

**State Organization “Institute of Market and Economic&Ecological
Researches of the National Academy of Sciences of Ukraine”**

**Summary of scientific novelty for the research
“Inclusiveness of the experience economy in nature management”**

(№0119U000229, performance period: 01.01.2019 – 31.12.2021)

The following scientific results have been obtained:

Originally developed:

– *a theoretical and methodological approach* has been developed to determine the transformational potential of the sphere of interrelationships “experience economy – inclusive development – nature management” as the country’s ability to manage changes towards the implementation of the concept of sustainable development, adjusted in accordance with the provisions of the European Green Deal course, using the example of analyzing the level of SDG achievements in Ukraine in the medium and long term, as well as, based on the determined quantitative results of readiness for change, identifying priority areas of the European integration “green” transformation of the Ukrainian economy for a sustainable future in 2030 and 2050;

– *a scientific and methodological approach* to determining the relationship between the experience economy and the economy of well-being has been proposed, using the example of assessing the dynamic socio-ecological-economic state of health recreation in the region using the index method / geometric mean of relevant relative indicators / indices (inclusivity, experience economy, health recovery due to recreation, restorative function of recreation, ecology of health recreation), the results of which are the basis for leveling the situation with health recreation in the regions of the country according to the principle of inclusiveness;

– based on the generalization of modern trends in the development of the tourism and recreation sector of Ukraine, *the feasibility and legitimacy of using an inclusive approach* in the recreational sector have been substantiated and the main imperatives of inclusive development are identified, which are important from the point of view of recreational activities and recreational nature use, namely: equal opportunities in access to recreational resources; equal opportunities for exercising the right to rest, restoration of psychophysical conditions, and rehabilitation; equal opportunities for ensuring harmonious development of the individual; improving the quality of life of people through the availability of recreational services; ensuring socio-economic activity, well-being and opportunities for employment in the field of tourism and recreation and related businesses and fair distribution of the results of activities; increasing the efficiency of using publicly available natural resources and conditions; a scientific interpretation of inclusive recreational nature use has been provided as a form that provides equal opportunities for the use of natural recreational resources and territories to meet socially significant and individual recreational needs that positively affect the well-being and quality of

life;

– *general and specific prerequisites and patterns of development* of an inclusive experience economy in nature use have been substantiated, reflected through socio-economic and economic-ecological contradictions, establish a conceptual relationship with sustainable development and the economy of well-being, and mediate the transition to a new economy and attract additional investments in the hospitality sector through the personification of mass services with the presence of a “wow effect”, which affect competitiveness through an orientation towards emotions, sensations and other experiences associated with the consumption of ecosystem and other services and are implemented within the framework of innovative cross-sectoral projects;

– *a theoretical and methodological approach* has been developed to substantiate sustainable development scenarios taking into account the inclusive experience economy in nature management, based on a game-theoretical analysis of the matrix of socio-ecological and economic strategies according to the potential growth of gross added value by types of economic activity, grouped according to the priority criterion on the plane of “experience economy – nature management”, conditioned by the readiness of the Ukrainian economy for changes in accordance with the Sustainable Development Goals 2030;

Improved:

– *methodological principles of nature management* (as a key category for understanding the contradictions of sustainable development) based on the integration of ecological and inclusive approaches, namely: the principle of genetic unity (inclusiveness) of nature and society, the principle of mediation (comprehensiveness) of the role of social production in the relationship “society – nature”, the principle of reproduction (responsibility) of nature, which is the basis for designing the experience economy into the plane of inclusive economy at the level of stages and branches of nature management; composition and content of the essence: principles (equality of opportunities in providing recreational needs, in access to recreational resources; equal opportunities for exercising the right to employment, self-employment; fairness of distribution of results; equal opportunities for improving the quality of life through the availability of recreational services; effective use of publicly available natural resources and conditions; promising as taking into account the interests of future generations), features (accessibility for all segments of the population; ability to provide opportunities for employment, own business in tourism and recreation and related areas of activity), relationships between environmental and recreational needs taking into account the criteria of primary / secondary; relation to social, economic (material) and cultural needs; complexity – when forming the structure of well-being, criteria and goals of inclusive recreational nature use;

– *a theoretical justification of the relationship* “nature use – economy of experience / impressions – inclusive growth” has been developed at the conceptual level, which consists in determining the imperatives for the development of priority ecological and social spheres and sectors of the national economy and allows integrating activities around a common value – well-being as a combination

of various aspects of human health (physical, spiritual and emotional health inextricably linked with social and financial health) taking into account the inclusiveness of the SDGs and ensuring the formation of a regulated market for ecosystem services; an essential component of socio-ecological-economic relations has been developed in accordance with the stages of inclusive development: from the integration of society into economic activity to economic-ecological and ecological-political inclusion, which is ensured by the functioning of institutions at various levels (formal and informal public associations, development organizations and agencies, financial institutions, etc.), which make it possible to form and support environmentally responsible interaction between the state, business and the public;

– *theoretical and methodological approaches to the formation of reserves* of natural resource assets and related services in the field of the experience economy, which will be used in the future according to the principle of option value; based on the Black-Scholes model, calculations of the call option premium were made, using the example of the therapeutic muds of the Kuyalnyk estuary, to substantiate the feasibility of forming the studied reserves, both in the interests of the reserve owner and the reserve recipient, which allows to increase the level of ensuring the implementation of the concept of sustainable and inclusive development on the territorial level;

– *the increase in the role of the recreational component of health tourism* for the development of an inclusive experience economy has been substantiated based on the analysis of socio-economic indicators of the recreational and tourism industry in Ukraine and the impact of the pandemic crisis on international tourism trends; the organizational principles of the development of health tourism are improved based on the analysis of the structures of recreation and tourism management by the executive bodies of municipalities, including in relation to the ecology of the city; the correspondence of the reflection of health recreation in the structure of the management of the urban agglomeration to its socio-ecological and economic state is substantiated based on the rating assessment;

– *theoretical and methodological principles of the formation of impression services* in the conditions of digitalization, namely: a scientific and methodological basis for information and digital tools and the creation of a digital space for the impression services market in the conditions of geosocial and pandemic restrictions have been developed; economic and digital mechanisms for the development of the experience / impression services market have been substantiated in order to reduce psychological and emotional fatigue and increase labor productivity, and a dual system for providing these services, both in the traditional way and in the format of e-services, has been proposed, which will reduce the vulnerability of business entities to economic and social phenomena of a crisis nature;

Have been further developed:

– *a set of goals for inclusive development* has been identified in accordance with the strategic guidelines for economic growth specified in international and national program documents (regarding environmental quality improvement,

balanced resource use, etc.) for a systematic solution to socio-ecological problems and achieving a balance of interests of different parts of society; principles of nature management have been developed taking into account an inclusive approach (social orientation; decentralization and transformation of fiscal policy; ranking with determination of investment attraction prospects; diversification), which allow for a more complete use and reproduction of the natural resource potential of territories; an essential concept, goals and objectives of inclusive land use and its market component have been developed, in order to improve the functioning of rational and environmentally friendly activities of subjects of the corporate and individual sectors of the agricultural market of Ukraine;

– *theoretical and methodological principles for the formation of a recreational tourism product* have been developed, taking into account the peculiarities of the development of the recreational tourism services market in Ukraine and the factors of environmental and social security, the economy of comfort and the inclusive experience economy; behavior in the recreational socio-economic sphere has been substantiated based on the application of an eco-psychological approach, which allows integrating aspects of environmentally-oriented and eco-recreational activities in a single natural recreational environment; and a conceptual approach to managing the economic behavior of vacationers in the process of organizing and providing recreational services has been developed in order to form a complex of substantiated management decisions to optimize relationships between subjects of recreational activity, taking into account the factors of the inclusive experience economy;

– *scientific and methodological provisions on the formation and development of protected areas* as ecological “experience zones”, which contribute to the development of the “green” economy of regions by ensuring the inclusiveness of “mental” ecosystem services, by attracting new subjects of ecological and economic activity to cooperation, as well as forming demand among the population and increasing its level for this type of service; a direction for the inclusive development of health and “experiential” tourism in natural and industrial parks is proposed in the context of achieving the SDGs, namely: increasing the vitality of the population through the development of innovative production in the direction of satisfying primary and social needs; maintaining the health of the population through improving the quality of health and recreation services; increasing occupational hygiene, in particular, working capacity by optimizing the “work – rest” regime; increasing the availability of environmentally-oriented health recreation through the expansion of the network of green recreation areas and the modernization of the recreational infrastructure of parks, as well as the introduction of various forms of partnership between the state, business and NGOs in the territories of parks, drawing on the experience of international cooperation;

– *formation of a system to ensure the functioning of the Recreational Lands Fund of Ukraine*, which contributes to providing recreational nature use with signs of manageability and implementing the principles of its inclusive development, and consists of such elements as a management body – the Directorate of the RLF,

legislative and regulatory support – the Law of Ukraine “On the Recreational Lands Fund”, implementation of a system of permits for special and complex nature use, limitation of recreational loads, licensing and certification of recreational activities, certification of recreational facilities, organizational support – the Register of Recreational Lands Facilities, cadastral support; directions of institutional support for tourist and recreational nature use based on determining promising forms of using natural recreational resources, as well as analyzing the role of inclusive political and economic institutions that will help ensure the quality of social services, a fair tax system, attract people to participate in economic activity, invest in human development, introduce innovations, and activate entrepreneurial activity in the conditions of inclusiveness of the experience economy;

– based on the analysis of the factors motivating tourism activity, *the feasibility of developing innovative types of tourism*, such as halal tourism, nostalgic tourism, dark and doom tourism, etc., has been substantiated in the context of the transition of the Ukrainian tourism industry to greater sustainability and promotion of the well-being of communities on whose territory tourist attractions are located, which will allow identifying areas for increasing the competitiveness of tourist destinations, taking into account their natural component, in particular those located within the territory of the nature reserve fund.

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