



**International Science Group**

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**XIII**  
**INTERNATIONAL SCIENTIFIC**  
**AND PRACTICAL CONFERENCE**  
**"MULTIDISCIPLINARY ACADEMIC RESEARCH,**  
**INNOVATION AND RESULTS"**

**Prague, Czech Republic**  
**April 05 - 08, 2022**

**ISBN 979-8-88526-749-6**

**DOI 10.46299/ISG.2022.1.13**

# **MULTIDISCIPLINARY ACADEMIC RESEARCH, INNOVATION AND RESULTS**

Proceedings of the XIII International Scientific and Practical Conference

Prague, Czech Republic  
April 05 – 08, 2022

Library of Congress Cataloging-in-Publication Data

UDC 01.1

The XIII International Scientific and Practical Conference «Multidisciplinary academic research, innovation and results», April 05 – 08, 2022, Prague, Czech Republic. 831 p.

ISBN - 979-8-88526-749-6

DOI - 10.46299/ISG.2022.1.13

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## **HOSPITALITY MARKET OF INTENSIVE AND RECREATIONAL RURAL AREAS OF THE PRYKARPATTIA**

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Territorial combination of natural, recreational and balneological resources of the Carpathians forms recreational and tourist systems, each of which is based on local natural conditions and medical resources, the tourism industry demonstrates the prerequisites for the formation of a strategic industry in the region. Improving the efficiency of the tourism industry is a priority for the development of the economy of Prykarpattia.

The processes of origin, formation and development of hospitality services in the system of rural tourism in the countries belonging to the Carpathian region, arose approximately simultaneously in the mid-90s of the twentieth century. (e.g., Ionel Marian (2017), Poruțiu, A., Tirpe, O.P., et al. (2021), Peruthová, A. (2017), etc.) [1-3]. However, both then and now there are some features of evolutionary processes. The latter, of course, are caused not so much by the mental characteristics of the local population, as by many years of individual economic and social processes within the countries themselves. This led to legal (with similar standards completely different attitude to their implementation), marketing, logistical differences [10].

The functioning of the accommodation sector is directly related to the peculiarities of tourism development, the dynamics of tourist flows, the priority distribution of tourists within a specific area. The specificity of Carpathian rural tourism services lies in the affordability and reliability of this type of hospitality, which belongs to the economy class sector. Demand is dominated by domestic tourism, so the question of the appropriateness of forming a strong network of premium hotels is automatically removed. It is obvious that the majority of domestic tourism in the region is amateur and in the vast majority not accounted for.

Hospitality services in places of short-term residence are gaining popularity in rural tourism in the Carpathians. Among the most visited places are Yaremche, Kosiv and Verkhovyna.

The main purpose of travel of most tourists of all categories was leisure and recreation, which covered 70.1 thousand people, or 95.6% of the total number of tourists. The general background of the functioning of the logistics system of rural tourism in the region are:

- hotels are concentrated in the regional center, all district centers and cities with a

population of over 20 thousand people. Tourists stay in hotels for the purpose of cultural-cognitive, excursion, business ski tourism;

– motels are located along the routes Lviv - Ivano-Frankivsk - Chernivtsi, Ivano-Frankivsk - Dolyna - Stryi, Ivano-Frankivsk - Nadvirna - Rakhiv - Uzhhorod, Kolomyia - Chernivtsi, Nadvirna - Volovets - Mukacheve;

– bases and mountain shelters are mainly concentrated in foothill and mountain towns and villages. They are popular among consumers of medical and health, ecological, rural, water and other types of rest;

– other places of short-term residence are common in the areas of rural, green tourism, hiking trails and near ski resorts.

Verkhovyna, Kosiv districts and the city of Yaremche are part of the region, located entirely within the Carpathian mountain system. This is the most remote recreational area from the industrialized regions of Prykarpattia. The originality and possible special attractiveness (wildness, naturalness) of the district is that the primary comfort services (heating, transport accessibility, water supply, etc.) are exotic, traditional for the eighteenth and nineteenth centuries. This feature increases the consumer value, demand for green services and agro-tourism, so this area is considered the most promising of all the regions of Prykarpattia [4].

*Causes and problems of instability of the hospitality market.* The rapid spread of the COVID-19 virus has somehow affected the commercial real estate market. The introduction of quarantine, the ban on mass events, and the complete restriction of air, rail, and bus transportation have reduced hotel occupancy. In the market of accommodation services in the region, the average load parameters of 3-5-star hotels are on the verge of investment attractiveness or even lower [9].

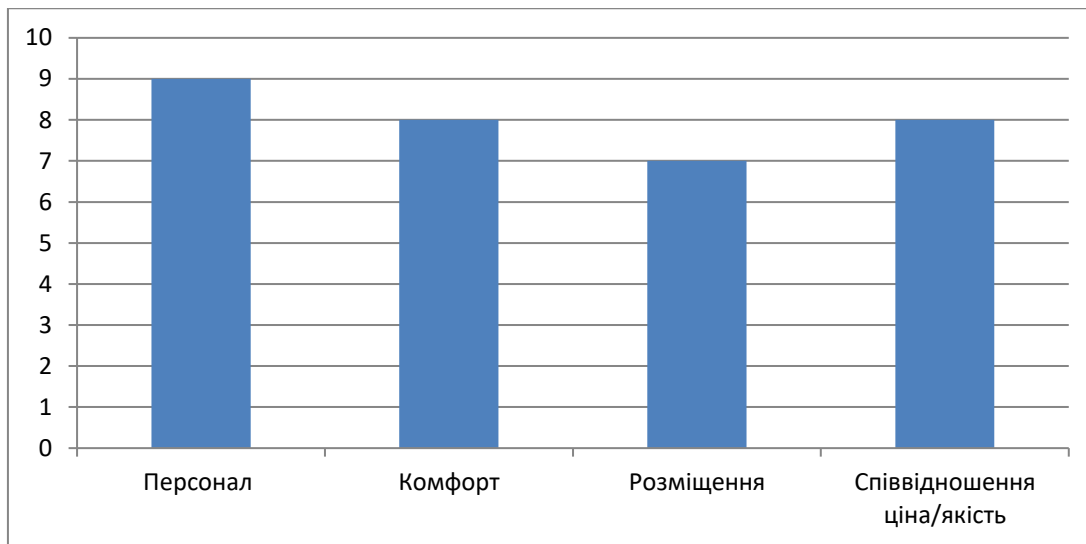
*Service providers.* Most of the farmsteads engaged in rural green tourism consider themselves to be a "guest house" - 59% of respondents, 29% position themselves as a "family hotel", 12% - "villa".

65% of respondents offer less than 10 beds; and 35%, respectively, more than 10. Thus, agro-tourism in the Carpathians is a small family business that solves the social component (job creation) and does not use hired labor (65%).

Only 24% of service providers have a professional tourism education, and 76% speak one or more foreign languages: English, Polish, German, Slovak, Spanish and French.

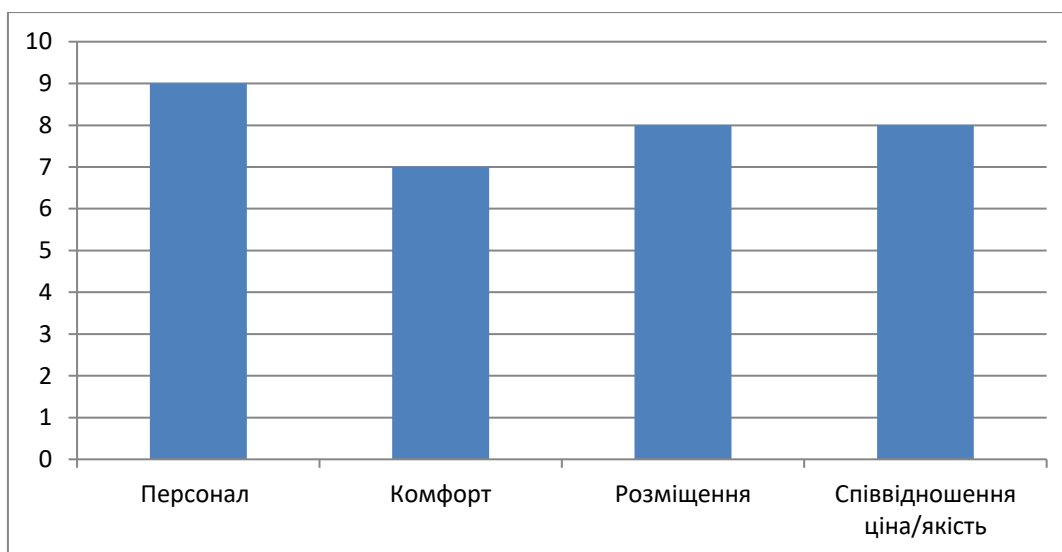
While computer technology is used by all homeowners: booking, website management - 32%, promotion - 29%, market research (both supply and demand) - 81% [5, 6, 7].

*Consumers of hospitality services.* In Yaremche 58 rest homes offer their services. The most popular of these are "Yabluchko", "Veres", "Karpatska Kazka" and "Kamyanka". Holiday homes can offer such services as: recreation areas, saunas, outdoor swimming pools, terraces, private parking, etc. Comparison of the rating of reviews in holiday homes in Yaremche (Fig. 1) [8].



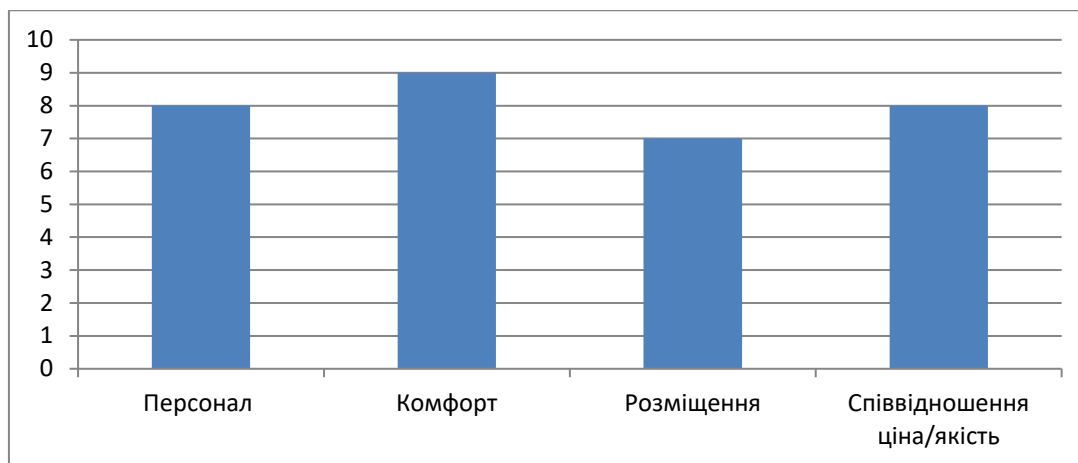
**Figure 1. Average reviews of holiday homes in Yaremche**

In Kosiv, 26 accommodation facilities, including hotels and holiday homes, offer their services. Among the rest homes the most popular are "Hutsulka Ksenia", "Karolina", "Fazenda Kosiv", "House of Molfar". Kosiv has beautiful landscapes, nice hosts and cozy houses (Fig. 2) [8].



**Figure 2. Average reviews of holiday homes in Kosiv**

Verkhovyna offers rest in 68 accommodation establishments. The most popular of them are "Under the Ash", "Sunny Estate", "Noise of Cheremosh", "Villa Sophie". The village of Verkhovyna impresses its guests with colorful accommodation and incredible views (Fig. 3) [8].



**Figure 3. Average reviews of holiday homes in Verkhovyna**

A number of factors shape the current picture of agro-tourism:

- a) from the general housing stock of the private sector of villages of tourists and vacationers accept up to 40-60% of houses with proper sanitation and another 10-30% - with minimal repairs and arrangements;
- b) one of the achievements of rural tourism is the creation of opportunities for the sale of products of personal farms not as raw materials, but as ready-made food;
- c) families who receive vacationers, improve the structure of crops in the backyard, taking into account the needs of guests, expand the range of vegetables, fruit trees, etc. They develop and diversify homestead livestock, start a greenhouse, engage in hunting, beekeeping or fishing;
- d) the development of agro-tourism is a stimulant to improve the improvement of rural estates, streets, villages in general, the development of social infrastructure. The reception and service of vacationers takes place on the basis of the available housing stock, but after receiving income from tourism activities, the stage of investment in housing improvement, landscaping of yards, rural parks and streets begins;
- e) significant impact of the market of hospitality services and its components in improving the cultural and educational level of the rural population.

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