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THE ANALYSIS OF FOREIGN EXPERIENCE FOR THE DEVELOPMENT OF SILSKY GREEN TOURISM

At the global level, there is still no single common system for the development of rural green tourism, although there are a number of generally accepted principles and approaches to implementation. As rural tourism is developing quite dynamically abroad and represents a significant sector of the tourism industry, it is advisable to conduct a study of the practice of its infrastructure development abroad in order to determine the most successful approaches to rural green tourism development. There are several different concepts of rural green tourism with different purposes. At the same time, in many countries rural green tourism is considered one of the leading areas of development of the national tourism industry; it is reflected in national concepts of tourism development.

International practice shows that the development of rural green tourism in the form of a small family hotel business is a large socio-economic program to move part of the agricultural population from production to services. Its task is to encourage the development of agricultural regions and their populations by organizing a new specific sector of the local economy. In addition to economic, such public policy pursues social and socio-cultural goals: to stop the degradation of rural areas, the outflow of population and the growth of negative social phenomena, to preserve and reproduce partially cultural heritage and national identity.

The EuroGites, the European Federation of Rural Tourism data show that over the last 10-15 years the average annual growth rate of rural tourism was 10-15%, which is much higher than for European tourism in general (4-5%) [1].

Regarding the portrait of rural green tourism consumers in Europe, EuroGites experts note the following characteristics:

- 95% of tourists are domestic, 80% of them live less than three hours transport accessibility;
- the average length of stay is from 1.5 days (local market), 3,6 days (4 hours of transport accessibility) and about 8 days (foreign tourists);
- the most popular rooms are with a minimal set of services or without them at all;
- more than 80% of visitors prefer independent living.

Models of development of green and rural tourism are given in table. 1.

Table 1 Models of green and rural tourism development

French model	1) Different forms of classic rural green tourism, varying depending on the proximity to the sea; 2) considerable attention is paid to the development of gastronomic and wine tourism; 3) forms of accommodation of tourists assume living on farms to a lesser extent, tourists are accommodated in cottages.
German model	1) Accommodation and meals in farmhouses; 2) rural green tourism is intertwined with farming and event tourism; 3) work on the ground is assumed.
Italian model	1) Rural green tourism is combined with the restoration of health, the study of gastronomy and local products, sports; 2) accommodation of tourists in apartments; 3) tent camps are common.
Czech model	1) Focused on production regions and regions bordering protected areas; 2) is a budget type of recreation; 3) accommodation in farmhouses with elements of authentic rural life.
Spanish model	1) Widespread rest in the village, on the farm; 2) acquaintance with farming, gastronomy, animal care.
Polish model	1) Distinguished by a clear distinction between "tourist" farms: for some it is the main and only business, for others it is additional income; 2) accommodation facilities differ in cost and quality of services provided.
Latvian model	1) Rest with elements of traditions and customs on farms.

Generalized by authors based on [2]

Thus, in France the share of rural green tourism in the tourist flow reaches 33%, in the UK it is about 10% of entrepreneurs working in rural areas, in Germany it is slightly less than 4% of entrepreneurs serving up to 13% of the domestic tourism market [1].

The success of rural green tourism, which among countries has begun to transform from an ancillary agricultural sub-sector to an independent and competitive service sector, has contributed to purposeful development in various

countries around the world. Thus, we can identify the following four concepts of managing the development of rural green tourism.

Concepts of management of green and rural tourism development	Western European - the emphasis on the environmental aspect.
	Eastern European - the emphasis on recreation in rural areas, in which the main role is played by systemic state support for the development of green and rural tourism.
	Anglo-American - the emphasis on inexpensive accommodation in the countryside.
	Asian - the emphasis on the demonstration of elements of national culture.

Figure 1 Concepts of management of green and rural tourism development

Generalized by authors based on [3]

Thus, the analysis of foreign experience shows the high importance of integration of different types of tourism with rural and green tourism for the success of its development.

From the point of view of society, the processes of urbanization are manifested by population growth, which uses the standards of urban lifestyle.

Today, the global trend is that more than half of the world's population lives in cities. This share will continue to grow according to forecasts. Even today, there are countries on the world map in which 100% of the population lives in cities. These are Monaco, Hong Kong, Singapore, Bermuda, St. Martin, Macau and the Cayman Islands.

The expansion of rural tourism is causing many changes in different areas, including changes in land use, the functioning of infrastructure, the structure of employment, the position of the region in the network of settlements.

Such changes are related to the flow of capital from the city to the countryside. Urbanization processes have different directions, which are interconnected and interdependent. These are: economic, spatial, demographic, and cultural. Tourist urbanization often covers attractive natural areas and occurs differently in certain areas. It depends mainly on the intensity of tourist flows.

France and Spain play a leading role among the countries in the development of green and rural tourism, in these countries tourism has become a highly profitable industry at the level of international specialization.

Today, the **European Federation of Rural Tourism** which unites national rural tourism organizations in European countries, has been established to promote the development of green and rural tourism and attract investment in this area.

It is known that more than 56% of the populations in the 27 member states of the European Union live in rural areas, covering 91% of the EU territory [4].

Among the main reasons that led to the great popularity and expansion of green and rural tourism in Europe are the following: reduction of the share of the agricultural sector in the national economy (today this figure in the EU is 5%, while in Ukraine the share of agricultural production in GDP grows to 10.7 %); increasing the level of urbanization of the population; aggravation of the ecological situation; deterioration of food quality.

The purpose of forming the strategy of green and rural tourism development in Ukraine is to create a competitive tourism product capable of ensuring the socio-economic development of the territory, satisfying the needs of the population in recreation, taking into account the principles of sustainable development.

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