

Ecological tourism as a direction of local science research in nature protection territories

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Abstract. The purpose of the proposed article is to determine the peculiarities of ecological tourism and to show that this type of tourism is an important area of local history research conducted by scientists, including in nature conservation areas. The methodology is based on the application of such scientific methods as literary, historical, chronological, dichronic (periodization method), systematic approach, event and content analysis. Analysis methods were also used - for the study of individual components of ecological tourism; synthesis - for systematization and unification of facts; a statistical method for processing the statistical data available today; the method of induction and deduction, which ensured the possibility to draw conclusions based on existing facts, as well as the method of a systematic approach. The authors proposed to define ecological tourism as an actual direction of local studies. It has been determined that scientists who plan local history research implement it through tourist hikes and trips to nature conservation areas with available natural resources. It is emphasized that such scientific and practical activity is aimed at forming an ecological outlook and obtaining economic benefits, during which the negative impact on nature is deliberately minimized through the rational organization of routes, and also realizes the cognitive and educational functions of ecotourism. Conclusions. The processes of origin and development of ecological tourism in Ukraine and the world are highlighted.

1 Introduction

Global environmental issues are attracting the attention of scientists from around the world who realize the need to intensify research to change the situation for the better. Such scientific research, in particular in the area of local history, is designed to help a wide range of consumers of tourism services realize the need to preserve the natural heritage of the territories.

The availability of natural and recreational resources as an ecological habitat for humans shapes the ecological culture of the population. However, the gradual depletion of

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natural resources caused by the growth in the volume and conditions of their consumption has initiated changes in society, which has begun to pay considerable attention to environmental issues. It is environmental responsibility that directs people's activities towards minimizing their impact on the environment. In this context, it is important to note that eco-tourism, as a form of human activity, contributes to raising the cultural level, helps to acquire new knowledge, values and general norms of behavior. With the help of ecotourism, it is possible to mutually enrich the cultures of different peoples, strengthen mutual trust, establish international relations and exchange of tourists, improve the conditions for the development of domestic tourism and give the country a good image and competitiveness[1, p. 203]. Thanks to tourism, people improve themselves, realize their recreational, cognitive and spiritual needs, and thus there is a sense of love and respect for the environment and a desire to improve the environment.

The development of local history and tourism are priorities of Ukraine's state policy, but these concepts are complex, so it is difficult to define the concept of local history and tourism work, let alone its individual forms. Most researchers emphasize the local history component and education, while only a few link local history and tourism work and local history research, in particular, to issues of socio-economic development, cultural and spiritual revival of the people of Ukraine, and also mention recreation, sports, and socially useful work. Harmonious development, health improvement, socialization, and active work are also mentioned as important components of local history work[2, p. 222]. The features of local history research are most fully reflected in tourist trips, excursions, expeditions, i.e. active forms that take place in nature. Taking this into account, we propose to consider ecological tourism as a direction of local history research conducted by scientists, including in protected areas.

2 Materials and Methods

A comprehensive study of the development of ecological tourism requires the use of appropriate scientific methods: literary, historical, chronological, periodization, event and content analysis. The use of the literary method was of primary importance for the scientific research, through the study of various sources of information related to ecological tourism and local history and tourism research. Thanks to the literary method, it was possible to identify the stages of ecological tourism development and characterize them. The historical method was also applied, which made it possible to conduct a retrospective analysis and establish cause-and-effect relationships related to the peculiarities of the formation and evolution of historical stages of ecological tourism and local history research. The use of the chronological method contributed to the study of the evolution of the first trips from and to the country, the definition of the periods of origin and the peculiarities of the development of ecological tourism in the world and in Ukraine. In the course of the study, a systematic approach was also applied, which involves analyzing the development of ecological tourism in the state as a holistic, systemic phenomenon. The application of this method helped not only to study the peculiarities of ecotourism development at different historical stages, but also to analyze its features at the present stage, taking into account the main interrelated prerequisites and factors - historical, political and legal, socio-economic, cultural, etc. Content and event analysis were also used in writing the article. Content analysis is based on the study of official information materials, while event analysis is a method of studying public information based on the research and systematization of events in international relations. The use of these methods made it possible to identify ecotourism as a promising area of local history research conducted by scientists, including in protected areas.

3 Results and Discussion

The history of each individual type of tourism in Ukraine is studied in the context of the evolution of world tourism from slave society to modern civilization. Scholars use the same approach to study the evolution of local history research, which is fair, since tourism and local history are products of long historical development. The process of human cognition of the environment has long been associated with travel and hiking. For example, local history research on the territory of Ukrainian lands originated along with human exploration of the surrounding area. Although no direct (written) evidence of the local history activities of ancient people has been preserved, materials discovered during archaeological excavations in the Middle Dnipro, Podilske Transnistria, and Volyn show that the territory occupied by individual families and tribes of our ancestors was already well known to them at that time, and its individual resources were productively used to provide people with the necessary means of subsistence. Some findings of bone plates with pictograms give Ukrainian archaeologists grounds to assert that 30-20 thousand years ago, the inhabitants of the territory of modern Ukraine passed information about their native land from generation to generation using primitive bone pictographs[3, p. 23].

At the same time, it should be noted that ecotourism has emerged as a separate scientific research subject relatively recently, although its origins also date back to antiquity, when the development of human civilization and related urbanization began to negatively affect human connections with nature. In particular, as far back as the VI century BC, the ancient Greeks and Romans traveled to Egypt, where they were also attracted by the unique natural conditions. Prominent thinkers and travelers of Ancient Greece, such as Herodotus, Aristotle, and Democritus, in their famous treatises on education, recommended learning about nature directly by «communicating» with it[4, p. 14].

In the Enlightenment, the works of J.-J. Rousseau and G. Libil first emphasized the role and importance of hiking as a means of fostering love for the natural environment and the rules of behavior in it. In particular, J.-J. Rousseau pointed out the importance of hiking for health promotion, substantiated the theory of education and upbringing of young people, where travel is an essential component, defined the purpose and objectives of travel and their relationship with other means of personality formation.

An important event in the context of the formation of ecotourism was the creation of the tourist society «Die Naturfreunde» («Friends of Nature») in 1895 on the initiative of the Viennese newspaper «Arbeiterzeitung». The idea of this society was to return the right to rest to workers, since before that only the upper classes could travel. Members of the club built special barracks that provided shelter for workers traveling on foot. The Friends of Nature Society became an important factor in the emergence of tourist groups throughout Austria-Hungary, which ruled Western Ukraine.

The organizers and participants of the first ecological tourist routes on the territory of modern Ukraine were Yakiv Holovatsky, Ivan Vahylevych, father and son Mykola and Korniylo Ustianovych, Ivan Franko, Ivan Nechuy-Levytsky, who made numerous tourist and local history hiking trips, collected ethnographic and folklore materials, studied the life of the autochthonous inhabitants of the Ukrainian Carpathians, etc. In 1883, such trips acquired a more organizational component when I. Franko organized the «Ethnographic and Statistical Circle for the Study of the Life and Worldview of the People», which was also joined by students from the universities of Lviv, Vienna, Krakow, Chernivtsi, and members of various tourist societies[5, p. 113-114].

In the second half of the nineteenth and early twentieth centuries, all provinces of Ukraine were in the process of developing local history and the local history movement, which was facilitated by the activities of the statistical department of the Chernihiv Zemstvo. Guides, reference books, albums, and descriptions of individual settlements

appeared, designed for different types of tourist travel. First of all, these were tourist guides to the Crimea, Kyiv, Odesa, Chernihiv, Kharkiv, Zhytomyr, and others. The intensification of local history research is also connected with the beginning of the activities of tourist associations and organizations. Their interests included not only the organization of tourist trips, but also scientific local history research for the needs of tourism, the development of routes and methodological materials.

For example, the Crimean Mountain Club, which was an independent scientific and public tourist association, set itself the task of studying the Crimean mountains, steppes, and seas. The Club's charter defined the following main goals: scientific research of the Tauride (Crimean) Mountains and dissemination of the collected information; encouragement to visit and explore these mountains; facilitating the stay of naturalists and artists who go to the mountains for scientific or artistic purposes; support for local agriculture and small-scale mining industry; protection of rare species of mountain plants and animals. At the meetings of the club members, scientific abstracts and reports on the nature of the Crimea, its geography, history, ethnography, the study of the Black Sea coastal strip of the Crimea, and the Crimean caves were heard [6, p. 88-89]. These local lore materials largely formed the basis for the creation of a network of tourist routes as part of the popularization of ecological tourism.

Ecotourism has become one of the factors behind the emergence of a system of national and patriotic education of young people based on local history. This was practically realized in 1907, when Baden Powell organized an experimental scout camp on the Thames near London for 20 boys from different social strata, thus launching the World Scout Movement. One of the fundamental principles of ecotourism declared in the Constitution of the World Organization of the Scout Movement is the "Concept of the Integrity of the Natural World", which states that every person, in order to achieve his or her goal, should use natural resources in a way that does not violate the stability and harmony of the natural world [7, p. 36]. This statement is the basis of ecological tourism.

A significant impetus for the development of ecotourism was given by the growing popularity of travel to wilderness areas in the nineteenth century, as well as the creation of a system of national parks that were created to protect nature and meet people's recreational needs. The first national park was established in North America in 1872 in Yellowstone. The process of creation of national parks in the world intensified sharply after the Second World War: if in 1950 there were about 200 parks in 39 countries, in 1982 their number exceeded 1 thousand [3, p. 25-26]. National parks around the world were actively advertised, tourist routes were formed in them, transport infrastructure was developed, recreation areas, observation decks were organized, hotels, food outlets, tourist equipment rental bases were built, etc.

In the soviet period, the realization of the cognitive function of tourism was extremely hampered by the dominance of communist ideology and the interference of party bodies in the content of the work of tourist and excursion organizations. Very often, they quite deliberately replaced the cognitive function of tourism with propaganda and education, so information materials for tourist trips and texts of excursions were full of Soviet ideologues. In particular, in April 1910, a group of travel enthusiasts from the city of Stanislav created the Chornohora Society to learn about the region, the mountains of Galicia, Bukovyna, the Alps, and the Tatras; collect materials about these mountains; and campaign and promote them among tourists and nature researchers.

At the same time, in the 20s of the XX century, a scientific trend in the development of local history emerged when it developed under the auspices of academic research institutions. Scientists involved in this process sought not only to organize local history, but also to organize research in a practical way. Thus, the essence of the scientific trend in local history in the 1920s was an attempt to implement a «project» of interaction between

different scientific fields in order to study the diversity of the country's natural, historical, cultural, and economic features through a continuous district-by-district study of the territories by local researchers under the auspices of scientific (academic) institutions. Thus, local history has a «historical right» to further development through interdisciplinary approaches, to use the scientific heritage of prominent scientists no less than, say, such a modern direction as regional studies (historical regional studies) [3, p. 26-27].

During the national and cultural revival of 1923-1933, tourism and excursions gained considerable importance in Ukraine, supported by well-known scientists, historians, archaeologists, ethnographers, and local historians: M. Hrushevsky, V. Shcherbyna, V. Artobolevsky, D. Shcherbakovsky, M. Bilyashivsky, S. Rusova, V. Drozdov, and many others, who tried to educate the people, revive their historical memory, and promote national spiritual development through the widespread use of excursions. In October 1924, the local history and tourist society «Play» was founded in Lviv, whose charter provided for the extension of the society's activities to the entire territory of Lviv, Ternopil, Stanisławów, and Krakow provinces.

The purpose of the organization's activities was declared to be the study of the native land and other lands, dissemination of information collected about them, and the accumulation and processing of scientific and tourist materials. An important contribution to the development of the foundations of ecological tourism in the context of learning about and preserving the nature of the native land was made by the publishing activities of the society. In February 1925, the first issue of «Tourism and Local History» was published as a free two-week supplement to the newspaper «Novoe Vremia», edited by I. Krypiakievych. The journal contained materials of natural history, archeological and ethnographic nature, reports on the activities of the society, chronicles of local history, published materials on individual areas of Galicia, as well as essays on the history of tourism and local history [8, p. 83-84].

Nazi Germany's attack on Poland and the outbreak of World War II put an end to the activities of tourist associations in western Ukraine. After the war, the tourism industry spread around the world. The technical revolution in transportation and communications made the most remote natural areas accessible to mass tourism. In the 70s, people with middle and even low income began to travel more actively, and youth tourism developed, including hiking and horseback riding, skiing, and river rafting. All this has led to the concentration of significant capital in the tourism industry. The rapid development of the tourism industry has led to the concentration of production - hotel chains are emerging, and the construction of tourist centers is underway. The natural landscape and the local population were perceived only as means to an end, so the growth of chaotic visits to outstanding natural complexes resulted in a negative impact on them. At that time, ecotourism resulted in the destruction of rare plants, pollution of water bodies, trampling of soils, and the decline of many animal species [9, p. 64-65].

The term «ecotourism» was coined in 1983 by Mexican economist Hector Ceballos-Lascourin. However, ecotourism received its official status in 1990, when the International Ecotourism Society (TIES) was established, and with it the right to convene its own annual international symposium «Annual World Congress on Adventure Travel & Ecotourism» and to create its own non-profit organizations. It consists of about 1600 professionals from more than 100 countries. The international conference, which took place on September 12-15, 2001 in St. Joan (Salzburg, Austria), considered ways to best utilize the potential of ecotourism development in Europe, and especially in its mountainous areas. It also adopted a statement on the proclamation of 2002 as the International Year of Ecotourism [10, p. 244-245].

There are two models of eco-tourism in the world: the Western European model, which is focused on preserving landscapes (socially responsible tourism), and the Australian

model, which is traveling to mostly undisturbed nature. At this stage of ecotourism development in Ukraine, the Western European model is inherent in the country, as most scientists see it as a way to spend free time in protected areas. However, researchers believe that the Australian model should be implemented in Ukraine, in particular for travel to the Carpathian and Crimean recreational regions, as tourists are also attracted to areas with unique natural objects [11, p. 189].

Protected areas are used worldwide to organize ecotourism activities. In Ukraine, according to Art. 9 of the Law of Ukraine «On the Nature Reserve Fund of Ukraine», «the territories and objects of the nature reserve fund are used for environmental protection purposes; for research purposes; for health and other recreational purposes; for environmental monitoring purposes» [12].

As part of the implementation of the Australian model of ecotourism, nature reserve sites in different regions of Ukraine can be considered as territories for organizing local history research. Ecotourism, as a type of human activity, is a form of nature management and, therefore, has an impact on the environment. However, the realization of its objectives involves reducing the impact on nature, including through the scientifically based organization of tourist routes. In addition, ecotourism meets the priorities for the development of local history in Ukraine, which include encouraging active forms of learning about the native land, activating the mass local history and tourism movement, expanding the network of the Nature Reserve Fund of Ukraine and the national ecological network, developing and providing infrastructure for the national network of local history trails and tourist routes, etc. As early as 2013, the Ministry launched the All-Ukrainian Local History Expedition of Students «My Homeland - Ukraine» to encourage young people to engage in scientific activities to study Ukraine's natural sites [13].

Indeed, of great importance for the development and popularization of ecotourism are protected areas located in picturesque and interesting places from a cognitive point of view; having an established system of servicing tourist groups, a proven system of tourist routes, experience in organizing educational activities; having appropriate infrastructure and trained personnel; shaping the attitude of the local population to a particular local reserve and the environmental restrictions on hosts existing on its territory.

The State Nature Reserve Fund has the following subdivisions: nature protection and research component (biosphere and nature reserves, natural monuments); nature protection and recreation component (national parks and monuments of landscape architecture); nature protection and resource restoration component (nature reserves); research and nature protection component (botanical gardens, arboreturns and zoos). It is worth noting that different types of protected areas are characterized by different degrees of protection. For example, nature reserves are not used for recreational purposes. The most important for the development of ecotourism are natural national parks, parks - monuments of landscape art, zoological gardens, and natural monuments.

To organize ecotourism within the framework of local history research, it is important to assess the landscape and aesthetic properties of the landscape. The objects of such research are territories that have different characteristics (forest, meadow, steppe, rocky, marsh, lake, forest-meadow); areas of connection between different areas of the landscape (forest - meadow, water - forest, etc.), as well as caves, rocks, waterfalls; landscape elements that allow to contemplate multifaceted landscapes and panoramas (peaks, ridges, individual points, passes, etc.) [14, p. 86].

Ecotourism fits almost perfectly into the system of local history research, which is associated with targeted and thematic information about the elements of the ecosystem. On the other hand, non-professional nature observation can be a variant of ecotourism. The health-improving function of ecotourism can be realized in passive (stationary stay in the

natural environment), active (associated with tourist transitions from one natural object to another) and sports (overcoming natural obstacles while passing the route) forms.

However, it is also possible to differentiate forms of ecotourism depending on the intensity of recreational activities in its practical organization in protected areas, where functional zoning provides for different modes of nature management. This differentiation is carried out taking into account two possible positions. The first one is based on the fact that the form of ecotourism being implemented is more aggressive than the more intensive movement of tourists in the natural space. The intensity is determined by the length and speed of the tourist's active movement.

The second position is based on the principle of rational research of natural resources. Its essence lies in the scientific and cognitive information contained in a natural object.) If an object or ecosystem is particularly valuable, its potential should not be used for local history research. It is better to replace them with less valuable objects, the use of which in the recreational and resource cycle will not worsen the quality of tourist services, but will reduce the burden on unique natural objects [15, p. 334-335].

According to the vast majority of experts, ecological tourism in nature reserves is an undesirable phenomenon. This opinion is justified by the fact that Ukrainian nature reserves have always developed in a unique way, in which there was no place for any kind of local history activity and ecological tourism in particular. Only scientific research was assumed, while the functions of management of the objects of the nature reserve fund were entrusted to special administrations headed by managers with ecological, biological or geographical education. At the same time, in the Khomutovsky Steppe, on the initiative of the management of the reserve, a gazebo for recreation was built in the protected zone, and in the Stone Tombs - cult buildings, and also for a long time a mass holiday was organized - the Day of Acceptance into the Cossacks. In the Karadaz reserve, the procedure for conducting excursion activities is constantly violated, in the Yalta mountain and forest reserve on Ai-Petra, an entertainment center was illegally built [16, p. 92-93].

The most famous objects of the natural reserve fund, which are visited by tourists, are five biosphere reserves, namely the Chernobyl radiation and ecological biosphere reserve (Kyiv region), the "Askania-Nova" biosphere reserve (Kherson region), the Danube biosphere reserve (Odesa region), Black Sea Biosphere Reserve (Kherson, Mykolaiv regions), Carpathian Biosphere Reserve (Transcarpathian region); as well as such national natural parks as "Medobory" NPP (Ternopil Oblast), "Kremenetski Gory" NPP (Ternopil Oblast), "Dniester Canyon" NPP (Ternopil Oblast), Gorgany Nature Reserve (Ivano-Frankivsk Oblast), Karadaz Reserve (Crimea AR), Shatsky National Natural Park (Volyn region), NPP "Holosiivskiy" (Kyiv); Arboretums "Sophiivka" (Cherkasy region) and "Olexandria" (Kyiv region), others.

According to the State Statistics Service of Ukraine, the objects of the nature reserve fund are visited by millions of tourists and excursionists every year. Among the most visited are the national natural parks "Holosiivskiy", "Karpatskyi", "Shatskyi", "Kremenetski mountains", "Svyati Gory" and others. However, in the latter most of the visitors are pilgrims of the Pochaiv Lavra and Sviatohirskaya Lavra, respectively. There is a large number of visitors to the dendrological parks "Sophiivka" and "Olexandria", some botanical gardens [17, p. 77-78].

We emphasize that the resources of ecological tourism also include objects of material and spiritual culture. Now it is a world trend. However, nature reserves and national parks have a more significant potential in the direction of organizing local history research. Among the reasons for this, we can highlight the following: the network of nature reserves and national parks covers unique attractive landscapes and ecosystems that have not been disturbed by human activity; nature reserves and their departments are a network of scientific and research institutions covering various natural zones, determining their

prospects for the organization of tourism, student internships, and volunteer programs; the combination of environmental education and ecotourism activities on the basis of nature reserves significantly increase the effectiveness of environmental education and make it possible to draw the public's attention to the issues of nature protection[9].

As a rule, standard services are offered in protected areas. However, in order to increase tourist flows, it is necessary to create new original offers, even taking into account that the cost of these offers will increase. Such proposals should take into account the interests of people with physical limitations and the elderly. This is all very important in fact, because for the elderly, more accessible toilets, trails with less elevation gain and shorter routes will be needed. It is possible to notice the growing interest of the elderly in nature conservation areas. Having sufficient funds, they are ready to pay them, but on the condition of providing quality services and comfortable conditions. Therefore, the administration of nature conservation areas should first of all improve the quality of services.

An important point on which we would like to emphasize is that the nature protection component allows tourists not only to understand the manifestations of environmental problems in a specific area, but also to take part in their solution, involving them in specific nature protection measures. For example, considerable attention is paid to the development of ecological tourism in the Carpathian region, which can have a positive effect on the economy, employment of the population, and environmental protection. The Carpathians are recognized as one of the 200 most significant natural (ecoregions) of the planet. In the Carpathians, a unique diversity of living nature is combined with a unique historical and cultural heritage caused by the peculiarities of life in mountain conditions. In the flora of the Carpathians - a third of all plant species in Europe, there are still animals that cannot be found in many other regions of the continent. The Ukrainian Carpathians are 6% of the territory of Ukraine, but about 20% of the country's forest fund, more than 30% of its water resources. It is not surprising that the Ukrainian Carpathians are an excellent base for the formation of a tourist region. After all, the Ukrainian Carpathians are picturesque landscapes, clean air, a mild climate, the predominance of low and mid-mountain landforms, a diversity of animal and plant life, many mountain rivers and 142 sources of mineral water [18, p. 454].

Many types of ecological tourism can be developed in the Carpathian region - educational, rural, recreational, winter, mountain, children's, youth, family, traveling (walking, horseback riding, cycling). The nature protection territories here, where ecotourism is developing and actively popularized, are territories of natural heritage: the Carpathian Biosphere Reserve, the Uzhanskyi and Synevyr national nature parks, 43 nature reserves, 16 natural monuments, 7 protected tracts, 1 park, a monument of horticultural art, 1 botanical garden of Uzhhorodskyi university with a total area of almost 150,000 ha. In particular, in the Carpathian Biosphere Reserve there is an extensive network of ecotourism routes, which are laid through the most interesting and attractive protected areas, where a significant number of significant natural, cultural and historical objects are concentrated. Among the most interesting are «Malay Ugolka beech primeval forests», «Kevelivsky primeval forests on Petros», «Montenegro primeval forests on Hoverla». There is also a developed tourist infrastructure on the territory of the biosphere reserve: the information and tourist center «Vysokohirya Karpaty», an equipped and marked section of the Transcarpathian tourist route; 24 ecotourism routes; network of visit centers; 5 high mountain ecopoints; mini hotel; stationary camping sites; equipped rest areas, etc.[19, p. 53-54].

In addition, the Museum of Mountain Ecology and the History of Nature Management in the Ukrainian Carpathians, the Narcissus Museum, ecological and educational centers in the geographical center of Europe and in the Keveli Nature Conservation Research

Department have been established in the region. All these objects are also objects of active regional studies.

The Uzhan National Natural Park has a huge local history potential. Its uniqueness is emphasized by the historical-sacred component, which is why there are always many willing to visit the site of the fall of the largest Knyaginyansky meteorite in Europe in 1866. The largest fragment weighing 279 kg was found in the Black Marshes tract, where an ecological route with the same name has been formed. In addition, in the village of Stuzhytsa, the attention of many tourists is attracted by the giant trees «Dido-dub» and «Champion» oak, which are the oldest and largest oaks in Ukraine. The greatest value of the park is the beech forests preserved in the mountain massifs, which emphasize the uniqueness of the routes during ecological tourism. Today, there are 17 ecological tourist routes in the park, there is a network of recreational areas, tourist hotels and recreation centers, rural tourism estates have been created, measures are being taken to open cross-country crossings with Poland and Slovakia [20, p. 77-78].

The National Natural Park «Synevyr», created in 1989 for the purpose of preservation, reproduction and frugal use of natural resources, complexes and objects that have a special scientific and aesthetic value, should definitely be the object of local history research during ecological tourism. The tasks of this park, as a nature protection structure, are: preservation of valuable natural and historical and cultural complexes and objects; creation of conditions for organized tourism, rest and other types of recreational activities in natural conditions with compliance with the regime of protection of natural complexes; development of scientific recommendations on environmental protection and prudent use of natural resources; environmental and educational work, etc.

At the same time, we can emphasize that an example of typical problems in the development of ecotourism and the organization of local history research in nature-protected territories are: the absence of a unified management strategy and development of institutions of nature-protected territories; low level of salaries and low motivation of employees of institutions for regional studies; practical lack of funds for infrastructure development; underestimation of the importance of nature conservation areas by local authorities; lack of awareness of how to develop ecological tourism in nature conservation areas by organizing local studies, etc. According to experts, a number of national nature parks do not properly organize ecological tourism: «Dniester Canyon», NPP «Cheremoskyi» collect money from tourists without arranging parking lots; in NPP «Shatskyi» there is practically no activity to popularize various types of tourism, except for passive recreation; the forest is cut down without control in the «Medobory» farm; and Dzharylgach NPP is under occupation and its natural potential is practically destroyed [21, p. 87].

It should be noted that the development of ecotourism in protected areas can be ensured if tourists do not disturb the ecosystems of these areas; decisions on scientific activity in a specific reserve or national park must be made on the basis of careful expert analysis; the flow of tourists must be regulated; use of buffer zones of nature reserves and national parks for ecotourism; conducting excursions in these territories for clients who are selected through travel agencies; local history activities should be carried out on the basis of the existing methodical base of nature conservation areas in cooperation with other scientists. We are convinced that the mutually beneficial cooperation of tour operators, nature protection institutions and other nature protection organizations will make it possible to avoid the unjustified construction of small hydroelectric power stations, the destruction of thresholds and opportunities for the development of water tourism; to avoid large-scale deforestation, will make it possible to effectively develop the network of the nature reserve fund [22, p. 224-225].

Based on the conducted research, we will make a number of practical recommendations that, in our opinion, should contribute to the popularization of ecological tourism and the activation of local history research in nature-protected territories:

1. To develop and equip new tourist routes and ecological, educational and cognitive trails using bicycle, water and pedestrian types of tourism in accordance with the parameters of the internal and external landscape diversity of natural landscapes and the location of archaeological and historical and cultural objects.
2. Development of clear regulatory and legal support for activities within nature protection territories, taking into account world experience.
3. Determination of standards for the provision of tourist services in protected areas.
4. To conduct research on the substantiation of recreational loads on landscape complexes that are most actively used for ecological tourism.
5. To activate advertising and propaganda activities aimed at forming in tourists an intellectual and humanistic worldview and a patriotic attitude towards the natural and cultural heritage of their country.
6. Creation and support of thematic databases on nature protection objects and thematic routes.
7. When organizing tourist and nature conservation activities with young people, take into account the need to combine scientific and educational and excursion types of ecotourism, sports and extreme with health tourism, inviting professional instructors for this, creating the necessary subdivisions in the structure of tourist facilities.
8. To intensify activities in the direction of the development of extreme types of tourism, such as those that are in increased demand among student youth.
9. Formation of a network of monitoring points of recreational territories of the nature reserve fund for the impact of tourist activity on the state of natural systems.
10. Development and adoption of the Program for the development of tourism in nature-protected territories of Ukraine.

4 Conclusions

Thus, ecological tourism in nature conservation areas is a tourist activity, the purpose of which is to learn about traditional cultural landscapes under the condition of preserving landscape diversity. It can be argued that the development of ecological tourism in Ukraine is one of the most promising ways of exploring nature conservation areas, since its well-thought-out organization helps to preserve the country's natural reserve fund, contributes to raising the level of ecological culture of tourists, and provides an opportunity to popularize the country abroad. On the other hand, let us emphasize that for the further popularization of ecological tourism, it is necessary to develop a marketing strategy, because today there is practically no advertising of this direction. Therefore, under the conditions of constant development and improvement of this direction, it can become one of the competitive types of tourism in the country, and with the right approach, it can become one of the locomotives for filling the state treasury.

According to the authors, a positive example of the development of ecological tourism in nature-protected territories in Ukraine is possible under the condition of regulation of tourist activities and a well-thought-out organization of local history studies in order to observe the regime of protection of nature-protected components and objects. Ecological tourism should contribute to increasing the stability of the entire tourism industry by providing economic benefits for local communities, actively promoting the protection of natural resources, cultural integration of local communities, and increasing the awareness of travelers about the need to protect natural and cultural heritage.

It is advisable to conduct ecotourism routes along paved and marked eco-trails under the guidance of a professional guide, which in the long run will make it possible to raise the rating of various nature conservation areas, increase their social significance and promote their popularization, as well as prevent the illegal use of natural resources. The organization of local history research in nature conservation areas should be aimed at sustainable, balanced development of the nature reserve fund, which, in turn, should be ensured through the implementation of scientifically based methods of management of existing recreational resources of nature conservation institutions. This will make it possible to rationally use recreational and tourist resources, create new jobs, replenish budgets at various levels, etc.

The conducted research made it possible to determine that ecological tourism as a form of local history and tourism work is tourist hikes and trips to the native land, oriented towards nature, aimed at forming an ecological worldview and obtaining economic benefits, during which the negative impact on nature is deliberately minimized by rational organization of routes. Such an active form of regional tourism work will stimulate local residents and contribute to the preservation of nature and tourism objects.

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