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РОЗВИТОК ЕКОЛОГІЧНОГО (ЗЕЛЕНОГО) ТА СІЛЬСЬКОГО ТУРИЗМУ В УКРАЇНІ: ПРОБЛЕМИ, РІШЕННЯ

***Анотація.** Перехід до сталого розвитку є одним з пріоритетів економічної політики України. Світовий досвід доводить, що одним з ефективних напрямів розвитку малого бізнесу є удосконалення ринку туристичних послуг зеленого туризму. Найбільш популярним низькобюджетним видом туризму є зелений туризм. Для початку підприємницької діяльності такого бізнесу не потрібні значні інвестиції. Міжнародний досвід є важливим для дослідження та використання кращих практик в цій сфері. Зелений туризм приваблює значну частину населення розвинутих країн та виконує такі важливі функції як виховну, культурну та соціальну. Успішні показники економічного добробуту населення та екологічної якості соціального життя мають такі невеликі за площею країни як Нідерланди, Фінляндія, Данія, Норвегія та інші. В цих країнах розвинутий зелений туризм. Тому доцільно вивчати досвід передових країн у цій сфері. Нідерланди є високо розвинутою постіндустріальною країною з інтенсивним високопродуктивним сільським господарством. Нідерландський аграрний феномен заснований на синергії виробників, держави, науки і технологічних інновацій. Ці інновації базуються на інтенсивному, автоматизованому та роботизованому сільськогосподарському виробництві. Українські фермери традиційно мають партнерські зв'язки з компаніями з Нідерландів.*

Актуальним є питання подолання кризи та пошук шляхів повоєнного відновлення економіки України у сфері зеленого туризму в контексті стійкого сталого розвитку. Це є важливим для планування майбутнього розвитку територій. Розвиток малого бізнесу

потребує правової та іншої підтримки, актуалізації законодавчих актів в цій сфері. Вирішенню цих проблем присвячена дана публікація.

Ключові слова: *екологічний туризм, зелений туризм, сільський туризм, технологічні інновації, земельне законодавство, сталий розвиток, національний рівень щастя*

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DEVELOPMENT OF ECOLOGICAL (GREEN) AND RURAL TOURISM IN UKRAINE: PROBLEMS AND PROMISING SOLUTIONS

Annotation. *The transition to sustainable development is one of Ukraine's economic policy priorities. Global experience proves that one of the most effective ways to develop small businesses is to improve the tourism market. This applies to green tourism, the most popular type of low-budget tourism. The initial period of entrepreneurial activity of such a business does not require significant investments. International experience is important for researching and using best practices in this area. Green tourism attracts a significant part of the population of developed countries and performs such important functions as educational, cultural and social. Small countries such as the Netherlands, Finland, Denmark, Norway, and others have successful indicators of economic well-being and environmental quality of social life. These countries have developed green tourism. It is advisable to study the experience of advanced countries in this area. The Netherlands is a highly developed post-industrial country with intensive, highly productive agriculture. The Dutch agricultural phenomenon is based on the synergy of producers, the state, science and technological innovations. These innovations are based on intensive, automated and robotic agricultural production. Ukrainian farmers traditionally have partnerships with companies from the Netherlands. The issue of overcoming the crisis and finding ways of post-war recovery of the Ukrainian economy in the field of green tourism in the context of sustainable development is relevant. This is important for planning the future development of territories. The development of small businesses requires legal and other*

support, as well as updating legislation in this area. This publication is dedicated to solving these problems.

Keywords: *ecological tourism, green tourism, rural tourism, technological innovations, land legislation, sustainable development, the national level of happiness*

The purpose of the article is to systematize the current problems of green tourism development in Ukraine in the context of sustainable development. The authors also want to study the experience of the Netherlands in implementing the principles of sustainable development in the field of green tourism. The publication aims to develop proposals for improving legislation in the areas of land, tax relations and tourism.

Analysis and research of publications.

The problems of general sustainable development, sustainable development of the agricultural sector and the tourism sector of the national economy are the subject of works by such scholars as I. Prokopy [1], V. Brycha, N. Halysh [2], J. Katsevir [3], L. Zaburanna, A. Kulik [4] and others.

O. Fryer focuses on obtaining the highest income from the sale of products by enterprises with the lowest level of diversification. To ensure the reorientation of the economy towards its sustainability, the author proposes to strengthen agricultural diversification, which will contribute to the natural efficiency of the economy [5]. The main components of sustainable development in the example of the agricultural sector of the economy were considered by Yu. Lopatynsky who investigated the importance of applying the triune concept of sustainable ecological, social and economic development, justified by theory and practice. This has a significant position in the structure of the national economy, employment and domestic exports. Yuriy Lopatynsky believed that the agricultural sector is asymmetrically structured. Farmers as well as small and medium-sized agricultural enterprises have not become the basis for sustainable development, as land and other resources are consolidated under the control of agricultural holdings. These agro-holdings focus on the economic component of their activities. Therefore, they are not motivated as tenants to treat land and other natural resources with care. This author concluded that without synergistic interaction of stakeholders it is problematic to achieve the desired result [6]. The research of A. Tkachenko, R. Sevastyanova, G. Andriychuk is devoted to determining the characteristics of the tourist potential of the Zaporizhzhia region, developing new and improving existing directions of regional tourist routes, proposing directions for further development of the tourist cluster of Zaporizhzhia region. [7]

Summary of the main material.

In the world and Ukraine, there are various definitions of the type of tourism under study, such as ecological, green, rural, agrotourism, farm tourism, and others. Article 4 of the Law of Ukraine "On Tourism" specifies, among other things, the following types of tourism: ecological (green); rural.

Article 1 of the Law of Ukraine "On Private Farming" provides for economic activity, including in the field of rural green tourism. [15]. The authors consider it appropriate to generalize and use the term "green tourism" in the article.

It is difficult to estimate the real environmental damage caused to Ukraine as a result of the full-scale Russian invasion. The situation is challenging not only for Ukraine but also for the international community and its sustainable development (in the aggregate of environmental, social and economic components). The entire population of Ukraine has faced the experience of war. For more than a year, people have been living in a state of heightened anxiety and constant emotional discomfort, which negatively affects their physical and mental health. The environmental consequences of hostilities can cause serious damage to the environment and human health for a long time. War hurts the mental health of citizens.

Post-war countries' overcoming of economic crises and transition to sustainable development is associated with the restoration of infrastructure and achievement of a certain degree of satisfaction of the population of these countries with their lives. This concept can include the presence of a sense of significant social support and the prevalence of positive emotions in people's moods. Therefore, green tourism in combination with the agricultural sector can ensure the achievement of a comprehensive improvement of society, the environment and the economy. The economic goal of green tourism enterprises can be considered to be making a profit in cooperation with the ecosystem of related businesses in related areas. The social goal for the active development of green tourism can be seen as increasing the degree of happiness of society and the mental health of people.

As part of the global initiative "Sustainable Development Solutions Network" (UN Sustainable Devel), the international research project World Happiness Report has been operating for more than 10 years [8]. This is a ranking of countries by happiness, which measures the national level of happiness of the population in countries around the world through surveys on people's satisfaction with their lives, using six main factors. These factors include social support, income, health, freedom, generosity, and the absence of corruption. The research is conducted by Columbia University's Earth Institute and Center for Sustainable Development. The ranking appeared at a time when international organizations in comparative studies of the achievements of countries began to pay more and more attention to the intangible component, the development of views that indicators related to the triad of the concept of "sustainable development" are important for further development. Governments of developed countries are increasingly using this analysis as a benchmark for improving public administration. The latest current data was published in March 2023 [9]. The ranking includes 149 countries. Table 1 shows the ranking of the leading countries and Ukraine according to the World Happiness Report's national level of happiness in 2021.

Fig. 1. Ranking of the leading countries and Ukraine in the World Happiness Report 2021 by the criterion of the national level of happiness [9].

Place in the ranking	Country	Happiness index
1	Finland	7,842
2	Denmark	7,620
3	Switzerland	7,571
4	Iceland	7,554
5	Netherlands	7,464
110	Ukraine	4,875

The leaders are the Scandinavian countries. Table 2 shows the ranking of the leading countries and Ukraine in the World Happiness Report ranking according to the criterion of the national level of happiness in 2022.

Fig. 2. Ranking of the leading countries and Ukraine in the World Happiness Report in 2022 [9].

Place in the ranking	Country	Happiness index
1	Finland	7,821
2	Denmark	7,636
3	Iceland	7,557
4	Switzerland	7,512
5	Netherlands	7,415
98	Ukraine	5,084

In 2022, the top countries in the ranking remained almost unchanged. Ukraine's ranking improved by 12 positions during this period.

Countries with high ratings have stable positions. Finland has remained at the top of the ranking for six years in a row. Other countries in the top 5 rankings have been showing consistently high performance since 2013. Researchers have noticed that even in these difficult years, positive emotions remain twice as common in these countries as negative ones, and the feeling of positive social support is twice as strong as the feeling of loneliness. Lithuania is the only new country in the top 20 that has risen by more than 30 positions since 2017.

Let's pay attention to Ukraine's place in the ranking. In 2015, Ukraine was ranked 111th, in 2016 - 123rd, in 2017 - 132nd, in 2018 - 138th, in 2019 - 133rd [10], in 2021 - 110th, in 2022 - 98th in this ranking [11].

The Legatum Institute, a British think tank, has been compiling the World Economic Prosperity Index (WEPI) since 2008 based on a combined analysis of 9 categories (economy, business, governance, education, health, security, personal freedoms, social capital, and environment). This rating measures the achievements of countries in terms of their well-being. In 2022, Denmark topped the list of countries in the ranking, and the top 10 countries included Norway, Switzerland, Sweden,

Finland, the Netherlands, New Zealand, Iceland, and Luxembourg. Ukraine was ranked 96th in this ranking. The TOP-10 countries in this ranking do not stand out for their global economic experiments or innovative projects, but most of them are long-term leaders in the world's happiness ranking.

Let's look at the results of the monitoring in 2022 and compare the performance of economically developed countries in ensuring the rights of their children in "Places and Spaces of the Environment and Child Well-Being". The monitoring was conducted by the UNICEF research office (Innocenti Report Card 17, UNICEF). The researchers believe that the environmental "problem" is not an abstract concept about the distant future, it affects children here and now. It is important to develop children's physical health, mental well-being and skills. The "world around the child" category of the overall ranking covers the physical aspects of the child's environment, housing, green spaces, schools, traffic and environmental hazards. In 2022, the top 10 countries included Iceland, Finland, and the Netherlands. Finland is ranked first overall in the Child's World category, which looks at how the environment has a direct impact on children, including air and water quality. The Netherlands ranks first in the overall ranking in the "Good for Children" category, as it has particularly good results in children's mental health and skills. Estonia is ranked 11th in this category of the overall ranking because Estonia has more urban green space than Canada, Australia or the United States. Children in Estonia love to spend time on playgrounds [13].

The World Health Organization (WHO) emphasizes that green spaces are one of the social determinants of health. Physical activity in nature improves emotional well-being. Green spaces are important for mental health. It contributes to a better mood, higher self-esteem, and reduced depression and anxiety. This confirms the relevance of this publication. Taking into account the above ratings, we can assume that the indicators of economic well-being and environmental quality of social life are shown by small countries - the Netherlands, Finland, Denmark, Norway and others. These countries have developed green tourism. Therefore, it is important to study the experience of advanced countries in this area.

It is advisable to pay special attention to the experience of the Netherlands. This concerns the implementation of the principles of sustainable development, which are focused on citizens and improving the quality of their lives in a favorable socio-economic environment and environmentally friendly environment. Let's take a closer look at the experience of the Netherlands. The Netherlands is one of the founding members of the European Union (EU). The total area of the country's territory is 41,543 km² (33,893 km² of which is land), which is almost 14.5 times smaller than the total area of Ukraine, which is 603,628 km². More than 40% of the country's territory is occupied by agricultural land for pastures, and 35% by arable land, greenhouses and orchards. The Netherlands is a highly developed post-industrial country with intensive, highly productive agriculture. The Dutch

agricultural phenomenon is based on the synergy of producers, the state, science and technological innovation. These innovations are based on intensive, automated and robotic agricultural production.

For Ukrainian green tourism, the authors consider the historical experience of the Netherlands in solving various problems in the field of agriculture and green tourism, in particular, to be relevant. Let us consider this experience in more detail.

The Netherlands has had a free land market for many years, and the cost of land is the most expensive in Europe. As of 2016, about 60% of agricultural land belonged to Dutch farmers, mostly family farmers. The rest of the land was leased. Let's look at what led to such intensive agricultural development and the preservation of the majority of land in the hands of small farmers. Before World War II, small family farms dominated the country. The winter of 1944, during which about 18,000 people died, prompted the Netherlands to reconsider its policy. To increase the efficiency of the agricultural sector, the country gradually liquidated unprofitable small farms and optimized land resources. Until 1963, the Land Management Fund controlled the purchase and sale of agricultural land and its intended use. [13].

As of 2022, there are almost 172 thousand farmers and workers in the Netherlands who work in agriculture on an area of about 1.805 million hectares (an average of 10.5 hectares per farm). [14] In the Netherlands, there is a confrontation between farmers and large corporations. The subject of the confrontation is the lowering of prices for the purchase of agricultural products. Collective farming is popular as an alternative way of farming without intermediaries between the producer and the buyer.

The Netherlands is an interesting example of the effective development of green tourism, which is used as a way to develop rural infrastructure, attract investment, and improve the lives of residents. Green tourism is considered a promising area of activity in the EU. According to experts of the European Bank for Reconstruction and Development, it is 20 times more expensive to settle a person from a rural area in a city than to create conditions for his or her life and work in the countryside, so the development of this economic activity is supported by significant government support. The Netherlands is the unofficial capital of green tourism. Their idea that we should carefully use all the natural resources on our land (based on the principle of appreciating everything you have) is fully reflected in the concept of rural tourism. The peculiarities of each suburban region are optimally utilized for tourism purposes. The reasons for the intensive development of green tourism are the so-called "escape" from the busy rhythm of city life, the opportunity to immerse oneself in rural life, the ability to relax, the desire for outdoor recreation and communication with the living world, and family vacations. Green tourism is not limited to viewing natural attractions but is also accompanied by active recreation and the promotion of a healthy lifestyle. A large number of family farms combine traditional commodity agricultural production with small tourist businesses at the

village level. Anyone can actively relax and try themselves as an agrarian in floriculture, vegetable growing, or animal husbandry, depending on the farmers' area of activity. All production on these small farms is organic. Small entrepreneurs find their niche in the market and make a profit by providing quality service. The state does not restrict entrepreneurs in this area. The headquarters of the EUEA is located in Amsterdam. It is a public organization that coordinates the cooperation of small tourism businesses in Europe. The vast majority of them are farmers and individual families providing services in the field of green tourism or tourism in rural areas. The authors have systematized the characteristics of tourism offers in rural areas in the Netherlands as of 2023 (Table 3).

Fig. 3: Characteristics of tourism offers in rural areas in the Netherlands as of 2023

Location and area	Agricultural land up to 2 hectares in rural areas
Locations offered for visiting and recreation	Gardens, ponds, private parks of various themes, mansions with homesteads, livestock farms, greenhouses, etc.
List of offers and events on the territory of the tourist site	Cozy farmsteads, ponds, meadows, flowers, gardens, pets, vegan or organic food, household help, participation in interesting events, seminars and courses in nature, master classes, naturopathic procedures, spiritual workshops, purchase of a wide range of own organic products in farm shops, additional rental of log cabins, tents, etc., boat trips, natural swimming, rental of bicycles, canoes, other outdoor equipment, outdoor sports facilities (tennis courts, sports grounds for team games)
Amenities and activities near the tourist site	Hiking trails Guided nature walks Outdoor/indoor swimming pool A wide range of cultural and culinary trips, excursions to Historical monuments, and ancient small towns.

*Developed by the authors with the use of [21]

Garden therapy is actively developing in the Netherlands. It is needed for the rehabilitation of children and adults. It is based on the use of plants (rest among plants, observation, care, cultivation, and creation of floral displays) to improve the psycho-emotional state. Garden therapy helps people to become more receptive to the natural world, forms a positive outlook on life, restores an active life position, and fills life with new impressions; a person receives emotional satisfaction, and improves overall well-being, which is what we lack now. Such green tourism destinations have a positive impact on mental health. People enjoy using services in interaction with nature. Therefore, the authors consider this experience to be important and interesting for implementation in the domestic context.

To effectively implement the above experience in Ukraine, it is necessary to solve the current problems of entrepreneurs in the field of green tourism. Let us consider these problems in more detail. In recent years, there has been a tendency to transfer land plots for long-term lease not to farms, but to large agricultural holdings. Farmers and landowners do not have sufficient resources to engage in

business activities and make a profit. Another obstacle is the existence of legislative restrictions on the areas and methods of land use.

One of the principles of land law is that the state shall not interfere with the exercise by citizens, legal entities and territorial communities of their rights to own, use and dispose of land. This reservation is the trigger for the application of restrictions. According to part 3 of Article 1 of the Land Code of Ukraine, the use of land ownership may not harm the rights and freedoms of citizens and the interests of society, or worsen the ecological situation and natural qualities of the land. [16]. Among the legislative restrictions that impede the possibility of independent ecological use of agricultural land plots by farms and individual citizens-owners not only for growing products, the following can be cited:

1) The Law of Ukraine "On Land Management" contains a regulatory definition of the designated purpose of a land plot - these are permissible areas of land use per the requirements established by law for the use of land of the relevant category and a certain type of designated purpose" [17]. It is questionable to provide tourist services on an agricultural land plot, as this would violate the statutory use of the land and entail the liability of the owner or user. The owner is faced with the problem of choosing a line of business. He or she is unable to achieve the maximum effect of the synergy of using different areas on one land plot. Article 50 of the Land Code of Ukraine stipulates that land used for recreation, tourism and sports events is classified as recreational land.

2) Article 23 of the Land Code of Ukraine establishes the priority of purposes of agricultural land, namely:

- agriculture
- forestry
- the creation of territories and objects of the nature reserve fund.

All other uses are not related to agricultural production. Therefore, non-agricultural land or agricultural land of poorer quality should be used to meet them.

3) Article 33 of the Land Code of Ukraine stipulates that land plots intended for personal farming may be transferred by citizens to legal entities of Ukraine and used by them for commercial agricultural production and farming. All of this should happen without changing the designated purpose of these land plots. In other words, the principle applies to either lease or grow agricultural products yourself [16].

4) Article 1 of the Law of Ukraine "On Farming" establishes that farming is a form of entrepreneurial activity of citizens. These citizens wish to produce marketable agricultural products, and process and sell them for profit on land plots for farming, commercial agricultural production, and personal farming. Article 14(1) of this law states that a farm and its members have the right, under the law, to g) construct residential buildings, outbuildings and structures to organize and ensure

the production of agricultural products, their processing and sale. The law also stipulates that farmers are obliged to ensure that their land plots are used for their intended purpose and that they comply with the requirements of environmental protection legislation. [18]

5) Article 1 of the Law of Ukraine "On Private Peasant Farming" stipulates that private peasant farming is an economic activity carried out without the establishment of a legal entity by an individual or individuals. Thus, it is allegedly possible to use the property of a personal farm, which includes land plots of no more than 2.0 hectares, to provide services in the field of rural green tourism. However, this requires compliance with other laws of Ukraine. That is, the land is used for personal farming, commercial agricultural production, and farming. The rights of the owner include the right to freely dispose of the property, and the obligations include compliance with the requirements of land and environmental legislation; ensuring the use of the land plot for its intended purpose.

To be able to provide high-quality and modern services in the field of green tourism (the list of which is given above in the example of the Netherlands), it is advisable for the owner to change the category of land and the designated purpose of the land plot within the framework of the current legislation. [19].

In Ukraine, the existing regulatory mechanisms discourage ordinary landowners from taking risks, starting a business and working effectively on their land. Therefore, the vast majority of them lease their land plots to agricultural holdings and other agricultural enterprises.

Based on the above, the authors have outlined the following proposals (Fig. 4).

Fig. 4. Proposals for improving legislation in the areas of land law, tourism and tax legislation

№	Areas of legislation	The essence of the changes
1	In the field of land legislation:	To supplement the priority goals in the use of agricultural land with the provision of services using land plots in the field of green tourism. To develop green tourism, expand the areas of activity on agricultural land by allowing the use of agricultural land without changing its designated purpose, including the construction of common green tourism facilities and related infrastructure. To prevent abuses by landowners, establish percentage ratios of land use area for agriculture/rural, green tourism. To supplement the definition of a farm, among other things, with a form of entrepreneurial activity of citizens who have expressed a desire to produce marketable agricultural products, process and sell them, and provide services in the field of rural and green tourism to make a profit on the land plots provided to them To add that a farm may own any property, including land plots, residential buildings, outbuildings and structures, means of production, etc., which is necessary for commercial agricultural production and/or provision of services in the field of rural and green tourism and the acquisition of which is not prohibited by law. Update the Law of Ukraine "On Private Peasant Farming" to bring it in line with the current requirements regarding the legal status of individuals, business activities, and their tax burden.
2	In the field of tourism legislation	Adopt a separate law on green tourism, regulating the meaning of the terms green, rural and other types of tourism in this area, their differences, the legal framework for the development of green tourism in Ukraine,

		participants in relations, objects, rights and obligations of participants, the mechanism of implementation and requirements for the provision of services in this area, the legal regime of farms, private farms, individual entrepreneurs, control and responsibility.
3	In the field of tax legislation	Simplification of tax regulation and minimization of the tax burden during the first three years of green tourism activities.

The authors believe that the proposals presented in the table will help to solve these problems and promote the development of green tourism in Ukraine. The activities of entrepreneurs in the field of green tourism are related to the realization of sustainable development goals. In Ukraine, the goals of sustainable development of Ukraine for the period up to 2030 in the relevant Decree of the President of Ukraine include overcoming hunger, achieving food security, improving nutrition and promoting sustainable agriculture, ensuring a healthy lifestyle for all at all ages, protecting and restoring terrestrial ecosystems and promoting their rational use, sustainable forest management, combating desertification, stopping land degradation and stopping the process of biodiversity loss [20]. The authors believe that the development of green tourism can actively contribute to Ukraine's achievement of sustainable development goals. The proposals presented in the article will help solve current problems and promote the development of green tourism in Ukraine.

Conclusion: The paper investigates the issue of green tourism development in the context of achieving the priority goals of sustainable development in Ukraine. These goals relate to the well-being of the population, ensuring a healthy lifestyle for all, protecting ecosystems and sustainable agricultural development. The article presents the ranking of different countries in the international research project World Happiness Report. The leaders of the rating in recent years are such countries as Finland, Denmark, Iceland, and Switzerland. The World Happiness Report research project rating is conceptually related to the triad of the concept of "sustainable development". In this context, green tourism occupies an important place. The authors have studied the experience of sustainable development in the Netherlands in the context of synergistic interaction between agriculture and green tourism. The Netherlands is an interesting example of the effective development of green (ecological and rural) tourism, which is used as a way to develop rural infrastructure, attract investment and improve the lives of residents. In the Netherlands, sustainable development approaches are fully utilized in the concept of rural tourism development. An important feature is the consideration of the specifics of each region for tourism purposes. An important feature of the Dutch system is the permit system for business operations. This experience can be used in Ukraine in the context of the post-war development of green tourism.

An important component of ensuring sustainable (social, environmental and economic) development of Ukraine is to support the intensification of interaction between agriculture and green

tourism, which will lead to an improvement in the quality of life of rural communities, individuals and families, and will help increase revenues from green tourism and organic agriculture and preserve natural areas. The authors suggest that small and medium-sized businesses in the field of agriculture and green tourism should:

1) expand the range of permitted activities on privately owned or used agricultural land plots to develop green tourism in Ukraine.

2) to allow the use of agricultural land plots, including for the construction of green tourism facilities and related infrastructure.

3) to promote the development of individual or family farming through legislative restrictions on the absorption of land plots for personal farming, farming, and commercial agricultural production by long-term lease, through the provision, alienation of these land plots to persons under the condition of a personal commitment to engage in agriculture and/or green tourism, and in this regard, to limit in time their right to sell the land plot and the right to lease/emphytheism

4) to create regional centers for short-term rental of agricultural machinery and equipment with or without staff, which will provide farmers and other citizens with services in the field of crop production, animal husbandry or tourism on a compensated basis, which will facilitate access to high-performance agricultural machinery.

5) to increase the amount of targeted funding (grants) for individual farmers and family farms, as well as other citizens engaged in business activities in these areas.

6) to create regional centers to provide affordable consulting services in the area of "project management" to provide citizens with basic knowledge on starting their own business in the agricultural sector and green tourism, as well as information on international experience in implementing similar projects.

7) to develop effective measures to avoid unlawful interference, inaction, inhibition, and another negative impact of local governments and related large land tenants on the entrepreneurial activities of citizens in these areas through the development of relevant applications and online service delivery services on the state initiative.

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