

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
LVIV POLYTECHNIC NATIONAL UNIVERSITY

**NATALIIA PANKIV**

**TEXTBOOK**

**ECOTOURISM AND AGRITOURISM**

**for students of the first (Bachelor's) level of higher education  
full-time and part-time forms of study  
specialty J3 “Tourism and Recreation”**

Publisher: Private Entrepreneur T. V. Marchenko  
Lviv

UDC, JEL: 338.48-5:[502+63], JEL: L 83, Q 19, Q 21, Q 26.  
P 16.

Recommended for publication by the Scientific and Methodological  
Council of the Lviv Polytechnic National University  
(protocol № 4/2025 of 19 November 2025)

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P 16. **Ecotourism and Agritourism:** Textbook for students of the  
first (Bachelor's) level of higher education full-time and part-time forms of  
study specialty J3 “Tourism and Recreation” / Compiled by N. Ye. Pankiv.  
– Lviv: Publisher Private Entrepreneur T. V. Marchenko - 373 p.

**ISBN 978-617-8682-30-9**

The textbook “Ecotourism and Agritourism” highlights the key aspects of ecotourism activities that contribute to shaping in future specialists a comprehensive understanding of tourism as a complex system in which social, economic, and environmental components are closely interconnected. Particular attention is given to the further development of this system based on the concept of sustainable development, including: the principles of sustainability and environmental responsibility; analysis of tourism resources in rural areas; specifics of interaction with local communities; and examples of effective tourism management in Ukraine and abroad. The textbook familiarizes students with modern strategic directions of human interaction with the environment, develops an understanding of approaches to the sustainable development of the tourism industry, and provides knowledge for determining strategic priorities and tools for forming effective strategies for business entities in the field of tourism, taking into account the current state of the tourism business in Ukraine. The textbook is recommended for use in the educational process of higher education institutions and may also be useful for teachers, researchers, young entrepreneurs in the field of tourism, employees of travel agencies, and local government bodies interested in developing sustainable tourism in Ukraine.

ISBN 978-617-8682-30-9

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## INTRODUCTION

In the modern world, tourism has long ceased to be merely a form of recreation — it has become a powerful tool for sustainable development, the preservation of cultural heritage, the formation of environmental awareness, and a source of socio-economic growth for rural areas. At the same time, the rapid growth of tourist flows in the context of globalization requires a deep rethinking of traditional approaches to organizing tourism activities. In this context, ecological tourism (ecotourism) and agritourism are not only relevant but also a necessary response to the challenges of our time.

Ecotourism involves responsible travel to natural areas with the aim of conserving them, supporting the well-being of local communities, and fostering the environmental education of tourists. It focuses on unique natural sites, adherence to the principles of sustainable development, and minimizing environmental impact. Agritourism, in turn, is a form of tourism based on the integration of tourism activities with agriculture, introducing visitors to traditional farming practices, rural lifestyles, local cuisine, and crafts. Both forms of tourism have deep roots in Ukrainian traditions of hospitality and respect for nature, allowing them to develop organically within our country.

This textbook has been created for students pursuing a bachelor's degree in the specialty J3 "Tourism and Recreation." Its main goal is to provide a solid theoretical foundation and practical knowledge on the organization, development, management, and prospects of ecological tourism and agritourism in Ukraine and beyond. Particular attention is given to modern approaches to tourism product planning, market analysis, interaction with local communities, as well as aspects of environmental responsibility and sustainable management.

The relevance of ecological tourism and agritourism increases even more in times of war, as the restoration of Ukrainian territories, support of local communities, and development of small-scale entrepreneurship in rural areas are key tasks of post-war recovery. In this sense, tourism serves not only as a source of economic stimulation but also as an instrument of psychological rehabilitation, social integration, and preservation of national identity. Students who choose this field gain not only professional knowledge but also the opportunity to make a real contribution to the future of their country.

**Наталія Паньків**

## **ЕКОЛОГІЧНИЙ ТУРИЗМ І АГРОТУРИЗМ**

### **НАВЧАЛЬНИЙ ПОСІБНИК**

**для студентів першого (бакалаврського) рівня вищої освіти  
денної та заочної форми навчання  
спеціальності ІЗ “Туризм та рекреація”**

У навчальному посібнику “Екологічний туризм і агротуризм” висвітлено ключові аспекти екотуристичної діяльності, що сприяє формуванню у майбутніх фахівців комплексного світогляду на туризм як складну систему, в якій соціальні, економічні та екологічні компоненти перебувають у тісному взаємозв’язку. Особливу увагу приділено подальшому розвитку цієї системи на основі концепції сталого розвитку, зокрема: принципам сталого розвитку та екологічної відповідальності; аналізу туристичних ресурсів сільських територій; специфіці взаємодії з місцевими громадами; прикладам ефективного туристичного менеджменту в Україні та за кордоном. Посібник ознайомлює студентів із сучасними стратегічними напрямками взаємодії людства з довкіллям, формує розуміння підходів до сталого розвитку туристичної галузі, а також надає знання щодо визначення стратегічних орієнтирів та інструментів формування ефективних стратегій для суб’єктів господарювання у сфері туризму, з урахуванням актуального стану туристичного бізнесу в Україні. Посібник рекомендовано для використання в навчальному процесі закладів вищої освіти, а також може бути корисним викладачам, науковцям, молодим підприємцям у сфері туризму, працівникам туристичних агенцій та органам місцевого самоврядування, які зацікавлені у розвитку сталого туризму на території України.

Формат 60x84/16. Папір офсетний. Друк цифровий.

Гарнітура Times New Roman.

Умовн. друк. арк. 21,68.

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Свідоцтво про внесення суб’єкта видавничої справи  
до Державного реєстру видавців, виготовлювачів і  
розповсюджувачів

видавничої продукції: серія ДК № 6784 від 30.05.2019 року,

видане Державним комітетом інформаційної політики,

телебачення та радіомовлення України

Надруковано у друкарні видавця ФОП Марченко Т. В.