

exchange their self-interest and the profit motive on the common good in order to achieve the society model based on the victory of solidarity.

## **RURAL TOURISM: PROBLEMS AND PERSPECTIVE OF DEVELOPMENT**

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Nature plays a great role as a source of quietness, silence and beauty in modern urban life. A great meaning has influence of nature on human mental health, restorative influence of viewing and experiencing nature, the joy of scientific learning, ethical and cultural meaning of natural resources. Some research in environment psychology and landscape planing prove the social and psychological components of human-nature relationships.

The matter is that many of these functions could have economic value. The loss of this ideas could have serious economic implications, which are all often not taken into account. One of the models of the rational realization of these nature's functions is eco-tourism on the territories of National natural packs, sanctuaries, regional landscape packs and so on. Eco-tourism appeared not long ago at the close of the 80-th – at the beginning of the 90-th last century in Canada, Australia, France, take a great place in national packs of USA. But the most popular sort of eco-tourism in Europe is rural tourism. It can make townspeople feel comfortable and relax.

Rural tourism is a kind of tourism concentrated in village territories. It provides development of tourist routes, places for rest, museums of local lore, history and economy, and also centers on service tourists' with conductors and guides.

Ukraine has underdeveloped net of recreation places, that is caused by the historical reasons. Being a republic of former Soviet Union most of Ukrainian territories were closed for foreign tourists because of forbidden regime. International tourism was underdeveloped in comparison with disposable potential. Only small part of Ukrainians was able to visit foreign countries, because it was connected with hard

bureaucratic procedure and obstacles and also dozens of millions Ukrainian's gave a written undertaking not to leave the country.

Nowadays in spite of the fact that "iron curtain" fell liberalization of foreign-policy and economy didn't take place and Ukraine is still staying "terra incognita" for many countries' tourists. The matter is that there are very common and hazy ideas about potential of this large country. Ukrainian recreational, landscape, historical, cultural and climatic resources belong to one of the most valuable in Europe. Such regions as Carpathian, some regions of Forest-steppe, Steppe, Azov coast and Crimea can be large health and recreation complex with highly developed infrastructure.

The development of rural green tourism in Ukraine is very urgent because of the further influence on stabilization of villages' economic development, maintenance of employment of countryfolk, their exit from socioeconomic crisis, reduction of people's migration from village regions in cities. The rural green tourism in the majority of the countries of the world is considered as the integral compound of the program of complex socioeconomic village's development.

In spite of economical instability, absence of advertisement difficulties with entrance visa, transport complexity about 8 million foreigners visited Ukraine during last 5 years. So leaving everything without modifications, but improving organizing and informative work the number of foreign tourists will increase 20-30% in a year.

As for the development of rural tourism the Ukrainian government aspires to carry out some certain steps such as the acceptance of the state programs and normative acts aimed at development of small business in spheres of activity not connected with agricultural manufacture. This normative acts prove the fact that rural tourism is not a business activity so it is not taxed.

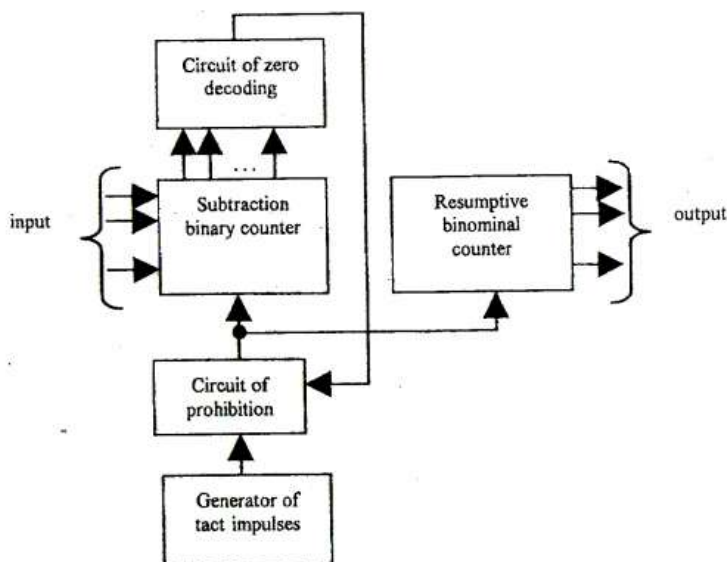
The development of this form of business can be interesting to the countryfolk because of low capital investments and low enterprise risk this kind of activity is a source of the additional incomes, which give opportunities for development of the enterprise initiative, increases the market of selling for the own goods and services of the local manufacturers.

The interest of local bodies of authority in development of rural tourism consists in increase of well-being of the local population, improvement of a socio economic climate, updating of the regional and local budgets.

## TRANSFORMER BINARY CODES INTO BINOMINAL ONES

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One of the most important things in solving the problem of digital telecommunication is reliability and authenticity of data communicated. One of the way out to increase antijamming is information coding. The easiest codes are the ones of even and uneven number. However they don't satisfy the properties of asymmetrical telecommunications channels. In that case binominal codes are much more useful.



*Figure 1- Block circuit of transformer binary codes into binominal ones*

Algorithm works in the following way. At the first subtraction binary counter takes a number which needs transforming. Then the resumptive binominal counter resets. The circuit of zero decoding lets tact impulses from the generator of tact impulses go through the prohibition circuit. So these two counters change their current positions