THE MODEL OF INNOVATIVE RURAL ENTREPRENEURSHIP DEVELOPMENT DESIGNING

Lesia Zaburanna,

Dr. Habil. in Economics,
Professor of Management Department
National University of Life and
Environmental Sciences of Ukraine

Tetiana Lutska,

Ph.D. in Economics,
Associate Professor of Economics and
Law Department
National University of Food Technologies
of Ukraine

Innovative development as a component of economic

development

- bifurcation

- regularity

- adaptability

- cyclicity

as quantitative and qualitative changes



as a source of transformation

uncertainty

riskiness

dynamism

Innovative development

is a purposeful process

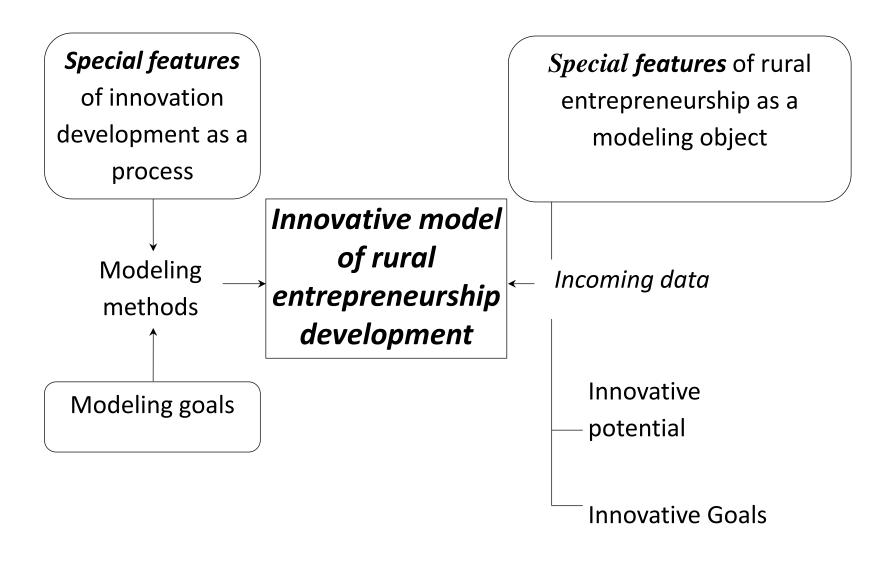
motivated orientation

irreversibility reorganization

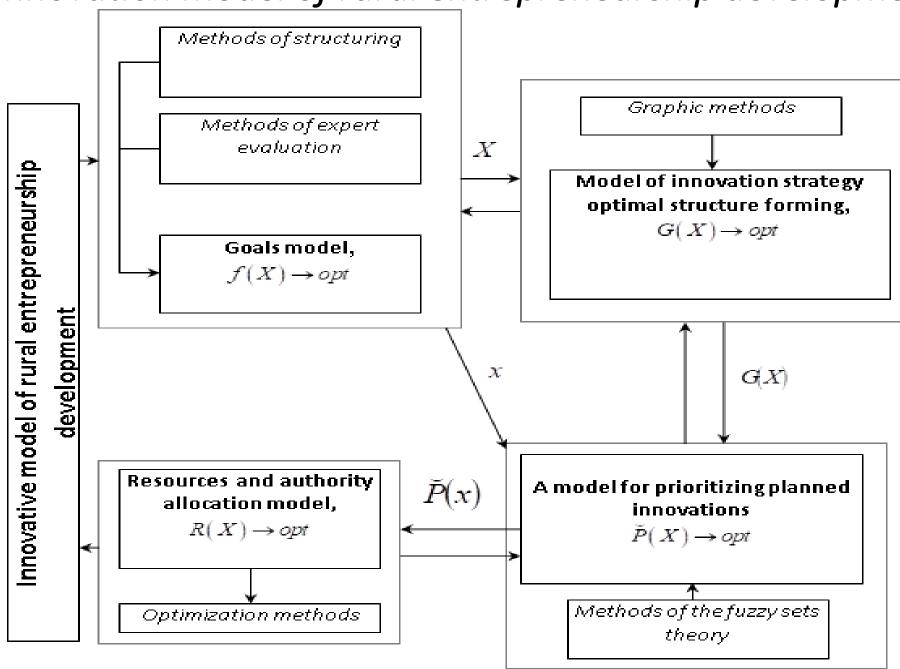
as changes over time

- irregularity
- discreteness
- periodicity

The system of factors influencing the formation of a rural entrepreneurship development innovative model



System innovation model of rural entrepreneurship development



Components of an innovative model of rural entrepreneurship development

Block of external

relations

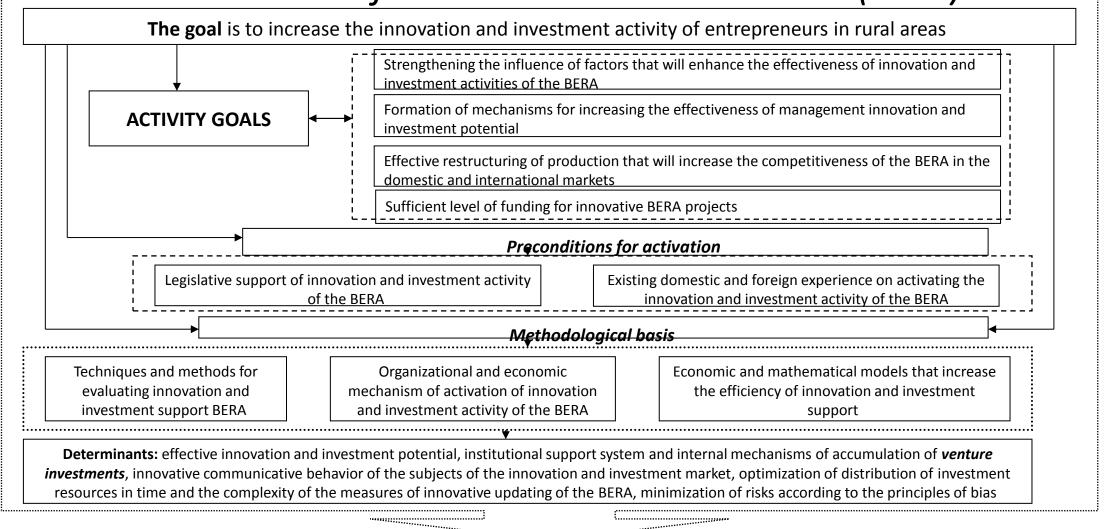
Block of legislative and organizational managerial activity

Innovative model of rural entrepreneurship development

Block of innovation service

Block of scientific and innovative renewal of rural entrepreneurship Block of institutional provision of innovation updating

Conceptual provisions for the intensification of innovation and investment activities of business entities in rural areas (BERA)



Conceptual bases of activation of innovation-investment support of sustainable development of BERA

Understanding of possible changes, with the expansion of the cooperative movement in the rural areas in Ukraine

Nº	Positive possible changes	Rank	Percentage of respondents,
1.	Strengthening food security and public health, increasing labor activity	2	21
2.	Careful attitude to the environment, rational consumption and use of natural resources	3	15
3.	Social, economic and ecological balance and the development of entrepreneurship in the rural areas	1	49
4.	High ranking of Ukraine regarding the investment attractiveness of the agrarian sector in international comparisons	4	9
5.	The formation of a coherent system of Ukrainian society's values, the spiritual and cultural development of society	5	5
6.	Another variant	-	1

The system of rural tourism services

THE SYSTEM OF RURAL TOURISM SERVICES

The basic services system

Accommodation:

- guest house and rooms in rural homesteads;
- mini-hotels;
- campsites;
- cottages;
- historic buildings (palaces, etc.)

Food:

- food system «Bed & Breakfast»;
- food dishes of national cuisine, which hosts organized in rural households;
- village cafes and other public catering establishments;
- self-catering.

Transport service:

- ground transport (buses, own transport of tourists and owners of farmsteads, bicycles, motorcycles, etc.);
- water (ships, motor boat, boats, etc.).

System of additional services

Excursion service:

- sightseeing tours of local monuments organized by the owners of farmsteads, farms (pedestrian and using transport);
- ecological excursions;
- themed excursions;
- event tours (festivals, holidays, etc.);
- walking tours on horses, other animals, etc.

Leisure and recreation:

- sports grounds;
- beaches, swimming pools;
- national parks, gardens, forests, etc.;
- rental services;
- the place of gathering mushrooms, berries, place for fishing;
- places for engaging in agrarian activities;
- playgrounds;
- ski resorts;
- health care facilities;
- Possibilities of preventive treatment (sources of mineral waters, apitherapy, etc.)

System of accompanying services

services of the local infrastructure complex

Development of organic products market in European countries

	Market volume, million euros						
	2006	2010	2012	2014	2016	deviation	
						2016 to	
						2006, %	
Germany	4600	6050	6590	7040	7550	164,13	
Sweden	605	860	885	905	1018	168,26	
Estonia	3,2	12,1	18,7	20	22	687,50	
Czech Republic	28,7	59	66,2	70	71,3	248,43	
Latvia	1,1	3,6	4	4,7	5,3	481,82	
Italy	970	1580	1720	1885	2020	208,25	
Great Britain	1240	1680	1882	1950	2065	166,53	
Poland	58	111	120	127	138	237,93	
Ukraine	0,5	2,5	5,1	9,3	12,0	2400,00	
Russia	56	109	115	120	123	219,64	

Thank you for attention!!!!