


Chapter 7


Advantages of Agritourism as a Platform for the Development of Innovation–Oriented Regions of Ukraine

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ABSTRACT

Agritourism contributes to the economic growth of regions by creating new sources of income for farmers and small businesses, as well as by stimulating the development of local infrastructure. It is established that the development of agritourism in Ukraine faces many challenges, including insufficient funding, poor infrastructure in rural areas, lack of trained personnel, and low awareness among tourists and

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the local population. To overcome these challenges, it is necessary to implement comprehensive measures, state support, infrastructure development, and marketing campaigns to promote agritourism at the domestic and international levels. As a result of the research on agritourism as the basis for the country's innovation-oriented region development, the factors influencing their development have been identified. It is proposed that an integrated approach to developing agritourism, which includes economic, social, and innovative aspects, will allow Ukraine to unlock the great potential of this industry, promote regional development, and integrate into the global tourism market.

1 INTRODUCTION

Agritourism is one of the most promising forms of economic development in rural areas, combining elements of agriculture, tourism, and innovation. Its essence lies in attracting tourists to rural communities, introducing them to local traditions, culture, and natural resources, and allowing them to participate in various agricultural processes. For Ukraine, agritourism is particularly relevant, as a large part of the country has favorable conditions for its development, including its unique nature, rich cultural heritage, and significant innovation potential. Agritourism contributes to the economic growth of regions by creating new sources of income for farmers and small businesses, as well as by stimulating the development of local infrastructure. It helps preserve traditional crafts and promote local products unique to each region. Another advantage is attracting innovations, particularly in agricultural production, marketing, and tourist services. These can include digital platforms for promoting agritourism services and using modern technologies, such as automated farm management systems or eco-innovations that promote sustainable development. The development of agritourism in Ukraine faces many challenges, including insufficient funding, poor infrastructure in rural areas, a lack of trained personnel, and low awareness among tourists and the local population. To overcome these challenges, it is necessary to implement comprehensive measures, including government support, road infrastructure development, educational programs for entrepreneurs, and marketing campaigns to promote agritourism domestically and internationally. Innovations play a special role in the development of agritourism. Digital technologies, such as mobile apps and online platforms, can significantly improve the tourist experience and expand the audience. Modern information and marketing technologies for creating, processing, and storing extensive data are crucial for enhancing economic development and competitiveness, especially in

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