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MODERN DEVELOPMENT OF RURAL TOURISM IN UKRAINE

From ancient times to the present day it is known that the wealth of Ukraine, its rich lands, beautiful nature have always been the main treasure for conquerors. Green tourism (rural) is an activity of the rural population, which is connected with the rural environment, rural home and occupation. The focus is on nature and man. Rural tourism does not have a harmful impact on the environment, unlike the mass one, and at the same time makes a significant contribution to regional development. It allows you to use an existing housing facilities and does not require significant investment costs. [4, p.58]

Due to the large number of nature reserves and national natural parks, unique picturesque places that this land possesses, green tourism in Ukraine has all the prerequisites for its development. Rural green tourism has a positive effect on the revival, preservation and development of local folk customs, crafts and monuments of historical and cultural heritage.

In villages under the influence of high unemployment, the processes of seeking jobs are intensified. The development of rural green tourism in conditions of rural unemployment may, to a certain extent, provide employment and increase the appearance of jobs. This will help expand the scope of services, including trade and catering. [1, p. 34]

The most popular places in Ukraine for rural tourism are:

- The village of Petrykivka of Dnipropetrovsk region, which will immerse you in the atmosphere of cossacks and the famous Petrykivka painting.
- Vinnytsia, Khmelnytsky and Ternopil regions, forming Podillya, are attractive for the defensive structures that remained after Tatar raids (Khotyn fortress and Kamianets-Podilskyi castle).

- Transcarpathia area, Volyn, Lviv, Ivano-Frankivsk and Chernivtsi regions are a real find for a rural tourist. There are only Carpathian Yaremche, Rakhiv, Slavske, Vorokhta and many other places that are worth seeing. Here we can go skiing and hiking, collecting mushrooms and berries, get acquainted with local customs and delicious cuisine. [2, p. 109]

The Carpathians are a great place for rest and treatment, for skiing, for hiking, for green tourism, for fishing, for paragliding and for mountaineering. Having rest in the Carpathians does not lose its attraction throughout the year. Winter holidays in the Carpathians reveal great opportunities for skiing and snowboarding fans. The most popular ski resorts in Ukraine are Bukovel, Dragobrat, Slavske. Also, Verkhovyna, Volosyanka, Izki, Tisovets, Krasia, Mihovo, Pylypets and others are suitable for skiing in Carpathians. There are many well-equipped routes of varying complexity, well-developed tourist infrastructure, a large selection of hotels, private cottages and mansions.

In Ukraine, tourism is a developing economy, it can reduce unemployment and provide jobs for people in the labor market, reduce migration from village to city, develop social infrastructure of the village, improve housing, street and village improvements. This kind of tourism provides additional income to the rural family and stimulates the development of its economy to meet the needs of tourists in food.

However, recent trends have shown that Western countries see the prospect of Ukrainian rural tourism and tourism in the international tourist market. This can be illustrated by the organizational and technical assistance by the international funds, for example, the Carpathian Euroregion Development Fund, the TAGS program, which contributed to the implementation of projects on supporting rural tourism and tourism in Ukraine[1, p. 95]

At the same time, international demand is not yet fully determined. The arrival of foreigners from other countries is hindered by the lack of foreign languages knowledge. In view of these realities, it is necessary to conduct training of owners of agricultural land in terms of service receptions and foreign languages. This is the most important problem that is currently hampering the emergence of rural green

tourism in Ukraine on the international market.

The issue of promotion the idea of rural tourism in Ukraine is particularly important as a whole. First of all, the following types of marketing communications, such as PR articles, interviews, press conferences, seminars, briefings, and TV shows that give rise to trust and positive reaction, should be involved. It is also necessary to distribute information about its activities among travel agencies, in various organizations, to place advertisements in newspapers and on the Internet. [3, p.153]

Thus, taking into account the large number of nature reserves and national parks, as well as the unique picturesque places that this land has provided, green tourism in Ukraine has all the prerequisites for its development. Regardless of the direction you traveled from north to south or from west to east, you will definitely celebrate the richness of natural beauty scattered all over Ukraine, regardless of nationally significant stocks, huge steppes or rural fields planted with sunflowers or golden wheat. All this makes our country more attractive to foreigners, enhances its image in the world.

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