

THEORETICAL FOUNDATIONS OF FORMATION AND DEVELOPMENT OF AGROTOURISM ACTIVITY

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Abstract

Agrotourism's evolution is guided by modern consumers' emphasis on "ecological cleanliness" across the residence, food, and leisure. This shift prompts a new approach to leisure organization, transitioning from the traditional "sea-sun-sand" to a nuanced "lore-landscape-leisure" model, accentuating personalized services. Agrotourism strategically caters to small groups, aligning with these preferences. Its success hinges on meeting the needs of this emerging consumer base while factors like increased mobility, urban stress, and rural allure propel its growth. This abstract explores the theoretical underpinnings of agrotourism, emphasizing consumer-driven trends shaping its trajectory across European landscapes.

Keywords: Ecological Cleanliness, Consumer Preferences, Leisure Organization, SSS Model (Sea-Sun-Sand), LLL Model (Lore-Landscape-Leisure), Personalized Services, Rural Tourism, Consumer Trends, Urban Stress, Mobility, Rural Allure, European Landscapes, Tourism Evolution, Sustainability, Nature-Centric Experiences.

The analysis of the early periods of the development of agrotourism activity (Italy and France, 80s of the last century) and the current period shows that the consumers of tourist packages in this direction are mainly representatives of the middle class in the post-industrial period. These are people who live on a fixed schedule and are mobile, and educated, but for a significant part of their time are limited by the "unhealthy" urban space and modern urban conditions [1-4]. The pursuit of "ecological cleanliness" dominates everything in his imagination - the place of residence, food, recreation, and the importance of a special style of entertainment. The specific features of this type of consumer lifestyle and its new psychological orientation require a new approach to the organization of rest and free time, that is, a new concept and a new composition of the tourist product for the tourism industry. In today's consumer, there is a tendency to move from the SSS model ("sea - sun - sand" - "sea - sun - beach") to the LLL model ("lore - landscape - leisure" - "knowledge - landscape - leisure"), at the same time, tourist services the trend of individualization of the package is observed. In agrotourism activities, this is successfully combined with a small group of tourists and the possibility of family recreation. Thus, the most important factor for the successful development of agrotourism activity is to satisfy the needs of the new consumer in the largest segment that can pay for the tourist product.

At present, agrotourism, which is considered the main component of rural tourism, is actively developing in European countries. Among the factors influencing the development of agrotourism activities are the increase in the mobility of citizens due to the increase in the number of private vehicles, more efficient organization of free time (weekends, frequent and short-term vacations), the increase in the level of mobility and stress in modern urban life, tourism offered in rural areas. factors such as the diversity and increase in the quality of services, directing tourists to small and comfortable accommodations, active recreation outside the city (excursions, picnics, specific sports), cultural values, traditions, and increasing interest in local holidays are included [3-7].

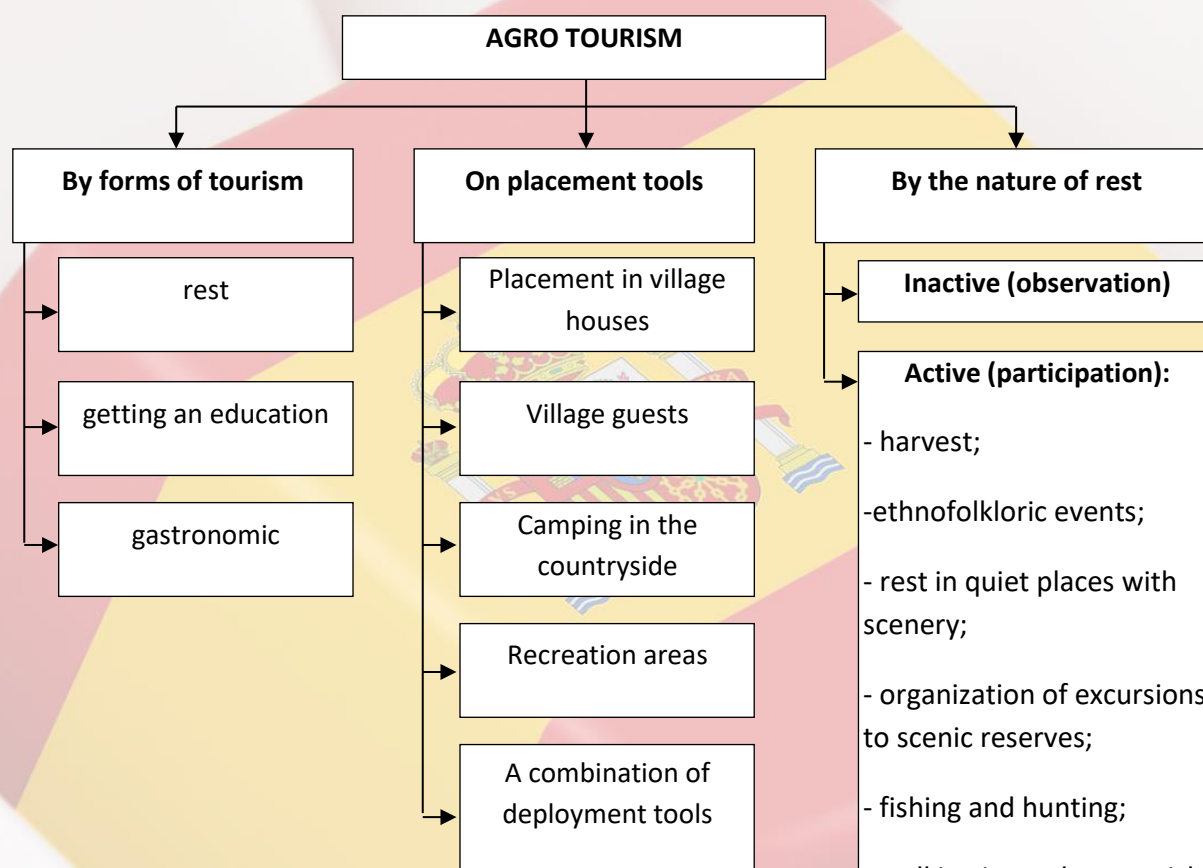


Figure 1. Classification of types of agrotourism activities¹

The analysis of factors based on research allows to classification of agrotourism activities according to the following signs and characteristics:

- according to the forms of tourism - recreation, education and gastronomic tourism;
- according to the nature of recreation - passive and active tourism;
- according to the type of accommodation - a combination of rural houses, rural hotels, camps in rural areas, recreation centres, and residential institutions.

¹Developed by the author.

According to the proposed classification, the types of agrotourism activities are divided according to the forms of tourism in the direction of learning specific activities, relaxing from mental or physical stress, and tasting food with special taste and taste [8-11].

According to the next sign, tourists are classified according to their position in the means of accommodation in the rural area. The third sign is considered the main sign of agrotourism activity, and according to it, it is divided into the main types, that is active or inactive tourist activity.

Organization and development of agrotourism activities must be carried out simultaneously in connection with two main complexes of the national economy: the agro-industrial complex and the tourism complex. Because the organized activity is considered to be an activity within the tourism complex, on the other hand, this activity is a direction of activity within the social infrastructure of the agro-industrial complex [11-13].

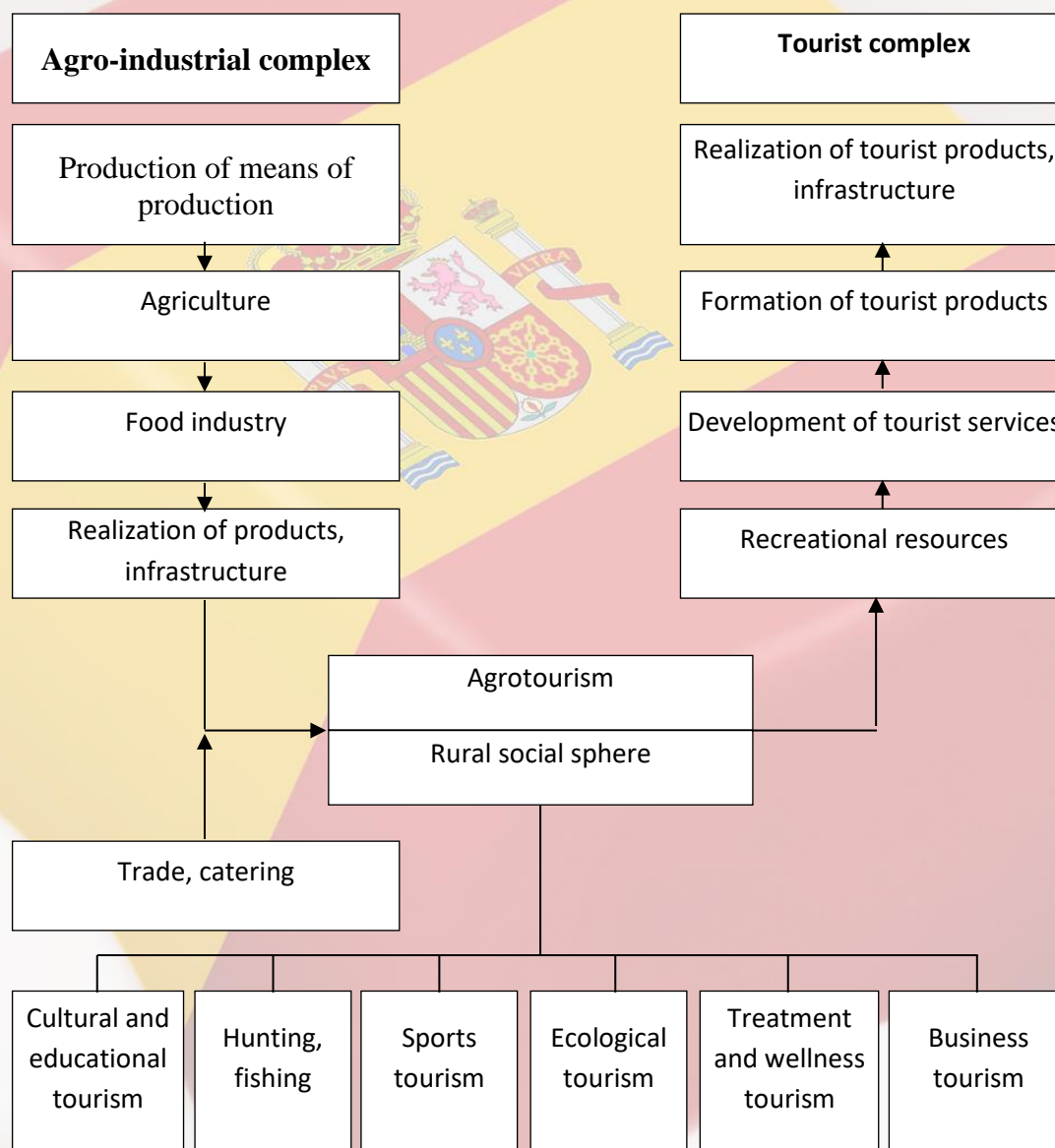


Figure 2. The composition of the agrotourism complex²

²Developed based on the author's research.

When organizing agrotourism activity, it is recommended to organize it in the form of an agricultural tourist complex. The basis for the formation of regional agro-tourist complexes is the separation of agro-tourist services into a separate branch of production of relevant services. These services are an integral part of the social sphere, which includes health, culture, housing, trade, transport, and education, among other sub-sectors. The development of agrotourism in rural areas is also related to the recreation sector (preservation and restoration of forests and lands, reservoirs, and historical and cultural monuments).

Taking into account that agrotourism activity is an activity that connects separate areas of the agro-industrial complex, it is recommended to form the composition of the agro-tourism complex with a proper connection with the agro-industrial complex (Fig. 2).

The proposed agro-tourism complex is considered a tourist complex within the agro-industrial complex, and agro-tourism activities from the point of view of dependence will pass from one sector (tourism) to another sector (agriculture) and as a result, the process of external diversification of tourist services will occur.

In recent years, as a result of the changes in the agricultural sector of our country, the release of excess labour resources in the sector and the tendency of migration require the implementation of the above-mentioned changes in the structure of agriculture and its related complex.

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