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FEATURES OF THE STATE REGULATORY POLICY ON BIORESOURCE MANAGEMENT IN THE AGRICULTURAL SECTOR OF TOURISM

Abstract. The study examines the specifics of the state regulatory policy regarding the management of biological resources in the agricultural sector of tourism activity. The main trends and concepts of the historical development of agritourism are analyzed. The structuring of the interpretation of «agritourism» according to the spheres of tourist activity, as well as the directions of the development of agritourism in Ukraine, is determined. The need for a state regulatory policy on the management of biological resources in the agrarian sector of tourism activity is highlighted, which causes the need for the state to implement the organization of the economic life of society in terms of ensuring the well-being of the population through the social

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orientation of the economy, guaranteeing the population economic and environmental security, maintaining competition in the market environment, and protecting the rights of consumers, improvement of legal regulation of economic relations and other regulatory functions. In accordance with the legislation, the implementation of the priorities of the state regulatory policy on the management of biological resources in the agrarian sector of tourism activity is determined by the observance of a number of principles. The provisions of the organizational and legal foundations of local self-government in the part of its exclusive competence, which should be attributed to the management of biological resources in the agrarian sector of tourism activity, are considered. It was determined that the state regulatory policy on the management of biological resources in the agrarian sector of tourism activity is based on the multi-purpose functionality of the relevant management, economic, social and ecological processes, designed to improve the reform of the state regulatory policy, to balance and bring to a qualitatively new level the conduct of agrarian production and economic activity, strengthen the potential of biological and natural resources of rural areas.

Keywords: *agritourism, tourist activity, biological resources, regulatory policy, ecosystem.*

Introduction. The importance of determining the priorities of the state regulatory policy on the management of biological resources in the agrarian sector of tourism is due to the following reasons:

1. The controversy of the approaches of scientists and practitioners regarding the place of state administration in the agrarian and economic development of the state, which is significantly different from each other. In particular, these scientific approaches have opposite extremes. On the one hand, there are supporters of reducing state influence on economic processes in society. On the other hand, supporters of strong state intervention, in particular, state regulation of certain issues of running rural households.

2. The need to improve the regulatory policy on the management of biological resources in the agrarian sector of tourism activity is due to positive socio-economic changes that occur as a result of deep transformations in the countryside. These transformations reduce economic, social, environmental and institutional losses.

3. The need for balanced development of production and economic activity in rural areas. Man is a user of biological and natural resources. A person is an inseparable and core component, and therefore a person should receive comprehensive organizational and management assistance from the state authorities and local self-government bodies regarding the strengthening of their own and surrounding resource potential.

Analysis of recent research and publications. The diversity of the state regulatory policy served as the basis for conducting scientific research on its content and provisions on the management of biological resources from economic, production, social, political, legal, institutional, state-management, and other positions, both in terms of the agrarian sector and in the national economy as a whole complex and individual regions of the country. Thus, the domestic scientist economist O. Klokar, revealing the basic principles of the formation of the mechanism of effective reproduction of the resource potential of the agricultural sector, emphasizes both the fact that state support acts as a factor of ensuring the effective reproduction of resource potential, justifies the feasibility of ensuring ecologically safe land use (Klokar, 2012).

The point of view of the author of this scientific monograph regarding the urgency of the technical-technological renewal of the material and technical potential as a factor that will contribute to the strengthening of biological and natural resources is valid. Issues of the theory and practice of state regulation in

the agrarian sphere are given due attention in the monographic study of the scientist of agrarian economy A. Makarenko (Makarenko, 2009). Quite rightly, the author expands the research object to the state agrarian policy of Ukraine.

Economist V. Krylenko researches problems of regulation of the agrarian sector from the perspective of ensuring its economic security (Krylenko, 2014). Regulatory levers are logically revealed in terms of the conceptual foundations of ensuring the economic security of the agricultural sector and the formation of its indicators.

Improving the management of tourist activities based on agrarian enterprises using the phenomena of the originality of life, folk traditions and crafts, ethno-cultural features of the countryside, the rural way of life is gaining more and more theoretical and practical importance. In the publications (Lendel, 1992), (Hlowatska, 2006), (Horishevsky, Vasiliev & Zinko, 2003) the separate elements of the economic mechanism of the functioning of tourism are highlighted, mainly at the macro- and meso-level as part of the inter-sectoral complex of social and household infrastructure.

The study of the peculiarities of the economy of a tourist business entity at the micro level (a tourist enterprise or an agro-enterprise, an agro-village) has not been fully explored, which complicates the processes of effective management of tourist enterprises, scientific and methodological support of the economic component of training personnel for the field of rural tourism and agritourism.

The purpose of our article is the research process, the following was used: the monographic method when studying scientific literary sources by topic; abstract and logical when developing proposals and substantiating conclusions; method of system analysis when determining the optimal combination and influence of socio-economic determinants on the development of agrarian tourism.

Formulation of the main material. In recent years, the market of tourist services has been developing rapidly. agritourism as a type of tourist activity is gaining more and more popularity every day both on the domestic and international markets. One of the alternative forms of development can be the development of agritourism services.

Rural tourism began to actively develop in the middle of the 20th century. In the post-industrial countries of the world. According to the World Tourism Organization, since the beginning of the XXI century. This type of tourism is gaining great popularity and accounts for 10-15 % of revenues from the total amount of international tourism revenues. In Ukraine, rural areas are mainly associated with the production of agricultural products, while in developed countries of the world, rural tourism is one of the priority areas of socioeconomic development of rural areas. In the conditions of the decline of the Ukrainian countryside, the development of rural tourism deserves attention, as it is a source of additional income along with agricultural activity (Kyfyak, 2003). agritourism is a recreational type of tourism that is concentrated at the boundaries of a farm and includes accommodation and other services for visitors. This type of tourism is especially widespread and developed in countries with a farmer organization of agribusiness.

The interpretation of “agritourism” should be structured according to the spheres of tourist activity (Table 1).

Table 1

Structuring of agritourism tourist activity

№	The name of the field of use of agritourism	Contents of the field of use of agritourism in accordance with tourist activity
1	Social sphere	– the development of national culture directly depends on the development of tourism (by welcoming foreign tourists to our country and promoting their national way of life, culture, familiarity with local features, the development of national culture takes place);
2	Production sphere	– consists in mastering new methods of conducting agricultural production, using free idle resources, as well as additional labor resources;
3	Ecological sphere	– represent both natural and cultural sights and natural-anthropogenic landscapes that form a single entity with the surrounding natural environment. At the same time, an indispensable condition for the development of agritourism is the conduct of agro-ecological studies, which allows for comprehensively characterizing the ecological state of the territories and establishing the compliance of the grown products with the approved quality standards, to minimize the anthropogenic burden on the rural territory, as well as to develop measures to improve the living conditions of the rural population.

In addition, agritourism provides employment and increases the size of the rural population in order to increase the production and personal income of farmers with recreational and health components.

In general, agritourism is actively developing in many industrialized European countries. The desire of citizens to return to the big city, to have a little rest from the excessively high emotional and environmental load associated with the big city.

The effectiveness of agritourism is confirmed by world experience. At the end of the 90^s of the last century, all national organizations of agricultural and rural tourism of European countries were united into the European Federation of Agriculture and Rural Tourism (“EuroGites”). The main goals of such associations are multifaceted popularization of recreation in rural areas, support of the potential of agricultural and rural tourism in European countries.

The priority of the development of agritourism in Ukraine is as follows (Fig. 1).

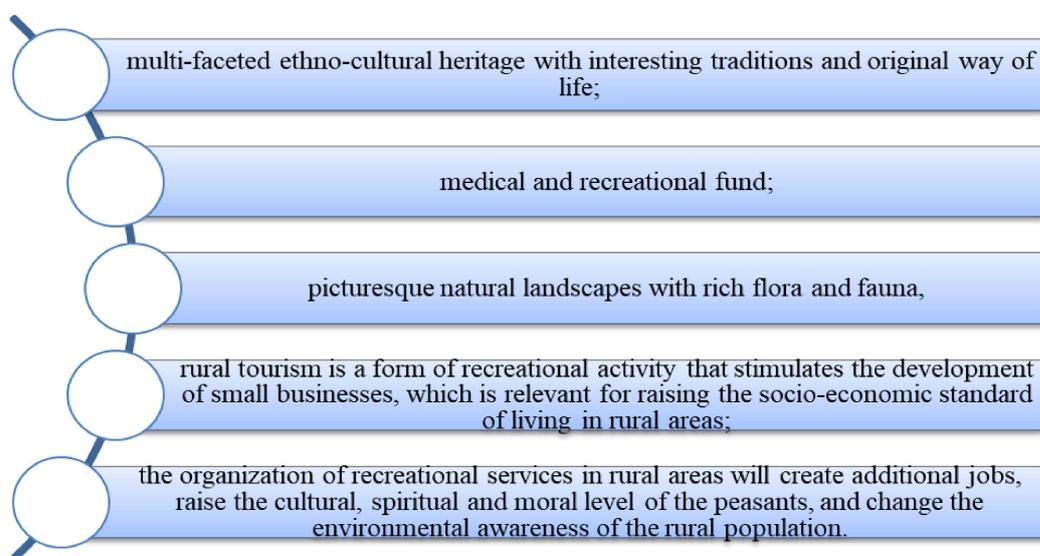


Figure 1 – Directions of development of agritourism

Agritourism is widespread in many countries of the world, in particular, it began to develop actively in Poland, where the law “On rural tourism” was adopted, and the program for the development of rural areas is also active. Unfortunately, there is no law “On rural tourism” in Ukraine, which would regulate the activities of rural residents in the organization of recreation in the countryside. The right to the owner of a rural estate to provide services in the field of rural tourism is provided by the Laws of Ukraine “On Tourism” (Law of Ukraine, 1995), “About the personal peasant economy” (Law of Ukraine, 2003). Analyzing the current legislation of Ukraine, two forms of organization of recreation in the countryside are defined: rural green tourism as a type of ancillary activity, and rural green tourism as a type of small business.

The need for a state regulatory policy on the management of biological resources in the agrarian sector of tourism activity is caused by the need for the state to carry out the organization of the economic life of society in terms of ensuring the welfare of the population through the social orientation of the economy, guaranteeing the population economic and environmental security, maintaining competition in the market environment, protecting the rights of consumers, improving legal regulation of economic relations and other regulatory functions. Therefore, the priorities of the state regulatory policy on the management of biological resources in the agrarian sector of tourism activity are based on the normative legal acts of the country, which reflect the relevant provisions regarding the peculiarities of the state regulatory policy, namely:

- recognition of the social orientation of the economy of Ukraine, in which a person, his life and health, honor and dignity, inviolability and security are the highest social value;
- protection of the rights of all subjects of ownership and management, where all subjects of ownership are equal before the law;
- the right to own, use and dispose of one's property, the results of one's intellectual and creative activity;
- the use of the property cannot worsen the ecological situation and natural qualities of the land;

- the right to entrepreneurial activity, which is not prohibited by law;
- ensuring the protection of competition in business activities;
- protection of consumer rights, control over the quality and safety of products and all types of services and works, etc.

The specified priorities from the point of view of bio resource management in the agrarian sector of tourism activity determine the value of a person and his right to work, social protection, education, recreation, housing, and health care, as well as the importance of state regulation, the levers of which are combined and balanced with the action of self-regulation of economic activity on the basis of entrepreneurship, market competition, property rights, environmental safety. This approach provides for the implementation of the provisions of the Law of Ukraine “On the Basics of State Regulatory Policy in the Field of Economic Activity”, where the state regulatory policy in the field of economic activity is used in the sense of direct state policy aimed at improving the legal regulation of economic relations, as well as administrative relations between regulatory by state authorities and economic entities, preventing the adoption of economically impractical and ineffective regulatory acts, reducing state interference in the activities of economic entities and eliminating obstacles to the development of economic activity (Law of Ukraine, 2004).

In accordance with the legislation, the implementation of the priorities of the state regulatory policy on the management of biological resources in the agrarian sector of tourism involves compliance with a number of principles (Fig. 2). The following are quite logically included among the main ones:

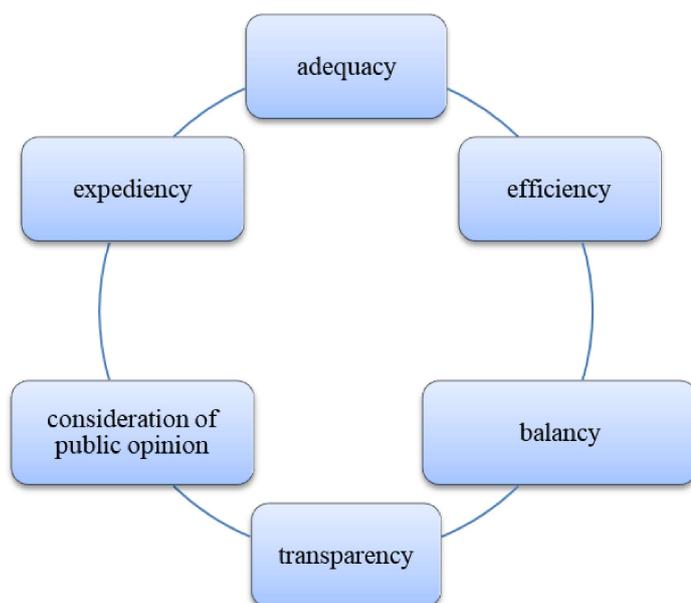


Figure 2 – The main principles of implementing the priorities of the state regulatory policy on the management of biological resources in the agrarian sector of tourist activity

Since the present and the future of the upward development of bio resources and nature management of the agrarian sector are largely determined by the effectiveness of the implementation of the innovative paradigm in management practice, the above list should be supplemented with the principle of scientific thoroughness. In accordance with the main priorities of the Constitution

of Ukraine, the establishment of local self-government appears as an important component of the state regulatory policy on the management of biological resources in the agricultural sector. Its legal basis is the Law of Ukraine “On Local Self-Government in Ukraine” (Law of Ukraine, 1997). Local self-government is carried out both directly by relevant territorial communities and through their councils and executive structures that represent the common interests of these communities. The essence of the socio-political and socio-economic phenomenon represented by local self-government is interpreted by legislation as the state-guaranteed right and real ability of a territorial community – residents of a village or a voluntary association of residents of several villages, towns, cities into a rural community – independently or under the responsibility of authorities and local self-government officials to resolve issues of local importance within the framework of the Constitution and laws of Ukraine (Law of Ukraine, 1997).

The provisions of the organizational and legal foundations of local self-government in the part of its exclusive competence should be attributed to the management of biological resources in the agricultural sector of tourism, namely:

- making a decision on the functioning and development of specific spheres of community life through the approval of relevant programs (social, economic, cultural, household, infrastructural) for the future;
- resolution of land relations regulation issues in accordance with the law; approval of land tax rates in accordance with the Tax Code of Ukraine;
- solving in accordance with the legislation issues on granting a permit for the special use of natural resources of local importance;
- making decisions on the organization of territories and objects of the nature reserve fund of local significance and other territories subject to special protection;
- submission of proposals to relevant state bodies regarding the declaration of natural and other objects of ecological, historical, cultural or scientific value as monuments of nature, history or culture protected by law, making decisions on declaration in places of mass reproduction and cultivation progeny by wild animals of the “quiet season” with restrictions on economic activity and extraction of objects of the animal world;
- establishing, in accordance with the legislation, rules for the improvement of the territory of the settlement, ensuring cleanliness and order in it, trading in the markets, maintaining silence in public places;
- making decisions related to the creation of special free and other zones, changes in the status of these zones, submission of proposals on these issues to the relevant bodies.

Implementation of the Concept will contribute to the management of biological resources in the agricultural sector in terms of the formation of united territorial communities capable of solving issues of local importance independently or through local self-government bodies; socio-economic development of territorial communities and regions; stimulating the economic development of territories as a result of improving the mechanisms of influence of local self-government bodies on determining the priorities of local economic development (Resolution of the Cabinet of Ministers, 2014). The priorities of the state regulatory policy on the management of biological resources in the

agricultural sector are directly related to the economic, social and legal foundations of the organization of environmental protection, which are stated in the Law of Ukraine “On Environmental Protection” (Law of Ukraine, 1991). An additional argument in favor of the conclusion is the interpretation of environmental policy determined by legislation – aimed at preserving the environment safe for the existence of living and non-living nature, protecting the life and health of the population from the negative impact caused by environmental pollution, achieving a harmonious interaction of society and nature, protection, rational use and reproduction of natural resources (Law of Ukraine, 1991). It is even somewhat narrower than the management of biological resources in the agricultural sector, as a result of which natural resources can be enriched, and not only protected, rationally used and reproduced.

The priorities of the state regulatory policy on the management of biological resources in the agricultural sector correspond to the provisions of the Law of Ukraine “On the Basic Principles (Strategy) of the State Environmental Policy of Ukraine for the Period Until 2030”, in which the goal of the state environmental policy is defined as a comprehensive set of ecological, social and economic results: the achievement a good state of the environment by introducing an ecosystem approach to all directions of socio-economic development of Ukraine, ensuring the constitutional right of every citizen of Ukraine to a clean and safe environment, implementing balanced nature management and preservation and restoration of natural ecosystems (Law of Ukraine, 2019).

The law unequivocally indicates the need to introduce an ecosystem approach into industry policy and improve the system of integrated environmental management, which directly affects the agricultural sector, the user of biological and natural resources. The conducted studies of the state regulatory policy on the management of biological resources in the agrarian sector of tourism activity show that the research-problematic character of the selection of priorities is based on the multi-purpose functionality of the relevant economic, social and environmental processes, designed to:

- first, to improve the reform of the state regulatory policy;
- secondly, to balance and bring to a qualitatively new level of conducting agrarian production and economic activity;
- thirdly, to strengthen the potential of biological and natural resources of rural areas.

Therefore, the state regulatory policy on the management of biological resources in the agricultural sector of tourism is an objective necessity caused by the scale and different levels of economic management of the development of the economy and its sectoral and territorial components, the interweaving of economic, social, ecological and institutional spheres, the interaction and interdependence of which requires appropriate coordination, coordination and balancing of diverse interests and needs of society, territorial communities, business structures, environment and people.

Conclusions. So after doing the research it should be noted that peculiarities of the state regulatory policy on the management of biological resources in the agrarian sector of tourism activity is based on the multi-purpose functionality of the relevant management, economic, social and environmental processes, designed to improve the reform of the state regulatory policy, to

balance and bring to a qualitatively new level the conduct of agrarian production and economic activity, to strengthen the potential biological and natural resources of rural areas.

It should be noted that agritourism includes business tourism activities that are carried out on the basis of agricultural enterprises and agro-villages and are related to agriculture and rural areas. An important result of the development of agritourism is the expansion of opportunities for the sale of personal farm products, and their sale on the spot, and not as agricultural raw materials, but as ready-made food products after appropriate processing and preparation, the development of agritourism and its components also plays a significant role in raising the cultural and educational level rural population.

Undoubtedly, the considered features of the state regulatory policy on the management of biological resources in the agrarian sector of tourism activity require further research and improvements on a scientific basis, in particular in terms of the implementation of constitutional provisions regarding the right to own, use and dispose of one's property.

Conflict of Interest and other Ethics Statements.

The authors declare no conflict of interest

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**Юлія БОНДАР, Олександр СТАРИНЕЦЬ,
Ілля НЕСХОДОВСКИЙ, Сергій КАПТАЛАН
ОСОБЛИВОСТІ ДЕРЖАВНОЇ РЕГУЛЯТОРНОЇ ПОЛІТИКИ
З УПРАВЛІННЯ БІОРЕСУРСАМИ В АГРАРНОМУ
СЕКТОРІ ТУРИСТИЧНОЇ ДІЯЛЬНОСТІ**

Анотація. У дослідженні розглянуто особливості державної регуляторної політики щодо управління біоресурсами в аграрному секторі туристичної діяльності. Проаналізовано основні тенденції та концепції історичного розвитку агротуризму. Визначено структуру та зміст поняття «агротуризм» відповідно до сфер туристичної діяльності, а також напрями розвитку агротуризму в Україні.

Висвітлено необхідність державної регуляторної політики з управління біоресурсами в аграрному секторі туристичної діяльності, що спричиняє потреба щодо виконання державою організації господарського життя суспільства в частині забезпечення добробуту населення через соціальну спрямованість економіки, гарантування населенню економічної та екологічної безпеки, підтримування конкуренції у ринковому середовищі, захисту прав споживачів, вдосконалення правового регулювання господарських відносин та інші регуляторні функції. Відповідно до законодавства реалізація пріоритетів державної регуляторної політики щодо управління біоресурсами в аграрному секторі туристичної діяльності визначається дотриманням ряду принципів.

Розглянуто положення організаційно-правових засад місцевого самоврядування в частині його виключної компетенції, до якої належить віднести управління біоресурсами в аграрному секторі туристичної діяльності. Визначено, що державна регуляторна політика управління біоресурсами в аграрному секторі туристичної діяльності ґрунтується на багатоцільовій функціональності відповідних управлінських, економічних, соціальних та екологічних процесів, покликаних удосконалити реформування державного регулювання політики, збалансувати та вивести на якісно новий рівень ведення аграрної виробничо-господарської діяльності, зміцнити потенціал біологічних і природних ресурсів села.

Ключові слова: агротуризм, туристична діяльність, біоресурси, регуляторна політика, екосистема.

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