TRENDS, PROSPECTS AND CHALLENGES OF SUSTAINABLE TOURISM DEVELOPMENT

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The monograph covers theoretical, methodological and applied problems of sustainable tourism development. The necessity of considering tourism and tourist destinations from the point of view of socio-cultural, economic, regulatory, marketing and management aspects is proved. The place and role of tourist infrastructure for the sustainable development of the industry is determined. Conceptual foundations for the formation of a market mechanism for managing tourism and tourism business entities based on models of economic growth and sustainable development in a competitive environment are proposed.

The monograph is addressed to scientists, teachers, students, graduate students, anyone interested in the tourism industry development.

The authors of the articles are responsible for the accuracy and reliability of the presented material, correct citation of sources and references to them.

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1. TRENDS, PROSPECTS, CHALLENGES AND ANTI-CRISIS SCENARIOS OF SUSTAINABLE TOURISM DEVELOPMENT IN UKRAINE AND IN THE WORLD

1.1. Sustainable Tourism Development in the Regions: Essence, Principles, Impact Factors, Assessment Methods

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The essence of the concepts of "sustainable development" and "sustainable development of tourism" is defined. The concept of sustainable development is considered in the context of a biocentric option to ensure the vital needs of society. The fundamental principles, internal and external factors of sustainable development of the tourism industry in the region are considered. The conditions of coordination and harmonization of the relationship between a person and his environment by the time vector are considered, which implies the achievement of short-term and long-term goals in solving alternative problems of obtaining fast and maximum profits by tourism enterprises, as well as the use of renewable tourism resources, as well as by the space vector, which leads to satisfaction the needs of the international tourist movement and international capital to solve the problems of the geographical promotion of tourist flows in ecologically clean and protected areas, inaccessible places, in new areas. Attention is focused on the need for strategic planning in the tourism industry in order to ensure the improvement of the quality of life of the population as the main indicator for assessing sustainable tourism development. The necessity of developing the concept of sustainable tourism development in the regions is substantiated. The prerequisites for the formation and effective implementation of the concept of sustainable tourism development in the regions are identified.

Introduction

The dynamic development of the global tourism market significantly contributes to the formation of tourist and recreational sectors of the national economies of the world. At the same time, since the beginning of the 21st century, the development of the tourism sector has become quite noticeable trends that are directly related to the overall economic development and the negative consequences of its impact on the environment. The need to move to a new economic paradigm of human life, which is based on the vision of the tourism industry as an integrated subsystem within the economic system, determines the relevance of the sustainable tourism development in the regions research.

The questions of the essence of the main factors and principles of sustainable development of the tourism industry is the subject of scientific researches by A. Dobrovolskaia [1], N. Penkina [2; 3], S. Revin [4], V. Smal [5], N. Sviridova [6], T. Tkachenko [7] and other scientists, as well as practitioners of the tourism sector. The problems of sustainable development of the tourism industry are becoming increasingly acute and relevant in accordance with the dynamic conditions of our time.

The Essence of Sustainable Tourism Development

Sustainable development is a process that harmonizes the development of productive forces and ensures the satisfaction of the necessary needs of all members of society, provided that the integrity of the environment is preserved and phased. Sustainable development creates opportunities to maintain a balance between the potential of society and the basic needs of people.

The concept of sustainable development implies a biocentric option to ensure the vital needs of society. Ecological safety of the planet should become a key problem of the society. In modern conditions it is very important to ensure the maximum possible preservation of the biosphere in a balanced state, the effective consumption of natural resources, not exceeding the limit of their possible reproduction, as well as the minimum possible use, or even the complete removal of non-renewable natural resources from the economic turnover.

Thus, we can agree with the definition of T. Tkachenko that sustainable (harmonious, balanced) development is a development that

provides a certain type of balance, that is, a balance between its socio-economic and natural components [7, p. 55]. In our opinion, the essence of the sustainable development of the tourism industry best defines one of the basic principles proposed by the World Tourism Organization in the 1999 Global Code of Ethics for Tourism: ("Tourism is a factor of sustainable development") [8].

In general, we consider that the sustainable development of tourism is such a development of the tourism industry that makes it possible to meet the urgent needs of tourists, considering the interests of the region with respect to maintaining the possibility of providing recreational and tourist services in the future.

The main objective of the sustainable development of the tourism industry can be considered as the satisfaction of the most important needs and aspirations in human life. Moreover, in this situation, it is envisaged to manage all types of resources in such a way that social, aesthetic and economic needs are met in conjunction with the support of cultural and environmental values without harmful effects on local biological diversity and its life-support systems.

The fundamental principles of sustainable tourism development and management methods that apply to all forms of tourism in all types of directions include mass tourism and various niches of the tourism market. Sustainability principles relate to environmental protection, economic and socio-cultural aspects of tourism development, and a balance must be struck between these three dimensions in order to guarantee its long-term sustainability.

The importance of sustainable development of the tourism industry is also confirmed by the fact that the unsustainable intensive development of tourism quite often leads to local environmental disasters. At the same time, the development of the tourism industry depends primarily on the quality of the environment and its diversity. So, S. Revin and N. Shadrin consider that the quality of water and air, as well as the aesthetics of the landscape and biological diversity, are primarily the natural components of a tourist product reproduced as a result of the functioning of natural ecosystems [4, p. 66-67]. It is unlikely that there is a type of business that is so keenly interested in preserving all environmental components, like tourism. Also, destroying the environment, the tourism business thereby reduces the possibility of its development, which clearly contradicts its purpose.

In the context of sustainable development of the tourism business, the main issue is the regular coordination and harmonization of the relationship between a person and his environment by:

- a vector of time, which implies the achievement of short-term and long-term goals in solving alternative problems of obtaining fast and maximum profits by enterprises of the tourism industry, as well as the use of renewable tourism resources;

- a vector of space, which determines the satisfaction of the needs of international tourist traffic and international capital to solve the problems of geographical promotion of tourist flows to ecologically clean and protected areas, inaccessible places, to new areas, provides improved economic conditions for the development of local communities, preservation of potential tourist destinations and individual tourist destinations objects, or the optimization of these alternative approaches and the minimization of tourist interference in the conditions and lifestyle of individual communities [7, p. 49-50].

The positive impact of sustainable tourism manifests itself as follows (fig. 1.1.1).

Therefore, sustainable tourism should:

1) ensure the optimal use of environmental resources, which are a key element in the development of tourism, supporting important environmental processes and helping to preserve the natural heritage and biological diversity;

2) respect the socio-cultural authenticity of the host communities, their cultural heritage, traditional values and promote intercultural understanding and tolerance;

3) ensure the viability of long-term economic operations that generate socio-economic benefits for all stakeholders, including stable employment and income-generating and social services for host communities and a contribution to poverty alleviation [9].

All this justifies the need to develop a concept of sustainable tourism development in the regions, the purpose of which should be to ensure the continuous development of the tourism industry in order to satisfy the needs of tourists and increase the efficiency of socio-economic development of the region based on the effective management of all elements of the tourism industry and its infrastructure.

The negative consequences of tourism can be neutralized by systematically designed measures implemented within the framework of the concept of sustainable development of the territory. The future

generation has the same right to a favorable environment as modern humanity. Moreover, it is obliged to preserve it [3, p. 24].

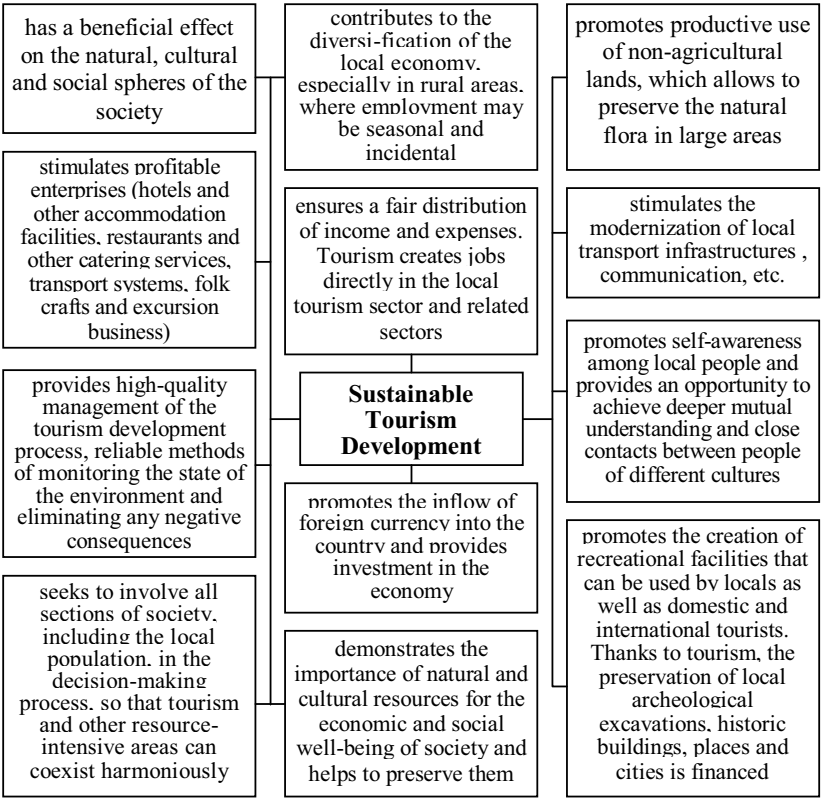


Fig. 1.1.1. The positive impact of sustainable tourism

By the concept of sustainable development of the tourism industry we mean a system of representations that defines a single concept of the policy for the development of the industry. According to N. Sviridova, in this concept it is necessary to consider all strategic priorities and development goals of the tourism industry, important directions and means of certain goals [6, p. 167]. The concept should fully reflect the position of the region regarding the development strategy of the tourism industry for the long term and include specific measures for its implementation.

The essence of the concept of sustainable tourism development includes two key interrelated provisions:

1) the need to meet the needs of all segments of the population, in particular low-income and socially vulnerable, usually through social forms of tourism. Moreover, in tourism, the economic and social needs of a person are almost equivalent;

2) limited resources, which determines the limited ability of the environment to meet the current and future needs of society. The main component of restrictions in the sustainable development of tourism is the environment, as well as economic, social and cultural restrictions, which are caused by the organization of society, the state of technology, the level of education and culture of the population [7, p. 58].

Principles and Factors of Sustainable Tourism Development in the Region

Among the principles that should ensure the sustainable development of tourist regions in the economic sphere, are:

- coordinated planning and management of tourism development with other types of economic activity and directions of development of the country and the region as a whole;
- promoting the development of small and medium enterprises as a basis for job creation in the tourism sector;
- support for the introduction of environmentally friendly technologies in the tourism industry;
- implementation of tourism marketing in order to increase the efficiency of the local economy and reduce the pressure on the environment through a more even distribution of tourists in time and space.

In the social sphere, the program measures of sustainability are:

- government efforts to work closely with all stakeholders, including national tourism councils, travel agencies and organizations, the private sector, and local communities to make decisions on tourism development;
- ensuring equal conditions for the indigenous population along with other participants in the tourism business in obtaining economic, social and cultural benefits from the development of tourism, giving it the primary right to employment;

- respect and preservation of local cultures, traditional crafts, folklore;

- encouraging responsible behavior of tourists, cultivating respect for national laws, cultural values, social norms and traditions [5, p. 166].

So, in order for tourism to become one of the positive factors of the socio-economic development of the region, it is necessary to develop tourism in accordance with the principles of sustainable development. Based on the principles of sustainable development, tourism is able to bring other industries operating in the region onto the path of sustainable development [9].

At the present stage, the development of most types of tourism in certain regions does not correspond to the principles of sustainability, therefore, the task of subjects of social and economic relations in the field of tourism is to eliminate this contradiction. On the other hand, the tourist complex should not be considered in isolation. For the successful implementation of the principles of sustainable development of the region, its interaction with other sectors of the economy (industry, agriculture, science and education) is necessary – only in this case it is possible to guarantee the functioning of the concept of sustainable development in practice.

When developing the concept of sustainable development of the tourism industry, it is necessary to take into account factors that will directly affect the constancy of economic development.

Sustainable development factors can be divided into external and internal (fig. 1.1.2):

It is also worth noting that the influence of state policy on environmental and social factors in the tourism industry should be carried out through the reorganization and modernization of governance mechanisms at the state and local levels. In this case, it is worth paying attention to the implementation of strategic planning and the corresponding regulatory, institutional, financial, regulatory and scientific and methodological support. Strategic planning in the tourism industry should be carried out on the basis of the country's socio-economic development strategy, which will ensure its targeted focus on improving the quality of life of the population as the main indicator for assessing the sustainable development of tourism.

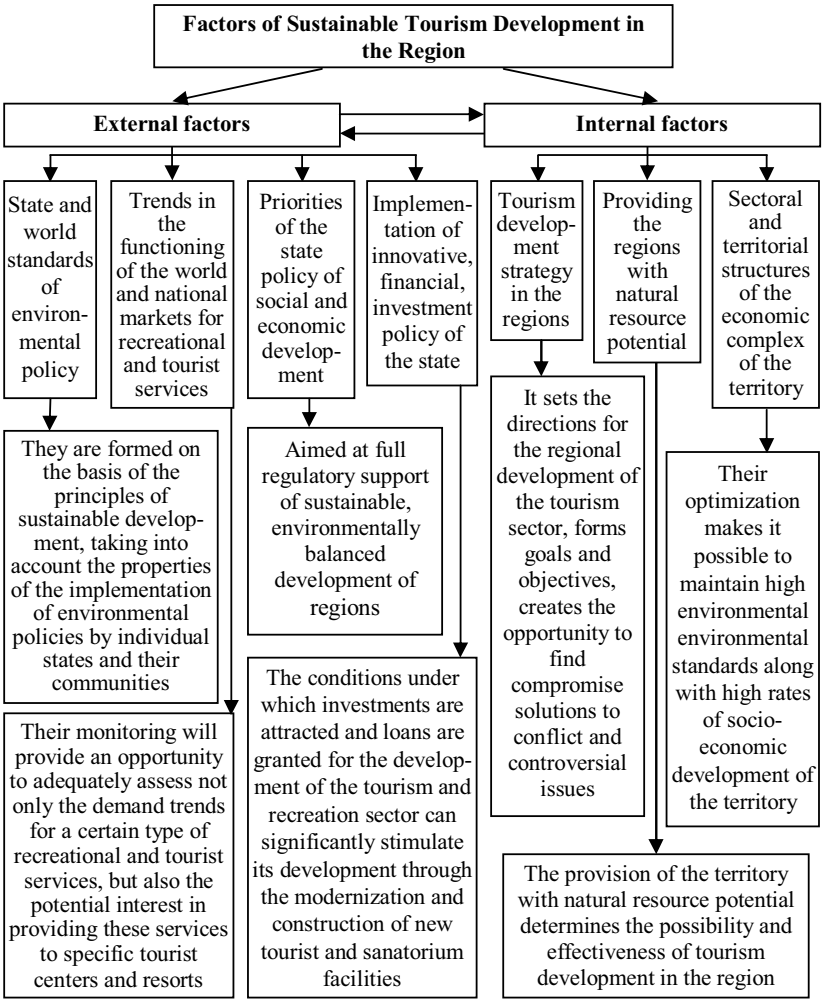


Fig. 1.1.2. Factors of sustainable tourism development in the region

Source: compiled based on data [1]

Assessment of Sustainable Tourism Development in the Region

The possibility of practical implementation of the concept of sustainable development initiates the identification and substantiation of quantitative parameters of such development. Professionals who develop

problems of measuring sustainable development often choose a monetary value for this. However, no one has been able to accurately assess sustainable development using monetary indicators, and the main reason for the failure is that sustainable development is seen as a one-dimensional goal. More realistic, in our opinion, is the multi-criteria approach, which makes it possible to assess the existing development as sustainable or unsustainable. The demanded criteria in this case are:

1. Cost-effectiveness. The main indicator here is the return on costs by income. Attention should be paid to the fact that it is necessary to reduce the raw materials sectors of the economy both in volumes and in the amount of investments and to focus on non-resource sectors of the economy capable of supporting the appropriate level of economic development of both individual countries and the world as a whole;

2. Environmental sustainability. This criterion implies ensuring the long-term existence of ecosystems, creating conditions for the natural renewal of natural resources, switching from hydrocarbon energy sources (oil, coal, gas) to alternative energy sources, low-waste resource-saving technologies, which should lead to stabilization of the level of environmental pollution and ecological balance;

3. Social well-being. In this case, we are talking about satisfying the cultural, material and spiritual needs of society equally, that is, about achieving interregional equality, a kind of standard of which can be the current state of the member countries of the Organization for Economic Cooperation and Development. However, it should be noted that social consumption is in conflict with the capabilities of the biosphere, in connection with which some restrictions on the needs for goods and services are simply necessary.

The scientific literature uses the following approaches to assess the degree of sustainability.

Indicator of actual sustainable income (*ASI*), or "accounting of natural resources", the essence of which boils down to the synthesis of economic and environmental assessment. This approach can be expressed by the formula

$$ASI = (GDP - DMF) + (GNW - DNW - CMD - LDR), \qquad (1.1.1)$$

where *GDP* is the gross national product;
DMF – depreciation of material and financial capital;
GNW – growth of national natural wealth;

DNW – depreciation of national natural wealth;

CMD – the cost of measures to prevent damage to natural resources;

LDR – losses due to unforeseen damage to natural resources.

Despite the fact that this approach is reflected only in theory, practice indicates the need to take into account the indicator of actual sustainable income when assessing the economic condition of individual regions and countries.

A multi-criteria approach based on an analysis of the following four factors is considered more realistic and less controversial:

- constant economic sustainable growth of GDP;
- achieving interregional equality, that is, reducing the gap between per capita income in the regions;
- achieving equality between generations in the provision of energy resources;
- maximum reduction of the burden on the environment, ensuring the level of carbon dioxide emissions not higher than the present.

The undoubted advantage of this approach is its flexibility, since it allows you to introduce and use other criteria. This approach can be formalized as follows:

$$dF(L, K, N, I) / dt \geq 0, \quad (1.1.2)$$

where $F(L, K, N, I)$ is a sustainable development function;

L – human, labor capital;

K – production capital;

N – natural capital;

I – institutional factor;

t – the time factor.

This formula demonstrates the basic principle of sustainability: the total capital of a society does not decrease over time, and if there is a decrease in one of the types of capital, then this must be replaced by another [2, p-39-40].

Thus, at the present stage, attempts are being made on a scientific basis to confirm the need for sustainable development in many areas, among which the development of environmental and resource-saving technologies occupies a special place. Also, the emphasis is on an integrated approach to solving the problem. Indeed, the above approaches to identifying development sustainability criteria are relevant

for any type of activity, including economic, but each type of activity has its own specific characteristics that simply need to be taken into account when assessing the sustainability of development.

To assess the sustainable development of tourism in the regions, tourism and recreational resources are of paramount importance, which determine the specifics of the development of tourism and tourism activities, since they include natural, cultural, historical and other objects on the basis of which the tourist product is formed. The term "tourist and recreational resources" is associated with the concept of "capacity of tourist potential", the indicator of which is expressed in millions of man-days of tourists staying on the territory of a tourist region per year. This information is necessary for planning the resource potential of the region. Currently, scientists identify the following areas for assessing the resource potential of a tourist region:

- quantitative assessment of resources (presented in dynamics);
- assessment of the potential structure;
- assessment of the possibilities of using resources;
- monitoring the current state of tourist resources.

Assessment of the resource potential in the proposed areas will allow planning the development of the tourism industry in the region, taking into account the full reproduction of resources and environmental protection. In addition to analyzing the resource potential, it is necessary to analyze the throughput capacity, which fixes the maximum load for a tourist facility, taking into account the preservation of environmental resources, a sufficient number of tourists and other indicators that reduce the quality of the provision of tourist services. Indicators of the throughput capacity limit the use of the resource potential, which, in turn, can lead to a decrease in profits from tourism activities. However, the thoughtless consumption of tourist resources can lead to their depletion and even complete destruction – then the development of tourism will acquire negative dynamics. The regulatory function in the tourism business should be performed by state and regional authorities, whose task is to create conditions for the development of tourism as a field of activity that can contribute to the economic development of the region, and at the same time ensure the rational use of the resources available in the region.

Conclusions

Thus, the sustainable development of the tourist services market is able to satisfy not only the needs of tourists and the economic interests of the tourist region, but also ensure the preservation and restoration of the ecological state of the environment, preservation of the cultural and national identity of the region's population.

Sustainable development of tourism in the region is determined by a number of factors of external (environmental policy, trends in the functioning of the market of recreational and tourist services, state policy of socio-economic development, investment, innovation, financial policy) and internal influence (strategy for the development of tourism in the regions, natural resource potential, industry and territorial structures of the economic complex of the territory), which should be taken into account when developing the concept of sustainable development of tourism in the region.

Prospects for further research in this direction are the development and identification of specific ways to implement the concept of sustainable tourism development in the regions of Ukraine.

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