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## **RURAL TOURISM AS A CONSTITUENT OF ECONOMIC SYSTEM OF A COUNTRY**

The article studies rural tourism as a prospective line of development of entrepreneurship in rural districts of Ukraine, since it positively influences restoration, preservation and development of local traditions, trades, monuments of historical and cultural heritage and also expands channels of realization of products of private farms of rural population. The essence of the rural tourism and its place in the complex socio-economic rural development were analysed.

The development of green tourism can play as a catalyst of economic restructuring, to ensure demographic stability and solving urgent social and economic problems in rural areas. Ukraine is strategically important to quickly overcome the backlog in this area and to implement existing rich tourism potential through a balanced policy of government regulation, including at the regional level, because the development of green tourism is essential to the functioning of the entire economic system of the state.

In the world of rural green tourism is seen as an alternative to agriculture-sized profits. Rural tourism offers opportunities for improving

the filling of the budgets of local governments, and for convergence of urban and rural residents. Development of rural green tourism in Ukraine is particularly important because it is through rural green tourism Ukraine can improve the socio-economic situation of the village. Given the place and role of rural green tourism in society, the government should declare it one of the priorities of the national culture and economy.

Development of rural green tourism in Ukraine is particularly important because it is through rural green tourism Ukraine can improve the socio-economic situation of the village. Given the place and role of rural green tourism in society, the government should declare it one of the priorities of national culture and economy. Ukraine has significant potential for dynamic development of the tourism industry and relevant integration into the global tourism space. <sup>3</sup> Given this, the government should promote the creation of organizational, legal and economic basis of the formation of green tourism as a highly profitable sector of the economy, to promote the involvement of international experience.