


**Summer Field School [Online] on
 MOUNTAIN ECOSYSTEMS AND RESOURCE MANAGEMENT
 Ivano-Frankivsk Region, Ukraine :: 19-28 September, 2021**

DELEGATE PARTICIPANT'S PROFILE

	<p>Dr. Valentyna Stolyarchuk <i>Associate Professor</i> Department of Hotel, Restaurant and Resort Business, Poltava University of Economics and Trade (PUET)</p> <p>Poltava, Ukraine Tel: +380681549191 Email: w_stol@yahoo.com</p>
Highest Education	Ph.D. (Technical Science)
Personal Statement	<p>Dear colleagues, as a delegate participant for the forthcoming Summer School on 'Mountain Ecosystems and Resource Management' I would like to introduce myself briefly:</p> <p>2000-present: Lecturer and then (from 2011) Associate Professor, Department of Hotel, Restaurant and Resort Business of Poltava University of Economics and Trade, Poltava, Ukraine Since 2013, the main research area: "Innovation in Accommodation, Restaurant and Resorts Industries". The additional research area: "Using non-traditional vegetable raw materials in food technology"</p> <p>Having over 100 academic published works (in particular, books, monographs and papers in peer reviewed journals), I believe that results of my research could contribute to sustain the natural resources.</p> <p>The reason why I want to participate in the Summer School is the need to exchange ideas in this area to create innovative approaches to the development of eco-friendly tourism and hospitality.</p>
Paper/Presentation Title	<i>Growing Demand for Nature-based Accommodation Services: Behavioral Changes</i>

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(Unpublished Research or Review or Field Work)	
Keywords	Nature-Based Accommodation Services, Eco-friendly, Behavioral Changes, Over-Tourism
Abstract (100-300 words)	<p>Hospitality is not an industry that traditionally comes to mind when thinking about the impact on nature. Nevertheless, the COVID-19 pandemic has deeply affected tourism and hospitality. Over the past 2 years, the accommodation business has shifted significantly to adapt to new conditions. Scientists and hoteliers consider that the COVID-19 pandemic has caused a change in both the number of tourists and the guests' needs and priorities. Moreover, this change is seen as a large, clear break with existing practices. Travelers' preferences shifted from big cities towards low tourist density. They avoid overcrowded places and destinations due to the need for the sanitary conditions, safety and healthy environment. People shifted to work-from-home setups, that caused the psychological and behavioral risk factors (such as stress, depression, loneliness, poor health behaviors etc.) and an emergence of "a nostalgia for nature", the need for contact with nature. Currently, tourists need a location in natural settings (e.g., mountains, forest, coastline). As a result, the hoteliers point out the high demand for recreation and nature-based accommodation services. In turn, it causes the change in the impact of hoteliers and their guests on nature. The result of the study shows that the nature-based services can become a trend for future development of the accommodation establishments. Thus, it may trigger an additional threat. The research result shows the need to thoroughly study the afore-mentioned change and alter the activity of the accommodation establishments. Currently, nature-based accommodation services are in high demand. Nevertheless, nature should not be a "capital" component. Hoteliers must not only ensure the well-being of guests and staff, but also take steps to restore the ecosystems. Moreover, they should encourage the adaptive behavior, use fewer resources and protect nature. The change in the hospitality industry should be realized through an implementation of new activity types appropriated to tourists' needs and behavior and protect nature. The question is how could be this change realized, how can hoteliers alter their business. Scientists point out the need for</p>

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	application of innovative approaches to this problem solution. So, scientists, hoteliers and tourists must cooperate, join forces to achieve results.
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