

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

DELEGATE PARTICIPANT'S PROFILE

	<p>Dr. Alla Pecheniuk <i>Chairperson</i> Institute of Socio-Economic Regional Studies <i>Associate Professor</i> Department of Economics, Entrepreneurship, Trade and Exchange Activities State Agrarian and Engineering University in Podilia</p> <p>Kamianets-Podilskyi, Ukraine Tel.: +38 0968385473 Email: dom.alla@meta.ua</p>
<p>Highest Education</p>	<p>PhD (Economics)</p>
<p>Personal Statement</p>	<p>Dear colleagues and participants of the Summer School! I am a delegate to the Mountain Ecosystems and Resource Management Summer Field School and I am very pleased to meet you. I am a PhD of economic sciences, chairperson of the public organization "Institute of Socio-Economic Regional Studies", associate professor of the Department of Economics, Entrepreneurship, Trade and Exchange Activities, State Agrarian and Engineering University in Podilia. In 1995 graduated from Shepetivka Agricultural College of Accounting. Received the degree of Junior Specialist - Accountant. In 2000 studied at the State Agrarian and Engineering Academy in Podilia. Received a Master's degree in Economics - Manager; Until 2002, worked as an economist in the Department of Economic Analysis of Prices and Wages at OJSC Electron, Kamianets-Podilsky. In 2004 graduated from the State Agrarian and Engineering Academy in Podilia. Received a Master's degree in Accounting and Auditing. Until 2007, worked as a lecturer at the Department of Tourism Management at the Kamianets-Podilsky Faculty of Economics</p>

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	<p>and Law, Kyiv University of Tourism, Economics and Law. Subsequently, until 2018 - work as a lecturer at the Department of Economics, Marketing and Finance of Tourism and Hospitality Enterprises, Kyiv University of Tourism, Economics and Law. In the same year graduated from the State Agrarian and Engineering University in Podilia with a Master's program in Vocational Education. In 2018 defended own dissertation for the degree of Candidate of Economic Sciences on the topic: "Formation of a strategy for the development of rural green tourism." In the same year I was enrolled in the doctoral program of State Agrarian and Engineering University in Podilia. Since 2018 I have been working in State Agrarian and Engineering University in Podilia. Expert of the National Research Foundation of Ukraine; (2021) Member of the Coordinating Council of the Pilot Project for the Development of a System of Indicators for Evaluating the Effectiveness of Local Self-Government Bodies (USAID and Ministry of Community and Territorial Development Program of Ukraine "Decentralization Brings Better Results and Efficiency" DOBRE). Chairperson of the NGO "Institute of Socio-Economic Regional Studies"; Member of the Public Council under the Executive Committee of the Kamianets-Podilskyi City Council, Chairperson of the Budget Commission. Academic interests include: tourism economics, rural tourism, economic assessment of tourism potential, sustainable development of rural areas, social entrepreneurship, recreational economy. Author of two individual monographs and more than 60 scientific papers, as covered by domestic and international databases. Open to new knowledge and with great pleasure I share it with my students!</p>
Paper/Presentation Title (Unpublished Research or Review or Field Work)	<i>Postmodern Transformations of Rural Tourism Development</i>
Keywords	Postmodern society, rural tourism, postmodern tourism, postmodern tourism concept, postmodern tourism development

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Abstract (100-300 words)	<p>The article investigates modern scientific approaches to the problem of postmodern transformations of rural tourism development, identifies general challenges and problems. It is established that Ukraine does not fully use the new opportunities of the global economy to increase competitiveness and ensure economic growth of rural communities. The general tendencies of postmodern changes of public consciousness of consumers of a tourist product are defined. The main directions of postmodern influences on tourist consumption are considered, which include: information-technological, social, socio-cultural, personal (psychological). The characteristics of the evolution of types of social relations in the context of tourism development are given. The presence of similar features between archaic society (pre-modern) and postmodern society has been established. The factors influencing the formation of a postmodern tourist are given. Discussion aspects of positive and negative consequences of postmodern influences in tourism are determined.</p>
More Information (weblinks)	<p>https://www.pdatu.edu.ua/pro-universytet/kafedra-ekonomiki-pidpriemnitstva-torgivli-ta-birzhovojidiyalnosti.html https://www.researchgate.net/profile/Alla-Pecheniuk-2</p>