

3.9. FEATURES OF SUSTAINABLE TOURISM DEVELOPMENT BASED ON THE PRINCIPLES OF PARTNERSHIP

Problem. To consider the features of sustainable tourism development based on the principles of partnership.

Analysis of recent research sources. Such scientists as Amosha O. I., Butko M. P., Galchinsky A. S., Geets V. M., Gerasimchuk S. V., Doroguntsov S. I., Melnik L. G., Chernyuk L. G., and others have been engaged in research of sustainable development of society and features of strategic planning of socio-economic development in its conditions both at macro-and meso-economic levels. The works of such researchers as: Beznosyuk V. D., Borushchak M., Gavran V. Y., Gaiduk A. B., Gaman P. I., Gnatyuk T. M., Gudz M. V., Gumenyuk Y. P., Danilchuk V. F., Molnar O. S., Tomanovich L. M., Cherchik L. M., Shmagina V. V., Shchepansky E. V. and others are devoted to the development of the tourism sphere and the use of its potential. Despite numerous scientific developments, the issues of strategic planning for increasing the use of tourism opportunities in the context of sustainable development remain insufficiently disclosed.

The purpose of the article is to consider the features of sustainable tourism development based on the principles of partnership, to analyze international documents that contain the main provisions on the implementation of the principles of sustainable development of the tourism industry and define the role of public-private partnership in ensuring sustainable tourism development.

Presentation of the main material. The development of the economic system is accompanied by a negative impact on the human environment and has a large-scale planetary character due to the strengthening of globalization processes. This makes it necessary to overcome the destructive impact of human progress on the ecosystem, that is, the direction of efforts to become on the path of sustainable development.

According to the sustainable development Strategy of Ukraine, “sustainable development is a system of mutually agreed management, economic, social, and environmental measures aimed at forming a system of public relations based on the principles of

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trust, partnership, solidarity, consensus, ethical values, a safe environment, and national sources of spirituality” [10]. It is based on the decision of the UN Conference on environment and development (Rio de Janeiro, 1992) and the world summit on sustainable development (Johannesburg, 2002), as well as other international forums on the environment and sustainable development.

The formation of a new model of civilization development based on the principles of permanence is based on the principles of balanced functioning of the three components:

1) Economic – ensuring efficient production development balanced with environmental and social requirements;

2) Ecological – restoration and preservation of the state of the natural environment, does not harm human health and natural ecosystems;

3) Social – improving the living conditions and reproduction of the population, improving its material security and quality of life.

In developed countries, the goals, objectives and methods of state regulation are beginning to take into account the new national interest that has emerged as a result of globalization – compliance with the consensus of national interests of countries and the global economic space as a condition for the sustainable development of their own national economy.

At the present stage of development of Ukraine, the policy of increasing the use of tourism potential will increase in the tension on the ecosystem. Therefore, first of all, it is necessary to form a policy and develop a strategy for the development of tourism not separately, but as an integral part of a unified regional policy based on the principles of sustainable development.

Studying the tourism sphere, it should be noted that the increase in the intensity of tourist flows, as an indicator of the level of potential utilization, leads to an imbalance in the structure of tourist and recreational resources. As a result, there is a threat to reduce resource opportunities and the ability to use them for the development of regional economic systems in the future. Thus, a “closed circle” of problems is formed, generated by the growth of human needs, the progress of society without a vector orientation to

ensure sustainable development. Therefore, “a person must simultaneously become both an object and a subject of development. It must participate in the processes of shaping its life, making and implementing decisions, and monitoring their implementation. The discrepancy between consumer human needs and the ability to meet them make society aware of the need to change values, modernize the consumption model, overcome sharp differentiation in income and resource distribution, and make the spiritual potential of the priorities of state policy and national security.”

The tourism industry in modern conditions is one of the possible sources of socio-economic development of Ukraine. However, tourism is increasingly causing significant harm to natural systems and creating social contradictions. The real impact of tourism on the environment remains hidden due to the fact that transport, especially air transport, hotel and restaurant business are perceived as separate parts of the service sector, and not as interconnected components of a single complex, the main task of which is to meet the constantly growing needs of the tourism industry itself. In addition to the overall environmental impact, tourism causes major changes in specific ecosystems. The most vulnerable are coastal and mountainous territories, small islands. In other words, the focus on mainly rapid economic growth of the tourism industry has caused harm to the environment, has contributed to the aggravation of subject-object relations between the human world and the natural world, which actualizes the scientific solution of this problem in the context of the concept of sustainable development.

Modern Ukrainian researchers in recent scientific publications form the basis of turismology [10], exploring the problems of innovative tourism development [5], the state and trends in the development of tourism services markets [7], deeply explore the strategic development of tourism business [8] and its regional aspects [11], thoroughly reveal the essence of sustainable tourism development [4], analyze the problems of state regulation of tourism development in Ukraine [1], they develop scientific tools for forecasting the demand for services of tourism enterprises [3] and form an innovative and investment mechanism for improving

the efficiency of enterprises in the tourism industry [2]. However, in our opinion, the problems and features of sustainable tourism development based on the principles of partnership also require in-depth research.

Our analysis of international organizations related to tourism activity suggests that they pay special attention to the environmental component, balanced and sustainable development of tourism and tourism business. At the General Assembly of the world tourism organization in 1985, the Charter of tourism and the tourist Code were adopted, containing provisions concerning the local population, who, having the right to free access to tourist resources must ensure that their attitude and behavior are respectful of the natural and cultural environment. In turn, the local population hopes and expects tourists to understand and respect their customs, religions and other aspects of their culture, which are part of the heritage of the entire society. The inter-parliamentary conference on tourism in 1989 adopted the Hague Declaration, which pays particular attention to the development of tourism based on the principles of sustainable development. The Declaration emphasizes that, given the deep relationship that exists between tourism and the environment, it is necessary to: promote integrated tourism development planning based on the concept of “sustainable development”, which was approved by the UN General Assembly; encourage the development of alternative forms of tourism that promote closer contact and understanding between tourists and the host population, preserve cultural identity and offer diverse and original tourist products and facilities, and ensure the necessary cooperation between the public and private sectors to achieve these goals at both the national and international levels.

Following the adoption of the “Agenda 21” policy document at the UN Conference on environment and development in Rio de Janeiro in 1992, a similar document was developed and adopted in 1995 under the title “Agenda for 21st century for the travel industry” and a document under the title “Agenda for 21st century for the travel and tourism industry”. In this document, the developers, namely: the world tourism organization (UNWTO), the world travel and tourism Council (WTTC) and the Earth Council

formulated their definition of sustainable tourism development. According to them, sustainable tourism development meets the current needs of tourists and their host regions, protecting and increasing opportunities for the future. All resources must be managed in a way that meets economic, social and aesthetic needs and preserves cultural integrity, important environmental processes, biological diversity and life support systems. Sustainable development products are balanced with the local environment, society, and culture in a way that benefits, not threatens, tourism development. The negative impact of tourism on the environment and local culture is also reflected in this document. The forms of such impact are too high intensity of tourist flows, loss of their former glory by curators, destruction of local culture, transport problems and, as a result, the resistance of the local population to the development of tourism.

A significant place in the “Agenda for the 21st century for the travel and tourism industry” is devoted to the issues of interaction and cooperation between state authorities responsible for the state of tourism and travel companies. Analysis of the text of the document suggests that the achievement of sustainable tourism development requires the creation of appropriate conditions, achieving a balance of the influence of economic, environmental, socio-cultural and other factors. Important, in our opinion, is the thesis on changing the emphasis from environmental to sustainable tourism.

The document sets out nine main areas of activity that are recommended as priorities for state tourism management bodies: assessment of the existing regulatory, economic and voluntary structure from the perspective of sustainable tourism development; assessment of the economic, social, cultural and environmental activities of the organization; training, education and public awareness; planning for sustainable tourism development; promoting the exchange of information, skills and technologies related to sustainable tourism development between developed and developing countries; ensuring the participation of all public sectors; development of new tourism products based on the principle of sustainability; assessment of progress towards sustainable tourism development; cooperation for sustainable development. In turn, an

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important task of tourism companies is to develop systems and procedures for introducing sustainability ideas into management and defining activities in order to implement the principles of sustainable tourism development. Economic, social and cultural criteria should be part of management decisions. Special importance is attached to environmental protection, conservation and reproduction. Therefore, travel companies and tourist accommodation facilities voluntarily apply certification systems, codes of conduct, environmental labeling, and the like. In 2000 a number of tour operators from countries such as Switzerland (Hotelplan), France (ACCOP), Germany (TUI Group), Great Britain (First Choice) and others, with the participation of the UN environmental protection Program, the UN Commission on education, science and culture, and the world tourism organization. We have created a voluntary non-profit partnership “Initiative of tour operators for sustainable tourism development”. The partnership is an open organization that attracts other entities, for which sustainable development is compatible with their own business activities, characterizes relations with partners, contributes to reducing and minimizing waste, and preventing environmental pollution. Companies that are members of the partnership aim to protect plants, animals, landscapes, protected areas and ecological systems, biological diversity, cultural and natural heritage. It is important to preserve the integrity of local cultures, avoid negative impact on social cultures, cooperate with the local community and peoples, use local products and skills of employees.

Also in 2002, the world summit on sustainable tourism in Johannesburg (South Africa) approved the joint UNWTO – UNCTAD program “Sustainable development-the Foundation for poverty eradication”, which aims to achieve the twin goals of sustainable development and poverty eradication in the least developed countries and in countries that are developing. At the same time, it is important to increase their conditionality and strengthen the impact on the sustainable development of the outlined circle of the country. In other words, there is a strengthening of the socio-economic component in the structure of sustainable tourism development.

Responsibility and trust in the field of sustainable development are important in the development of partnership relations. From the standpoint of public interest and public need, it is important to note the emergence of socially responsible tourism, which is based on the principles of social and economic justice, cultural exchange, respect for social identity, human rights, and so on. In our opinion, the Italian Association for responsible tourism (AITR), which is a non-profit organization founded in 1998, is responsible for this partnership. The Association, in fact, serves as an intermediary, facilitating interaction between tourism companies, local communities and tourists.

Later, in 2004, the world tourism organization formulated the concept of sustainable tourism development as follows: “The norms and practices of sustainable tourism management can be applied to all types of destinations, including mass tourism and various other tourism segments. The principles of sustainability relate to environmental protection, economic and socio-cultural aspects of tourism development and an appropriate balance must be established between these three aspects to guarantee the long-term sustainability of tourism.”

The search for a mechanism for such a balance brings us back to the need to apply the methodological principle of shared relations, laid down in the Christian postulate of triality, to the trialectic of G. V. Zadorozhny. Such a mechanism, in our opinion, is the application of the “partnership” approach with clients, state and local authorities, non-governmental organizations, employees of tourist enterprises, economic organizations of the integrated tourism sector. The term “partnership” is widely used in special scientific literature, normative acts, and documents of international organizations, which confirms the existence of developed partnership relations in the modern mixed economy.

Systematization of our practice with the use of the terms “partnership relations”, “partnership”, allows us to distinguish the relationship of partners in joint ventures, partnership as an organizational form, social partnership, partnership of civilizations, etc. A particularly important form of partnership development in the tourism sector in Ukraine is public-private partnership. To solve

the problems of public-private partnership in Ukraine, an appropriate legislative framework has been created and, thus, the basis for cooperation between the public and private sectors for the development of sustainable tourism, solving environmental problems, increasing competitiveness and attracting investment in the economy has been created. It is necessary to create such mechanisms for regulating public-private partnership that will allow full use of the potential of regions and enterprises. Public-private partnership involves state intervention in activities involving regional economic entities, which gives them all significant advantages. It is important that such intervention led to the improved utilization of limited resources while the tourism industry and served as a form for further development of the cluster model, providing a combination of public programs and private projects in one system models aimed at improving the level of services provided to consumers, involvement of society in the solution of social problems, efficient use of resources in the regions, sustainable overall development of tourism.

Conclusions. Taking into account the combination and coordination of strategic directions and scenario options, strategic directions of regional policy for the implementation of the tourism potential of the region are developed as components of the strategy. At the regional level, taking into account the specifics of the socio-economic development of individual regions and the level of their tourism potential, they can be transformed into benchmarks that a particular region seeks to achieve in terms of sustainable development. Only the interaction of the center and regions, the coherence of national interests with global ones, and the awareness of the human being of its interdependence with the environment will ensure the sustainable development of the national and world economy.

Responsibility and trust are important in developing partnership and sustainable development. An important form of partnership development in the tourism sector in the context of the transition economy of Ukraine is public-private partnership. Further research is related to the problems of civilizational tourism development.

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