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THE SIGNIFICANCE OF THE LEGAL SUPPORT OF RURAL GREEN TOURISM IN THE CONTEXT OF SUSTAINABLE RURAL DEVELOPMENT

The article describes rural tourism as one of the most optimal and feasible ways of rural development. Rural tourism is particularly important for the development and sustainability of depressed rural regions of Ukraine, especially those where it is irrational and impossible to develop agriculture and other sectors. Moreover, the state declares tourism to be one of the priorities of the development of the economy and culture.

The relevance of the legal support of the development of rural green tourism in Ukraine is caused by the urgent need to solve the existing problems of modern rural areas, sharp population decline, rising unemployment rate, and mass migration of rural people being major of them.

The article aims to substantiate the significance of the legal support of rural green tourism in the context of sustainable rural development.

As a result of the use of historical, dialectical, formal and logical, comparative and legal methods, as well as a method of analysis and synthesis, the history, current status and ways of regulation of rural tourism have been stud-

ied; special attention has been paid to international practice of the legal support of the development of rural tourism, which has strengthened claims that this activity can provide for economic and demographic sustainability in rural areas, contribute to solving social and economic problems of rural areas, and become a significant factor in rural perspective development; it has been found that the regulatory framework which is flawed and not fully formed is a major factor thwarting the development of rural green tourism in Ukraine. The author believes that the factors that impede the development of rural tourism can be divided into two groups: systemic factors typical of all rural regions of the state, and specific factors typical of a certain region. Therefore, the need to create a legal basis for rural tourism is obvious; urgent measures necessary to create this basis should be as follows: creation and improvement of the regulatory framework associated with overcoming the strain in agricultural sector; adoption of a specific Law directly relating to rural tourism; drafting and adoption of the Concept of the development of rural tourism in certain areas.

