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Tourism and recreation in Ukraine have been recognized as industries to advance the national economy and support natural resources conservation. The number of national laws and regional executive legislation reflects the Government's priority to make tourism as environmentally safe industry. The life is different. The industry causes exhaustion of tourist and natural therapeutic and spa resources. The controlling system on environmental safety of the industry is imperfect, and tourist and sanatorium-and-spa business is far from being environmentally friendly. The conclusion is Ukrainian legislation on environmental safety of tourism and recreation business is imperfect, out of date and has to be revised. The issues like division of power controlling environmental safety and scarcity of finance to carry it out are key challenges for policy makers. The legislation gaps, overlaps and unaccomplished the number of national and regional programs on environmental safety make the business environmentally aggressive and blind to the future. Failure to establish national and regional cadastres of natural tourist and medicinal resources indicates the challenge. Lack of the cadastres prevents progress for the sanatorium-and-spa business and recreational industry in Ukraine. It also causes illegal use of natural remedial resources and indirectly induces pollution of the environment. Rural and green tourism in Ukraine are embryonic and there are no legislation to regulate environmental safety of the business.

Key words: tourism-and-recreation field, sanatorium-and-spa treatment, environmental safety, legal regulation.

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The features of assessing the effectiveness of recreation resources in terms of sustainable development. Demonstrated determinants social impact of their use. Principles of economic evaluation using recreational resources. The necessity of an ideology that would take into account current trends in the transition to a liberal market economy and entry into international structures. The fate of civilization depends not only on man's relationship to nature, but also from the continuity of generations in understanding their needs, both material and spiritual, to preserve human, civilization values and traditions of humanism. Of particular importance is the evaluation of the effectiveness and use of recreational resources, which should combine not only economic and social components, but also include an assessment of measures for the protection and restoration of such resources. Economic feasibility and validity term use of a recreational resource embodied through the level of profitability from its use for tourism purposes. However, in the context of sustainable development, the economic effect is adjusted based on the level of expenditure on maintenance of recreational resources in good condition and it plays that affects the increase in value terms of resource and hardly contributes to the current level of profitability from its use.

Key words: natural resources, tourism, sustainable development, economic efficiency, economic rent, expense principle.