An extended abstract of the paper on the subject of:

**DEVELOPMENT OF RURAL TOURISM BY CREATING TOURISM CLUSTER**

Tourism is increasingly acts as an indicator of political relations between the regions, stabilizer partnerships at the national level. Therefore, given the importance of tourism, the state has defined it one of the priority areas of the national economy and culture sphere the rights and needs of individuals and society, one of the key components of socio-economic policy and regions. Today in Ukraine there are some problems that do not contribute to the development of the tourism industry, resulting in substantial destruction of economic and social relations in the tourism sector. This is primarily the lack of management in the tourism sector due to the uncertain special central executive authority on tourism, as the lack of clear government policy to develop green tourism. The problem in the management of tourism is the imperfection of legal regulation at the regional and local levels, and the lack of plans for integrated development of tourist and recreational areas.

The purpose of the article. The article is a theoretical study the possibility of state-level cluster approach to the development of green tourism in Ukraine.

Thus, for the effective functioning of clusters in rural tourism in Ukraine is necessary by the state:

– Conduct public administration reform to reduce bureaucracy and create effective mechanisms to combat corruption;

– rozroblyaty and ensure the implementation of national strategies and programs to improve the competitiveness of Ukraine and its regions by creating and developing innovative and tourist rekreatsionnnyh clusters;
– Organize legislative provision favorable to the development of green
tourism through cooperation of the authorities, owners of estates, NGOs and local communities;
– To promote partnerships between government and the owners of estates in the formation of clusters;
– Ensure the development of training and retraining in the field of rural green tourism;
– To carry out basic research to identify priority areas of cluster development of green tourism;
– stvoryuvaty national and regional competitiveness council for coordination of national and regional clusters;
– Intensify the use of the support of the International Organization of the UN, UNIDO, UNESCO and the European Union in the field of rural green tourism;
– Support initiatives owners of estates and other regional associations of entrepreneurs on technological and intellectual capacity based on the cluster model.

Undoubtedly, the possible negative consequences of cluster of green tourism, the occurrence of which could reduce the competitiveness of the industry analyzed, including:
– Vulnerability (specialization may cause the vulnerability of the region);
– The effect of the closure (on the confidence of local contacts provokes contempt for External Relations and closed);
– Inflexibility;
– Reducing competitive pressures (reduces driving forces of innovation);
– Self-sufficiency syndrome (getting used to the past successes, the cluster may not be able to recognize changing trends);
– Internal decline [1].

Thus, the organization cluster of green tourism has become a promising long-term program objectives of public policy whose success also depends on the joint efforts of public authorities, local governments, public owners of estates to facilitate the elimination of social and economic problems of rural areas.