

Regulation of activities in the field of rural green tourism: European experience

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Rural tourism development in a majority of countries of the world is considered as an integral part of complex socio-economic development of a village. The article generalizes experience of rural tourism development in countries of Europe. Revealed features of rural green tourism in European countries, which have a common border with Ukraine. Analyzed a legislative framework in the field of rural tourism. Disclosed perspectives of rural tourism development in Ukraine by improvement of existent legal and regulatory framework and adoption of necessary regulatory laws.

An interest to the rural green tourism is high in all countries throughout the world. At the same time, every country aims at creation of its own model of rural tourism development. Rural tourism can develop not everywhere, but only in regions that include activities, which contaminate the environment. In Europe this type of tourism exists for a long time.

Broad studying and distribution of experience of European countries by Ukrainian experts and scientists will promote development and implementation of various models of rural development using tourist activity.

Strategic aim of development of rural green tourism in Ukraine should become a production of competitive in internal and world markets national tourist product, which is able to satisfy needs of our nationals as well as foreigners at the highest level.

A determinant prerequisite for successful process of rural green tourism formation as an organizational form of entrepreneurship is an improvement of existent legal and regulatory framework and adoption of necessary regulatory laws; development of a set of organizational and economic measures; improvement of informational and advisory support system; creation of new sources of financial and investment direction.