the authorities, business and community, the purpose of which is to identify the key meanings and expectations of all stakeholders of the territory, to form an effective strategy for positioning and promoting all components of a positive territorial brand” indicate Rogozina A. and Nagorniyak T. [5, p. 185]. Nemyrovska O. believes that the use of marketing technology allows for a deep study of the market, target groups, to analyze competitiveness, that is, to generate a system of actions aimed at satisfying the needs of citizens who become consumers, and territories (city, region and country), as a product, in order to achieve positive effects [6, p. 37]. Kuksa V. studied the issue of forming a brand of Ukrainian cities as a necessary component of their development [7, p. 110-117]. The authors Sydoruk A., Bortnikov E. and Lyuta D. analyzed the features of developing a tourist brand identity of the city [8, p. 67-72]. Scientists Omelyanenko V., Omelyanenko O. and Miroshnichenko Ya. considered the conceptual foundations and applied aspects of marketing of territorial infrastructure in the context of community development [9, p.



123-130]. Gurgula T.V. considered the conceptual foundations of territorial marketing in the context of cooperation of territorial communities [10, p. 90-93]. Kravtsiv I. investigated issues related to the problems, tasks and some aspects of implementing marketing strategies for the development of rural areas and the economy of the region [11, p. 129-135]. Makhynia S. notes that “The development of rural tourism can be an important step towards overcoming the existing problems of rural areas, attracting investments, creating jobs and preserving cultural heritage” [12, p. 86]. Varnaby G. [13] studied the issues of competitiveness of local territories, considered some aspects of the organization and planning of the marketing approach. Scientists Kotler P., Haider D., Rein I. [14] and Kavanagh S., Hawe P., Shiell A. [15] studied the problems of attracting investments to increase the competitiveness of tourism enterprises, territorial development of European countries and attracting tourists to places of tourist attractions.

Considering that rural green tourism is a creative form of doing business in the countryside, which contributes to improving the standard of living of the population, stimulates the development of the regional economy and forms an environment for the development of territories, it is worth studying in more detail the issues related to the marketing aspects of territorial development. It is worth noting that the dynamic development of the economic environment and the prospects for the development of the tourism sector have intensified the competitive struggle of territories and individual destinations for the attention of tourists and investors, have ensured the growth of requirements for the organization of the stay of visitors to a certain territory and have necessitated the provision of a wider range of tourist services. Assessment of existing development trends in the tourism market sets new tasks for certain territories, allows planning the activities of stakeholders in the development of locations, including through the transformation of approaches to tourism marketing.

The application of territorial marketing approaches makes it possible to create new tourist attractions, ensure the demand for existing destinations, prepare the state and local authorities for changes in the market, that is, in general, make the territorial economy more stable and effective in destabilizing the situation and changing



conditions. Under such conditions, the fundamental principle is complexity: not single solutions are needed, but a system of measures based on the integration of various spheres of economic activity and the maximum use of human resources.

Territorial marketing strategies do not involve just financial planning or exclusively project management (for example, the creation of a new tourist facility), but should be focused on forming a "road map" for achieving long-term goals, taking into account market demands and resources of the territory. That is, a marketing plan is needed that will link the goals and resources of the destination with the capabilities of the surrounding market and social environment. The use of territorial marketing involves transforming authorities into a special kind of partner for the business community, capable not only of taking into account territorial individuality, making decisions on comprehensive socio-economic development, but also of interacting between authorities and target markets (producers, consumers, investors and other participants in economic relations). At the same time, the effectiveness of territorial marketing must be assessed from the point of view of effectiveness for its strategic development. The development and application of approaches and tools of territorial marketing in managing the potential of a tourist destination is a long-term and dynamic process that requires constant attention and change. Countries, regions, settlements and individual tourist destinations are implementing development strategies and concepts for promoting the territory based on tourism potential. Tourism plays an increasingly important role in economic development and, accordingly, is becoming one of the most important foundations for shaping the image and brands of territories.

An effective marketing policy for the development of tourist destinations promotes integrated business development, attracts tourists, excursionists and producers of tourist services, increases the competitiveness of enterprises in the tourism industry and related industries, ensures increased demand for regional products, creates a positive image of the territory, and helps increase the recognition of the territory

Rural green tourism, from the point of view of the regional economy, covers two economic areas: the agricultural sector and the tourism industry. Taken together, these areas of economic activity, in order to create new forms of economic entities in both



sectors, attract human resources based on the use of the potential of the territory. Given the above, it is worth noting that rural green tourism has great prospects for development. Since rural green tourism is a type of tourism activity in which a new type of tourist services is being formed, it can be said that the tourism market offers wide opportunities for creating an innovative tourist product that is more competitive compared to traditional tourist products and services.

Building a strategy for the correct marketing policy for the development of territories and its effective implementation, based on the use of the opportunities of rural green tourism, makes it possible to achieve stabilization of the economic situation and contributes to raising the social standard of living in the countryside. As a rule, this can be achieved by implementing various types of tourist products and services offered to clients in the field of rural green tourism through private and public sector enterprises.

Having analyzed the current situation in the field of development of tourist destinations in Ukraine, it is worth noting that there are problems in the marketing policy for the development of rural green tourism, as an effective form of business activity in the countryside. In our opinion, the reason for this is the lack of a systematic and consistent organization of marketing policy regarding customer service (tourists), development and provision of services in rural green tourism. In the process of implementing marketing management policy, it is important that various components of the process of developing and implementing a rural green tourism product/service meet the existing demand and needs of consumers. In order to achieve positive results in the process of implementing marketing policy in rural green tourism, it is worth paying attention to product/service differentiation. This mainly depends on the level of involvement of the tourist enterprise or business entity that provides services in the field of rural green tourism and its attitude to marketing processes, the level of awareness of employees in these processes, the ability to develop and qualitatively organize the tourist process, etc.

It is worth highlighting two main areas in the marketing management system that will allow achieving positive results in the process of developing and implementing a



tourist product/service. First, the complexity and comprehensiveness of the processes of implementing tourist services. That is, the marketing management system should be aimed at the concept of "from threshold to threshold". This concept aims at continuous service to the consumer in the process of consuming a tourist product in a specific territory or within a certain destination. Secondly, the choice of the target audience and positioning of the product/service, a clear definition of the "portrait of the consumer" and directions of sales of the product/service.

At the same time, special attention should be paid to logistics, transfer services, entertainment, placement and use of tourist product facilities, etc. These two approaches form the key principles of the marketing policy for the development of tourist destinations based on rural green tourism (Fig. 1).

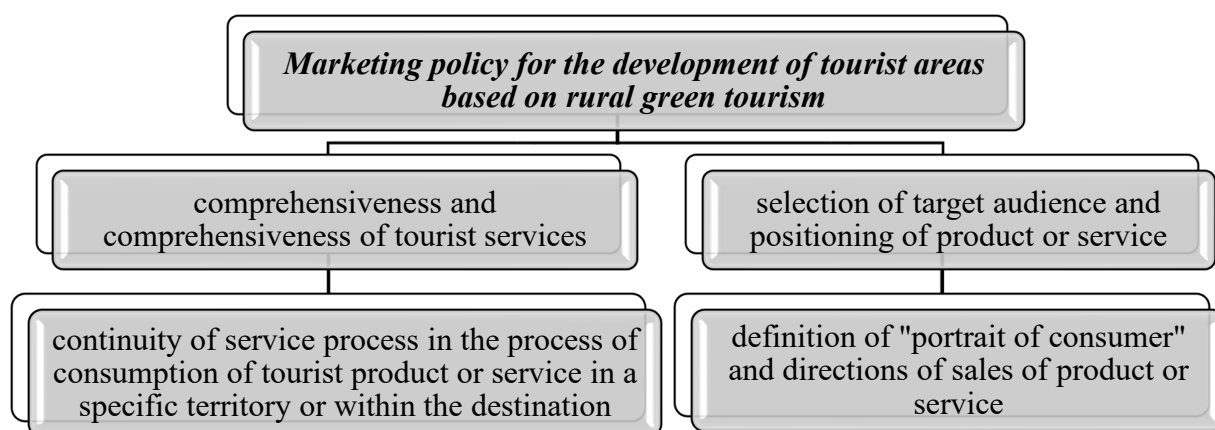


Fig. 1. Basic principles of building a marketing policy for the development of tourist destinations based on rural green tourism*

**Source: constructed by the author based on the conducted research.*

The main aspect in developing a marketing policy for the development of tourist destinations based on rural green tourism is the orientation towards the target audience: its socio-demographic profile, needs and interests, peculiarities of consumer behavior, physical and economic capabilities and limitations, etc. The main thing for a tourist is the unique experience and positive impressions.

Given the changes in the target audience and trends in the transformation of the structure of tourist demand, it is necessary to define a specific market segment as clearly as possible and outline the "portrait" of a potential consumer at a tourist destination. The lack of segmentation and selection of priorities in the target audience leads to the fact that advertising campaigns for a tourist product/service are impersonal



in nature, and specialists involved in the promotion of destinations waste resources on creating new tourist information guides without carefully studying the market needs of consumers of the tourist product. The choice of the target audience segment should be reflected not only in the formation of a tourist product and in the selection of channels for its promotion, but should significantly change the approaches to the organization and functioning of a tourist destination. For example, the orientation towards the target audience of older age, inclusion and low-mobility groups of the population should be taken into account when organizing the infrastructure support of the tourist process, forming an accessible environment, training and education of tourism infrastructure personnel. The strategy aimed at attracting single tourists involves increasing the requirements for ensuring security. While for a long stay of mixed groups of tourists, it is first necessary to create a comprehensive infrastructure that allows adults to continue their work remotely, and children to study and organize leisure. Focusing on a narrow target group will be successful for small territories that are engaged in the development of niche types of tourism, which is, in particular, rural green tourism. Understanding the needs of the target audience and its potential ensures the rational use of resources and the maximization of the resulting effect for the tourist destination. Concentration on a specific segment of the target audience, changes in the structure of demand and consumer preferences, and increased security requirements determine new approaches to the formation of a destination's tourism product.

Logistics also determines the positioning of a tourist product/service. Favorable logistical connections and transport accessibility are competitive advantages that need to be emphasized. Joint promotion of the territory with carriers can be mutually beneficial. The seasonality of tourist flows can be leveled by forming a calendar of events held at different times of the year and dispersing tourists by periods, or by creating all-season attractions. Financial incentives – differentiated prices and taxes throughout the year – allow for a more even load on infrastructure facilities.

Determining priority areas for the development of the tourism industry in a specific location (region, city, rural settlement, etc.) with an orientation to the desired segment of the target audience and using territorial marketing tools is the task of local



authorities and territorial development institutions. Participants in the tourism market and local residents, even with the appropriate level of activity and high motivation for self-organization, cannot independently determine the strategy and priorities.

It is worth noting that a tourist destination that strives for development needs to create and develop a digital environment that is friendly to tourists. This will make travel planning simple and transparent, and trips to Russia themselves more accessible; it will allow for more efficient use of resources, minimize risks, and systematize business processes. Also, in order to create favorable conditions for staying at the entire tourist destination, it is necessary to provide tourists with wireless access to the Internet. The ability to use gadgets and information support tools for the purpose of online booking or cashless payment for services are becoming basic (mandatory) elements of the tourist service. The tourist should be given the opportunity to familiarize himself with available facilities and services when planning a trip, including viewing a 3D tour or visiting an online excursion. Given the growth of mobile traffic, all tools should be adapted for mobile devices. Such analysis, selection of tools, and their high-quality configuration will allow you to manage consumer behavior, shape and redirect demand, and promote new objects and destinations.

However, it should be noted that the consolidation and analysis of big data can be implemented only with the joint organizational support of government and business. In general, it should be stated that the development of tourist destinations as a whole is becoming increasingly digitalized. Locations interested in attracting a target audience need to ensure their high-quality presence in the online environment. Visualization and communication formats in Internet resources need to be supplemented with modern capabilities of digital technologies - interactivity, virtual and augmented reality. This will make it possible to present information more diversely and differentiate themselves from competitors, to form a unique positioning of the tourist destination and the tourist product that is implemented within it. In the process of developing and implementing a marketing policy for the development of tourist destinations based on rural green tourism, modern trends, opportunities and limitations of commercial marketing should be taken into account. One of such approaches is the maximum



diversification of promotion channels with the mandatory formation of a closed information loop for the target audience segment. The broadcast content and communication format may vary depending on the promotion channel, while maintaining the key offer and its benefits for the consumer.

Another urgent task of implementing a marketing policy for the development of tourist destinations based on rural green tourism is to attract local residents. Rural green tourism contributes to the development of not only the economy of a certain territory or tourist destination, but also has a positive demographic effect. Pride in one's city or village, external interest in one's local life and, of course, the opportunity to earn money are components for stabilizing the demographic situation. The need to help the tourism market emerge from the crisis, bring rural green tourism to a higher level, as well as the transformation of the labor market and the processes of interaction between the territory and the target audience require the implementation of additional measures to support and stimulate the development of the tourism sector, such as reconfiguring the education system, ensuring the continuity of the process of improving the skills of service professionals, personnel exchange between government agencies and business, etc.

Therefore, in order for the tourism product of a certain territory to be successfully implemented, compete with other types of tourism services, and develop the economic and social sphere of the territory, it is necessary to implement marketing policy programs for the development of tourist destinations, including in the direction of developing rural green tourism as an innovative direction of the tourism business.

Thus, in modern economic conditions, the development of the tourism sector is one of the priority tasks for ensuring the country's stability in the global tourism market and the growth of the economies of local territories. The destabilization of the world economy and the economic and political crisis that Ukraine is currently facing, which is associated with Russia's invasion of its territory, have affected all areas of business. The above-mentioned economic, political and social processes have led to the problem of increasing unemployment both in the country as a whole and in its individual territories. The growth of unemployment in rural areas, the mass migration of the rural



population to cities, and the damaged infrastructure of some territories of Ukraine have led to the deepening of the problems caused by the crisis.

Analysis of key trends affecting the tourism sector indicates new opportunities for the development of innovative types of tourism and the formation of new tourism products and services, which will contribute to the development of certain territories and tourist destinations within these territories. The creation and development of new tourist destinations within rural areas, the basis of the development of which will be rural green tourism, will have a positive impact on reducing unemployment and improving the economic situation of the area. This type of tourism, the purpose of which is to protect the environment while simultaneously improving the social situation of the population of a certain territory, is a good alternative to mass tourism, which has a somewhat destructive effect on the environment. Rural green tourism, in our opinion, in a few years will become the most affordable type of recreation for the population with an average income and will bring significant profits to the budgets of those communities that have prioritized the development and support of this type of tourism business. The formation of a favorable economic environment for the development of territories is directly dependent on the effectiveness of the implementation of marketing policy programs for the development of tourist destinations, in particular in the direction of the development of rural green tourism as an innovative type of tourism activity.