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PREREQUISITES FOR THE FORMATION OF AGROTOURISM IN ZAPORIZHIA REGION

The purpose of the study is to determine the prerequisites for the formation of agritourism in the Zaporozhye region, to identify the features of territorial organization and understanding of its regional uniqueness.

Research methods and techniques. The study of the territorial organization of agritourism at the regional level is based on two methodological approaches: dialectical and territorial. At the analytical and synthetic stages, the methods of correlation analysis and cartographic modeling, the comparative-geographical method and the method of computer technologies were used.

Results. The region has a strong tourist and resource potential for the development of agritourism - in fact, in every district of the region there are rural green estates and tourist attractions. It is proved that the maximum effect of sustainable development can be achieved only if agritourism develops not spontaneously, but within the framework of relevant programs of state, interregional and regional significance. Otherwise, local projects in the field of agritourism in the current conditions of lack of financial resources will be slowed down by uncontrolled development. The idea of the role of rural (green) tourism in the conditions of reset of national and regional recreation caused by the planetary pandemic is deepened and the laconic map of the spatial organization of rural (green) tourism of the region is offered.

The practical significance of the study lies in the implementation of its results in the educational process (in teaching courses "tourism organization", "excursion activities", "rural green tourism organization") at geographical, historical faculties of higher education institutions of Ukraine) and the use of article materials in travel companies, excursion establishments and public associations of Ukraine, in strengthening public attention to modern types of recreation and features of their organization.

Scientific novelty. The main trends and features of territorial location of agro-villages in accordance with the tourist and recreational potential of Zaporizhia region are highlighted, a cartographic model of spatial organization of rural (green) tourism in the region is introduced.

Key words: territorial organization, agrotourism, agro-village, farmstead of rural green tourism, Zaporizhia region, tourist and excursion routes.

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