

досягли країни-учасники заходу. Результати проведеного аналізу свідчать про ефективність проведення виставок, як способу створення позитивного іміджу території, так і способу розширення ділових контактів. На сьогоднішній день в нашій країні відсутня комплексна система державного регулювання даного виду діяльності. Ефективною в даній ситуації є стратегія поступового входження на міжнародні ринки через організацію регіональних виставок. Такий підхід дозволить отримати досвід в організації подібних заходів на світовому рівні через практику доопрацювання існуючих законодавчих актів.

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**THE IMPORTANCE OF GREEN TOURISM
FOR THE DEVELOPMENT OF UKRAINE
IN INTERNATIONAL ECONOMIC RELATIONS**

Introduction. In the conditions of modern formation of the global economic system due to the deepening and dynamization of the international exchange of goods, services, investments, innovations, etc., new opportunities are created for the effective development of all sectors of the world economy.

Under the influence of the rapid development of information technologies and international economic relations, tourism has become one of the most representative sectors of the world economy. This is evidenced by data from the World Tourism Organization (UNWTO): about 1 billion trips are made each year in the world, more

than 52 percent of which are within Europe. The average increase in the number of trips between 2010 and 2020 will be 3.8% annually, and eventually the number of international arrivals will reach 1.8 billion [1]. It is worth noting that the development of tourism in Ukraine in the context of European integration at the global, national and regional levels is of particular importance.

Today, there is an increasing demand for natural recreational recreation both in world and domestic practice. It is precisely in the light of such demand and the peasant traditions of Ukraine that we must use this opportunity and develop rural green tourism. Green tourism today has many different definitions and interpretations. A significant cohort of domestic and foreign scientists distinguishes it as a separate tourist destination, no less a cohort of opponents considers it a component of the structure of ecological tourism. However, even extensive research does not allow one to interpret this phenomenon uniquely and individually.

The problem of the development of rural green tourism for national science, although new, is at the epicenter of many scientists. The greatest scientific interest is the work of such scientists as V. Bezsonik, M. Voloshina, G. Yemets, Y. Zinko, V. Evdokimenko, O. Korol, Y. Kushnir, M. Lendel, O. Lyubtseva, V. Matsol, T. Pinchuk, A. Chudnovsky.

Research results. At the present stage of socio-economic development of Ukraine, the functioning of rural green tourism is available almost all over the country, but with different levels of intensity of development. The supply and demand in rural green tourism are influenced by a combination of external and internal factors. External factors include:

- geographical location of the region;
- political and economic relations between the countries;
- pricing policy on the international market and in other countries;
- the ratio of levels of socio-economic development of different countries;
- international division of labor;
- currency ratio.

Given that in modern conditions in Ukraine rural green tourism is developing mainly at national rather than international level, the formation of demand for this type of services is most influenced by internal factors such as the natural environment, natural resources and their use, climate, internal politics, the economy of the country, the level of development of productive forces, the level of welfare of the population.

An analysis of the demand for rural green tourism in Ukraine over the last five years shows that it is formed by the following main segments of potential service users:

- residents of industrial centers (preferring this type of recreation because of its environmental friendliness);
- young people under 35 living in large cities (their share in the total number of tourists is more than four sixths);
- Indigenous places (perceive this type of recreation as unusual, exotic);

- connoisseurs of Ukrainian folk traditions (due to the charm of rural lifestyles and cleanliness of the environment);

- low- and middle-income people (due to the affordable cost of rural leisure) [1]

Foreign tourists are attracted by the multifaceted Ukrainian culture, historical and architectural monuments and national hospitality. However, the low level of service, not enough comfortable living conditions, the underdeveloped rural infrastructure negatively influence the formation of foreign tourist flows to Ukrainian villages.

Today, effective promotion of the national tourism product on the foreign market requires not only organizational but also financial support from the state, and the creation of a positive image of our country and its tourist sites should become part of the overall strategy of tourism development in Ukraine [3].

Research on the current state of demand and supply of rural green tourism in Ukraine showed:

- slow demand for rural green tourism at national level;

- low demand for recreation in Ukrainian villages at the international level;

- increasing the supply of rural green tourism;

- there is little or no supply of rural holidays in certain regions of Ukraine (Donetsk, Kirovograd, Rivne, Kharkiv).

Conclusions. Balancing in the rural green tourism market is possible provided that effective state regulation is in place, the condition and expediency of the research should be investigated.

However, for the effective development of green tourism, it is advisable to obtain the necessary state funding (at least in part) for the country's participation in the formation and promotion of national tourism products, marketing research, advertising and information activities, organization and holding of international tourist exhibitions, conferences, seminars, the formation of a basic investment package. projects in the field of tourism infrastructure development, arrangement of rural agro-settlements, etc.

At present, the formation of a single institute of state functions in the field of rural green tourism in Ukraine has not yet been completed. In this regard, there is an urgent need to develop a model for managing it in the country and its regions, which is most relevant to the characteristics of the structure of tourist and resource potential and allows to effectively promote tourist products and provide tourist services.

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