

Секція 2
Потенціал розвитку суб'єктів підприємництва

**STRATEGIC DIRECTION OF RURAL GREEN TOURISM
DEVELOPMENT IN UKRAINE**

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Today, an average of 31.1% of the rural population lives in Ukraine. In the western region, these figures are much higher. This requires the government to take urgent measures to ensure the development of rural areas and communities. Such steps must be aimed at diversifying the economy and developing those industries that must attract labor forces.

For Ukraine rural green tourism can become a real area for diversification of rural residents' activities. Given the socio-economic conditions prevailing in our country, the following options for the development of rural green tourism may be the most optimal: develop the studied service sector based on available resources or through the construction of new or re-equipment of old facilities, taking into account modern building codes, consumer needs, as well as areas of tourist consumption.

In addition, you can use foreign experience and develop rural green tourism in areas of specialization.

We see the strategic direction of rural green tourism development in Ukraine in its specialization on the creation of an integrated tourism product, the peculiarity of which will be that consumption will be based solely on organic products produced in rural areas in addition to traditional proposals.

As we can see from the above material, rural green tourism in Ukraine is developing independently and chaotically, using its own available resources, without attracting investment. We should not expect drastic changes in the direction of improving socio-economic indicators in this situation. For the effective development of rural green tourism in Ukraine, it is necessary to develop a Strategy for the development of rural green tourism, the basis of which should be clustering on a territorial principle. There is no doubt that each region of Ukraine is unique and can determine its specialization. It would be advisable to involve small agricultural producers in rural green tourism clusters, as this would strengthen significantly the competitive position and allow small producers to sell at stable prices and receive real sales channels.

Although rural recreation in Ukraine has a long history, its future is still unclear. It is unknown today whether this type of recreation will become a full participant in the national tourism market. It is possible that in the absence of an effective state policy in this area, rural recreation will remain in a semi-legal status, without a clear organizational structure, without information and marketing activities

at the appropriate level, simply as a type of application in other areas of tourism.

Rural tourism is a promising type of tourism industry in today's economic and demographic conditions, it can really help small settlements in Ukraine to survive, because small villages are what attract visitors with their specifics.

In order to ensure the priority of rural green tourism development in Ukraine and its approximation to EU standards, it seems appropriate:

- to simplify the regulatory framework by adopting by the Verkhovna Rada the Law "On Rural Green Tourism" and the Resolution of the Cabinet of Ministers on the standardization of its activities "Tourist services. Rural green tourism. Primary requirements";

- to develop regional rural green tourism development programs with their integration into the Rural Green Tourism Development Program in Ukraine, which must be approved by the Government.

UNEMPLOYMENT PROBLEMS IN UKRAINE

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Unemployment is one of the most acute socio-economic problems in the development of the modern Ukrainian economy. Both objective and subjective factors are cause it. On the one hand, it is an integral feature of the functioning and development of a market society when it comes to the minimum level of unemployment in the country, which cannot be reduced and corresponds to the concept of full employment. This situation, which is currently being monitored in Ukraine, is a major not only economic but also social problem. In our country, unemployment has become widespread and poses a real threat to public welfare [1]. In today's market conditions, unemployment is becoming an extremely acute problem. The current state of the Ukrainian economy gives no hope of improving the situation in the labor market. Experts' forecasts are disappointing: the number of unemployed Ukrainians will grow. The economic crisis in Ukraine is having a detrimental effect on employment in the country. Therefore, the study of the problem of unemployment in modern economic conditions for Ukraine is extremely relevant [2].

Theoretical bases and approaches to determining the essence of unemployment are covered in the works of O. Volkova, O. Grishnova, E. Kachan. Causes of unemployment and ways to regulate it in the works of J. Keynes, A. Smith; issues of social insurance against unemployment should be distinguished works: G. Volynsky, O. Grishnova, G. Libanova, and others. Studying this issue, we should identify some unresolved problems. Such problems include mass migration of labor from Ukraine, low salaries, lack of jobs, declining general welfare. These issues need to be addressed immediately.

Unemployment is considered a macroeconomic problem that leads to many negative consequences in the country such as increased social differentiation, reduced employment, increased crime, increased spending on assistance to all unemployed,