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Problems and Prospects of Development of Rural Tourism

The modern stage of development of market relations is related to the effective management innovative processes, that is provided by the search of the new providing of ecofriendliness of modern production and envisage development of "rural tourism", growing ecologically of clean products. In the modern terms of manage for satisfaction of necessities of people, that live in the conditions of the urbanized environment a considerable role plays "rural tourism" that can be attributed to one of types of subsidiary manage.

In recent years there has been a considerable increase of demand for and recreation rest in rural locality. Rural tourism - it one of the most perspective kinds. For villagers this type of tourism is the best stimulus for establishment and development of entrepreneurial activity that gives additional incomes and promotes the level of employment for members of rural families. Except it the activity over of rural communities engaged with organization of service of rural tourism can bring not only to the improvement of possibilities of employment, increase of potential profit for locals, diversification of local economic basis, but it can also heave up rural locality.

For today the European Federation for of Farm of and of Village Tourism (EuroGites). It unites national organizations of rural tourism and tourism of the European countries. Under an aegis of this organization the informative-catalogues of

objects of rural tourism are published with the certificated description of spectrum of their services with all variety of the essence of rural tourism.

The development of rural tourism gives an opportunity to improve a situation by attracting local population to entrepreneurial activity in the field of services. The problem of development of this type of tourism is new and scantily explored, that is why separate questions in relation to the systematic reasoning of features of its becoming as entrepreneurial activity still remains not exposed and needs more grounded study.

The basic problems of providing of corresponding terms for development in the villages of "rural tourism" are the following: low level of quality and comfort, that is needed for satisfaction of necessities of both home and foreign tourists; low level of grant of services; lack of integral tourist suggestions, that contain the foods oriented to the new type of tourist; low level of marketing, insufficient methodical providing and absence of purposeful activity; less severe visa requirements and more progressive system of taxation, that assists to development of this tourism. Also minuses are a weak wave of direct profits in the budgets of all levels in the first years of existence; a necessity of permanent sponsorship of organizers of rural tourism in connection with the high charges related to systematic work with citizens and advancement of tourism product.

It is possible to mark that many rural communities would also turn to advantage from the extended Federal role in development of rural tourism, and also more wide participation of the State. Tourism can become important force for development of unhappy rural districts. For example, it is possible to mark that the local action of tourism changes very among rural districts and depends on the enormous amount of factors, including descriptions of labour force and by the problems of seasonality. Local support, however, as a rule, is a necessary component for successful strategy of development of tourism. Therefore must be concerted strategy of tourism with local aims and to be sensible to support of association of character and traditions.

But in order that this type of tourism developed stably, it is necessary to form its economic mechanism: organizational, economic and legal aspects of activity. Most

attention needs to be spared to the organization of cooperative relations between the participants (by subjects) of rural tourism; need the solving of problems of taxation, tariffs on an accommodation and services, systems of marketing, guarantees in relation to a reception and maintenance of guests, certain standards of service; to legislative and legal registration and support of "rural tourism" at the level of the state, to work out the regional programs of development of rural tourism; to create the system of the research and information providing of sphere of tourism, in particular rural tourism, as a component of state informative system.

The introduction of the above-mentioned measures will allow to create a competition at the market of services of rural tourism, join to the profits of villagers and will show out of "shade" peasant economies that carry on tourist activity from rural tourism; to promote the standard of living in rural locality.

An assistance to development of rural tourism must become the inalienable constituent of public regional policy, one of ways of decision of question of employment of population and socio-economic development on a village.