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FISHING TOURISM AS A COMPONENT OF REGIONAL DEVELOPMENT: GLOBAL EXPERIENCE AND UKRAINIAN REALITIES

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The paper presents a comprehensive study of fishing tourism as a promising area of regional development, taking into account global experience and the specific conditions of Ukraine. It is established that fishing tourism, as a component of recreational and nature-based tourism, not only contributes to the growth of the local economy but also performs an important socio-ecological function: it provides both seasonal and permanent employment in rural areas, stimulates the development of small businesses (particularly in the food service, accommodation, and transportation sectors), promotes environmental education, and supports the conservation of aquatic biological resources through the introduction of controlled forms of fishing.

The paper outlines key directions in the development of fishing tourism in the European Union, North America, and Asia, where this form of tourism is an integrated part of sustainable territorial development strategies, embedded in national policies, and supported at the investment, institutional, and infrastructure levels. It is revealed that the success of such models depends on clear rules of access to water resources, balanced ecological pressure, and effective intersectoral coordination among tourism, environmental protection, and fisheries sectors.

Against this background, a critical analysis of the current state of fishing tourism in Ukraine is conducted. A number of systemic barriers are identified: regulatory uncertainty, lack of comprehensive spatial planning of water bodies with tourism potential, weak development of supporting infrastructure, limited marketing support, and poor coordination between state authorities, local governments, and the private sector.

At the same time, the paper emphasizes Ukraine's considerable potential for establishing a competitive fishing tourism industry, owing to its extensive hydrographic network, rich ichthyofauna, and the ethno-cultural diversity of its regions. A range of practical recommendations is proposed for the institutionalization of this sector, including the creation of a favorable investment climate, the development of regional programs based on natural resource potential, the implementation of public-private partnership mechanisms, and the introduction of adaptive management oriented toward sustainable territorial development.

Keywords: fishing tourism, regional development, recreational fishing, sustainable tourism, Ukraine, international experience.

Problem statement. In the context of ongoing transformations driven by decentralization processes, rural development, and the need to diversify the economic base of local communities, the implementation of alternative forms of tourism—particularly fishing tourism – is becoming increasingly relevant. This type of activity combines recreational, economic, and environmental functions, proving effective for sustainable territorial development in many countries. Meanwhile, in Ukraine—despite favorable natural and geographic conditions, an extensive network of water bodies, and widespread amateur fishing practices—fishing tourism remains underdeveloped, poorly institutionalized, and only partially integrated into national and regional tourism policies. The imbalance between existing potential and the actual state of the sector necessitates a systematic scientific analysis to identify restraining factors and adapt global experience to Ukrainian realities.

Analysis of recent research and publications. The issue of fishing tourism is widely covered within broader scientific approaches to sustainable tourism, ecotourism, and natural resource management. In particular, works by [1-3] explore the economic aspects of fishing tourism, its role in fostering social cohesion, and preserving local traditions. In Ukrainian academic discourse, fishing tourism is mainly addressed fragmentarily—within studies on tourism [6-7], regional development [4], or rational use of natural resources. The lack of a comprehensive interdisciplinary approach that incorporates foreign experience determines the scientific novelty of this study.

Objective. The purpose of this research is to substantiate the potential of fishing tourism as a tool for regional development in Ukraine based on the analysis of leading international practices and to determine the possibilities of their adaptation to the national context. To achieve this goal, the following objectives have been set: to analyze effective models of fishing tourism functioning in foreign countries; to characterize the current state and main challenges of fishing tourism development in Ukraine; to identify factors that facilitate or hinder the development of this sector; to propose practical pathways for integrating fishing tourism into regional socio-economic development strategies.

Research results. The leading countries in fishing tourism development demonstrate effective multi-level institutional support, encompassing national, regional, and municipal levels. Key tools for implementing relevant policies include national strategies, local initiatives, public-private partnership mechanisms, and dedicated financial programs.

In the United States, the National Strategy for Sustainable Fisheries includes grant support for tourism projects, environmental monitoring, and funding for fishing-related infrastructure. Canada offers special licensing conditions for recreational fishing tourists and tax incentives for small businesses operating in the fishing tourism sector. In Norway, municipalities actively support small enterprises by subsidizing the construction of piers, campgrounds, and guesthouses. In Japan, communities

organize festivals, training courses on traditional fishing techniques, and promote the local lifestyle as part of intangible cultural heritage. Australia has implemented partnership models in which local governments cooperate with tourism companies to finance the promotion of fishing routes, environmental education programs, and marine reserve conservation efforts (Table 1).

Table 1. Fishing Tourism in Leading Countries

Country	Main Types of Fishing	Institutional Support Mechanisms	Economic Effects	Features / Unique Practices
USA	Marine, freshwater, sport fishing	NOAA programs, government grants, licensing	\$50+ billion annually; 500,000 jobs	Extensive tour operator network; developed guide system
Canada	Freshwater, ice fishing	Simplified licensing, small business support	23,000 seasonal jobs; regional stimulation	Lake fishing with comfortable lodges
Norway	Oceanic, fjord fishing	Municipal subsidies, regional promotion, eco-monitoring	Tourism as a major income in fjord villages	Popularity of cod fishing; all-inclusive fishing tour packages
Japan	Coastal, cultural fishing	Local initiatives, educational programs, regional festivals	Coastal economy diversification	Integration of fishing with traditional Japanese cultural practices
Australia	Oceanic, reef fishing	Public-private partnerships, ecotourism strategies	Growth in marine tourism market	Marlin and tuna fishing; reef protection and sustainable tourism

Fishing tourism demonstrates a significant multiplier effect on regional development, particularly in the following areas:

- Employment generation. In several countries, up to 30–70 % of those employed in the tourism sector in certain regions are engaged in fishing tourism. For instance, in Canada, the recreational fishing sector generates over 23,000 seasonal jobs (guides, instructors, lodge staff, fishing gear vendors, etc.).
- Infrastructure development. Active fishing locations stimulate the development of transport infrastructure, campsites, gear rental stations, dining facilities, and lodging. This in turn supports adjacent industries such as transport, construction, and trade.
- Territorial branding and tourist appeal. Well-developed fishing tourism routes often become “tourism anchors” for depressed or lesser-known areas.
- Fiscal revenue. Through licensing systems, tourist fees, and value-added tax collection, local budgets receive additional resources, which can be reinvested in social and environmental infrastructure.

Thus, international experience demonstrates that—with effective management, ecological balance, and active involvement of local communities—fishing tourism can become a key driver of sustainable regional development.

In Ukraine, fishing tourism is still in its formative stage, despite having considerable natural-resource potential. According to the [5], the share of specialized fishing tourism in the overall structure of tourism services does not currently exceed 2–3 %. However, interest in fishing as a form of active recreation has grown in recent years.

The most promising regional centers for fishing tourism in Ukraine include:

- Odesa region (Danube Delta, estuaries, Black Sea coast);
- Kherson and Mykolaiv regions (Lower Dnipro, Black Sea waters);
- Poltava and Sumy regions (Vorskla, Psel, and Sula Rivers);
- Chernivtsi and Ivano-Frankivsk regions (mountain rivers suitable for trout fishing);
- Kyiv and Cherkasy regions (Kyiv Reservoir, middle Dnipro);
- Zakarpattia region (mountain lakes, artificial ponds).

According to expert estimates, more than 1 million people in Ukraine annually engage in fishing-related travel. However, the vast majority of such trips are not classified as tourism services, as they occur outside organized tours and without the involvement of tour operators. The fishing tourism sector is currently characterized by a low level of formalization and insufficient infrastructure support (Table 2).

Analysis of the presented data shows a gradual increase in key indicators of fishing tourism in Ukraine during 2020–2022. Specifically, the number of fishing tourists grew by 33 % – from 15,000 in 2020 to 20,000 in 2022, reflecting steady growth in demand for this type of leisure activity. At the same time, the number of tour operators specializing in fishing trips increased from 25 to 35, indicating rising entrepreneurial activity in this sector.

Table 2. Dynamics of Key Indicators of Fishing Tourism in Ukraine, 2020-2022

Indicator	2020	2021	2022	Notes
Number of fishing tourists	15,000	18,000	20,000	Increasing demand for fishing tourism
Number of tour operators	25	30	35	Growing number of companies organizing fishing trips
Average income per tourist (UAH)	1,200	1,300	1,400	Increased spending on services and equipment
Total revenue (million UAH)	18	23.4	28	Positive revenue dynamics

The average income per tourist also demonstrates positive dynamics: from UAH 1,200 in 2020 to UAH 1,400 in 2022. This growth can be attributed to increased prices for tourism services and fishing equipment, as well as

the expansion of available services. Overall sector revenue increased from UAH 18 million to UAH 28 million – over 55 % growth – confirming gradual economic activation of the industry.

These data indicate positive development dynamics of fishing tourism in Ukraine, despite the lack of systemic state support and challenges related to the security situation. This creates prerequisites for further institutional development and expansion of offers in regions with high natural and recreational potential.

The current fishing tourism industry in Ukraine includes three main segments:

1. Amateur fishing. The vast majority of fishing tourists are recreational amateurs who travel for leisure. Ukraine hosts a significant number of fishing bases, private water bodies, and facilities offering paid fishing services.

2. Fishing tournaments and festivals. Annual events are held in various regions of Ukraine, bringing together fishing enthusiasts, generating tourist flows, and stimulating infrastructure development at the local level.

3. Commercial fishing. Some water bodies, mostly privately owned, specialize in paid fishing services with well-developed leisure infrastructure (cabins, gear rentals, meals, etc.).

Despite its considerable potential, the industry faces a number of objective challenges (Table 3). The main constraints include:

- Underdeveloped infrastructure, including limited access to water bodies, lack of specialized fishing bases, poor service quality, and no equipment rental services.

- Environmental issues, such as water pollution, uncontrolled fish harvesting, poaching, and declining biodiversity in aquatic ecosystems.

- Low visibility and promotion, both domestically and internationally. Fishing tourism is not yet positioned as a distinct competitive niche in the national tourism strategy.

Table 3. Key Problems and Challenges of Fishing Tourism in Ukraine

Problem	Description	Potential Solutions
Underdeveloped infrastructure	Lack of specialized fishing locations, bases, and services	Investment in infrastructure; creation of conditions for private investment
Environmental issues	Water pollution, declining fish populations	Fishing limits, creation of protected areas, environmental education
Legal compliance of fishing	Poaching, lack of control, unregulated fishing	Enhanced enforcement, promotion of legal regulations
Lack of qualified personnel	Lack of experienced guides and instructors	Development of professional training programs

The prospective development of the sector requires comprehensive measures. First and foremost, this includes infrastructure modernization – building new fishing bases, creating official fishing routes, and ensuring access to water bodies. Public awareness initiatives should include responsible fishing education and programs to preserve aquatic biodiversity. Finally, institutional and marketing support – such as promoting Ukrainian fishing tourism internationally and participating in industry exhibitions – could attract foreign visitors.

Some regions are already demonstrating successful examples of industry development. For instance, Odesa Oblast is actively developing infrastructure around the Dniester estuary through festivals and themed tours (Table 4, 5). The Danube Delta is positioned as a location for ecotourism combining fishing and nature observation.

Table 4. Regions with the Highest Demand for Fishing Tourism

Region	Number of Tourists	Popular Fishing Locations	Main Fish Species
Kyiv Oblast	5,000	Kyiv Reservoir, Dnipro River	Catfish, zander, bream
Odesa Oblast	3,500	Dniester Estuary, Dniester River	Common carp, zander, perch
Zaporizhzhia Oblast	4,000	Kakhovka Reservoir, Sea of Azov	Zander, crucian carp, flounder
Kherson Oblast	2,500	Lower Dnipro, Black Sea	Flounder, pike, crucian carp

Table 5. Most Popular Fish Species and Their Fishing Season

Fish Species	Season (Months)	Regions	Notes
Zander	May – September	Kyiv, Odesa, Zaporizhzhia	One of the most widespread game fish
Pike	April – October	Kherson, Odesa	Popular among tournament participants
Crucian carp	March – November	Kyiv, Kherson, Zaporizhzhia	Recreationally attractive species
Common carp	June – August	Odesa, Zaporizhzhia	Trophy fishing target

Prior to the full-scale war, Kherson and Zaporizhzhia oblasts were distinguished by their significant potential for fishing tourism development, thanks to an extensive network of water bodies – the lower Dnipro, Kakhovka Reservoir, the lakes of the Azov region, estuaries, floodplain ecosystems, and access to the Sea of Azov. Numerous amateur fishing bases operated in the region, guided excursion tours were organized, and fishing competitions were regularly held. The most active centers of this activity included the Beryslav, Hola Prystan, Henichesk, and Kamianka-Dniprovska districts. Fishing tourism contributed to seasonal employment, the growth of small businesses, and was harmoniously integrated into agro-tourism and eco-tourism practices.

As a result of the temporary occupation of parts of Kherson and Zaporizhzhia oblasts and the conduct of active hostilities, the tourism infrastructure – particularly related to fishing tourism – has suffered significant destruction or has been completely halted. Recreational facilities, fishing camps, and guided tourist routes have ceased operations. In addition to the security factor, the environmental situation further deteriorated following the destruction of the Kakhovka Hydroelectric Power Plant in June 2023, which led to massive shallowing of water bodies, degradation of aquatic ecosystems, and significant loss of fish resources in the lower Dnipro.

Despite the extensive losses, both regions retain long-term potential for the recovery and strategic rethinking of fishing tourism. In Zaporizhzhia Oblast, particularly in areas not affected by hostilities, there is potential for the gradual restoration of local initiatives based on the natural assets of the Azov Sea coast, the Malyi Utlitskyi and Molochnyi estuaries. In contrast, in Kherson Oblast, prospects for recovery will largely depend on the pace of humanitarian demining, environmental rehabilitation of the area, and the restoration of hydrological balance.

Overall, fishing tourism in Ukraine represents a promising area for the development of the tourism sector, capable of attracting both domestic and foreign visitors. However, its continued expansion requires the resolution of several key challenges – improving infrastructure, maintaining the ecological balance of aquatic ecosystems, implementing an effective natural resource management model, and encouraging private and community initiatives in this field.

Ukraine possesses significant natural and resource potential in the area of fishing tourism, yet realizing this potential requires comprehensive reform of management practices, harmonization with international standards, and institutional consolidation. Key conditions for the sustainable development of the sector include effective cooperation between government agencies, local communities, and businesses, development of environmental management systems, and the implementation of modern marketing strategies.

Ukraine has several competitive advantages that create favorable conditions for the development of fishing tourism (Table 6).

These include the natural diversity of aquatic environments – from rivers and lakes to estuaries and the marine coast – which offers a wide range of recreational fishing opportunities. Many rural and coastal areas are characterized by relatively low population density, which promotes eco-tourism. Domestic demand also remains stable: over one million citizens engage in amateur fishing annually. Furthermore, the affordability of services compared to European alternatives, along with the growing number of local initiatives, particularly in eco-fishing, enhances the attractiveness of the sector.

At the same time, fishing tourism in Ukraine faces several significant constraints. First and foremost, the lack of a unified national policy in the field of

Table 6. Comparative Characteristics of the Potential for Fishing Tourism Development in Ukrainian Regions

Region	Natural Conditions	Existing Infrastructure	Tourism Potential	Threats / Limitations	Development Prospects
Odesa Oblast	Estuaries, Black Sea, Dniester River	Moderate	High	Coastal urbanization, pressure on resources	High, if properly regulated
Kherson Oblast	Dnipro River, Dzharylhach Bay, floodplains	Severely damaged	Previously high	War consequences, destruction of Kakhovka HPP	Moderate (in the long term)
Zaporizhzhia Oblast	Sea of Azov, estuaries, Molochna River	Partial	Moderate	Security instability, infrastructure destruction	Moderate, with restoration
Poltava Oblast	Vorskla River, Dnipro River, reservoirs	Limited	Moderate	Lack of promotion, weak tourism activity	High for domestic tourism
Volyn Oblast	Shatsk Lakes, Stokhid River	Moderate	High	Seasonality, logistics	High with eco-infrastructure development
Lviv Oblast	Western Bug River, Carpathian mountain rivers	High	High	Competition from ski tourism	Promising in a niche segment
Chernivtsi Oblast	Prut River, mountain streams	Low	Moderate	Lack of promotion	Moderate with cluster formation
Kyiv Oblast	Dnipro River, Kyiv Reservoir	Well-developed	High	High pressure from urban tourism	High with proper zoning of water bodies

Notes: the infrastructure assessment includes availability of accommodations, piers, rental services, road logistics, and tourist navigation; tourism potential is based on a comprehensive analysis of natural, social, and logistical factors; development prospects are evaluated considering martial law, environmental risks, and interest from both domestic and foreign tourists.

fishing tourism complicates coordination among stakeholders and hinders strategic planning. Poor infrastructure, particularly in terms of roads and services, reduces the quality of the tourist experience. Statistical data on the sector's economic impact at the regional level is practically nonexistent. There is also a low level of environmental awareness among tourists and communities, which leads to violations of environmental rules – including illegal fishing and water pollution.

To address these challenges, adapting proven international practices is advisable. For instance, the introduction of municipal co-financing mechanisms for the development of fishing infrastructure, as practiced in Norway, appears promising. Establishing open registries of tourist locations and interactive maps of water bodies, similar to those in the USA and Canada, can enhance transparency and consumer trust.

Special attention should be paid to training certified fishing guides who meet safety and environmental management standards. Japan's experience demonstrates the effectiveness of a cluster approach in revitalizing rural communities with a focus on fishing as a tool for socio-economic development. Digital solutions also hold promise – such as online platforms for booking, equipment rental, and remote client support, as seen in Australia.

Moreover, integrating fishing tourism into national strategies for tourism development, the green economy, and social adaptation (particularly of war veterans) can generate a multiplier effect. It is essential that these processes occur within a transparent legal framework and involve active participation from the government, local authorities, and the private sector.

To ensure the sustainable development of fishing tourism in Ukraine, it is essential to establish a coherent national policy that encompasses all levels of governance – from legislative to executive. A crucial step in this direction should be the development and adoption of a State Target Program for the Development of Fishing Tourism, which must include clearly defined strategic goals, key performance indicators (KPIs), implementation stages, and identified sources of funding.

To coordinate cross-sectoral interaction, it is advisable to establish an interagency working group involving representatives of the Ministry of Infrastructure, the [5] (SATD), the Ministry of Environmental Protection and Natural Resources, the State Agency for Land Reclamation and Fisheries, as well as the Ministry of Agrarian Policy and Food of Ukraine. One of the group's priority tasks should be to legally define the term "fishing tourism" and integrate it into the current Law of Ukraine "On Tourism" as a distinct form of specialized tourism.

Furthermore, a system for licensing fishing guide activities and certifying tourist bases in accordance with safety and environmental protection standards needs to be implemented. Legislative initiatives should also allow for the development of recreational infrastructure within protected areas, provided that principles of minimal ecological impact are observed. Economic incentives for the sector may include grant programs, preferential loans, and tax benefits (e.g., temporary VAT exemption during the project launch phase), which would attract investment and support small and medium-sized enterprises.

In the context of decentralization, local governments play a key role in implementing fishing tourism development policies. A priority task is the inclusion of fishing tourism in territorial community development strategies. Communities should initiate land allocation for tourism infrastructure development (piers, campgrounds, recreation zones), stimulate entrepreneurship (especially family businesses), and support local workforce training.

Particular attention should be given to public involvement in water resource management – through public hearings, discussions of fishing regulations, and promotion of environmental awareness. Active participation of communities in international technical assistance programs (e.g., EU4Business, Green Recovery) is also recommended.

Another important area is the formation of a modern marketing policy and service infrastructure. It is proposed to create a national brand "Fishing Ukraine" in the format of a unified digital portal with an interactive map of water bodies, information on services, fishing rules, contacts of guides and recreational facilities. Additionally, it would be worthwhile to initiate annual fishing festivals in various regions, engage travel bloggers, industry influencers, and appoint well-known personalities as ambassadors of the sector. The distribution of print and digital guides in both Ukrainian and English would contribute to the international promotion of Ukraine as a fishing destination.

Among priority infrastructure measures are: the reconstruction of access roads to promising locations; the creation of standard fishing camp modules (campgrounds, boat stations, sanitary units, waste sorting stations); and the construction of training and methodological centers for guides and rescue personnel. It is also advisable to implement eco-oriented solutions such as ecological trails, information boards, viewing platforms, and signs with QR codes containing up-to-date fishing rules, restrictions, and emergency contacts.

In conclusion, fishing tourism has the potential to become a significant driver of regional development in Ukraine, provided there is a comprehensive approach that combines regulatory frameworks, institutional decentralization, entrepreneurial initiative, and modern marketing tools. The synergy of these elements can ensure a new quality of recreation, employment, and sustainable natural resource use.

To summarize, Table 7 presents a TOWS matrix demonstrating that the strategic alignment of internal resources and external opportunities can effectively compensate for the current limitations of fishing tourism in Ukraine.

Even under conditions of limited resources and wartime instability, the implementation of these strategies offers real potential for the country to develop a competitive and sustainable model for this tourism segment.

Table 7. TOWS Matrix: Strategic Integration of SWOT Analysis Elements for Fishing Tourism in Ukraine

	Opportunities	Threats
Strengths (S)	<ul style="list-style-type: none"> – Diversity of water bodies – Biodiversity – Fishing traditions – Geographical accessibility – Service affordability 	SO Strategies <ul style="list-style-type: none"> • Utilization of natural resources to create fishing clusters with ecological and gastronomic focus. • Expansion of partnerships with communities, private lodges, and farmers. • Service certification and guide training based on existing resources.
Weaknesses (W)	<ul style="list-style-type: none"> – Lack of strategy – Weak infrastructure – Low service quality – Lack of marketing – Insufficient data and certification 	WO Strategies <ul style="list-style-type: none"> • Use of international projects (USAID, GIZ) for infrastructure development. • Development of digital platforms for service delivery and location promotion. • Launch of pilot regional initiatives to promote fishing as a tourism product.

Conclusions. The conducted research has shown that fishing tourism is a promising tool for the socio-economic development of coastal, lake, and river areas, capable of combining ecological sustainability, preservation of traditional livelihoods, and income generation for local populations. International experience – particularly from Scandinavian countries, North America, and Japan – confirms the high effectiveness of integrating fishing tourism into regional strategies, provided there is state support, developed infrastructure, and a favorable natural environment.

The analysis of Ukrainian conditions reveals a number of objective barriers that hinder the dynamic development of this sector, including: fragmented legal frameworks, infrastructural deficiencies, low levels of promotion, and weak integration of fishing locations into existing tourist routes. At the same time, Ukraine's significant water and biological resource potential (e.g., the Danube, Dniester, Dnipro rivers, and Shatsk lakes) creates favorable conditions for the formation of a competitive tourism product tailored to fishing enthusiasts.

Future research directions should focus on:

- Developing models of public-private partnerships in the field of fishing tourism;
- Economic assessment of profitability and multiplier effects for territorial communities;
- Studying the social dimension of local community involvement in shaping tourism offerings;
- Evaluating the environmental impact of fishing tourism on aquatic ecosystems;
- Exploring digital tools for promoting tourist destinations and the potential of event-based formats (festivals, competitions, tournaments) in popularizing fishing as a component of the national tourism product.

РИБАЛЬСЬКИЙ ТУРИЗМ ЯК СКЛАДОВА РЕГІОНАЛЬНОГО РОЗВИТКУ: СВІТОВИЙ ДОСВІД ТА УКРАЇНСЬКІ РЕАЛІЇ

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У роботі здійснено комплексне дослідження рибальського туризму, як перспективного напрямку регіонального розвитку, з урахуванням світового досвіду та українських реалій.

Визначено, що рибальський туризм, будучи складовою рекреаційного й природоорієнтованого туризму, не лише сприяє зростанню локальної економіки, а й виконує важливу соціоекологічну функцію: забезпечує сезонну та постійну зайнятість населення у сільській місцевості, стимулює розвиток малого підприємництва (зокрема у сфері харчування, розміщення, транспорту), сприяє екологічній просвіті та збереженню водних біоресурсів через впровадження контрольованих форм рибальства.

Окреслено ключові напрями розвитку рибальського туризму в країнах Європейського Союзу, Північної Америки та Азії, де ця форма туризму є інтегрованою частиною стратегій сталого розвитку територій, закріплена в національних політиках, підтримується інвестиційно, інституційно та інфраструктурно. Виявлено, що важливою передумовою успіху таких моделей є наявність чітких правил доступу до водних ресурсів, збалансованого навантаження на екосистеми, а також міжсекторної координації між туризмом, природоохоронною діяльністю та рибним господарством. На цьому тлі проведено критичний аналіз поточного стану рибальського туризму в Україні.

Встановлено наявність низки системних бар'єрів: нормативно-правову невизначеність, відсутність комплексного просторового планування водних об'єктів з туристичним потенціалом, слабкий розвиток супутньої інфраструктури, обмежену маркетингову підтримку, відсутність належної взаємодії між органами державної влади, місцевого самоврядування та бізнесом.

Водночас підкреслено, що Україна має вагомі передумови для становлення конкурентоспроможного рибальського туризму завдяки розгалуженій гідрографічній мережі, багатству іхтіофауни та етнокультурному різноманіттю регіонів. Запропоновано низку практичних рекомендацій щодо інституціоналізації цього напрямку: формування сприятливого інвестиційного середовища, розроблення регіональних програм на основі природно-ресурсного потенціалу, запровадження механізмів публічно-приватного партнерства та впровадження адаптивного управління, орієнтованого на сталий розвиток територій.

Ключові слова: рибальський туризм, регіональний розвиток, рекреаційне рибальство, сталий туризм, Україна, міжнародний досвід.

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