

# Ecotourism in Ukraine

A vast field of white daffodils with yellow centers, stretching across a green hillside under a clear blue sky. The flowers are in full bloom, and the background shows a dense line of trees on a hillside.

**Ecotourism** is responsible travel to fragile and usually protected areas as an alternative to mass tourism.





- Its purpose is to educate the traveler; provide funds for ecological conservation; directly benefit the economic development and political empowerment of local communities; and foster respect for different cultures and for human rights.

In Ukraine you can find some kinds of ecotourism: active ecotourism (pedestrian, bicycle, water, horse riding, fishing)...

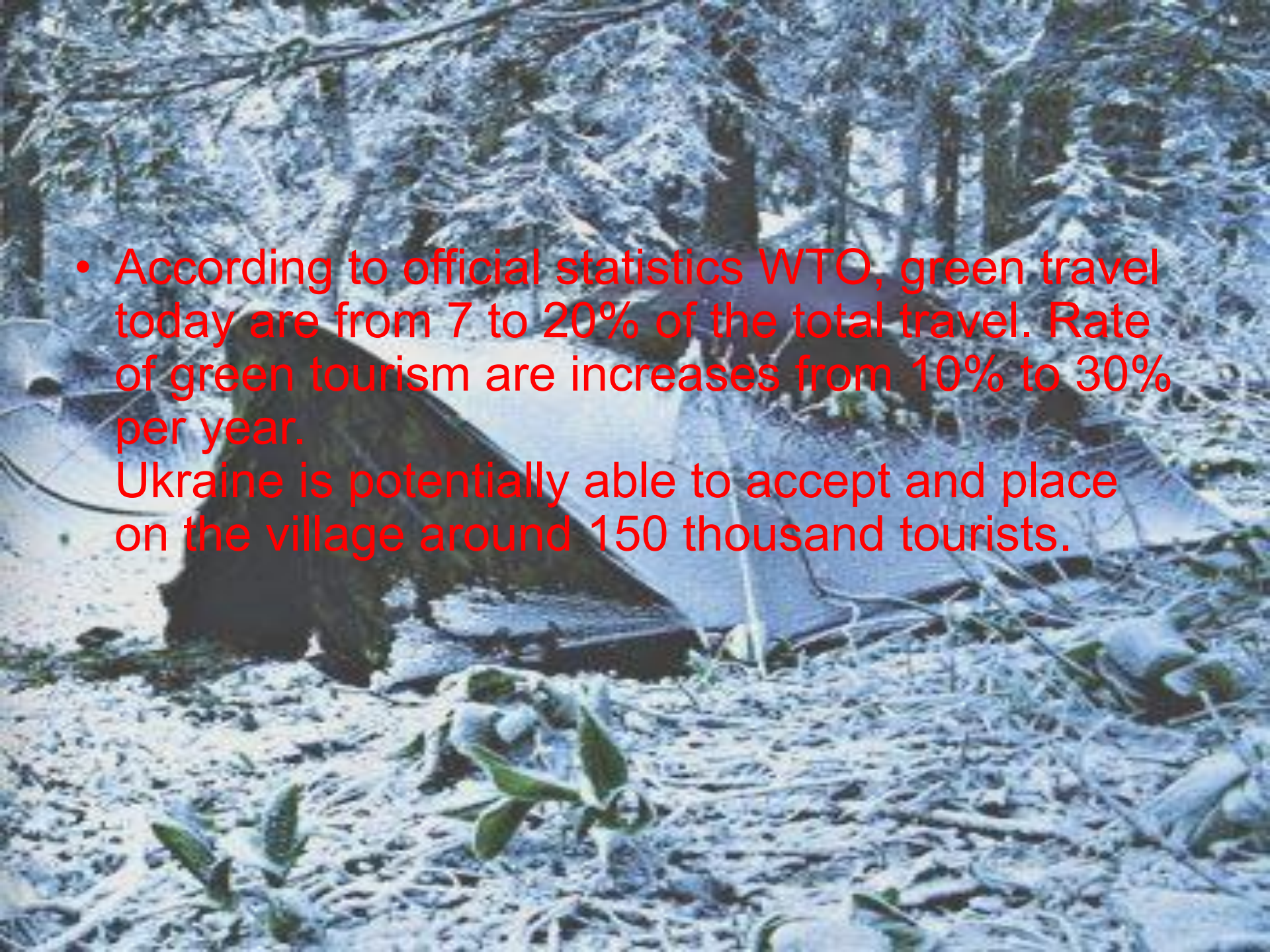


...faunal and floral trip (ornithological trips, hunting, thematic tours)...



...cultural and ethnographic visits.



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- According to official statistics WTO, green travel today are from 7 to 20% of the total travel. Rate of green tourism are increases from 10% to 30% per year.  
Ukraine is potentially able to accept and place on the village around 150 thousand tourists.

The background of the slide features a close-up of sunflowers with bright yellow petals and dark centers, set against a backdrop of lush green leaves. The lighting is warm, creating a soft, natural feel.

In generally ecotourism we can describe by these characteristics.

- Involves travel to natural destinations
- Builds environmental awareness
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people
- Respects local culture
- Supports human rights and democratic movements