

**Chumachenko Yuliia**, postgraduate PhD, Teacher of the Department of Management and Business Administration, Cherkasy State Technological University, Cherkasy, Ukraine.

**Chumachenko Evgeniya**, magistrate, Department of Marketing, Lviv National University named after. I. Franko, Lviv, Ukraine

## **IMPLEMENTATION OF MARKETING IN RURAL TOURISM AS A PRAGMATIC DEVELOPMENT AGENDA**

**Introduction.** In the context of integration processes and the transition to a market economy, innovative forms of management and the search for alternative or related activities for gaining competitive advantages and obtaining additional profit become more and more important. This tendency takes place not only in specific business units, but also in industries and business complexes in general. Therefore, these available resources and opportunities, new forms and activities within the business segment and market niche should to be introduced.

**Purpose.** The purpose of the article is to highlight the essence of rural tourism, study its types and forms, as well as substantiate the need for the development of this service for the development of rural areas. The main task is to demonstrate the role and necessity of using the marketing system for the effective development of rural tourism, indicating its advantages and peculiarities of practical implementation.

**Results.** As a result of the study, the general characteristics of rural tourism, its types and place in the general structure of agrarian-industrial complex are determined. The difference between the definitions of «rural tourism», «agro tourism» and «green tourism», which is often identified, however, has distinctive features and features. The existing

definition of the definition of «rural tourism» is investigated and the author's own definition is formed. The weight of green tourism in the socio-economic development of the village and region as a whole is proved. The level of application of marketing in the development of this direction and its main problems are determined. Examples of marketing tools that are successfully applied in the world are presented and recommended to be used for the development of green tourism in Ukraine.

**Conclusions.** Rural tourism is a new direction of development, which is a symbiosis of the tourist and recreational sphere and agro-industrial complex, in particular, the agricultural sector. The positive features of the development of this type of tourism are the improvement of socio-economic development of the village, expansion of the employment of the rural population and additional income without interruption from the main activity. To successfully develop rural tourism it is necessary to apply marketing tools, in particular, the means of advertising and promotion of the services provided. The use and practical implementation of the marketing complex will allow us to form a positive reputation, to bring the activity to a profitable level and to occupy a corresponding niche in the market.

**Keywords:** *rural tourism, agro-industrial complex, agrarian marketing, rural green tourism, ecotourism, agrarian tourism, marketing, agro-village.*

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