

Improvement of marketing policy is one of the most important points in strategic planning of enterprise development, because the efficiency of planning of marketing activity depends on the result of activity of the whole enterprise.

## References

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## MAIN REASONS FOR UKRAINIAN STUDENTS LABOR MIGRATION

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According to State Statistics Service data, over the past 12 years Ukraine has been experiencing migration population growth – over the said period 230,000 more people entered the country as compared to those who left. At the same time, according to UN statistics, Ukraine is among the top ten countries with the highest emigration levels and the numbers have increased in recent years. State Statistics Service estimates the number of migrant workers at 1.3 million, while experts say the number varies between 2 and 4 million [2].

Therefore the World Bank claims that Ukraine has become one of the leading countries with positive labor migration dynamics. According to the conclusions of leading Ukrainian experts in the field of demography and economics, Ukraine today faces a critical situation of labor loss. The explanatory note to their analysis says: “This threat was formed as a result of many factors, in particular the difference in economic development between Ukraine and its neighbors”, “political instability in the country, the introduction of a new migration policy in many EU countries, which simplified the involvement of Ukrainians in the production process on their territory.” The size of both the minimum and average wages in Ukraine is much lower in comparison with all EU countries, including countries of Eastern Europe. Companies in the former East Germany pay employees around 2,700 euros, and in West Germany - 3,300 euros. The minimum wage in Germany is 1,600 euros. In Poland, the average salary is 950 euros, and the minimum – 550 euros. In Ukraine the minimum wage is 4170 UAH, or approximately \$ 150, and the average salary ranges around 9 thousand UAH (data for January, 2019) [1].

According to statistics, nearly half of the emigrants are young people aged 19-25. In Ukraine, student employment programs have been around for 20 years. Every year, thousands of students go to conquer the world, some return for personal reasons, but nearly 80% remain to work on.

We conducted research and interviewed students from various universities in Ukraine (such as Alfred Nobel University, Odessa National Academy of Food Technologies, Melitopol State Pedagogical University named after Boghdan Khmelnytsky and others) to find out why students prefer to work abroad. The reasons are the following:

- Work experience is optional in conditions of great variety of vacations;
- Official employment and better working conditions;
- The employer provides accommodation, meals and transfer to the place of work;
- Visa, round-trip air tickets, uniforms are provided by the employer;
- Gaining business experience in large companies;

- The opportunity to build the practical communicative skills, to learn about culture and traditions of another country;
  - Improving English language speaking skills and overcoming the language barrier.
- According to students' answers, the biggest disadvantage is nostalgia. Living abroad people miss their relatives, friends and hometown greatly.

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## DEVELOPMENT OF GREEN TOURISM IN UKRAINE

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You have not heard about the “green rural tourism”? Initially, green tourism began to develop in Europe 50 years ago. More recently, this type of tourism has appeared in Ukraine. But the development of this direction has progressed every year and now has become incredibly popular.

“Green”, rural or ecotourism, you can call it whatever you want, but there will always be one meaning. Poor environmental conditions in big cities, a large number of everyday problems lead to stress and nervous tension. Therefore, more and more people are abandoning popular resorts and prefer to relax in nature in order to enjoy the fresh air, walk in the woods, collect fresh berries and mushrooms, drink water from a spring and eat natural products.

Green tourism is developing in three directions: outdoor activities during the weekend; temporary residence in a tent on the banks of a river or lake and the abandonment of television, internet, vehicles; comfortable rest in a small cottage in the village with the ability to use water supply, a bathroom, electricity [1].

The main objective of green tourism is to get closer to nature and protect the environment. The advantages of this type of vacation are accessibility, privacy and uniqueness. Firstly, relaxing in a tent or renting a house in the village is cheaper than a room in a little-known resort. Secondly, green tourism will help you find new and unusual hobbies for yourself: horse riding, picking berries, fishing. Also, some types of green tourism include the rejection of products from supermarkets, telephones and televisions, reducing energy use, and saving water.

The ideal period for green tourism is the period from late spring to early autumn. During this period that most places for ecotourism are available: mountains, seas, rivers, forests, plains, villages.

Today green tourism is actively developing and gaining popularity in Ukraine. There are forests and fields, seas and rivers, mountains and plains, cozy villages, authentic culture and friendly people - all that is needed for an excellent eco-vacation. This is what attracts not only Ukrainian green tourism lovers but also travelers from all over the world.

The development of green tourism in Ukraine is carried out by “Union for Promoting Rural Green Tourism in Ukraine”. This organization collects data on green tourism in different regions of