Formulation of the problem. Today, as the world and domestic practice is growing demand for natural recreation rest. It is guided by a demand for the above data "rural tradition" Ukraine should use this chance and develop rural green tourism. Green tourism today has many different definitions and interpretations. A large cohort of domestic and foreign scientists distinguish it as a single tourist destination, not less cohort opponents define an integral structure ecotourism. However, even extensive study and not allow one to interpret this definition alone.

Presenting main material. At this stage of socio-economic development of Ukraine functioning of Rural Tourism available almost throughout the country, but with different levels of intensity. The formation of supply and demand in rural green tourism affects a set of external and internal factors. The external factors include:

– the geographical location of the region;
– political and economic relations between countries;
– pricing in the international market and in other countries;
– the balance of economic and social development of various countries;
– the international division of labor;
– exchange ratio.

Considering the fact that current conditions in Ukraine rural green tourism is developing mostly at national rather than at international level, more substantial impact on creating demand for this type of service do internal factors, which should include: the environment; natural resources and the possibility of their use; climate; internal policies; economy; the level of development of productive forces; the level of welfare.

Analysis of the demand in rural green tourism in Ukraine over the past five
years shows that demand in rural green tourism in Ukraine form the following key segments of potential consumers:

– inhabitants of industrial centers (preferring this way of rest because of its environmental friendliness);

– young people under 35 years old who live in large cities (their share is more than 4/6 of the total number of tourists);

– indigenous citizens (perceived as a form of recreation unusual, exotic);

– connoisseurs of Ukrainian folk traditions (through the charms of rural life and clean environment);

– people with low and middle-income countries (through the availability of cost vacation in rural areas)

**Conclusions and recommendations for further research.** The study of the current state of supply and demand of rural green tourism in Ukraine showed:

– the presence of slow growth in demand for rural green tourism at national level;

– low demand for holidays in Ukrainian villages at the international level;

– increased supply of green tourism;

– little or no suggestion rural vacation in some regions of Ukraine (Donetsk, Kirovohrad, Rivne, Sumy).

Achieving a balance in the market of green tourism possible with effective government regulation, status and feasibility of which will be discussed in the next section of work.