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DEVELOPMENT OF GREEN TOURISM IN UKRAINE

Rural green tourism is a type of carrying out free time in the form of stationary rest with a possibility of near radial departures or campaigns. However, the ecotourism is a type of leisure, which opens the nature, route acquaintance with natural and historical sights of the territory, knowledge of traditions and local culture. The concept included into the lexicon of the Ukrainian tourists and tour operators and also the government institutions dealing with issues of regulation of these types of tourism in Ukraine. The term «rural green tourism» means rest in the Ukrainian village. This sphere of leisure has captured a wide range of forms of rest in the village: from stationary rest in rural areas (actually rural tourism), rest in the tourist centers and resorts that in the administrative plan settlements or the small cities, to rest in agriculture (agrotourism). Agrotourist to services, as well as any other services, peculiar features, such as are inherent:

- non-material character;
- continuity of production of tourist's service and its consumption;
- inability to preservation; - inconstancy of quality;

Development of rural tourism demands accurate planning. Planning is developed taking into account certain time frames with application of flexible modern integrative, ecologically safe and steady methods. The biggest problem of planning at the level of private owners of agro estates consists in absence special economic knowledge and the corresponding skills of management of rural tourism.

Tourism in rural areas is a private initiative sector therefore, its planning has to happen in line with the general local and regional planning of social and economic and cultural development of rural communities. Planning of rural tourism is one of forms of management of the agrotourist organizations, consists in accurate definition and a concrete regulation of

strategy, tactics and the mechanism of functioning of the agrotourist organizations and institutions in the market environment for ensuring their effective competitiveness and economic prosperity.

The essence of strategic planning of rural tourism is in what the owner of the agroestate is able to offer people than and as his offer differs from the proposal of potential competitors, potential opportunities, technologies and resources, company services, the corporate style and so forth. Strategic planning is considered as dynamic set of the interconnected administrative processes, which follow the friend from the friend. Strategic planning provides in rural (green):

1. Appointment definition to the hospitable estate - process consists in establishment of content of activity of the agroestate, the appointment, characterizes activity, proceeding from market requirements, features of production, the nature of the consumption, competitive conditions.

2. Assessment of a condition of the external environment provides studying of influence on agroestates of such elements as: state of the economy, features of legal regulation of production, characteristic of the environment and existence of resources, scientific and technical level and so forth. The analysis of direct environment includes definition of buyers, competitors and the market of labor.

3. Assessment of a condition of internal structure allows defining strong and weaknesses of the agroestate, internal opportunities on which he can count in competition in the course of achievement of the purposes. The internal environment is investigated in the following directions: personnel capacity, organization of management, marketing, finance.

4. Development of versions of alternative decisions. Show full structure of versions of decisions, establish the greatest possible set of options. Each option is connected with conditions and resources, consider restrictions which can influence the decision. Among the factors influencing the following is important: obligations, existence of financial resources and providing with qualified personnel.

5. Justification and choice of an optimal solution. This process is the basic in strategic planning as in him decisions on how the firm will achieve the objectives are made and to realize the mission. The chosen strategy allows considering all factors which can influence her activity.

6. Introduction of an optimal solution and assessment of results. Assessment of implementation of the optimal strategic solution is the final stage of strategic planning. An instrument for ensuring of objective assessment is control, defines the system of control actions, finds out reasons for rejection of results of activity of the agroestate from the reasonable development strategy, allows introducing amendments in indicators of the plan and in strategy realization process.

The main directions and tendencies of development of rural tourism demonstrate that it is very perspective branch of economy with high social- and ecological potential. In Ukraine, rural tourism acts as rather new form of rest, which is one of key links on the way to the eco-focused development of tourist branch and an agricultura in general. Therefore, the state program of economic development has to focus on comprehensive greening of tourist branch and actively promote distribution of ecologically safe types of tourism.

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EVALUATION OF THE EFFICIENCY OF BUDGET INVESTMENT IN CONDITIONS OF MARKET TRANSFORMATIONS

The state of the economy depends largely on the investment component. Traditionally, a system of budget investment involves investing in those industries that are able to attract additional investments in the future and stimulate its development in general. Modernization of the Ukrainian economy involves the creation of clear mechanisms for regulating budget investment, redistribution of financial resources depending on the political, social, economic objectives of the state, stimulation of investment in production. In Ukraine, it is expedient to use purposefully all available