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Prerequisites for the ecologization of recreational and tourist activities in Ukraine

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Abstract. The article considers the main steps of further greening of recreational and tourist activities in Ukraine and proposes models of greening of the enterprise's activities. The world experience of forming the ecological and economic foundations of the genesis of eco-tourism in the recreation areas of the countries has been analyzed and summarized. The international ecotourism certification program « Green Globe 21 » and its sphere of influence, as well as the international environmental program « Green Key » in terms of the use of natural resources and natural materials, were investigated. A survey of hotel guests was conducted regarding the importance to them of activities related to the minimization of resource consumption, and the importance of criteria for the ecological use of hotel resources was determined. A profile map of consumer satisfaction with environmental services was created, which shows the advantages and disadvantages of hotel services after evaluating the various components of the satisfaction tree and highlights the main ways of balanced functioning of eco-tourism in the recreational areas of Ukraine identified..

1. Introduction

Ecological tourism is an integral part of the balanced development of territories and is considered as an effective tool of the municipal program in the field of recreation and a means of economic formation and development of individual regions of the country. The deterioration of the global environmental situation increasingly draws attention to the need to protect the natural environment, which in turn increases the demand for ecological tourism and the inclusion of its provisions in the strategic development programs of both individual regions and entire countries. In Ukraine, which has significant amounts of natural territories, it is necessary to develop an appropriate legal framework that will become a promising development of domestic eco-tourism

The development of tourism in the country during the years of its independence shows positive trends, however, there are still insufficiently studied problems, or those that remain almost unnoticed. These problems include the issue of the formation of eco-tourism, which today has received significant support abroad and has been developing there for more than a dozen years. At the beginning of the 21st century, ecological tourism confidently took its place in the processes of integration, which led to the reformation of the functioning of various branches of the economy, taking into account the processes of formation, development and implementation of ecological tours.



Currently, ecological tourism is considered as a new promising type of recreation, a priority direction in the state environmental policy, a tool for economic development and environmental security of countries and regions [1].

Ecological tourism occupies a rather significant place in the global tourism industry. According to various forecasts of experts of international organizations, this type of tourism will continue to develop. This, first of all, will favorably affect the economic rise of the country, which has not yet lost its priceless natural resources. Therefore, the question of the genesis of eco-tourism, the greening of nature-recreational activities of enterprises today receives significant support abroad and has been developing there for more than a dozen years. Unfortunately, not all countries are fully heading in this direction and are just beginning their path of development, as is the very subject of scientific research - ecological tourism.

2. Theoretical framework

It is known that recreation and tourism are important components of the economy of many countries, but recreational and tourist activities inevitably change the natural environment. The impact of recreational and tourist activities on the surrounding natural environment can be direct, indirect and persuasive, and planning the development of recreational and tourist activities is an opportunity to minimize the negative impact. The lack of a positive component of recreational and tourist activity affects, first of all, the natural wealth of countries or regions of mass recreation and travel. Unspoiled natural landscapes and corners of wild nature have a special attraction for tourists. That is why the development of recreational and tourist activities in specially protected natural territories is of great importance [2].

However, the generalized analysis of the world experience of establishing ecological and organizational foundations for the functioning of ecological tourism in recreational areas, as well as the problems of regulation and investment support, have not yet been properly reflected in modern scientific research. Preliminary studies are devoted to the study of the formation, existing problems, as well as prospects for the implementation of ecological tourism programs in recreational areas [3, 4].

Research devoted to the study of the state, problems and prospects for the development of recreational and tourist activities are based on the basic principles of the existence and creation of recreational complexes, the organization of recreational activities, the features of the development of recreational systems [5-7].

At the same time, a number of questions on the adaptation of world experience in the field of ecological tourism, taking into account the natural resource potential of recreational areas in Ukraine, require further scientific research. The purpose of the article is to analyze the world experience and the experience of Ukraine regarding the development of ecological tourism at recreational and tourist complexes and the degree of its environmentalization.

3. Results and discussion

A component of the economy of many countries is recreation and tourism, however, in the use of recreational and tourist complexes changes occur in the surrounding natural environment. Therefore, the process of environmentalization of recreational and tourist activities, which is based on the principles of preserving the natural environment and historical and cultural values, is important.

The main goal of greening recreational and tourist activities is to minimize the negative impact of tourist activities on the processes of the circulation of substances and energy in nature, to reduce the recreational load on tourist facilities [2]. Ecological tourism is a type of natural tourism that unites people for the purpose of joint travel and for scientific and educational purposes. The World Tourism Organization gives the following definition of ecological tourism: «ecological tourism is tourism to untouched corners of nature». The definition made by the US Ecotourism Society is more apt: «ecotourism is any type of tourism and recreation in nature that does not harm natural complexes, contributes to nature conservation».

Ecological tourism involves travel that minimizes the negative consequences of an ecological and socio-cultural nature, maintaining the environmental sustainability of the environment; promoting the protection of nature and the local socio-cultural center; promotion of environmental education and educational work [1]. After all, concern for people's safety and environmental protection is an integral part of ecotourism today. Every year, the number of tourists who choose a more environmentally friendly vacation is increasing..

According to a study by the tourist association ABTA (Great Britain), every third tourist believes that hotels, in addition to having traditional «stars», should also have an environmental rating. Every year, the rate of responsibility of tourists who prefer ecologically oriented recreation increases by 4-5% and is about 45% by the end of 2019. In international tourism, the international organization Travelife Sustainability System (TSS) promotes the promotion of «green» technologies, which encourages tour operators and hotels that are engaged in environmental protection activities and promote the ideas of environmental protection among their guests. TSS has a specially developed system of environmental audit, which provides awards to enterprises depending on their achievements. Greening processes should cover all the components of the tourism (recreation) industry: accommodation; transportation; food; implementation of services; leisure and entertainment; treatment and rehabilitation [8].

An integral component of environmental management in the field of recreational and tourist activities is the environmental management standard ISO 14001 (EMS). Some countries have their own standards (European Union – EMAS) [3]. In addition, there are a number of organizations in the world that are engaged in the development of greening programs.

The World Tourism Organization reports that there are currently more than 60 international programs aimed at creating and confirming standards in the field of environmental certification [9]. One of the most famous international certification programs in the field of ecotourism is the «Green Globe 21» program [8]. The program has an international status and currently covers, in addition to a number of components of mass tourism infrastructure (hotels, airports, airlines, harbors, cruise ships, railways, restaurants, etc.), all kinds of tourist destinations, including local communities and territories under guard. The standards of the Green Globe 21 system cover six areas (Fig. 1).

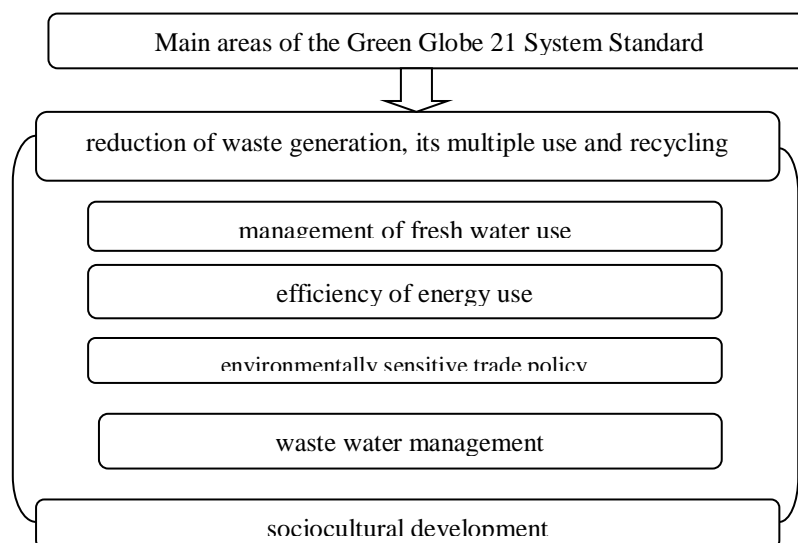


Figure 1. The six areas of the Green Globe System Standard 21

There are several levels of fulfillment of the criteria of the Green Globe 21 standard, according to which enterprises receive various logos with environmental labeling: «affiliate» - compliance with the minimum set of criteria, «bench-marked» - compliance with the main criteria, «certified» -

compliance with all requirements of the standard, which is confirmed by an audit of this by a third-party audit directly at the facility. With the help of this gradation, consumers interested in receiving high-quality tourist services can verify the degree of environmental responsibility of a certified object [8].

According to EU Regulation 1893/93 «On the voluntary participation of companies in the system of environmental management and audit», a travel agency (hotel) can carry out or order objective environmental audits [11]. For example, the environmental management system of Finland during the eco-audit of tourist enterprises considers the following issues: requirements of environmentally conscious tourists to the conditions of travel; a list of measures that contribute to the saving of raw materials, water and electricity and heat energy by tourist enterprises; management and waste management; special characteristics of tourist enterprises when they provide specific services.

The results of the impact on the environment are evaluated in such areas as the smell of the air, the use of water resources, groundwater, the noise level and the orderliness of the territories [12].

Representatives of the «International Hotel Association» deal with environmental issues. Within the framework of this association, a fund was created, the main task of which is to collect and distribute messages about environmental protection. More than 11 of the largest international hotel chains belonging to the fund have already saved significant funds as a result of the activities. Thus, «Intercontinental» has saved 10 million pounds over the last decade; the hotel chain «Scandic Hotel» installed furniture and accessories made of biological materials in the rooms, which can be recycled and used again. Hotels that meet the ecological rules of the environmental protection standard are assigned the appropriate signs.

For example, the hotel chain «Intercontinental Hotels» uses a «humane» toilet assortment of things, such that it is not tested on experimental animals; some Hawaiian hotels, in order to reduce unnecessary water consumption, have installed pressure regulators on the faucets of wash basins and shower cabins; the practice of increasing the period of use of towels is not only a step towards reducing water consumption for washing, but also minimizes the generation of domestic wastewater; the British company «Center Parks» offers visitors to use bicycles in recreation areas where cars are prohibited; the chain of small English hotels «Bloomfield House» gives a 10% discount to those guests who arrived by public transport, etc. The British tour operator «Cox and Kings» promises each client of the «eco-tour» to buy one acre (about 0.4 ha) of rainforest in Brazil in order to participate in the preservation of these unique natural ecosystems. The purpose of this initiative is to provide other tour operators with an example of increasing the cost of services in order to support responsible tourism [13].

Usually, hotel and restaurant business in recreational and tourist activities are closely related to each other. Greening of places of accommodation for tourists involves not only the use of environmentally friendly products (there are basically no «chemical drinks» on sale here, but the sale of natural milk, juices, drinks is practiced), but also the saving of resources by regulating the supply of heat, electricity. Some hotels, for example, the «Alpenrose» hotel (Germany) are designed only for the category of tourists who do not smoke; it has only 120 seats, its load factor is 80%. Greening does not always require making radical decisions - any little things are important: automatic sanitary ware using infrared rays, electric soap dispensers. At the same time, the «environmental program» may not achieve its goal if written «education» of the guests is not used in parallel. So, for example, asking customers «not to throw a towel on the floor if it is still usable» helps to save not only water and electricity, but also to extend the «life» of a third of towels that should be changed and washed every day [4, 14].

Requirements for establishments (hotel type) are approved by the environmental standard SOU OEM 08.002.30.059 «Temporary accommodation services (accommodation). Environmental criteria». This standard is voluntary to be implemented by hotels to determine the benefits of environmental services. It was developed as part of the Ukrainian environmental labeling program in accordance with the international standard ISO 14024 «Environmental labeling and declarations. Environmental labels of type I» [10]. SOU OEM 08.002.30.059 provides for: increasing the level of environmental

protection in the process of providing hotel services; rational use of energy, water and other material resources; gradual increase in the number of quality services using ecologically certified products, goods, products and materials. In addition, this standard establishes requirements for such aspects of production as the use of chemicals for washing and cleaning, procurement of goods and provision of services, transportation, informing (the client, staff). Mandatory and additional requirements are set for each aspect of the activity, the specifics of the hotel infrastructure are taken into account: restaurant, SPA, sports facilities and swimming pools, recreation area, etc.

The main task of the «greening» of the hotel is the maximum use of organic resources. In many countries of the world, the compliance of hotels with environmental requirements is confirmed by documents that meet international quality standards. The assessment of accommodation facilities is carried out by independent state, regional and public organizations responsible for the development of tourism and ecology in a certain region. In total, there are several dozen types of such labeling in the world: «Green key» (Denmark), «Green Globe» (Great Britain), «Nordic Swan Ecolabel» (Sweden).

The international environmental program «Green Key» is part of the Foundation for Environmental Education (International Organization for Environmental Education). Since 1994, the «Green Key» sign has been awarded to establishments in the hotel business for a period of 1 year. As of the beginning of 2020, the eco label of this organization was assigned to more than 3,200 hotels and other hospitality establishments in 65 countries of the world (Fig. 2) [10].



Figure 2. Location of hotels with the «Green key» label in 2021

In order to receive the «Green Key» label, hotels are evaluated according to more than 70 criteria in the field of environmental control, personnel policy, administration, informing guests of the establishment, water supply, waste and energy saving. In particular, there are requirements for light, airing, cleaning, working with people with reduced mobility.

In Ukraine, 7 hotels have been awarded the «Green Key» sign: 1 in the Ivano-Frankivsk region (Radisson Blu Resort, Bukovel), 1 in the Vasylkivskyi district of the Kyiv region (Maison Blanche, Mytnytsia village) and 5 in the city of Kyiv.

Radisson Blu hotels have a «Responsible Business» program, which works in the following areas: 1) care for the safety and health of guests and employees of the establishment, 2) respect for the cultural and ethnic values of the local community, 3) reduction negative impact on the environment.

Taking into account the wide variety of approaches to the assessment of the environmental component of development, the issue was grouped into two blocks, namely the rationality of the hotel's use of resources and its environmental responsibility [15-17]. In the first block, four criteria were proposed, which are related to the minimization of resource consumption and waste generation.

In the second block, it was necessary to evaluate four criteria related to environmentally responsible activities of the hotel enterprise. Respondents were asked to rate the importance of the specified criteria on a Likert scale, the degree of importance was rated as «not important» (rating from 0 to 3 points), «somewhat important» (rating from 4 to 5 points), «important» (rating from 6 to 7 points) and «very important» (score from 8 to 10 points).

In Fig. 3 shows the results of a survey of hotel guests regarding the importance for them of activities related to the minimization of resource consumption. It was established that the aspect that gained the greatest importance is related to the comfortable temperature in the premises.

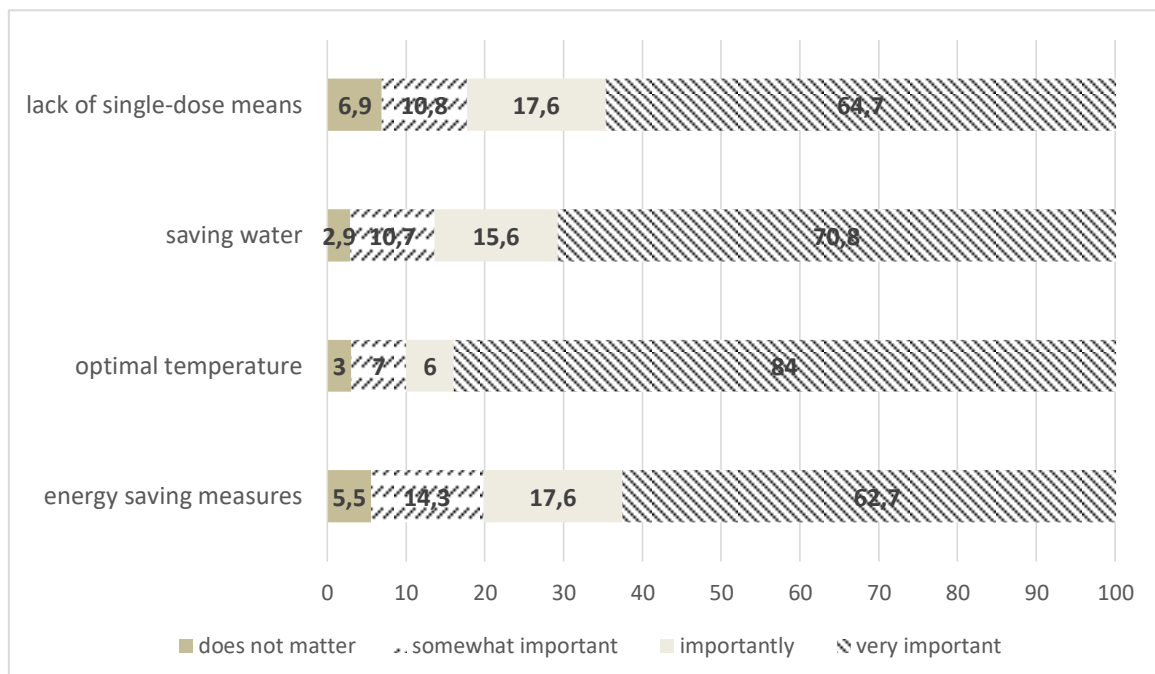


Figure 3. Importance of criteria for ecological use of hotel resources

In fact, 84% of respondents rated the importance of this characteristic between eight and ten points. This fact also reflects the dissatisfaction of a significant number of guests with the temperature regime during their stay in the hotel, so ensuring the optimal temperature in the premises is one of the priority tasks for management, the implementation of which can increase guest satisfaction. Another aspect that is considered very important for almost 71% of guests is frugal water consumption. This concept in this study refers to both the awareness of hotel guests about the weighted consumption of water, and the rational use of this resource by the hotel staff. Finally, the hotel's refusal to use single-dose products in mini bottles. The importance of this aspect receives the highest rating for almost 65% of the respondents, and if we take into account the number of guests who consider this aspect important (estimating from six to ten points), their share will increase to 82.3%. Therefore, the majority of surveyed guests of the hotel under study approve of appropriate use of resources and reduction of waste. However, the importance of these criteria is different depending on the individual characteristics of the respondents. The map (Fig. 4) shows the profile of consumer satisfaction with the hotel's environmental services.

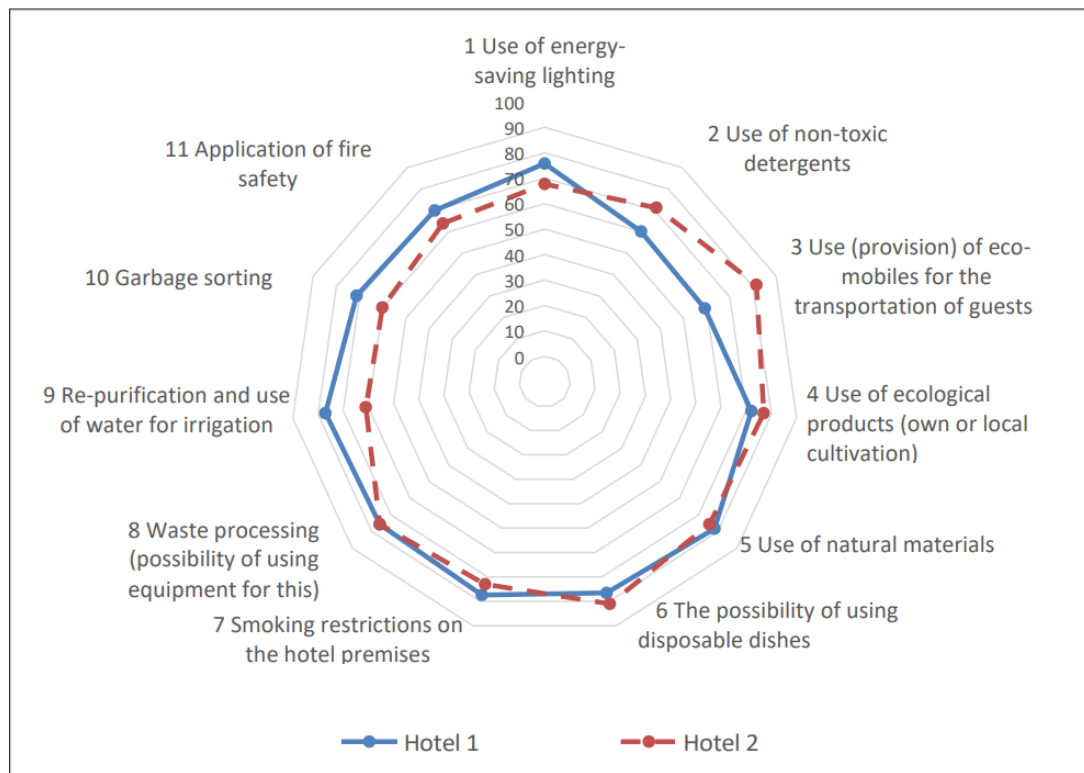


Figure 4. Profile map of consumer satisfaction with environmental services of hotels 1 (blue) and 2 (red) in 2021

It shows the advantages and disadvantages of hotel services after evaluating the various components of the satisfaction tree (competitive analysis), and also provides an opportunity to determine ways to improve the quality and competitiveness of hotel services. The main environmental competitive advantages of Hotel 1 are a high level of fire safety, waste sorting and reuse of water from kitchens, rooms and other premises for garden and landscape design. The main advantage of Hotel 2 is the use of non-toxic detergents and washing powder, as well as the provision of eco-friendly cars for the transportation of guests. Convenient geographical location allows potential consumers to make a choice in favor of this hotel depending on the distance to the business and cultural center of the city.

On average, the quality of environmental services provided by both hotels differs by 3% in favor of Hotel 1.

The use of modern technologies in the field of services is a prerequisite for their competitiveness, on the one hand, and on the other hand, nature is unable to neutralize the negative impact of these processes on the environment, therefore there is a need to introduce environmentally friendly technologies.

In Ukraine, state regulation of tourism greening should be implemented and enforced through economic, legal and administrative influence.

The most important legal acts related to ecotourism are the laws of Ukraine: «On Tourism» (1995), «On the Nature Reserve Fund of Ukraine» (1992), «On State Registration of Legal and Natural Entities – Entrepreneurs» (2003). Analyzing the world experience of implementing a number of programs on eco-tourism, it is possible to single out the following problematic aspects of the development of this specific type of activity, and accordingly identify the problems of the balanced development of eco-tourism in the recreational territories of Ukraine (Table 1).

Table 1. Problems and ways of strategic development of ecological tourism in recreational areas

Problems	Directions of development
Lack of strategic planning	<ul style="list-style-type: none"> - activation of international cooperation based on the application of cross-border methods for balanced management of ecosystems with the possibility of simplifying the visa regime; - financing through the involvement of relevant funds and other sources involved in the management of ecological tourism; - the development of ecological tourism based on the principles of state policy, taking into account socio-ecological and economic factors of influence
Imperfect accounting and distribution of economic and social effects from ecotourism activities	<ul style="list-style-type: none"> - implementation of ecotourism projects and initiatives on a non-commercial basis; - orientation and development of the field of ecological tourism in the direction of balancing interests with related industries (in particular, mining, logging, agriculture, etc.)
Lack of tools that guarantee the participation of local residents in the management of the development of ecological tourism	<ul style="list-style-type: none"> - development and improvement of tools for ensuring management activities based on taking into account the participation of the population living in the territory of providing ecotourism services, adhering to the principles of raising the standard of living; - providing a number of jobs and improving the infrastructural component
The imperfection of systems of certification and quality control of ecotourism services	<ul style="list-style-type: none"> - formation of an effective system of standardization and certification in the field of providing ecotourism services based on taking into account the national characteristics of the socio-economic development of the regions; - improvement, systematization of ecotourism services and implementation of international norms and criteria to domestic ones in the field of their provision in order to eliminate inconsistencies and misinformation of consumers
Negative eco-destructive impact of tourist activity on ecosystems	<ul style="list-style-type: none"> - rational planning and management of ecotourism activities; - regulation of ecotourism activity based on taking into account financial and infrastructure tools; - formation and development of an environmentally safe transport network; - improvement of mechanisms for stimulating environmental protection activities
Insufficient development of the information environment	<ul style="list-style-type: none"> - formation and development of the information support system for financing, organization and management in the field of providing ecotourism benefits

Source: Formed on the basis of [6]

The following ways are offered for further eco-tourism activities in Ukraine:

- certification of tourist resources with mandatory determination of the anthropogenic load on the natural ecosystem;
- establishment of resource-saving and ecological standards for newly built and reconstructed accommodation facilities for tourists (recreationists);
- implementation of the system of ecological certification of tourism objects;
- priority and preferential financing of ecologically oriented investment projects in tourism;
- expansion of the network of national and regional landscape parks with strict observance of activity regimes in accordance with current legislation;

- comprehensive informational support of the idea of balanced development of tourism among all interested parties of the process (tourists, service providers, authorities, public institutions, etc.) [5].

The evaluation of recreational resources belongs to the urgent issues of recreational and tourist activities. The assessment of recreational resources is a complex process and depends on many factors - the lack of clearly developed and established methods, the availability of information about the quality and quantity of resources, the differentiation of assessment levels, the problem of transition from measuring the object's properties to its assessment, determining the forms of expression of assessments, subjects objectivity of evaluations.

The presence of an object and a subject is always mandatory for evaluation. The object in the assessment is the quantitative and qualitative characteristics of natural, socio-economic and historical-cultural resources as a whole or their individual elements, and their territorial combinations, and the subject can be the recreational industry, various ranks of tourist and recreational resources, society in as a whole, separate groups of vacationers, vacationer. The multi-level nature of assessment subjects determines different approaches to the assessment of recreational resources, depending on whether it is conducted from the position of the vacationer or from the position of the recreation organizers. The need for recreational resources in the assessment from the position of vacationers mostly arises when it is necessary to choose a particular recreational facility for recreation, such a choice is mostly limited to the period of weekends or the nearest vacation. Evaluation from the position of the recreation organizer is usually related to the rationalization of eco-critical resources, the design of new critical objects and the attribution of existing ones. At the same time, the evaluation can be carried out for a sufficiently long perspective of 10-20 or more years. At the same time, the evaluation objects can be recreational objects of various ranks, from recreational regions and zones to one enterprise.

The main methods of research of recreational and tourist needs include the following:

1. Sociological research: questionnaire survey (sample survey); interviewing the population.

Selective surveying and interviewing are carried out at the place of residence of the population or in recreational and tourist areas.

2. Calculation and regulatory studies. marginal needs of the population (1):

$$P_j = I_j \delta_j \quad (1)$$

where P_j – the marginal needs of the j th type of recreation; I_j – general selectivity of the j th type of recreational activity; δ_j – partial coefficient of realization of needs.

Selectivity is the percentage of the population of a certain area that prefers one or another type of recreational activity. Individual and general selectivity are distinguished (2):

$$I_j = \sum_{i=1}^m A_i I_{ij} \quad (2)$$

where I_j -s the total selectivity; I_{ij} – personal selectivity; a_i – the share of the j th demographic group in % of the entire population; i – serial number of the type of recreational activity; m – the number of demographic groups.

Usually, economists define demand as the amount of any services and goods that people want and can actually buy at each specific price in a certain period of time. The demand for different types of travel to a certain tourist region (D) is a function of a person's propensity to travel and the corresponding amount of resistance between the starting point of travel and the destination:

$$D = f(\text{tendency, resistance}) \quad (3)$$

Recreational demand is the sum of individual types of demand for various material goods and services represented by the tourist market. The structure of the recreational market is characterized by the division into three main divisions depending on supply and demand: 1) for transport services; 2) for services and goods that act as a complex and are related to the tourist's stay outside his permanent place of residence (overnight stay, meals, etc.); 3) for one-time services and goods needed by tourists for current and future consumption (entertainment, treatment, souvenirs, vehicles, etc.).

It is necessary to find the main ways and types of greening of tourist activities in Ukraine

It should be noted the main ways of greening tourist activity in Ukraine, which should contribute to the reduction of existing and potential anthropogenic loads on natural complexes and objects, the preservation of historical, cultural, architectural objects, and will also allow the implementation of recommendations on the development of ecologically oriented types of tourism.

It should be noted that a number of irreversible changes in natural ecosystems are caused by most modern types of tourism, as indicated in Table 2. By combining information about the effects of various types of tourism on the environment, a general scheme has been developed that clearly defines for each of them the appropriate ways of greening tourism activities.

Table 2. Types of tourist activity by level of environmental friendliness

Type of tourist activity	Content of tourist activities
Environmentally dangerous	Car tourism: ordinary car, car rally, motorcycle, caravanning, Water tourism: over water; underwater, Railway tourism, Uncontrolled hunting and fishing, Exotic tourism: space tourism, North and South Pole tourism, jungle travel, mountain biking, climbing ice rocks, conquering volcanoes and crater descents, mountain tourism on dangerous routes, multi-day horse riding on a difficult route, trekking (hiking over the mountains)
Partially environmentally safe	Rural tourism: active (fishing, horseback riding); passive (cultural-ethnic), Green tourism: active (foraging, horse riding, river, cycling); passive, Water tourism: surface (fishing, yachting); underwater (spear hunting), Air tourism: hang gliding, paratriking, Mountain tourism: mountain boarding, sledding, rock climbing, snowboarding, mountain skiing, sandboarding, City tourism: cemetery, museum, religious, Speleotourism, Forest tourism
Environmentally safe	Ecological tourism: sightseeing on foot, photography, filming, Water tourism: surface; underwater, Protected tourism: ornithological, ecological trails, phytological, zoological, photo hunting, Air tourism: hot air balloons, base jumping, paraballoonning, paragliding, rope jumping, parachuting, freestyle, Forest tourism: sight-seeing, sports orientation, Ethnocultural tourism, Medical tourism

Greening is strategically important for the innovative development of the enterprise. Greening is the tool that provides for the minimization of environmental and economic losses at the level of the enterprise, as well as technological modernization, reorganization of the enterprise and the creation of new integration entities of the inter-industry level, improvement of enterprise management systems, development of environmental management systems [18-19]. One of the important tasks that enterprises face in terms of environmental policy is the choice of the model itself. The greening model reflects enterprise-level policy, its economic feasibility and feasibility (Table 3).

Table 3. Models of greening in the activities of enterprises

Model name	The content of the ecologization model
Passive	The greening policy is outdated, there is no understanding of the benefits of greening
Offensive	The strategically oriented nature of the greening policy, which forms the prerequisites for the development of the enterprise's environmental potential
Proactive	The anticipatory nature of the greening policy ensures the current and strategic effects of its implementation, determines the model of behavior on the market
Reactive	Greening policy is characterized by a delayed response to environmental changes
Interactive	The greening policy is based on the balance of resource opportunities and greening priorities, the economic effects of greening are achieved

It is possible to distinguish three models of environmentalization in the company's activities, namely, passive model, active-traditional and innovative-anticipatory model. However, if we take into account the organizational culture of the enterprise, innovative activity, technical and technological level of development and financial potential, five main models of enterprise greening can be distinguished. Thus, greening for enterprises has a multifaceted nature and serves as a tool for ensuring ecologically balanced development of the enterprise, realizes its ability to adapt to new business conditions.

4. Conclusions

The issue of greening the economy has gained considerable relevance both from the point of view of public interests and from the point of view of the economic interests of enterprises. Therefore, the process of environmentalization of recreational and tourist activities, which is based on the principles of preserving the natural environment and historical and cultural values, is important.

Summarizing all of the above, we note that greening integrates a whole set of directions of the company's development policy, which allow to achieve the maximum efficiency of innovations for its further development. The gradual integration of Ukraine into the world economy system requires enterprises to implement environmental management systems in accordance with international standards, in particular ISO standards, as well as intensify management efforts in the direction of greening.

However, comprehensive environmentalization of enterprises requires improvement of institutions, strategic prominence in the competitive space, and the presence of a developed motivational environment for environmentalization.

For further greening of recreational and tourist activities in Ukraine, special attention should be paid to passporing of tourist and recreational resources with mandatory determination of anthropogenic load on the natural ecosystem; establishment of resource-saving and ecological standards for newly built and reconstructed accommodation facilities for tourists (recreationists); implementation of the system of environmental certification of tourism objects; priority and preferential financing of ecologically oriented investment projects in tourism; expansion of the network of national and regional landscape parks with strict observance of activity regimes in accordance with current legislation; comprehensive informational support of the idea of balanced development of tourism among all interested parties of the process (tourists, service providers, authorities, public institutions, etc.) and comprehensive informational support of this idea.

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