



## Project

# ***“Entrepreneurship in rural tourism sector for youth with disabilities/ ERTSYD “***

***Legal bases of rural tourism in Ukraine. Tourist product of rural guesthouse. Providing of cognitive needs of visitors.***

**Oleksandr Voloshynskyy**

Yavoriv (Turka district, Lviv region)

2018



# Legal forms in Ukraine

## Individual farmstead.

Art. 1. of the Law of Ukraine «On individual farmstead»

**«Individual farmstead » - it's economic activity provided without creating of juridical person by physical entity individually or by persons connected by family relationship and who are living together to satisfy individual needs by means of production, reprocessing and consumption of agricultural products, sale of its surpluses and providing services using the property of individual farmstead, particularly in rural tourism sector. Individual farmstead is considered to be established in the case when the owner has a certificate on land property and other real estate or lease agreement to manage it.**

<http://zakon2.rada.gov.ua/laws/show/742-15>



## Legal forms in Ukraine

### Physical entity – entrepreneur

- The most common legal form
- State supporting programs for entrepreneurship are being introduced
- possibility of international technical assistance
- opportunity to use simplified registration and taxation systems
- By combining efforts of entrepreneurs representing different types of activities, you can create diversity in the community and be relatively independent of each other.



## Legal forms in Ukraine

Due to increase of production volumes you can move up to the status of the enterprise – farm enterprise, co-operative, closed joint-stock company, open joint stock company etc.



## Legal forms in Ukraine

Cluster of rural tourism “Oberih” – non-governmental organization.



# Legal forms in Ukraine

## Attention! Innovation!

National economy.

Legal status – a person.

The result of activities of national entrepreneur – social effect.

The principle of interaction in the community – self-taxation.

«Guidelines for national entrepreneur» ( authors: Olga Uhrak, Khmelnytskyi; Yurii Dudyckevych and Viktor Horbatiuk, Lviv)



***«Entrepreneurship in the field of rural tourism, at least, satisfies your material needs, and provided that it is a successful own business, it also brings you happiness of self-assertion».***

# ERTSYD

ENTREPRENEURSHIP  
IN THE RURAL TOURISM SECTOR  
FOR YOUTH WITH DISABILITIES

Co-funded by the  
Erasmus+ Programme  
of the European Union





## Tourist product of rural guesthouse





## Tourist product of rural guesthouse

*Tourism* – sport– group tours, aimed at active recreation, physical training; trips which combine recreation and cognitive, cultural goals.

*Product* – an object that is the material result of human activity.

*Rural guesthouse* – a house with a yard, a garden and household; farmstead in the countryside.



## Tourist product

rural guesthouse





# What do we create?

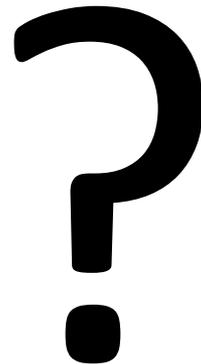
A) the rural guesthouse –  
from the tourist product?

B) the tourist product – from  
the rural guesthouse?





## Cognitive needs





## Cognitive needs

*To cognize* – to perceive; become conscious of; to get to know phenomena of objective reality; get the true notion of someone or something; to experience something; find familiar things in someone or something.

*A need* – the need for someone or something that requires to be satisfied; something you can't live without; requirements to be met

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What kind of need does the rural tourism satisfy personally for you and your family?



# What about the hosting of persons with disabilities?



## Why did you decide to provide services for people with disabilities in the field of rural tourism ?

- A) I'm thinking about it all the time, but I don't have enough courage to start this kind of business;
- B) I realize, that more and more people are becoming interested in such services, I know a lot of good examples and make my first steps in this direction;
- C) Ukrainian village – it's a unique healing environment. I have the opportunity and inspiration.



## What will you do if your relatives persuade you not to start this business?

A) I'll give up;

B) Still, I will begin to study the experience of others and acquire skills, perhaps initially as a hired employee or a project participant;

C) My family always supports me and helps me in everything.



## What can you give up today for the success of your business tomorrow?

- A) I don't have anything to give up;
- B) I can resign constant income in my rural guesthouse or on my job for some time. Maybe I'll have to refuse in providing services for some clients.
- C) I'll forever give up the habit of being indifferent and blaming someone / something in current problems. I will learn to look for ways and means for solving them together with my clients who have disabilities.



## What kind of knowledge do you lack?

A) I know everything.

B) Theoretical and practical knowledge in the area of hosting of visitors, legal framework, how to attract clients etc.;

C) I want to know myself better, in particular - the human possibilities in interaction with others.



## What is your next step?

- A) Once again I'll find someone to complain about the poverty in Ukrainian village and so on;
- B) I will review the topics, proposed by the Green Cross Society. I'll start attending special courses on management, design, foreign languages, some technical professions etc.;
- C) I'll organize a training (desirable 3-day training course) and together with my colleagues we will discuss our future plans on creating a common tourist product for people with disabilities.



- A) – 0 points
- B) – 5 points
- C) – 10 points



## You have 0-10 points.

You are tired of what is happening. You have done a lot to develop your rural business, but it's far from success. You haven't enough money and time, you should do everything by yourself. It seems, that the village is dying and you realize that you can do nothing about that. But you don't lose the hope to change a situation for better and become successful. In fact, you still have some chance! Just find a strong motivation (except just for living or earning money) to develop your business. **You have a unique talent, so don't waste it.** Try to keep dreaming and forget about your fails. Maybe, now it's just time to succeed. **We believe in you!**



## You have 11-30 points.

You are at the crossroads. On the one hand, you are successful enough to stop worrying and keep doing your business. You have enough experience and skills, your family and friends support you. You have more or less stable outcomes. But you still want to achieve more and it seems that you can try new ways for developing your business in particular in the field of rural tourism for people with disabilities. It can bring you additional outcomes and make your business profitable. On the other hand, you don't want to make any efforts to change anything, you are not ready yet to take responsibility for these people. You have a lot of prejudices and stereotypes which it's difficult to overcome. The best way to go through this life stage it's to find like-minded people who believe in your success and are ready to support you.



## You have 31-45 points

You are quite confident and always know what to do. You have support of other people and there are no barriers for you to succeed. Being a creative and open-minded person is your greatest advantage. You are the patriot of Ukraine and Ukrainian village. You want to help people. You understand that you are choosing the hard way, which requires significant changes in your life and even world-view. Only one thing which can destroy your future plans it's a threat that you won't be able to save and revive the uniqueness of this particular rural area. Each village has its own "keeper" – a person, a family, an organization, a tradition ...which maintains a certain culture in the community. Maybe that's you? When you are implementing the changes, be very careful, save your talent and be yourself.



**You have 50 points.**

**Congratulations!!!**

Congratulations to you because you are, in fact, the person who builds the future, you have found yourself, and this is your “Star trek“!

Your community can be proud of you. Your family, friends, colleagues and even your clients can get support from you and rely on you.



When you go and each stop or fall makes you even stronger and more persevering – this is your way and you'll definitely succeed.



## Green Cross Society

4/28, Pr. Chornovola, Lviv 79058 Ukraine

E-mail: [office@gcs.org.ua](mailto:office@gcs.org.ua)

***Thank You for Your attention!***