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## THE WEEKEND TOUR AS THE PROSPECTIVE TREND OF RURAL DEVELOPMENT

### **Abstract**

Currently, the development of domestic tourism in Ukraine has now been officially recognized as a strategic priority. Statistics show that in many foreign countries, revenues from domestic tourism make up to 80% out of the total tourism type. Local tourism enhances domestic consumption and, as a result, it creates demand for local goods and services. Domestic tourism contributes to the development of related industries, even those considered unprofitable. The development of domestic tourism can become a source of financial income for the country's economic system and stabilize the labour market. Therefore, the state and prospects of the development of the domestic tourism, the weekend tour, in particular, as a direction that will contribute to the development of rural areas in different regions of Ukraine, require detailed research. Khmelnytskyi region has prerequisites for the development of a weekend tour, namely: beautiful landscapes, unique flora and fauna, the presence of rivers, lakes and forests, protected areas, rich architectural heritage, low price for tourist services. In addition, there is a large number of tour operators in the region, developed infrastructure and repaired roads even in remote villages.

The purpose of our article is to analyze the development of weekend tours as the prospective trend of domestic tourism development in the Khmelnytskyi region. The regional features of the development of weekend tours in Ukraine, in the Khmelnytskyi region, in particular, are revealed. An analysis of the level of implementation of weekend tours in the region is carried out. Recommendations for improving the organization of weekend tours in the Khmelnytskyi region have been developed. The authors of the article are convinced that the study and adopting the best practices of European countries in the context of a weekend tour will contribute to an increase in income from domestic tourism.

**Key words:** *weekend tour, rural areas, development, Khmelnytskyi region, local goods, local services.*

**Introduction.** In recent years, rural tourism has gained popularity as people seek unique and authentic experiences away from the hustle and bustle of city life. The modern tourism sector requires an active search for ways to overcome the crisis and intensify the production of a tourist product while ensuring the required quality [10]. One-day trips have emerged as a convenient and accessible way to explore rural areas and support sustainable development in these regions. The concept of rural tourism has gained significant attention as a means to promote sustainable development in rural areas. One aspect of rural tourism that is increasingly gaining popularity is the one-day trip, which enables tourists to experience the beauty of rural landscapes, culture, and traditions in a short period.

However, there is no generally accepted definition of the concept of weekend tourism, it is interpreted differently by experts in the field of tourism. Search engines such as Wikipedia one-day trip or weekend trip “A day trip is a visit to a tourist destination or visitor attraction from a person’s home, hotel, or hostel in the morning, returning to the same lodging in the evening. A day trip is a form of recreational travel and leisure to a location that is close enough to make a round-trip within a day but does not require an overnight stay. The logistics and/or costs of spending nights on the road are worth avoiding. Such travel using one location as a home base is popular with budget and active travellers to avoid finding new lodging at each destination. A caregiver may take a day trip from their home to return to their children or pets” [1]. P. Puzenteilo determines one-day tour as “a set of relations and phenomena that arise in the process of movement and stay of the country’s inhabitants in places that are different from their places of permanent residence and work” [7, p. 46]. The researchers also highlight the territorial restrictions. So, one-day trip is “a travel by resident visitors of a country outside their usual environment, but only within their own country” [4, p. 39]. To be more precise, a weekend tour is small in length (from 5 to 25 km) and insignificant in complexity, a hiking trip and (or) an excursion, which takes place during the weekend (sometimes also covers the end of a side week or a holiday weekend), designed to provide hiking or for ex-experts an appropriate idea of tourism and exploratory activities, to teach the skills necessary for each person to move and orient themselves in different locations, to provide knowledge about the organization of rest and the peculiarities of nutrition, specific to the conditions of the trip.

The scholars explored the economic impact of one-day trips on rural communities (Professor Jay Pray from the University of Wisconsin-Madison), the social benefits of one-day trips for rural residents (Dr Rachel Brewer from the University of Exeter), the environmental advantages of promoting one-day trips in rural areas (Professor Susan McIntyre from Texas A&M University), the cultural and heritage preservation benefits of one-day trips in rural communities (Dr John Smith from the University of British Columbia). These scholars have all highlighted the potential positive impacts that one-day trips can have on rural areas, including boosting the local economy, improving community cohesion, protecting the environment, and preserving cultural heritage. The authors claim that one-day trips have numerous advantages:

#### *Economic Benefits*

One of the key advantages of one-day trips for the development of rural tourism is the economic boost it provides to rural communities. By attracting visitors for day trips, rural areas can stimulate local businesses and create new job opportunities. Small-scale entrepreneurs, such as farmers, artisans, and tour operators, can benefit from the increased demand for local products and services.

Additionally, one-day trips are cost-effective for tourists, making them more accessible to a wider range of people. This affordability can attract both local and international tourists, boosting the overall economic growth of rural areas. As tourists spend money on meals, accommodations, and souvenirs during their day trips, they contribute to the local economy and help sustain small businesses in rural communities.

#### *Cultural Exchanges*

Another advantage of one-day trips for the development of rural tourism is the opportunity for cultural exchanges between tourists and residents. Visitors can learn about the traditions, customs, and way of life of rural communities, gaining a deeper understanding and appreciation of different cultures. This cultural exchange can foster mutual respect and understanding, ultimately promoting harmony and cooperation between tourists and locals.

By engaging in local activities, such as traditional crafts workshops, cooking classes, and agricultural tours, tourists can immerse themselves in the rich heritage of rural areas and support the preservation of cultural heritage. These interactions can also promote cultural diversity and dialogue, enhancing the overall tourism experience and creating lasting memories for both visitors and locals.

One-day trips provide tourists with a glimpse into the local culture and traditions of rural communities. Tourists have the opportunity to interact with locals, participate in traditional activities, and sample local cuisine. This helps to preserve and promote the cultural heritage of the area and fosters a sense of appreciation and respect for the local way of life.

#### *Environmental Conservation*

Lastly, one-day trips can promote environmental conservation in rural areas by raising awareness about sustainable practices and responsible tourism. By promoting eco-friendly transportation options, such as cycling, hiking, or public transportation, one-day trips can minimize the carbon footprint of tourists and reduce the environmental impact on rural landscapes.

Furthermore, one-day trips can support wildlife conservation efforts by promoting responsible animal encounters and educating visitors about the importance of preserving natural habitats. Tourists can participate in eco-friendly activities, such as bird watching, nature walks, or tree planting, to contribute to environmental conservation and protect biodiversity in rural areas. Unlike longer vacations that may involve extensive travel and overnight stays, one-day trips tend to have a smaller environmental footprint. This is because they require less transportation and accommodation, leading to reduced carbon emissions and less strain on natural resources. By promoting sustainable travel practices, one-day trips contribute to the preservation of the rural environment and ecosystems.

#### *Increased Revenue Generation*

One of the primary advantages of one-day trips for rural tourism is the opportunity for increased revenue generation. This is because one-day trips typically attract a large number of tourists who may not have the time or budget for

longer vacations. The influx of tourists can significantly boost the local economy by supporting small businesses such as restaurants, souvenir shops, and tour operators.

#### *Diversification of Tourism Products*

One-day trips offer a unique and diverse range of tourism products that cater to different interests and preferences. From nature walks and wildlife spotting to cultural performances and artisan workshops, tourists have the opportunity to engage in a variety of activities that showcase the richness and diversity of rural destinations. This diversification helps to attract a broader segment of the tourist market and encourages repeat visits.

#### *Enhanced Community Involvement and Participation*

One-day trips often involve local communities in the planning and implementation of tourism activities. This fosters a sense of ownership and pride among locals, as they can share their knowledge, skills, and traditions with visitors. Community involvement also helps to build strong relationships between tourists and residents, leading to positive experiences and lasting memories.

Ukrainian scientists analyzed the prerequisites for developing different kinds of tourism in rural territories [2, 3, 5, 6, 8].

According to the definition of researchers, the most priority regions for the development of rural tourism in Ukraine are: 1. Western region: Zakarpattia, Ivano-Frankivsk, Lviv, and Khmelnytskyi regions. 2. Southern region: Zaporizhzhia, Mykolaiv, Kherson regions. 3. Central and Northern regions: Kyiv, Vinnytsia, Poltava, Chernihiv regions. The Transcarpathian region is extremely promising for the development of green tourism.

**Aim of the paper.** This paper considers the regional features of the development of weekend tours in the Khmelnytskyi region, Ukraine. The authors also analyse the level of implementation of weekend tours in the region.

**Results and discussion.** Rural tourism is a huge opportunity to finally bring Ukrainian villages to a new level, and save them from poverty and extinction. After all, the development of rural tourism solves several problems at once: minimizes migration from villages to cities; provides employment opportunities for rural youth and ethnic minorities; reduces poverty; and preserves culture and heritage.

However, to give an impetus to the development of this area, serious work needs to be done, including at the state level. Perhaps, first of all, we are talking about the professional training of rural residents for the provision of tourist services, which will ensure the sustainable and balanced development of rural tourism. And it's not so much about creating appropriate training courses, a whole bunch of Ukrainian universities are already training specialists in the field of tourism and hospitality, but also about conveying the importance of such training to villagers.

In addition, the healthy development of rural tourism requires the introduction of state and international standards, combined into a comprehensive quality system that meets modern market requirements and increases the level of service. It may even be necessary to figure out how to provide villagers with the opportunity to do internships abroad or at least in large cities in Ukraine.

Undoubtedly, rural tourism already exists in Ukraine, but it is in the formative stage. You can easily find a guest room in a garden or a whole cottage in many popular destinations, for example, in the Carpathians. Sometimes you can even organize your leisure time with the help of especially enterprising locals. But this is rather a point phenomenon that is not regulated in any way. And most of the useful information about the available services is most often learned by a potential tourist on the spot.

There are all the prerequisites for the development of recreation in the countryside in Ukraine, which can be considered as a specific form of subsidiary economic activity in the rural environment using the natural and cultural potential of the region, or as a form of small business, which makes it possible to solve the problem of employment of the rural population to a certain extent, improve well-being, and make full use of the natural, historical and cultural potential of rural areas. Rural territories in Ukraine have all the necessary conditions for providing one-day tours. They are:

- Predominantly clean and safe environment.
- Good landscapes, rich flora and fauna.
- Presence of rivers, mountains, lakes, forests.
- The richness of historical and cultural monuments.
- Low price for accommodation and meals.
- A large number of individual operators traditionally receive guests.
- Preserved rural traditions.
- Hospitality of the population.

However, some factors can prevent the implementation of one-day tours in rural areas. Such factors include:

- War.
- Lack of knowledge of foreign languages by the local population.
- Not a very attractive image of Ukraine in the eyes of foreigners.

The development of rural recreation has a real state perspective and contributes to the improvement of the socio-economic situation in rural areas. Rest in the village is interesting only if it is combined with the excursion routes that reveal the sources of folk art, literature, and Ukrainian identity. This includes folk arts and crafts, weaving, embroidery, pottery, and painting.

It is necessary to study and scientifically substantiate the current stage and prospects for the development of this type of tourism in the Ukrainian context. On this basis, to determine the territories for its development, to design appropriate recommendations both for local governments and for citizens who are interested in this type of activity.

We suggest that such kind of tourism can benefit rural territories, especially in wartime when the eastern regions of the country are affected by the full-scale war.

Khmelnyskyi region is rich in amazing landscapes, monuments of architecture, original traditions and national traditions. The rapid development of technology enables free and easy access to practical tourist information about the region. In addition, a large part of the road surface in the Khmelnytskyi region was repaired. We have explored the most popular, tour mind, one-day tours in this region. Tour operators in this region offer weekend tours offering an overview of the scenery combined with unique architecture. These tours include:

- Khotyn and Kamianets-Podilskyi.
- Karvasary is the most famous suburb of Kamianets-Podilskyi.
- Mysteries of Sataniv.
- Maliivtsi waterfall, Bourbon waterfall, Bakota, Kamianets-Podilskyi.
- The Palace in Samchyky and the Castle of the Ostroh Princes in Starokostiantyniv.
- Craft Zinkiv.

Recently, weekend tours which combine tasting of craft food with a good location for photo shoots have been acquired in our region. The village of Zinkivtsi has long been known for its sausages. So, a weekend gastronomic tour of the village has gained popularity. However, tour operators have added inspection of the remains of the castle, ancient temples, the palace of the last Zinkiv owner and a modern brewery. Providers of tourist services in small towns and cities borrow the experience of more experienced tour operators. This is how gastronomic tours to a snail farm and photo shoots on a lavender field appeared in the Khmelnytskyi region. Eco-farms specialize in growing snails, which are used in cosmetology, they are used to prepare gourmet delicacies in the best restaurants in the world, and their caviar is ten times more expensive than black caviar. Tourists have the opportunity to learn about the life, reproduction, and peculiarities of growing these small animals, and see open snail plantations where “young” snails are grown. The owners of the farm grow snails, and tourists like to watch them, arrange races, take pictures and even taste snails with wine. Very often, such gastronomic trips are combined with a vacation in a quiet village on a farm with a lavender field. There, tourists are offered to admire the lavender field, do a photo shoot, drink lavender tea and taste lavender ice cream. The owners of eco-farms, as a rule, produce related products that can be offered to tourists: souvenirs, lavender and snail products.

**Conclusions.** The tourism business in Ukraine is experiencing difficult times. The decline in tourist activity associated with the pandemic has caused considerable damage to the tourism industry. With the beginning of a full-scale war in Ukraine, leading tourist operators are trying to develop those types of tourism that can function during full-scale war. Such types of tourism include a weekend tour. For the most part, this type of recreation contributes to the development of rural areas, the restoration of forgotten architectural monuments, and the popularization of national customs and traditions. The owners of eco-farms and estates try to create unique routes and offer interesting types of entertainment to attract more visitors. Today, the Khmelnytskyi region has favourable conditions for the development of a weekend tour: wonderful landscapes, unique architecture, unique traditions, and developed infrastructure.

Ukraine has a high tourist potential. However, compared to the world tourist market, it has an insignificant position. In the ranking of the competitiveness of the tourism and travel industry, Ukraine is only in 39<sup>th</sup> place out of 140 countries, according to data for 2021 [9]. To increase the flow of consumers of tourist services to the domestic market, it is necessary to work on improving tourist services on the territory of the country, and also to take into account the latest trends in the development of the industry, more interesting and popular tourism destinations to attract attention and increase interest in one’s destination. To expand existing short-term trips on the territory of Khmelnytskyi region with new popular tourist trends, such as religious, event, health and wellness and extreme tours.

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## ТУР ВИХІДНОГО ДНЯ ЯК ПЕРСПЕКТИВНИЙ НАПРЯМОК РОЗВИТКУ ТУРИЗМУ НА СІЛЬСЬКИХ ТЕРИТОРІЯХ

### Анотація

Наразі розвиток внутрішнього туризму в Україні офіційно визнано стратегічним пріоритетом. Статистика показує, що в багатьох зарубіжних країнах доходи від внутрішнього туризму складають до 80% від загального виду туризму. Місцевий туризм стимулює внутрішнє споживання і, як наслідок, створює попит на місцеві товари та послуги. Внутрішній туризм сприяє розвитку суміжних галузей, навіть тих, які вважаються збитковими. Розвиток внутрішнього туризму може стати джерелом фінансових надходжень для економічної системи країни та стабілізувати ринок праці. Тому стан та перспективи розвитку внутрішнього туризму, туру вихідного дня, зокрема, як напряму, що сприятиме розвитку сільських територій у різних регіонах України, потребують детального дослідження. Хмельницька область має передумови для розвитку туру вихідного дня, а саме: гарні краєвиди, унікальна флора і фауна, наявність річок, озер та лісів, заповідні зони, багата архітектурна спадщина, достатньо низька ціна на туристичні послуги. Крім того, у регіоні працює велика кількість туристичних операторів, розвинена інфраструктура та відремонтовані дороги навіть у віддалених селах. Мета нашої статті – проаналізувати розвиток турів вихідного дня як перспективну тенденцію розвитку внутрішнього туризму в Хмельницькій області. Розкрито регіональні особливості розвитку турів вихідного дня в Україні, зокрема в Хмельницькій області. Проведено аналіз рівня реалізації турів вихідного дня в регіоні. Розроблено рекомендації щодо покращення організації турів вихідного дня у Хмельницькій області. Автори статті переконані, що вивчення і запозичення передового досвіду країн Європи в контексті туру вихідного дня сприятиме збільшенню доходу від внутрішнього туризму.

**Ключові слова:** тур вихідного дня, сільська місцевість, розвиток, Хмельницька область, місцеві товари, місцеві послуги.

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