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ENVIRONMENTAL CHARM OF RURAL GREEN TOURISM IN THE MODERN WORLD

Green tourism – is a specific form of recreation in the countryside with natural, physical and cultural potential of the area. In this accommodation, food and service for tourists is provided by rural families. Ukrainian village has rich natural resources that have never been used properly.

The most valuable tourism resource of the village is a beautiful Ukrainian nature, communication deficit of which have most of the cities inhabitants. Green tourism in different regions of Ukraine allows the use of a variety of factors of nature therapeutic influence: Landscape Therapy, Climate Therapy, Balneotherapy, etc.

According to the dictionary of British S. Medlika [1], "rural tourism – is a kind of recreation tourism concentrated in rural areas, which includes the development of tourist routes, places for recreation, agriculture and national museums and centers of tourist service with leaders and guides." The most popularity in Ukraine enjoys a sort of Ecotourism – Agrotourism, or as it is called rural green tourism. Green tourism – is a great opportunity to return to nature, to the land, to your roots, essentially, to escape from the concrete jungle and be yourself in the lap of nature [2].

This kind of tourism is recently gaining and continues to evolve in many European countries. It is significant that in the developed world this kind of holiday is in demand not only for people of moderate wealth, but in also among the wealthy part of the population. The development of Rural Green Tourism in Ukraine is limited by the poor equipping of rural estates. While the overall housing stock of the Ukrainian village is huge – 6.5 million, only 12% of homes have central water supply, 18 % –

natural gas heating, and sewers – 7 % [3, 67]. In general, rural green tourism can save Ukrainian village from total decay, migration of peasants to the cities and abroad.

Development of rural green tourism will help to solve many of the most urgent problems of the countryside in Ukraine and contribute to:

- a) the increase of level of employment;
- b) the increase of rural incomes by providing services to tourists and selling produced food at affordable prices;
- c) improvement of public welfare in villages, reconstruction of local roads, artificial arrangement of some farmsteads;
- d) revival of local folk customs, crafts, cuisine traditions;
- e) the preservation and restoration of local historical and architectural heritage.

Thus, the basis of rural green tourism is a village, rural dwelling and a farmer and his life, which will be of interest to foreign tourists only if they are original Ukrainian, and thus distinct from everything they have already seen at home or abroad. Tourists are interested to see how the farmer produces cheese, butter, sausage, cooks soup, dumplings and does it according to the ancient Ukrainian traditions. Tourists would like not just go to the shed to look at a cow, but also to milk it, sleep on hay in barn or ride a horse. Equally important is to restore the lost crafts and their traditional centers. Making blankets of wool, wooden or clay crockery, toys, kuptars, Hutsul axes, etc. with his own hands will impress any tourist, and must be interesting not only for foreigners, but for fellow citizens as well.

Literature

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