

## **DEVELOPMENT OF ENTREPRENEURSHIP IN THE FIELD OF RURAL GREEN TOURISM**

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Tourism is one of the fastest growing economies in the world. In developed and developing countries, tourism is often considered a viable means of raising the level of economic activity of regional enterprises. In addition, the development of the tourism industry contributes to creating a positive image that allows the region to achieve other goals, such as business development.

The purpose of the article is to study theoretical and methodological approaches to the nature of entrepreneurship in rural tourism, the characteristics of driving forces and the benefits of business in rural tourism, the definition of problems and directions of development of rural tourism.

Rural tourism covers a wide range of sights and activities taking place in rural or non-urban areas. Its important features are open spaces and opportunities for tourists who can directly experience the agricultural and / or natural environment. Consequently, rural tourism in its essence should be: located in the countryside; functionally rural tourism is built on the features of rural life, small business, open space, contact with nature and

the environment, cultural heritage; usually entrepreneurial activity is conducted on a small scale; this business is built on local traditions and services provided by families.

Consequently, the organization and development of rural tourism requires significant investments that initially exceed potential revenues. Local communities and travel companies are difficult to adapt to the appropriate level of tourism service, where the quality of products and services must meet the requirements and expectations of tourists. Therefore, entrepreneurship in the field of rural green tourism is not a panacea for all rural problems, but only has a number of positive benefits for the community. This is one of many opportunities that rural communities could consider in order to increase community revenues and employment of the local population.

In the context of this research issue, it is advisable to carry out a detailed analysis of the possibilities of attracting financial resources for the development of tourism business in rural areas, which could become a prospect of further scientific research.