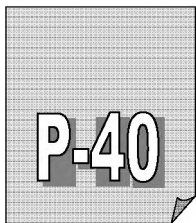




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AGRITOURISM IS ONE OF THE WAYS OF SUSTAINABLE DEVELOPMENT OF UKRAINIAN RURAL AREAS

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Abstract:

The modern situation in the rural areas of Ukraine requires exploration of fundamentally new and perspective ways of economics development with the aim of socio-economic and environmental problems solving.

Today the agritourism development in the context of sustainable development is bounded with lack of informational, organizational, financial and legal providing, that could regulate and establish favorable conditions for its effective application in Ukraine. It is also bounded with lack of scientific based concepts and strategies of agritourism development. In our country the governmental regulation of agritourism sphere has to realized with economical, legal and administrative influence through the legislative and standard acts; state and international standards; licensing of certain kinds of activities; governmental regulations and standards oriented to world market; governmental programs and plans; financial tax, money-and-credit, tariff regulation; investment, antimonopoly, social, environmental policy, etc.

The agritourism has to gain the national priority in Ukraine taking into account the main preconditions of sustainable development of agritourism and such facts, that this kind of tourism doesn't cause great negative impact on the environment, it is one of the ways of tourism industry conversion to bases of environmentally oriented development, it enables use of available housing facilities on the rural areas, it reduces investment losses and prevent the excessive exploitation of forest and pasture lands.