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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 in its rich lands, in its beautiful nature, has always been the main treasure for its 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, and at the same time makes a significant contribution to regional development. It allows you to use an existing housing stock and does not require significant investment costs. [1, p.95]

Due to the large number of nature reserves and national natural parks, and just the unique picturesque places that this land has given, 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 employment of peasants are intensified. The development of rural green tourism in conditions of rural unemployment may, to a certain extent, provide employment for them, and increase their employment. This will help expand the scope of services, including trade and catering. [3, p.34]

The most popular places in Ukraine for rural tourism are:

- The village of Petrykivka of the Dnipropetrovsk region, which, with a head, will immerse you in the atmosphere of the Cossacks and the famous Petrykiv painting.

- Vinnytsia, Khmelnytsky and Ternopil regions, forming Podillya, attractive for the defensive structures that remained after Tatar raids (Khotyn fortress and Kamianets-Podilskyi castle). In these edges you can see with your own eyes a lot of things that tourists do not see if they come to terms with rural masters. You can swim with the night in the woods, pour souvenirs from natural materials, learn to bake home-made bread.

- Transcarpathia, 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 others worth. Here and skiing, and hiking, and collecting mushrooms and berries, and familiarity 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. 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, Tysovets, Krasia, Mihovo, Pylypets and others are suitable for skiing

in the Carpathians. There are many well-equipped trails of varying complexity, well-developed tourist infrastructure, a large selection of hotels, private cottages and mansions. [4, p.18]

In Ukraine, tourism is developing the 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 and improve housing, street and village improvements. This tourist provides additional income to the rural family and stimulates the development of its economy to meet the needs of tourists in food.

Given 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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