

SOME ASPECTS OF LEGAL REGULATION OF THE ACTIVITIES OF INDIVIDUAL PEASANT FARMS IN THE SPHERE OF RURAL GREEN TOURISM

Kovach D.L., PhD,

State Biotechnological University, Kharkiv, Ukraine
ORCID ID: <https://orcid.org/0000-0002-6065-9793>

Rural green tourism in Ukraine is one of the promising areas for the development of tourism business. Despite the state of war, the activities of individual peasant farms in the sphere of rural green tourism have significant potential as an auxiliary type of farm activity, an additional means of income generation, influencing the development of rural territories, contributing to the development and preservation of Ukrainian culture and traditions, and can also be an element of psychological rehabilitation, an attractive way of leisure in the post-war time.

The legislation in the field of rural green tourism is characterized by the presence of a significant number of legal acts that only partially regulate the social relations of the researched sphere, including the Civil Code of Ukraine, the Commercial Code of Ukraine, the Law of Ukraine "On Personal Peasant Farming", the Law of Ukraine "On Tourism", the Resolution of the Cabinet of Ministers of Ukraine dated March 15, 2006, No. 297 "On Approval of the Procedure for Provision of Services for Temporary Accommodation (Residence)" and others. However, due to the specificity of this industry, various legal issues arise that require attention and consideration. Below are some of these issues and possible ways to address them: 1) Regulation of the legal status of land plots used for rural green tourism. Due to the fact that often the land for rural green tourism is owned by individuals, there is a problem of uncertainty of the legal status of the land plot. To address this issue, requirements can be established for the documentary registration of land rights used for rural green tourism. 2) Regulating the legal status of business entities providing services in the field of rural green tourism. Due to the fact that rural green tourism is a new direction of tourism development in Ukraine, there is a need to standardize the legal status of business entities that provide services in this field. To address this issue, a special law on rural green tourism can be developed,

which will determine the legal status of business entities working in this industry. 3) Regulating the preservation of cultural heritage and conservation of natural resources in rural green tourism areas. Due to the fact that rural green tourism involves the interaction of tourists with nature and cultural landmarks, there arises a question of preserving cultural heritage and protecting natural resources in rural green tourism zones. To address this issue, requirements for the preservation of cultural and natural objects in rural green tourism zones can be developed, as well as rules of conduct for tourists who visit these areas. In addition, information work can be conducted among the local population and tourists to preserve cultural heritage and natural resources. 4) Regarding the regulation of relations between economic entities and tourists in the field of rural green tourism, since enterprises usually provide tourism services directly to tourists, there arises a question of regulating relations between economic entities and tourists. To address this issue, requirements can be established for contracts concluded between economic entities and tourists, as well as for the quality of services provided.

Therefore, to address the problematic issues regarding the legal regulation of rural green tourism in Ukraine, it is necessary to work on the development and improvement of relevant legislative acts, establish requirements and rules regarding the documentation of land ownership, standardize procedures for obtaining permits and licenses for tourism services, set requirements for the preservation of cultural heritage and natural resources in rural green tourism areas, as well as establish requirements for contracts and the quality of services provided. In addition, it is important to conduct informational campaigns among local residents and tourists to preserve cultural heritage and natural resources.

It is also important to take into account the practices and experiences of other countries regarding the legal regulation of rural green tourism and to use this knowledge to improve the legal framework in Ukraine. In addition, it is necessary to involve all interested parties – government representatives, local authorities, entrepreneurs, and the public – in the development and implementation of legislative acts.

Overall, the development of rural green tourism in Ukraine has great potential for increasing tourist flow and regional development, but this requires addressing problematic issues related to the legal regulation of this industry.