



DOI <https://doi.org/10.5281/zenodo.14011205>

Apitourism is a prospective direction of development of rural tourism in Ukraine

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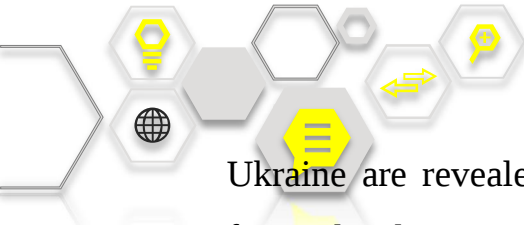
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Прийнято: 19.10.2024 | Опубліковано: 29.10.2024

Annotation. Beekeeping is a national tradition in Ukraine. This is a sphere of Ukrainian life with a thousand-year tradition. Ukraine has been producing and exporting honey since princely times. Beekeeping is a traditional and ancient branch of Ukrainian agriculture thanks to the healing properties of honey and its processing products. Despite the growth and development of beekeeping in Ukraine, in modern economic conditions, the presented industry is restrained by a number of risks that should be taken into account by both experienced beekeepers and beginners. The article examines and reveals the essence of apitourism, as a perspective direction for the development of rural tourism in Ukraine. The state of development of green tourism in Ukraine was analyzed, namely the role played by beekeeping, the export of honey to EU countries was studied. Examples of the development of beekeeping in European countries are given. The advantages of the development of apitourism in



Ukraine are revealed, and the main shortcomings that need to be eliminated for future development are indicated. Attention is focused on normative acts regulating beekeeping in Ukraine. The historical and natural features of the development of beekeeping tourism, which meets the recreational needs of people, solving socio-economic problems in rural areas, are revealed; preservation and development of local crafts, and for tourists - develops ecological awareness and care for the environment. Promoting honey and other beekeeping products as a tourism brand will help strengthen the image of Ukraine at the world level, using one of the few truly competitive resources in Ukraine. At the same time, this resource will not be exhausted, but on the contrary, will continue to grow. The development of beekeeping gives impetus to the revival of traditional Ukrainian culture, which is one of the main priorities of the country. And the world reputation of Ukrainian beekeeping automatically contributes to the growth of respect for Ukrainian culture as a whole

Key words: rural tourism, green tourism, honey, beekeeping, apitourism.

Апітуризм – перспективний напрямок розвитку сільського туризму в Україні

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Анотація. Бджільництво є національною традицією в Україні. Це сфера українського життя з тисячолітньою традицією. Україна виробляла мед та



експортувала його ще з княжих часів. Бджільництво є традиційною і давньою галуззю українського сільського господарства завдяки цілющим властивостям меду та продуктів його переробки. Незважаючи на зростання та розвиток бджільництва в Україні в сучасних умовах господарювання представлена галузь стримується низкою ризиків, які варто брати до уваги як досвідченим бджолярам, так і початківцям. У статті розглянуто та розкрито сутність апітуризму, як перспективного напрямку розвитку сільського туризму в Україні. Проаналізовано стан розвитку зеленого туризму в Україні, а саме зазначено яку роль відіграє бджільництво, досліджено експорт меду у країни ЄС. Наведено приклади розвитку бджільництва у європейських країнах. Розкрито переваги розвитку апітуризму в Україні та зазначено основні недоліки, які потрібно усунути для перспективного розвитку. Акцентовано увагу, нормативним актам, що регулюють бджільництва в Україні. Розкрито історичні та природні особливості розвитку бджільницького туризму, що відповідає рекреаційним потребам людей, вирішення соціально-економічних проблем у сільській місцевості; збереження та розвиток місцевих ремесел, а для туристів - розвиває екологічну свідомість і турботу про навколишнє середовище. Просування меду та інших продуктів бджільництва як туристичного бренду допоможе зміцнити імідж України на світовому рівні, використовуючи один з небагатьох дійсно конкурентоспроможних ресурсів в Україні. При цьому цей ресурс не вичерпається, а навпаки, продовжуватиме зростати. Розвиток бджільництва дає поштовх відродженню традиційної української культури, що є одним з головних пріоритетів країни. А світова репутація українського бджільництва автоматично сприяє зростанню поваги до української культури в цілому

Ключові слова: сільський туризм, зелений туризм, мед, бджільництво, апітуризм.

Statement of the problem. Beekeeping is a national tradition in Ukraine. This is a sphere of Ukrainian life with a thousand-year tradition. Ukraine



has been producing and exporting honey since princely times. Beekeeping is a traditional and ancient branch of Ukrainian agriculture thanks to the healing properties of honey and its processing products. During the times of Kyivan Rus, honey, along with wax, was one of the main trade goods of that time and remained an important source of wealth for rural communities for centuries [2; 3]. Honey, candles and honey drinks were exported to almost all European countries. Since that time, honey has always played a special role in the life of Ukrainians. Beekeeping has always been revered in Ukrainian society and considered an important and almost sacred occupation.

Analysis of recent research and publications. Many questions regarding theoretical aspects and recommendations in the field of development were investigated in domestic scientific works, in particular, by O. A. Arnaut [1], M.V. Bagriy [2], D.O. Baldyk [3], O.D. Vytvytska [8], M.V. Kravchenko [10], L. Tranchenko [16] and many other scientists.

Highlighting previously unresolved parts of the overall problem. Despite the growth and development of beekeeping in Ukraine, in modern economic conditions, the presented industry is restrained by a number of risks that should be taken into account by both experienced beekeepers and beginners. In the study, we propose to consider apitourism as a promising direction for the development of rural tourism in Ukraine. We will reveal the advantages of the development of apitourism in Ukraine and note the main shortcomings that need to be eliminated for perspective development. We will reveal the historical and natural features of the development of beekeeping tourism, which meet the recreational needs of people, solving socio-economic problems in rural areas; preservation and development of local crafts, and for tourists - develops ecological awareness and care for the environment. Promotion of honey and other beekeeping products as a tourist brand will help strengthen the image of Ukraine at the world level.

Setting the task. The purpose of the article is the theoretical substantiation of the development of apitourism as a promising direction for the development of national rural and green tourism that meets the recreational needs of



people, solving socio-economic problems in rural areas; preservation and development of local crafts, and for tourists - develops ecological awareness and care for the environment.

In accordance with the set goal, it is necessary to solve the following tasks:

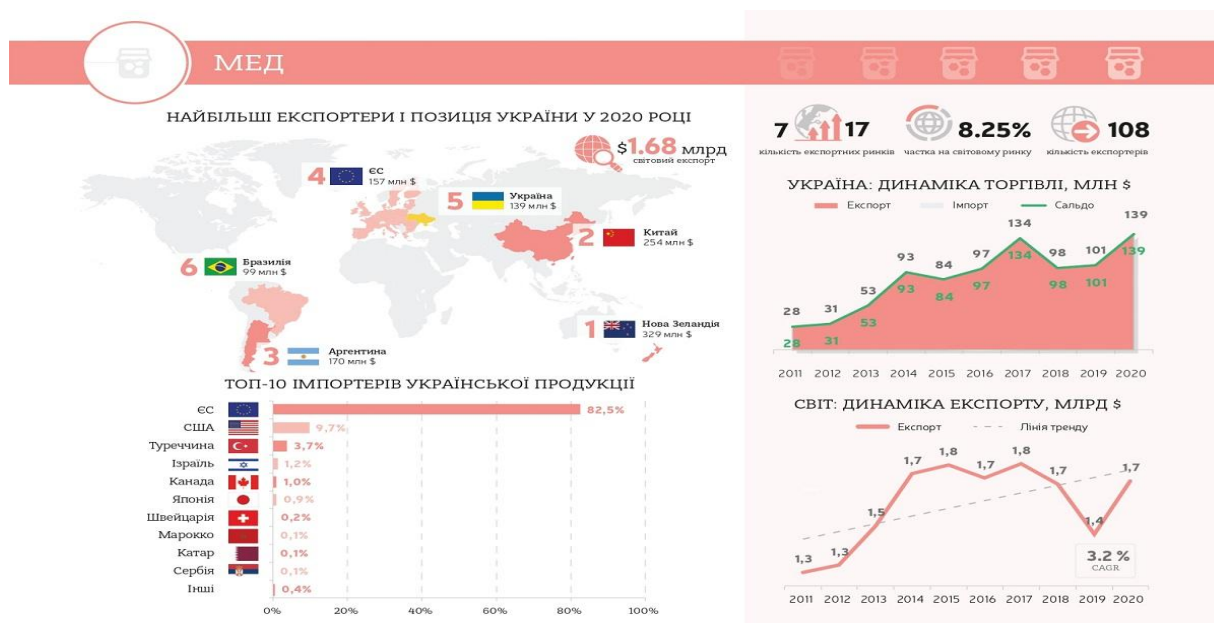
- to analyze the state of development of green tourism in Ukraine, namely to note the role played by beekeeping;
- reveal the advantages of the development of apitourism in the country and indicate the shortcomings that need to be eliminated for the future development of this direction;
- justify the recommendations regarding the development of apitourism in Ukraine.

Presentation of the main research material. In Ukraine, beekeeping is one of the industries that makes it possible to increase the employment of the population and open small and medium-sized businesses in the countryside. Favorable natural and climatic conditions of Ukraine are a prerequisite for the development of this industry, which is one of the most attractive market segments for foreign investments and wider realization of its potential. Beekeeping has a pollination and honey direction, which ensures not only the production of products, but also the use of bees as pollinators of entomophilous agricultural plants. Today, this industry has brought Ukraine to the forefront of honey production in the world (it accounts for 5-6% of world production). The quality of honey produced in Ukraine is excellent, which is why our country is the leader in honey production - the first in Europe and the third-fifth in the world (depending on the year).

Analyzing the dynamics of honey export from Ukraine (Fig. 1). The dynamics of exports in the world did not change synchronously with the Ukrainian trade trend. In the period 2011-2020, its compound annual growth rate (CAGR) is 3.2%.

The honey market in Ukraine has an export orientation. The main importers of our products are the member states of the European Union. They buy 82.5% of

honey, which indicates a significant potential for Ukraine. The most active importers are Poland, Germany and Belgium. The second place among importers of Ukrainian honey is the USA (9.7%), and the third place is Turkey (3.7%). Interestingly, the United States itself is the fourth largest exporter of honey in the world. Unfortunately, in 2022 and 2023, this indicator decreased somewhat due to the Russian invasion of Ukraine.



Rice. 1. Dynamics of honey export from Ukraine

Source: <https://kurkul.com/spetsproekty/1229-komu-smakuye-med-z-ukrayini--oglyad-eksportnih-mojlivostey>

According to the estimates of the Ministry of Agrarian Policy, there are about 400,000 beekeepers in Ukraine, who keep 4 million beehives. About 98% of honey is produced by households and only 2% by registered companies. At the same time, Ukrainians increasingly refuse to grow potatoes or beets and switch to beekeeping. In fact, the Ukrainian classification of types of economic activity does not even have a code that would identify business entities as honey producers. Beekeeping falls under code 01.49 "Other livestock", which includes rabbits, domestic animals, fur animals, molluscs, ostriches, etc.

Ukraine continues to be the leader in honey production in Europe. Ukrainian honey is in demand on foreign markets. The two largest buyers of



Ukrainian honey are Europe, which buys about 40-45 thousand tons a year, and the USA, which buys 5-10 thousand tons a year. The average export volume of Ukrainian honey is 50-55 thousand tons. All these figures make it possible to develop such a subspecies of tourism as beekeeping [5].

Bee tourism is a new and promising type of rural tourism. It involves living in a country estate or directly at the apiary. Beekeeping tourism involves tasting honey and using beekeeping products (wax, propolis, royal jelly, bee venom, bees impregnated with wax, perga and cabbage) [4]. Travelers also have the opportunity to learn about the production technology of these products, observe the life of a bee colony and, if necessary, take part in beekeeping activities.

The popularity of beekeeping is explained by the fact that it best meets the recreational needs of people living in cities, in difficult ecological conditions and in areas subject to constant nervous tension.

Bee tourism in European countries is known as honey tourism and green tourism [6].

Examples of successful cooperation between travel agencies and beekeepers in the world are countries such as Austria, Poland, the USA and Israel. These facts indicate that there is a potential demand for tourism services such as beekeeping holidays. So far, this demand significantly exceeds the supply, since most of the existing apiaries in Ukraine are not adapted for accommodation of tourists. The existence of unsatisfied demand creates a favorable socio-economic environment for the development of new industries and the transformation of beekeeping products into new types of products - tourist products.

This may also indicate the prospects of beekeeping in Ukraine, as it is clear that beekeeping in Ukraine has achieved great success, and traditional farming methods (which are attractive to tourists) have been preserved in a more authentic form than in industrialized countries. Ukrainians have long used honey and honey products for food and treatment. Today, the "honey" theme is widely used in cosmetology, medicine, wellness, and recently also in tourism as a specific subspecies of ecotourism. Hundreds of thousands of Ukrainians, both professional



beekeepers and amateurs, are employed in beekeeping. Most of them live in rural areas, so they have ample opportunities for active participation in tourism. Ukraine has the potential for processing beekeeping products, but for this it is necessary to introduce appropriate technologies and standards, as well as use certified equipment. It should be noted that the main profile act operating on the honey market is the Law of Ukraine "On Beekeeping" [7], which regulates: relations regarding breeding, use and protection of bees, production, procurement and processing of beekeeping products, effective use of bees for pollination of entomophilous agricultural plants, other types of pollinating flora, creating conditions for increasing the productivity of bees and agricultural crops, ensuring guarantees of compliance with the rights and protection of the interests of individuals and legal entities engaged in beekeeping. However, it should be noted that the law does not cover all the regulatory details necessary for the full functioning of the market, as it has a number of significant shortcomings. The legislation of Ukraine on beekeeping is based on the Constitution of Ukraine and consists of the aforementioned Law, as well as laws of Ukraine "On Plant Protection", "On Veterinary Medicine", "On Breeding in Livestock", "On Animal World", "On Plant World", "About basic principles and requirements for the safety and quality of food products" and other normative legal acts [9, p. 14].

Now, in the conditions of the Covid 19 pandemic and the ongoing military operations, pharmacies can increase the interest of consumers in increasing immunity, which opens up new opportunities for honey producers. Producers should emphasize the beneficial properties of honey, paying attention to its health benefits. They can experiment with adding healthy ingredients such as ginger or turmeric. An example of a response to the growing concern about the COVID-19 pandemic and the Russian invasion of Ukraine is the brand Organibee (AT Herbal, Indonesia), which contains honey supplemented with superfood ingredients. [8, p. 45].

The main method can be an innovative method of treatment with the help of bees - sleep in a beehive (a type of fire therapy). The fire house is a special construction that allows you to carry out fire therapy procedures in comfortable conditions - a person is inside the house and lies down on a couch located directly



above the hive. Inside the house, the influence on a person occurs due to the action of the bee biome - both individual bees and all bees together. Bee vibrations have a positive effect on the human body - they stabilize blood pressure, relieve stress, and improve metabolic processes. After sleeping in a beehive, a person quickly relaxes, gets rid of a headache, feels rested and energetic. The beekeeping season lasts from May to September. During the period when bees are active, they evaporate moisture, vibrate their body and wings, and buzz loudly. Today, apitourism can also be found in Ukraine, namely [10]:

- an amazing invention of the Ukrainian company MEDUSHA, which found a solution for storing honey that has no analogues in the world - in beeswax jars;

- Tavriyskiy pasichnik farm, in which beekeepers will produce organic honey (a package of documentation and expert opinions on the supply of organic honey was submitted);

- Ukraine is trying to join the cross-border candidacy of Poland, regarding the inclusion of elements of the Polish sideboard in the Representative List of UNESCO's Intangible Cultural Heritage;

- Honey Route Uzhgorod - Mukachevo - Khust - Vuchkove, where one of the attractions of the Transcarpathian Honey Route is located - the Honey House (the first real Ukrainian honey museum was created in Mukachevo);

- Honey fairs are held in Mukachevo, Uzhhorod and Beregov;

- courses and seminars on beekeeping at the Kyiv Institute of Beekeeping.

- in the village of Antonivka in the Khmelnytskyi region, a unique program for refugees and participants of the ATO (beekeeping school, where people can not only undergo rehabilitation, but also acquire a new profession and find a job) has been introduced.

- the National Museum of Beekeeping of Ukraine was created in Ukraine, it was created on the initiative of L.I. Bodnarchuk and the virtual museum of beekeeping;



- the tourist route "Sweet Carpathians" was developed and implemented; the tourist route "Treatment of bee colonies with biosoil" is successfully implemented throughout Ukraine.

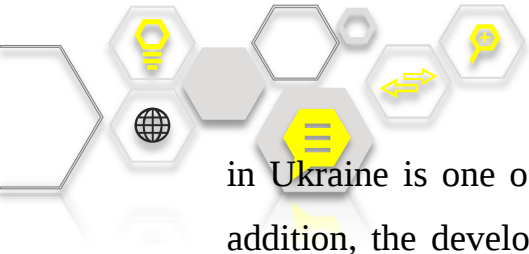
In the Odesa region, in addition to the already existing agro-ecological and recreational clusters, in the same year, the method of bee biological soil cultivation was implemented in the Bilyaiv and Rozdilnian districts for the development of beekeeping and marketing of honey and its processing products. In the same year, at the same exhibition, at the stand of the Odesa region, it was possible to taste the product produced by the cluster members, honey-walnut paste.

It is worth noting that in September, Ukrainian honey producers for the first time presented a single national stand of Ukrainian honey at the exhibition

Apimondia in Canada, organized with the support of FAO and the European Bank for Reconstruction and Development (EBRD). The exhibition "Ukrainian honey. Keep true" and discussed the main world trends in the honey market, the current situation in the Ukrainian domestic market, as well as the position of Ukraine in foreign markets [3].

With proper development, beekeeping tourism can play a role in solving the current social and environmental crisis. It promotes the protection of nature and traditional culture. The demand for it is growing, as the healing properties of resting at the apiary have long been recognized, and sometimes the apiary becomes a tourist destination for villages where there is an apiary.

According to the researches of M.P. Gag: "Apitourism is a type of sustainable tourism that does not deplete resources, but contributes to their enrichment. Its development contributes to the socio-economic revival of rural areas, the diversification of agricultural production and the creation of new jobs" [16]. It should be noted that in many regions of Ukraine pharmaceuticals can become a branch of specialization, a competitive alternative to destructive types of economic activity. In the conditions of the country's entry into new world markets (including tourist markets), the development of ecological tourism can preserve the natural beauty of the country's unique territories. The development of this type of tourism



in Ukraine is one of the ways to reduce unemployment by creating new jobs. In addition, the development of apiturism can solve a number of problems: solving certain socio-economic problems in rural areas; revival, preservation and development of local crafts; expansion of entrepreneurial opportunities for rural residents; increase in local sales markets for private agricultural products. Apitourism is also developing - "Frumushyka-Nova" (where apitherapy is used), another agro-industrial cluster was launched with the support of the state agrarian policy, which encourages farmers to look for alternative sources of income. And of course, the desire of tourists to return to nature, to touch its purity low price, live in a rural environment and discover new folk crafts [5].

In order to make sure that the excursion has prospects for development in Ukraine, here is a list of positive points that attract tourists to beekeeping [12, p.112]:

First, acquaintance with one of the oldest cultures of mankind - the culture of beekeeping. Biology, physiology and "sociology" of beehives, the secret of honey production, modern achievements of beekeeping technologies - all this is not only interesting, but also spectacular. And living and working with bees gives a person wisdom and brings him closer to harmony with the surrounding world - something that few people can boast about from other types of recreation.

Secondly, true connoisseurs of honey and other beekeeping products will be glad to have the opportunity to dig and buy directly at the place of production, where they will also be able to see with their own eyes the technology and high quality of beekeeping. And tourists will be especially interested in products, the production of which they participated with their own hands.

Thirdly, health tourism can become a strong component of beekeeping. Not only bee products or bee venom can be used for health purposes, but also the healing energy of the hive, and successful examples of such use are already known and attract consumers.

The atmosphere created in the apiary is a natural oasis of positive energy for relaxation and healing. There is a rather innovative method of treatment with the help of bees, where people are offered the opportunity to spend a few hours or even



a night in a specially equipped house, where they can lie on a bed under which there is a beehive with royal jelly. This method is innovative, as it is not used anywhere in the world outside of Ukraine. It is believed that the healing effect of such apitherapy is that the buzzing of bees and the warm air from the hive have the same healing effect as sea air.

Apitherapy is an alternative medicine that uses beekeeping products such as honey, pollen, perga, royal jelly, beeswax and bee venom to prevent and treat diseases. These products can be applied locally, taken orally or injected directly into the blood [14, p. 88].

However, the development of beekeeping tourism in Ukraine is restrained, in particular, by: an imperfect regulatory and legal framework; the underdevelopment of the organizational mechanisms of the economy, the absence of a comprehensive system of state regulation of tourism in the regions; slow growth of investments in the development of the material base of private beekeeping; an unsuccessful approach to the promotion of regional tourist products in the domestic market of tourist services and goods; insufficient informational, organizational and financial support for the development of tourism in the regions.

We focus attention on the positive aspects of the development of beekeeping in Ukraine for apiary owners:

- Using the apiary as a tourist attraction provides additional income without the need to spend financial resources. In addition, the tourist product is unique in that the popularity of the tourist object grows proportionally. Tourists are very convenient buyers for bee products because they come and buy directly from the apiary, which reduces costs. It is also convenient for consumers, because when visiting the beekeeper, they can be sure of the quality of the product.

- Tourists who visit the apiary and are convinced of the high quality of the apiary's products are a very effective form of advertising that does not require capital investments.

- The sale of tourist services allows better use of farm resources, since tourists pay not only for visiting the apiary, but also for accommodation, food, souvenirs,



etc. It can provide work for all family. It is convenient for both owners and tourists if visitors can stay at the estate where the apiary is located.

- The most promising is the development of beekeeping based on small apiaries, which are unprofitable with traditional use. Serving tourists significantly increases profits, and the owners of small apiaries have more free time and the opportunity to receive tourists.

Note that the country will also benefit from the development of beekeeping:

- Beekeeping is a form of sustainable tourism that does not deplete resources, but contributes to their enrichment. Its development contributes to the socio-economic revival of rural areas and creates new jobs.

- Bee tourism is one of the few green types of business, the success of which directly depends on the ecological state of the environment. Thus, the development of beekeeping tourism creates a powerful financial incentive for local residents to preserve the environment, and for tourists to develop environmental awareness and care for the environment.

- The main promotion of economic development and employment is the involvement of producers of bee products - beekeepers; processing enterprises of small and medium-sized businesses; large processing enterprises (plants, factories); intermediaries between manufacturers and wholesalers; wholesale buyers; consumers who use products from beekeepers; involvement of producers and consumers in the "Apitherapy" program; production and consumption of organic bee products.

- Promotion of honey and other beekeeping products as a tourism brand will help strengthen the image of Ukraine at the world level, using one of the few truly competitive resources in Ukraine. At the same time, this resource will not be exhausted, but on the contrary, will continue to grow.

- The development of beekeeping gives impetus to the revival of traditional Ukrainian culture, which is one of the main priorities of the country. And the world reputation of Ukrainian beekeeping automatically contributes to the growth of respect for Ukrainian culture as a whole.



Conclusions. Summarizing the above, even with a favorable legal framework (at the national level) and comprehensive support (especially at the regional level), beekeeping will occupy a worthy place in the Ukrainian economy and culture, and its development will contribute to the revival of the Ukrainian countryside, the flourishing of the spiritual and cultural traditions of Ukrainian society, improving the state of Ukraine's natural ecology and increasing Ukraine's international image.

The development of the global image of Ukraine is an important task for the country, and therefore the development of new brands such as green tourism, Ukrainian honey and Ukrainian beekeeping cannot be ignored. Apitourism can become one of the most effective ways of building the international image of Ukraine as a "honey" country.

Ways to solve issues related to the implementation of the development of the beekeeping industry are cooperation with the State Production and Consumer Service, the State Ecoinspection, the Department of Agriculture; it is necessary to align the legal framework; develop programs to protect bees from poisoning and improve the honey base; increase funding of the beekeeping industry from the state budget and develop it through grants and attracting investors; develop a beekeeping development plan for a certain period.

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