

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,

and most importantly - lower gross domestic product [2]. There are many causes of unemployment, some of which are economic downturn, structural changes, technological progress, and the introduction of new technologies. First, it is connected with scanty investments, low level of the introduction of modern technologies in the economy [2].

Due to the influence of various financial and economic factors recently, the level of the unemployed has changed significantly. Unemployment rate - a quantitative indicator, which is defined as the ratio of the number of unemployed to the total number of economically active working population [3]. Analyzing the statistics, we can conclude that every fourth citizen of Ukraine does not have sufficient conditions to meet the needs necessary for physiological survival. These and other circumstances led to a mass exodus of Ukrainians abroad in search of work [4]. Today, our country is known in the world as a source of cheap labor, but the labor migration of Ukrainians can rather be called forced, which is characteristic of the transition economy.

The problem of unemployment requires the development and implementation of social guaranties from the state and local governments and authorities [3].

Unemployment is a macroeconomic problem caused by the following factors:

- 1) structural changes in the economy;
- 2) reduction of economic growth;
- 3) imperfect labor legislation;
- 4) inflation;
- 5) the ratio of prices for factors of production;
- 6) the season of fluctuations in production;
- 7) scientific and technological progress.

Unemployment cannot be appropriate in economic or social aspects, as its growth creates a range of problems: - reducing the purchasing power of the population; - the budget loses taxpayers, the company - staff.

Therefore, when forecasting the future situation with unemployment in Ukraine, one should consider the factors that will cause a decrease or increase in its level. Thus, the following will lead to growth: the need for further restructuring of the economy; lack of investment to create new jobs, especially for internally displaced persons; raising the minimum wage, and more. This will manifest itself in such economic and social consequences as a reduction of GNP production; reduction of tax revenues to the state budget; increase in the cost of social assistance to the unemployed; impairment of the effect of higher education and vocational training; increasing social tensions; reduction of labor activity. Note that the Government must work to resolve these urgent issues as soon as possible.

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ПОТЕНЦИАЛ РАЗВИТИЯ СУБЪЕКТОВ ПРЕДПРИНИМАТЕЛЬСТВА РЕСПУБЛИКИ КАЗАХСТАН В УСЛОВИЯХ ПАНДЕМИИ COVID-19

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Пандемия COVID-19 затронула всех, но малый и средний бизнес оказался более уязвим. В стране отмечается сокращение количества индивидуальных предприятий (ИП). По итогам первого квартала 2020 года количество зарегистрированных предпринимателей составило около 970 600 субъектов, что на 4,8% меньше, чем в конце того же квартального периода 2019 года.

Отрасли бизнеса понесли различный урон, в сфере транспорта и складского дела количество ИП сократилось на 13,2% и составило 75,9 тысяч субъектов. Второй по понесенным потерям отраслью ИП является торговля и ремонт авто- и мототехники - сокращение составило 10,7%. Если в 2019 г. было 447 тысяч таких ИП, то к концу марта 2020 г. - 399 тысяч.

Малый и средний бизнес обладает меньшими возможностями для противостояния внешним потрясениям, вероятность временной остановки малого и среднего бизнеса выше из-за COVID-19, чем у более крупных фирм. Предприятия малого и среднего бизнеса, в которых работают менее 20 человек, чувствительны к колебаниям спроса и финансовым потрясениям. Особенно негативно сказывается падение уровня продаж, которое встречается в среднем на 6%, в малом бизнесе на 10% чаще, чем у крупного бизнеса. Аналогичным образом объясняется подверженность малого и среднего бизнеса финансовым потрясениям. При этом, крупный бизнес более подвержен шокам от изменения экспортного спроса [1]. PESTLE- (политические, экономические, социальные, технологические, правовые и экологические обстоятельства) и SWOT- анализы остаются полезными инструментами для рассмотрения текущей окружающей среды. Процесс управления показателями выступает в качестве вспомогательного инструмента получения информации, необходимой для разрабатываемого механизма риск-менеджмента. Неблагоприятные тенденции должны быть проанализированы и дана оценка их влияния на данный механизм. Соответствующие действия механизма управления должны быть приняты для тех областей деятельности, которые определены как базовые в бизнес-процессах предприятия. Корректирующие действия могут включать в