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OPTIMIZATION PRINCIPLES OF RURAL TOURISM ORGANIZATION

The article presents the theoretical substantiation of the optimization principles of the organization of rural tourism development. The urgency of rural tourism development in Ukraine is noted. It is emphasized that today the development of rural tourism is mainly spontaneous, which requires scientifically sound optimization of such activities. Its organizational structure, functional features and problems and prospects of development are shown. The author's interpretation of the concept of "optimization of rural tourism" as a process of organization of relevant tourism activities, which contributes to the provision of these activities the most efficiently, with appropriate unity of its structural components, minimizing resource costs and maximizing emotional and health effects for tourists. The issues of organizational functions are considered. Concerning rural tourism in particular, its organizational function is represented by such a ratio of internal and external organizational factors that ensure the existence of a relevant individual rural facility focused on the provision of tourist services. The structure of rural tourism organizations is analyzed. It should be understood as a set of organizationally integrated forms of activity that are implemented as sustainable processes and aimed at the connection between all organizational components. The unity of organizational structural components of rural tourism becomes the basis for its overall optimization. It should be noted that all organizational structural components of rural tourism are not only interconnected but also interpenetrating, mutually supportive and generally form a single organizational unit, which is a property of tourism-oriented rural systems, aimed at coordinated development of their structured basis. organizational mechanisms. Specific measures to further improve the development of rural tourism in Ukraine are presented.

Keywords: rural tourism, organization of rural tourism, optimization of rural tourism development.

INTRODUCTION

The development of modern tourism in the territory of Ukraine is characterized by the continuous growth of the share of rural tourism. The growth of large cities contributes to the fact that the population is trying to feel at least for a short time the adulation of rural areas and the household. At the same time, rural tourism

development is largely spontaneous. For example, only in the Carpathian region, there are several hundred rural gardens offering tourist services. Such services are quite diverse: From rural cuisine to the organization of large tourist routes, in particular, horse ones.

The issues of rural tourism reveal work In. Bodnar, V. Golovatsky, P. Gryshevsky, V. Darchuk, With. Iliashenka, O. Onyshchenko, I. Prokop, T. Tkachenko and others. At the same time, the overall optimization of such tourist activity remains a problematic issue. Such optimization should be understood as obtaining real economic profit, which is formed thanks to multifunctional economic activity (providing hotel, food, advertising, etc. services); cognitive aspects related to rural tourism (availability of tourist booklets, descriptions of proposed tourist routes, legends and stories of the respective area, etc.); provision of purely agricultural attractions in the form of maintenance of livestock, garden, etc. In addition, the economic activity of rural tourism should be combined with nature-recognition and nature-protection activities. Their combination ensures the optimization of rural tourism. Achieving such an optimized state is possible only in the presence of a joint program for the development of components (rural estates) of rural tourism, thanks to which the peculiarities of not only socio-economic, but also natural aspects will be taken into account.

Rural tourism in general belongs to anthropogenic activity, which is characterized by the most insignificant impacts on territorial environmental systems. At the same time, its long-term exploitation of territorial systems can cause certain negative phenomena: trampling, degradation of vegetation, soil degradation, etc.

The lack of scientific developments to optimize such tourism activities becomes a major factor in the further development of rural tourism and the exercise of control functions by local communities.

The purpose and objectives of the research. The specific purpose of this study is to base the main components of optimization of rural tourism development.

The objectives of the study are:

- analysis of the concept "optimization of the organization of rural tourism;
- separate constructive principles of such optimization;
- development of problematic issues concerning the optimization of rural tourism.

DATA AND METHODS

The research on optimization of the fundamentals of rural tourism development belongs to theoretical generalizations and uses a combination of theoretical methods.

In general, the term "optimization" is interpreted as a process of interference in the structural-functional organization (composition, structure, work) of the living system (ecosystem, population, organism), its subsystems and blocks, which is accompanied by approximation of their indicators, parameters or characteristics (for example, photosynthesis, accumulation of biomass, storage of an organism,

circulation of chemical elements, energy or moisture transformation, etc.) to the best (optimal) values. The term "organization" carries an exclusively sociological burden. The person has optimized and will further optimize the living systems, some or other bioprocesses exclusively from personal (public) interests. Optimization is not necessary for nature. Natural well-being and the struggle for existence, the whole evolutionary process contributed to the fact that in each specific ecological condition, the most favourable, "most profitable" living systems, self-organization, self-innovation, self-preservation and self-improvement of which were also formed in the process of the very evolution (Golubec', 1994); unity of the most effective elements, which have certain functions relative to the specified organization (Shyshhenko, 1999); optimization should be understood as: 1) getting the maximum possible at the minimum effort (costs), of course in relatively short time intervals (economic optimization); 2) striving for the state closest to the dynamic equilibrium (quasi-stationary state); 3) obtaining the ratio most desirable in economic significance; 4) coming to a state that is most desirable from the point of view of a person for the preservation of their health (Nekos, Nekos, Safranov, 2010).

At the same time, modern interpretations of the concept of "optimization" have a dual meaning; it is an organic combination of its social and natural components. At the same time, many authors believe that it is the natural component that is characterized by priority. As for rural tourism, here the natural component of the optimization of its facilities recedes into the background, and the social component is given priority. The main goal of such optimization is to obtain maximum profits at the lowest costs. Optimization of rural tourism facilities is also focused on maximum consistency with the surrounding natural and socio-economic environment. Rural estates specializing in rural tourism form a certain communicative aggregate within one settlement. It is represented by a set of significant, relatively stable properties of the system, which contribute to the successful perception, use and transfer of information between its elements with the aim of general optimization of tourist activity.

Therefore, thanks to such communicativeness, the establishment of connections between structural elements (individual estates specializing in tourist activities), as well as with the necessary objects of the surrounding natural, economic and social environment, is ensured, thus forming the necessary individual and systemic communicative environment.

The consequence of such optimizing communicative tourism-oriented activities is the emergence of comfortable conditions for the implementation of rural tourism. This is a measure of socio-psychological and ecological response to the conditions of tourist activity in certain economic, social and natural conditions (comfortable, uncomfortable). This essential characteristic of the environment that surrounds tourists is taken into account in the process of solving issues of rational use of conditions, as well as preservation of the natural environment.

Summarized as to the specific development of rural tourism, we can note that such optimization is the process of organizing the relevant tourism activity, which contributes to the provision of this activity with the highest efficiency, at the reasonable unity of its structural components, at the minimum resource costs and maximum provision of emotional and health effect for tourists.

At the same time, it is rural tourism that is characterized by a potential that enables effective implementation of educational and practical nature conservation activities. Proximity to the natural environment in its least anthropogenically loaded form contributes to visual environmental education of tourists. Even in the presence of certain anthropogenic degradations (for example, trampling), there is a possibility of visual demonstration of their consequences (comparison with undamaged areas), which has both a practical and a cognitive role.

Thus, the optimization of activities within the limits of rural tourism is based on the following components: the organization of life, emotional unloading, cognitive value, and the health component.

That is, such optimization is a multi-criterion, characterized by its own methods of solving tasks, which consist of searching for the best (optimal) solution, which satisfies several different criteria (Bilgihan, Nejad, 2015).

RESULTS

One of the main indicators of tourism optimization within rural settlements is its structuring. In general, the structure is one of the main phenomena of the organization of any systems, and accordingly, their optimization. The emergence of structuredness is related to both natural, anthropogenic and social factors. At the same time, they overlap to form a kind of complex structural organization. The presence of structure in the formation indicates its complexity (variety of elements and their functioning in time and space), as well as the corresponding organizational maturity. Moreover, the presence of structurality indicates the existence of connections between structural components, and, accordingly, its dynamism. Such connections at the same time represent the peculiarity of the system formation with its environment. Therefore, structuredness is the resulting effect of internal and external organizational connections. In addition, structurality indicates that the establishment of stable interrelationships of elements of individual levels has been implemented in the system, as well as that the signs of the system have emerged, which are the embodiment of the emergent effect of the interaction of its formative components, which is manifested in the emergence of the internal system organization of the system. So, structuredness is a complex systemic phenomenon that indicates the spatio-temporal complexity of any entity, the maturity of its organization, balance with the surrounding natural, economic, and social environment, and the harmonious state of internal and external connections and dependencies.

The concept of "structure" is perceived as a plurality of parts or forms (elements), which are in interaction and the specific order necessary for the realization of

functions. Thus, the function is the primary in terms of structure (Katrenko, 2013); a genetically determined internal form of organization of the system in the form of a law of discreteness of interrelations of components and elements of the whole, as a result of which they, in harmony, are able to perform the given functions, which are realized in steady processes capable of counteracting external and internal storms, What is an invariant aspect of the system and characterize the functional limitations imposed on it, but is only a model of the real structure of the natural territorial system (Petlin, 2016); a method of communication of internal parts, elements, sides of the system (Ganushhak, Tarasjuk, 2019).

To function in time and space, the recreation system must perform a complex of interrelated functions, the main of which are: collection, storage and reproduction of information; maintaining the spatial relationship (i.e. the structure) of individual components (subsystems) of the system; maintenance of the order of processes taking place in the system in time, in particular, synchronization of the activities of individual links; implementation of processes of transformation of matter-energy-information flows (further – flows) with the aim of extracting free energy; transportation of the specified flows within the system; restoration (reproduction) of functional subsystems that lose their properties as a result of "triggering" or under the action of harmful agents penetrating the system with flows (that is, it is a kind of "overhaul and current repair" of system components); extraction of substances, energy and information from the external environment ("negative entropy"); removal of system activity waste into the external environment ("positive entropy"); protection of the system from the negative effects of the external environment; adjustment (adjustment) of the activity of individual subsystems depending on the parameters of flows entering the system and circulating in it. Such adjustment, in particular, is necessary when flow parameters deviate from optimal values, and in addition, when the properties of the system itself change (for example, its temporary deregulation) (Melnyk, 2005). As for recreational systems in the form of a set of interconnected elements of rural tourism, their functioning consists of the following elements: information component in the form of advertising and cognitive information; ensuring stability between the functional components of the recreation system in the form of a rural tourism object; functional synchronization of individual structural component objects of rural tourism, which makes it possible to maintain their entire organization; ensuring the coordinated functioning of intra-objective components, which is implemented in the form of their optimal structural and integral functioning; functionally determined timely involvement of resources (in particular, by strengthening the resources of other components) in the event of a decrease in the functional activity of any structure of the object of rural tourism; ensuring balance with the functioning of the external environment in economic, social, environmental, etc. aspects; functional adjustment of individual structural components of the object of rural tourism, the object itself as a complete entity on the internal and external levels, which makes it possible to ensure its overall optimization.

As for the specific optimization structure of rural tourism development, it is expedient to understand it as a combination of organizational forms of activity, which are implemented as steady processes and are aimed at communication between all organizational components.

Regarding the organizational structure of rural tourism within one settlement, the elements of such a structure are linked into a whole through various coordination relations. It is appropriate to distinguish functional and territorial types of coordination. The first is due to the presence of direct functional connections between elements of different organizational units (Palamarchuk, Palamarchuk, 1998). The second type of coordination arises on the basis of joint use of the same resources by objects located in the same territory. The functional organizational structure of rural tourism components is based on the performance of certain specialized functions by individual structural components of such systems. Most often, each structural component performs only its inherent function (set of functions). Such a set of specialized functions constitutes a complex functional specialization of a structural component system.

The organizational structure of rural tourism is multi-functional (Table 1), that is, it is the structure in which adaptive management processes can be most developed in any appropriate direction for the system due to free communication. The flexible structure of the stability has considerable flexibility in the performance of the basic function of the system and its changes, at the same time it requires high development of the elements (Druzhynyn, Kontorov, 1976).

Table 1

Factors of rural tourism organization

Regional	Dynamic and attractive	Economic	Possibility of radial routes
Transport proximity, geographical location, landscape attractiveness, proximity to famous tourist sites, and proximity to indigenous and conventionally indigenous forest phytocenoses.	The presence of powerful dynamic processes (waterfalls, remnants of past natural catastrophic events, quarries with powerful vertical exposures, etc.)	Participation in the preparation of traditional local, ecological food, local folk crafts, involvement in household work, familiarization with local customs and traditions.	Equestrian routes, one-day routes to mountain peaks, fishing, visiting museums of national parks, picking mushrooms and berries, bicycle routes.

The organization of agricultural tourism is a direct structure of the economy since it is individual agriculture that is its base. Such a structure has a fundamental analogy with a natural one. There are three main types of the economic structure: 1) resource, represented by the combination of different types of land use and stable economic substructures and components; 2) communication, represented by the combination of different types of communications, which comprise the flows of mobile economic substructures and components; 3) settlement represented by a combination of different types of location (residence, work, rest) of human collectives, which contain plastic

("alive") economic components. Each partial economic structure has an independent matrix of organization, which does not coincide with the matrices of other economic and natural structures.

The unity of organizational structural components of rural tourism becomes the basis for its overall optimization. It should be noted that all organizational structures of rural tourism are not only interrelated but also mutually beneficial, and mutually supportive and generally form a single organizational goal, which is a property of tourist-oriented rural systems aimed at coordinated development of their structured basis in the form of systematic unity of mutual dependence and organizational mechanisms.

In general, the optimization of rural tourism facilities is a complex structured process, which is based on a multifunctional assessment, in order to choose the best option for the controlled organization of the tourist system. As an anthropogenic socio-economic and at the same time natural formation, the optimization of rural tourism objects is a process of continuous improvement of the structure of both the tourist object itself and the territories on which it is located, and the search for the optimal relationship between the adaptation of rural estates, their purposeful adjustment and rational use. The following general areas of optimization of rural tourism facilities are distinguished: 1) development of scientifically based approaches to the use and appropriate modification of rural estates; 2) arrangement of the territory on the basis of a new methodical base; 3) rational exploitation of rural estates and adjacent territories on the basis of their effective and diversified tourist use; 4) drawing up a project of optimal territorial organization of rural tourist facilities, carrying out periodic monitoring of rational operation of the facility; 5) organization of the management system for the operation of the rural tourism facility.

The optimal organization of rural tourism is characterized by considerable functionality. Here, the concept of "function" should be understood in its system sense, as a ratio of parts to the whole, in which the existence of a part ensures the existence of the whole. In another way, it is possible to say that the function is an external manifestation of the properties and internal content of the element aimed at the preservation and development of the system (Petlin, 2016). As for rural tourism, its organizational function is represented by the ratio of internal and external organizational factors, which ensure the existence of an individual rural facility oriented toward providing tourist services.

According to the concept of "functioning of the object of rural tourism", it is necessary to perceive it as a cyclic repeated process of interaction of parts of the object under conditions of the constant (or set) structure of its internal content (Ganushhak, Tarasjuk, 2019).

The organizational functioning of the object of rural tourism is clearly divided into internal and external. Internal functioning is determined by the fact that the execution of the system of external work inevitably causes the mobilization of the system. In it, there are different "coordination" of goals, substances, energy, and

information. Internal functions can be divided into the following types: Sequential (assignment by elements and subsystems of certain actions); coordination and coordination (joint actions of elements); subordination or subordination (division between elements of coordination or subordination); control (control of conformity of action to a certain standard); the target (defines the purpose of functioning and development of the system) (Gnativ, Hirivs'kyj, 2010). External functioning is a mutually beneficial substance, energy and information between the tourist object and its non-homogeneous environment, which consists of combined territorial systems and background atmospheric and lithospheric relations (Petlin, 2010).

The organizational functioning of rural tourism facilities as internal processes mainly consists of the provision of household services, food, parking facilities, etc. External-oriented functioning is mainly carried out in the form of the organization of tourist trips (hiking or horse-riding, by quadricycles or bicycles). To implement such services, it is necessary to have support, where the organizer possesses information about natural and historical aspects of the environment.

A significant aspect of the organization of rural tourism is the presence of national clothing and other elements of national life, folklore etc. in the exploited gardens.

The optimization of the organization of rural tourism is closely connected with ecological features since the wide development of such tourism has been forced to be characterized by the duality in the form of the influence of the ecological environment on tourist groups and the reverse influence of tourist groups on the environment.

Here, the concept of "ecological environment" should be understood as an external medium, the influence of which is realized by pollution, which is transported by air and water transboundary flows. It is possible to study it as an internal cutting state of landscape (Pozachenjuk, 2009). Accordingly, the quality of the ecological environment of both stationary tourist facilities and the surrounding tourist routes should be known to the organizers of the relevant rural tourism. As to the impact of tourist groups on the ecological state of the environment, it occurs mainly during the passage of routes in places of temporary rest. A bright example is the Polonyna Zarusliak which can be spotted before the ascent to Mount Hoverla.

Russia's war with Ukraine significantly affected the development of rural tourism. For example, consider the dynamics of the number of green tourism rural estates from 2021 to 2023 in the Carpathian region. Despite the fact that the region is at a considerable distance from direct military operations, the war significantly adjusted the development of rural tourism in it (Fig. 1).

CONCLUSIONS

We can draw the following conclusions on the optimization of the organization of rural tourism:

- It is necessary to improve the regulatory and legal base of Ukraine concerning the organization of rural tourism and to get it as close as possible to the same in western countries;

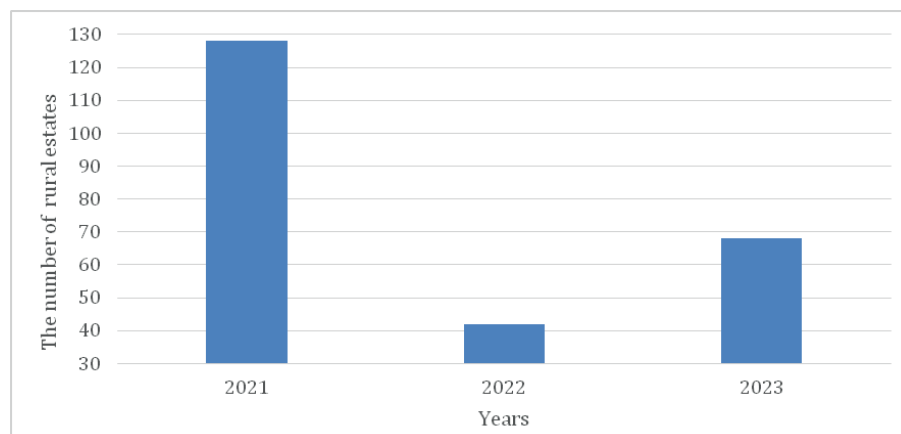


Figure 1. Dynamics of the number of green tourism rural estates in the Carpathian region (based on annual reports of regional tourism organizations)

- to optimize the organizational and economic mechanism of rural tourism realization on the basis of state support;
- to develop concrete measures to improve the organization of small businesses, which is specialized in rural tourism;
- to provide development of small business-oriented on rural tourism by means of their crediting by banking institutions;
- to provide full-fledged information support to persons who specialize in the development of rural tourism;
- to intensify military-patriotic measures based on examples of heroism of local military personnel;
- to provide assistance in promoting small enterprises, which are oriented on organizing rural tourism.

Prospects for further research. The development of rural tourism is an important direction of the general tourism industry. For its optimal development, it is necessary to organize a monitoring service in the future, which would monitor not only the effectiveness of its development but also the problems that arise at the same time. Such monitoring service should be characterized by its own personnel structure, monitoring methods and mechanism of influence on the overall development of rural tourism.

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ОПТИМІЗАЦІЙНІ ЗАСАДИ ОРГАНІЗАЦІЇ СІЛЬСЬКОГО ТУРИЗМУ

У статті наведені теоретичні обґрунтування оптимізаційних засад організації розвитку сільського туризму. Зазначена актуальність розвитку сільського туризму в Україні. Наголошується на тому, що на сьогодні розвиток сільського туризму відбувається головно стихійно, що потребує науково обґрунтованої оптимізації такої діяльності. Показана його організаційна структурованість, функціональні особливості й проблеми та перспективи розвитку. Запропоноване авторське тлумачення поняття «оптимізація сільського туризму» як процес організованості відповідної туристичної діяльності, який сприяє наданню цій діяльності найбільшої ефективності, за доцільної єдності її структурних складових, за мінімізаційними показниками ресурсних витрат й максимального забезпечення емоційного й оздоровчого ефекту для туристів. Розглянуто питання організаційних функцій. Щодо конкретно сільського туризму, то його організаційна функція представлена таким співвідношенням внутрішніх і зовнішніх організаційних чинників, які забезпечують існування відповідного індивідуального сільського об'єкту, орієнтованого на надання туристичних послуг. Проаналізована структура організованості сільського туризму. Зазначено, що її доцільно розуміти як сукупність організаційно поєднаних форм діяльності, які реалізуються як стійкі процеси і спрямовані на зв'язок між всіма організаційними складовими. Єдність організаційних структурних складових сільського туризму стає підґрунтям для його загальної оптимізації. Необхідно зауважити, що всі організаційні структурні складові сільського туризму не лише взаємопов'язані, а й є взаємопроникними, взаємопідтримувальними й загалом формують єдине організаційне ціле, яке є властивістю туристично орієнтованих сільських систем, спрямоване на узгоджений розвиток їхньої структурованої основи у вигляді системної єдності взаємозалежностей та механізмів організаційного характеру. Наведені конкретні заходи щодо подальшого покращення розвитку сільського туризму на теренах України.

Ключові слова: сільський туризм, організованість сільського туризму, оптимізація розвитку сільського туризму.