

## Developing the Potential of Agro-Ecotourism in Territorial Communities

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### ABSTRACT

*The article examines the resource potential for the development of agro-ecotourism using the example of the Petropavlivska rural territorial community of the Odesa region (Ukraine). The purpose of the work is to consider the possibilities of activating the tourism sector, as well as to conduct modeling and forecasting the community development budget to determine sources of financing for agro-ecotourism infrastructure projects and attracting tourists to ecological routes in the region. The application of territorial, statistical, and financial analysis methods made it possible to identify ways to optimize the revenue part and increase the efficiency of local budget expenditures. A mathematical model for assessing investment capacity based on the analysis of the execution of community budget indicators has been developed. This made it possible to form a forecasted volume of the development budget for further substantiation of managerial decisions on the creation of an integrated tourism product based on interterritorial partnership. The practical significance of the results lies in the possibility of using the proposed approach to ensure the financial sustainability of rural areas through economic diversification and the development of agro-ecotourism potential.*

**Keywords:** agro-ecotourism, rural territorial community, recreational potential, forecasting, development budget

**Journal of Economic Literature (JEL) Classification:** C53, Q56, Z32

### 1. INTRODUCTION

The comprehensive development of regions within the framework of the implementation of state regional policy in the field of agro-ecotourism should be analyzed through several interrelated approaches. On the one hand, a tourist region can be considered as an integrated space formed on the basis of a set of tourism resources and the level of tourist attractiveness of several adjacent territories. On the other hand, it is important to study tourism potential at the level of individual

administrative units—regions and territorial communities, which allows for a more detailed assessment of their capabilities for the development of agrotourism activities and the efficient use of available resources. Such an approach provides a comprehensive vision of the regional development of the agro-ecotourism sector and contributes to the formation of a balanced policy of spatial tourism development (Hotra and Ihnatko, 2020; Melović, Šerić, Dudić, Jakšić-Stojanović and Uglešić, 2024).

In modern conditions of intensifying urbanization processes and global economic transformations, rural areas face a number of challenges, including a decline in employment in the agricultural sector, migration of the young population to cities, and depletion of natural resources. In this context, agro-ecotourism is considered by researchers as one of the effective mechanisms for overcoming these challenges and an important tool for forming an inclusive model of rural development. The combination of agricultural activities and tourism services creates a synergistic effect that stimulates economic activity, contributes to the preservation of cultural landscapes, and supports ecological balance (Yasin and Bacsı, 2025).

The main purpose of the study is to determine ways to optimize the resource potential for the development of agro-ecotourism of territorial communities, as well as to model and forecast the development budget of a rural community in order to identify sources of financing for infrastructure projects in agro-ecotourism.

## **2. THE ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS**

The paradigm of modern territorial development is based on identifying the prerequisites for the application of smart specialization approaches in regions, which provides for the concentration of resources, internal potential, and institutional capacities of a region in those types of economic activities that have the potential to ensure sustainable socio-economic growth (Smart specialization of the regions of Ukraine: methodology and pragmatics of implementation, 2022).

The UN Tourism for Rural Development Programme report emphasizes the need for targeted policies and investments to promote the inclusive development of rural areas (Tourism for Rural Development Programme, Impact Report 2021-2025, 2025). One of the key characteristics of agro-ecotourism development is the diversification of services provided by rural households or farming enterprises (Sekar, Balakrishnan, Soundarraj, Kannan, Mishra, Dhanasekaran and Mishra, 2023; Singh, Nirala, and Mercykutty, 2025). Diversification involves expanding traditional agricultural activities through the integration of tourism services, in particular the organization of tourist accommodation in rural homesteads, catering based on local products, and the provision of «green» excursions (Turtoreanu, Crețu, Pripoaie, Marinescu, Sîrbu, and Talaghir, 2025; Gajić, Petrović, Blešić, Radovanović, Spasojević, Sekulić, Penić, Bajrami and Dubover, 2024). Such an approach reflects the identity of a particular territory, enhances its attractiveness, reduces environmental degradation and stimulates economic activity in rural areas (Singh, 2022; Garzón, Acevedo, Pavón and Baldiris, 2022; Călina J. and Călina A., 2025; Nasution, Rusli, Heriyanto, Syahza, Zulkarnaini, Mayarni, Mashur, Ananda, and Ikhsan, 2025).

Rural territorial communities of the regions of Ukraine have significant opportunities and resources for the recovery and development of agro-ecotourism. An important factor in its development is the presence of natural reserve objects, recreational areas, historical and cultural heritage, traditional crafts, ethnographic features and gastronomic traditions of territorial communities (Granovska and Aliyeshchenko, 2019; Kalmykova, 2021; Khapak and Siheti, 2025).

### 3. METHODOLOGY AND EMPIRICAL ANALYSIS

To achieve the purpose of this study, a review of scientific literature was conducted on the issues of territorial analysis of resources for agro-ecotourism development and key indicators of rural community budgets. This study was carried out using the example of the activities of the Petropavlivska territorial community of the Odesa region.

The community is one of the institutional beneficiaries of the project "Creation and smart development of the eco-cultural route "Tarutynskyi Steppe" on the principles of sustainable development" under the grant program "Culture. Tourism. Regions", which was launched in 2021 (Register of the program "Culture. Tourism. Regions" of the Ukrainian Cultural Foundati, 2025).

At the same time, it should be noted that the activities of this project, aimed at the development and creation of new tourist and cultural locations, new jobs, and the implementation of environmental labeling along the tourist route, were not fully implemented and require updating in the context of the post-war recovery of the tourism sector. To determine the potential of the community's resources for the further development of agro-ecotourism, methods of territorial, statistical, and financial analysis, as well as synthesis, were applied.

The research hypothesis is that the implementation of a development budget model based on the projected over performance of own revenues will ensure sustainable growth of capital expenditures on agro-ecotourism infrastructure, which will lead to an increase in the investment capacity of the community per capita. The analysis is based on indicators of the financial capacity of the territorial community, which consist of budgetary and tax capacity and depend on the revenues accumulated in the community budget to ensure its socio-economic development.

Based on the reported budget execution data of the Petropavlivska community (On approval of the report on the activities of the Financial Department of the Petropavlivska Village Council for 2025, 2026), a mathematical model was constructed, which is based on regression analysis and the elasticity coefficient of budget revenues, and provides a foundation for forecasting and forming sources for the development budget.

A number of authors of scientific articles on the problems of sustainable development of territorial communities use mathematical methods for modeling and forecasting revenues to destination budgets, assessing tourist flows, and improving the management and implementation of tourism development strategies and programs (Sridama, 2019; Voltes-Dorta, Jiménez and Suárez-Alemán, 2014; Pimentel and de Lima Pereira, 2025; Papp-Vary, Kadiu and Szabo, 2025; Kiwi and Alexiou, 2026; Tranovych, Miklovda, Chakii and Minkovych, 2024).

Based on regression and combined analysis methods, researchers propose a management model adapted for countries facing crisis phenomena, identifying the key conditions necessary for the sustainable development of tourist destinations and the management of tourism directions in rural areas (Farah and Liliane, 2026).

#### 4. RESULTS AND DISCUSSION

The implementation of the measures of the updated State Regional Development Strategy for 2021–2027 provides for the post-war recovery of regional economies, ensuring Ukraine's European integration commitments, the provision of quality public services, the integration of displaced persons, and the stimulation of the socio-economic development of communities (Updated State Strategy for Regional Development for 2021-2027). The Petropavlivska community of the Bilhorod - Dnistrovskiy district was established in 2020 based on settlements of the Odesa region and includes 8 settlements, where 3,150 households are concentrated (Table 1). The type of community is rural; as of January 1, 2025, the population of the community is 8,100 people, and the area of the community is 276.9 km<sup>2</sup> (Passport of social development of Petropavlovsk village council for 2021, 2021). According to the study, in the community, the share of unemployed residents is 48.6% of the total working-age population, and the economic activity rate of the community's population is 42.7%, indicating problems with employment and the need to develop measures to encourage self-employment and entrepreneurship.

Table 1. Indicators of the socio-demographic and territorial characteristics of the Petropavlivska community

| Settlement                             | Existing population, persons | Number of households, units | Number of people employed in all sectors, persons | Number of registered unemployed, total in the community, persons | Number of working-age population, persons | Area of personal peasant farm plots, ha |
|----------------------------------------|------------------------------|-----------------------------|---------------------------------------------------|------------------------------------------------------------------|-------------------------------------------|-----------------------------------------|
| Petropavlivka village                  | 1345                         | 554                         | 156                                               | -                                                                | -                                         | 319.6                                   |
| Faraonivka village, Pshenychne village | 2043                         | 630                         | 229                                               | -                                                                | -                                         | 366.9                                   |
| Miniaiivka village, Furativka village  | 1354                         | 605                         | 187                                               | -                                                                | -                                         | 545.0                                   |
| Starosillia village, Semysotka village | 1585                         | 588                         | 95                                                | -                                                                | -                                         | 689.4                                   |
| Oleksandrivka village                  | 1773                         | 773                         | 648                                               | -                                                                | -                                         | 646.3                                   |
| Total                                  | 8100                         | 3150                        | 1315                                              | 1133                                                             | 2330                                      | 2567.2                                  |

Source: compiled by the authors based on Passport of social development of Petropavlovsk village council for 2021

According to the study, in the community, the share of unemployed residents is 48.6% of the total working-age population, and the economic activity rate of the community's population is 42.7%, indicating problems with employment and the need to develop measures to encourage self-employment and entrepreneurship. As of January 01, 2024, there are 7 agricultural enterprises, 10 farming households, and 38 business entities operating in the community (Passport of social development of Petropavlovsk village council for 2021). One of the promising and low-cost sectors of the local economy is the field of tourism services. The community has certain potential for the development of this sector, including the use of agro-gastronomy services in 5 catering establishments that are oriented toward the unique interests and needs of tourists. Agro-gastronomy services, through traditional dishes, allow tourists to become familiar with the traditions, holidays, and culture of the community's population. Experts note that during trips, food accounts for approximately 30% of tourists' total expenditures; therefore, it is advisable for local government authorities to involve local entrepreneurs in the development of catering establishments featuring traditional dishes, in line with current tourism trends (UNWTO, Fashion and Cultural Tourism – Connecting Creators, Businesses and Destinations, Recommendations for public administrations and destinations, 2025).

Research indicates that for the formation of an informational environment for agro-ecotourism and the digitalization of tools for promoting territorial tourism resources, an "Interactive Tourist Map of Western Odesa Region" was developed within the framework of the partnership program "Culture. Tourism. Regions," which presents geolocations and information about tourist sites of program participants, including the Ethnographic, Green, Rural Tourism and Family Recreation Center Frumushika-Nova, and the "Tarutynskyi Steppe" local landscape reserve – one of the largest preserved fragments of the steppe ecosystem in Ukraine, part of the nature reserve fund of the Odesa region (iMapa (with the support of the Ukrainian Cultural Fund), The center of ethnographic, agro-ecotourism and family recreation - Frumushyka-Nova). At present, the Frumushika-Nova Agrotourism Complex is integrated into several regional tourist routes. In particular, it is part of the "Roads of Wine and Taste of Ukrainian Bessarabia" tourist route, aimed at promoting the gastronomic and winemaking heritage of the region, and the agro-ecotourism route "Tarutynskyi Steppe," which unites tourist complexes, private homesteads, natural landmarks, and other tourism infrastructure objects in the Petropavlivska and Budzhatska settlement communities. Such integration contributes to the development of a comprehensive tourism product of the region and increases its tourist attractiveness.

At the same time, based on the analysis of agro-ecotourism and wine tourism routes, it was found that in the Petropavlivska community, accommodation and catering services are provided by 3 operating guest "green homesteads", which do not fully meet the needs of tourists.

In the context of urbanization, demographic decline in rural areas, and infrastructure degradation, the search for new mechanisms to revive rural localities becomes especially relevant. One such model is the smart village concept, which involves the use of digital technologies, innovative energy solutions, ecological approaches, and new forms of economic activity to ensure the sustainable development of rural areas. The Petropavlivska community supported the project of the management of the Frumushika-Nova Agrotourism Complex, aimed at implementing this concept. In 2021, the

development of the energy-independent smart village Semysotka, located within the community, began.

The project's goal was to create an innovative settlement and museum complex that would combine traditional architecture, modern technologies, and ecological principles of management. The implementation of the project's measures allows for the formation of an autonomous ecological system, providing a high level of energy efficiency and minimal environmental impact. Currently, the village has 27 houses with land plots and 2 guest "green homesteads". The territory of the former depressed village will gradually be transformed into a modern agro-ecotourism complex (The official site of the Frumushika Nova complex, 2026).

Analysis of the planned program measures for the socio-economic and cultural development of the Petropavlivska community for 2026 shows that the community has not yet established a mechanism for financing priority areas, including through targeted programs.

To determine the possibilities for financial support of infrastructure development measures in the agrarian tourism sector, indicators characterizing the economic activity of the population and sources of budget revenues were analyzed. The results of the analysis of the execution of the general fund revenue plan of the community budget for 2025 are presented in Table 2.

The analysis indicates a high efficiency in filling the general fund of the budget through own resources. The annual plan was executed at 110.4%, which provided actual revenues of 41.29 million UAH (exceeding the planned figure by 3.89 million UAH).

Table 2. Indicators of the execution of the general fund revenue plan of the Petropavlivska community budget for 2025 (Unit of measurement: mln UAH)

| Name of indicators                    | Plan   | Actual receipts | Plan execution, % |
|---------------------------------------|--------|-----------------|-------------------|
| 1. Tax revenues, including:           | 37.154 | 41.021          | 110.4             |
| 1.1. Personal income tax              | 15.066 | 16.693          | 110.8             |
| 1.2. Single tax                       | 11.510 | 11.984          | 104.1             |
| 1.3. Rent payments and property taxes | 10.511 | 12.268          | 116.7             |
| 1.4. Other own revenues               | 0.316  | 0.345           | 109.1             |
| Total own revenues                    | 37.403 | 41.291          | 110.4             |

*Source: compiled by the authors based on approval of the report on the activities of the Financial Department of the Petropavlivska Village Council for 2025*

The main source of income remains the personal income tax (PIT), whose share in the structure of own revenues is decisive (16.69 million UAH). The overperformance of this indicator by 10.8% may be due to the increased activity of self-employed individuals or the land lease payments during the reporting period. A significant contribution to budget stability was also provided by the single tax (11.98 million UAH), the execution of which amounted to 104.1%, confirming the resilience of entrepreneurship in the community. The structure of the community budget in terms of expenditures on administration and social protection is presented in Table 3.

Table 3. Indicators of the execution of the expenditure part of the Petropavlivska territorial community budget by specific areas in 2025 (Unit of measurement: mln UAH)

| Expenditure items                     | Plan   | Actual expenditures | Plan execution, % |
|---------------------------------------|--------|---------------------|-------------------|
| Public administration                 | 12.795 | 11.969              | 93.55             |
| Social protection and social security | 5.510  | 5.321               | 96.58             |
| Total for all expenditure items       | 94.893 | 89.320              | 94.13             |

*Source: compiled by the authors based on approval of the report on the activities of the Financial Department of the Petropavlivska Village Council for 2025*

The analysis of the expenditure part of the budget showed that 11.97 million UAH (plan execution – 93.5%) was allocated to public administration and the maintenance of the village council apparatus, which is a normative indicator for communities of this type. Expenditures on social protection of the population amounted to 5.32 million UAH. Thus, the community budget is characterized by a surplus in own revenues (plan over performance of 10.4%), indicating a high level of financial stability. At the same time, the expenditure structure remains predominantly social-service oriented. As of December 31, 2025, the total balance of funds in the community's accounts was 5.57 million UAH. However, the analysis of the expenditure structure revealed that only 26.7% of this amount (1.49 million UAH) constitutes “pure” free balances of the general fund, not encumbered by obligations. The key indicators of the efficiency of the community budget execution for 2025 are summarized in Table 4.

Table 4. Indicators of financial efficiency of the Petropavlivska territorial community budget execution for 2025

| Indicator                          | Value            | Description (comment)                                                                            |
|------------------------------------|------------------|--------------------------------------------------------------------------------------------------|
| Financial self-sufficiency level   | 45.9%            | Share of own revenues in the total budget revenues.                                              |
| Amount of revenue over performance | 3.89 million UAH | Additional financial resource for the implementation of development projects in the next period. |
| Free balance of the general fund   | 1.49 million UAH | Resource cleared of budgetary obligations, available for allocation to priority needs.           |

*Source: compiled by the authors based on approval of the report on the activities of the Financial Department of the Petropavlivska Village Council for 2025*

The financial self-sufficiency indicator at the level of 45.9% demonstrates the successful overcoming of the community's critical dependence on state transfers. This creates a reliable foundation for autonomous managerial decision-making and strategic planning of community development projects, local partnership of territorial communities (Ermini and Salvati, 2021). The results of the analysis of the Petropavlivska community budget execution allow outlining ways to optimize the expenditure side, primarily through the transition to a “development budget” model. It is advisable to allocate part of the surplus revenues to capital expenditures and infrastructure modernization to enhance the territory's tourist attractiveness and create an integrated tourism product based on interterritorial partnership.

Priority areas should include major road repairs, upgrading water supply systems, and implementing “green technologies” in energy provision. Using the 2025 fund balance as “seed capital” will lay the groundwork for the long-term economic sustainability of the community.

Using the data on the execution of the community budget for 2025, a mathematical model was developed to help forecast the community’s development budget for the prospective annual period. Modeling such a forecast involves a justified determination of future revenues and expenditures aimed at investments and capital allocations, using extrapolation methods, scenario analysis, and mathematical modeling. Since the development budget in Ukrainian communities is usually formed from the overperformance of the general fund and special fund resources, the model will be based on regression analysis and the elasticity coefficient of revenues. To forecast the volume of the development budget, a two-level approach combining structural and analytical modeling methods was used.

We will perform the calculations according to the following steps:

### 1. Structure of the mathematical model:

#### 1.1. Linear model of budget flows (basic).

It reflects the architecture of forming the capital resource as the sum of carryover balances, surplus revenues, and external inflows:

For forecasting the development budget ( $BD_{2026}$ ), we will use the following formula:

$$BD_{2026} = S_{2025} + \Delta Dv + TR_{cap} + P_{own} \quad (1)$$

where:

$S_{2025}$  – fund balance at the end of 2025 (determined as 1.49 million UAH).

$\Delta Dv$  – projected overperformance of own revenues (PIT, single tax).

$TR_{cap}$  – capital transfers (subsidies from the state budget).

$P_{own}$  – own revenues of the special fund (sale of property, land, paid services).

#### 1.2. Functional model of investment capacity (analytical)

For a deeper analysis of the nature of the indicator ( $\Delta Dv$ ) a functional model was applied, linking the financial result to economic activity in the agro-ecotourism sector and the efficiency of budget management:

$$BD = S_{2025} + \left[ \sum_{i=1}^n \left( D_{i,base} \times \epsilon_i \times \Delta F_i \right) \times (1 - K_{abs}) \right] + TR_{cap} + P_{own} \quad (2)$$

Parameters of the functional analysis:

$D_{i,base}$  : Base volume of tax revenues (PIT, single tax, excise).

$\epsilon_i$  (Elasticity coefficient): determines the percentage increase in revenue with a 1% growth in entrepreneurial activity in the agro-ecotourism sector.

$\Delta F_i$  (Regressor): the rate of business activity growth (number of new business entities).

$K_{abs}$  (Absorption coefficient): the share of revenues spent on the operational maintenance of the community. The indicator  $(1 - K_{abs})$  reflects the share of the general fund balance that is actually transformed into investments.

## 2. Forecast of revenue dynamics ( $\Delta Dv$ ):

Since in 2025 the community budget's own revenues increased by 10.4% above the plan, the trend extrapolation method can be applied. Assuming that the growth rate of PIT and single tax revenues remains at  $k = 1.08$  (conservative forecast – 8%), the revenue volume ( $D_{2026}$ ) is calculated as:

$$D_{2026} = D_{2025} \times k \quad (3)$$

$$41.29 \text{ million UAH} \times 1.08 = 44.59 \text{ million UAH}$$

The total expected revenue increase amounts to 3.3 million UAH. This expected revenue increase of 3.3 million UAH is determined as the difference between the forecasted 2026 figure (44.59 million UAH), calculated using the elasticity coefficient  $k = 1.08$ , and the actual 2025 base (41.29 million UAH). This indicator serves as the resource basis for forming the investment surplus after applying the operational absorption coefficient.

## 3. Development Budget Capacity Assessment Model:

To determine the real investment capacity, we move away from a fixed distribution of revenue overperformance and introduce the budget absorption coefficient ( $K_{abs}$ ). The target efficiency indicator is defined as:

$$K_{ef} = (1 - K_{abs}) \quad (4)$$

When optimizing operational expenditures ( $K_{abs} = 0.85$ ), the efficiency coefficient is 0.15. This allows the community to accumulate resources not only from revenue growth but also through effective management of base revenues.

## 4. Practical forecast for 2026:

The application of the investment capacity assessment model made it possible to generate forecast indicators of the development budget for 2026 (Table 5).

Table 5. Forecasted volume and structure of the Petropavlivska territorial community development budget for 2026 (Unit of measurement: mln UAH)

| Resource formation indicators | Components and calculation sources                      | Forecast amount |
|-------------------------------|---------------------------------------------------------|-----------------|
| Free fund balance             | Accumulated general fund resource based on 2025 results | 1.49            |
| Investment surplus            | Forecasted surplus from the growth of elastic taxes     | 2.44            |
| Special fund                  | Revenues from capital operations (land, property)       | 0.50            |
| Development budget (total)    | Total investment potential                              | 4.43            |

Source: compiled by the authors

The proposed autonomous scenario involves the accumulation of internal resources that are not burdened by current obligations. A key element of the model is the calculation of the investment surplus, which is based on the synergy effect: the expected growth of revenues from the agro-ecotourism sector combined with the simultaneous optimization of operational expenditures of the administrative apparatus. This approach allows transforming the community's financial stability into real capital investments, creating the conditions for self-sufficient spatial development.

Thus, the model demonstrates that in the absence of external funding, the main lever of growth is internal efficiency. The forecasted development budget of 4.43 million UAH allows the Petropavlivska community to increase capital expenditures per capita from the current 228.4 UAH to 546.9 UAH (4.43 million UAH / 8,100 people). In our view, such dynamics (a 2.4-fold increase) indicate a high potential for the community's financial self-sufficiency, provided that entrepreneurship in the agro-ecotourism sector is activated and operational expenditures are controlled. The proposed model is based on the identification of elastic tax sources, in particular the single tax and excise duties, which show a high correlation with the development of the tourism sector.

## 5. CONCLUSION

The study of the recreational and financial potential of the Petropavlivska rural community made it possible to develop a methodological approach for modeling the community development budget, complementing existing research in the field of public administration and the implementation of agro-ecotourism infrastructure projects (Farah and Liliane, 2026).

It was established that the community has certain experience in territorial partnership through the development of the energy-independent smart village project, which combines traditional architecture, modern technologies, and ecological management principles. This project can be recommended for implementation in other rural communities of the region. It is recommended that the community authorities develop an integrated tourism product based on the services of the hospitality facilities of the smart village Semysotka.

The authors have demonstrated that forecasting the development budget of communities is a justified determination of future revenues and expenditures aimed at investments and capital allocations. Transitioning to strategic planning of the development budget through the implementation of targeted programs in the agro-ecotourism sector will allow current budget balances to be transformed into community assets, creating a foundation for self-employment and further growth of own revenues.

The proposed approaches to forecasting and planning the development budget can be adapted and implemented by local government authorities of other administrative-territorial units in the region to enhance their financial autonomy.

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