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**PUBLIC
ADMINISTRATION FOR
SUSTAINABLE DEVELOPMENT:
NEW CHALLENGES AND
PERSPECTIVES**

collective monograph

**ПУБЛІЧНЕ УПРАВЛІННЯ
ДЛЯ СТАЛОГО РОЗВИТКУ:
НОВІ ВИКЛИКИ
ТА ПЕРСПЕКТИВИ**

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Монографія розкриває широке коло проблем, пов'язаних із забезпеченням сталого зростання економіки та усталених суспільних відносин в контексті публічного управління та вдосконалення самоврядування. Специфікою видання є поєднання теоретичних та практичних досліджень, досвіду реалізації публічного адміністрування, державно-приватного партнерства, в межах як загальнонаціонального виміру, так і локальних проектів. Зокрема, стосовно туристичної галузі, транспортної логістики, інноватики, впливу Covid-19 на різні аспекти сучасного суспільного життя в Україні та її сусідів. В межах авторських досліджень складається цілісна картина напрямів удосконалення публічного управління з урахуванням глобальних викликів, збільшення мережевого навантаження на всі сфери ділової активності, мобільності роботодавців та електронного урядування. Колектив авторів представляє Україну, Польщу та Білорусь, що відображає регіональні аспекти забезпечення сталого розвитку в реалізації методів та принципів публічного управління. Монографія розрахована на вчених, аспірантів та магістрантів, які досліджують вищезазначені проблеми з наукового напрямку «Публічне управління та адміністрування».

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3.1. Principles of sustainable development in public administration of the tourism industry¹

Globalization and increasing incomes have created favorable conditions for the rapid growth of the tourism sector. In the light of the new Agenda for Sustainable Development for the period up to 2030, important attention is given to the tourism development, which contributes to the implementation of all three components of sustainable development.

Ukraine's transition to sustainable development requires a change in approaches to governance in the social, economic and environmental spheres based on the introduction of a new model of socially oriented economy based on sustainable use of nature.

The formation and development of such a model is significantly influenced by the recreational tourism sector, the dynamic development of which inevitably causes positive changes in other areas (infrastructure, agriculture, ecology) and creates favorable conditions for solving social problems, improving living standards, forming a normal market environment and investment attractiveness, which is extremely important for the sustainable development of the state.

Effective state management of the recreational and tourist sphere will allow solving a number of sustainable development problems of the state in three vectors: economic, social and environmental. In this context, recreation is unique in that it provides an opportunity to combine these components of sustainable development in an organic relationship.

However, the issues of the public administration role in the recreational and tourist industry to ensure the sustainable development of Ukraine, as well as the problem of integrating the principles of sustainable development into the public administration of the recreational and tourist sphere remain unresolved.

Starting from the 1995 World Conference on Sustainable Tourism in Lanzarote, the concepts of “sustainable tourism” and “sustainable tourism” have continuously appeared on the political agenda of the United Nations and the United Nations World Tourism Organization (UNWTO), resulting in significant declarations, guidance documents and initiatives and becoming essentially a priority for UNWTO. At the same time, in UNWTO

¹ Автори підрозділу: *Stoyka A.V., Dragomirova Ye.A., Horiunova K.A.*, Donetsk State University of Management, Mariupol, Ukraine.

documents, the aforementioned concepts often began to be used as synonyms.

In general, the recommendations on the sustainable tourism development and the practice of managing sustainable development are applicable to all forms of tourism in all types of tourist destinations, including various segments of tourism, including mass tourism. Sustainability principles relate to the environmental, economic and sociocultural aspects of tourism development, and to ensure long-term sustainability, a balance must be struck between these three dimensions.

Therefore, sustainable tourism should:

1) to ensure the optimal use of natural resources, which are the main element of tourism development, supporting significant environmental processes and helping to preserve natural resources and biodiversity;

2) respect the sociocultural characteristics of host communities, preserve their cultural heritage and traditional values, and promote intercultural understanding and tolerance;

3) guarantee viable, long-term economic operations, providing and fairly distributing social and economic benefits for all participants - sustainable employment and income opportunities, social security in host communities, thereby contributing to poverty reduction.

The development of sustainable tourism requires both the informed participation of all relevant stakeholders and strong political leadership to expand the circle of participants and reach agreement. Ensuring the sustainable development of tourism is an ongoing process and requires constant monitoring of its effects in order to take preventive and / or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure that they gain significant experience, increasing awareness of sustainability issues and promoting sustainable tourism practices.

UNWTO has formulated the following priority goals for sustainable tourism development process¹.

¹ Making Tourism More Sustainable - A Guide for Policy Makers. URL: <https://www.e-unwto.org/doi/book/10.18111/9789284408214> (Accessed 12.04.2020).

1. Economic viability – to guarantee the viability and competitiveness of tourist destinations and enterprises so that they are able to continue their prosperity and ensure their long-term benefits.

2. Local prosperity – maximize the contribution of tourism to the prosperity of destinations, including maintaining the proportions of the tourist load on the region.

3. Quality of employment – increase the number and quality of local jobs created and supported by tourism, including the level of remuneration, conditions of service and accessibility for all without discrimination on the basis of gender, race, disability or other reasons.

4. Social justice – seek to disseminate widely the principle of sharing the economic and social benefits of tourism throughout the host community, including the improving opportunities, incomes and services available to the poor.

5. Affordable tourism – to provide safe and comfortable tourism for all visitors regardless of gender, race, physical ability, etc.

6. Local control – involve local communities in planning and authorize them to make decisions on the management and future development of tourism in the region (after consultation with other interested parties).

7. Welfare of society – to maintain and improve the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.

8. Cultural wealth – respect and enhance the historical heritage, genuine culture, traditions and characteristics of host communities.

9. Physical integrity – to maintain and improve both urban and natural landscapes, to prevent their visual or physical destruction.

10. Biological diversity – to support the conservation of natural areas, habitats and wildlife and minimize the damage caused to them.

11. Resource efficiency – minimize the use of insufficient and non-renewable resources in the development of tourism and tourism activities.

12. Ecological cleanliness – to minimize the production of waste and pollution of air, water and land by tourism enterprises and visitors.

These goals allow us to formulate the problem and the subject of research and development, to take the necessary measures for the sustainable development of tourism. They also help maintain a high level of tourist satisfaction and awareness of sustainability issues. The goals

confirm that the main objective of sustainable tourism is to achieve a balance between the host country, the tourist and the environment. However, finding a balance to protect and conserve resources, taking into account the needs of all participants (present and future), is a complex task.

The economic importance of tourism. Unlike a few other sectors, tourism has experienced continuous expansion and diversification over the past six decades, turning into one of the largest and fastest growing sectors of the economy in the world. Over the past seven years, the tourism sector has grown by an average of 4%. International tourist arrivals increase from year to year: in 2019, their growth amounted to about 48 million, which is 5% more than in 2018. If in 2018 the number of international tourist arrivals amounted to 1.33 billion, then in 2019 this figure reached 1.4 billion. According to UNWTO forecasts, 1.8 billion international tourist arrivals are expected by 2030. As of 2019, France (89 million tourists), Spain (83 million), the USA (80 million), China (63 million) and Italy (62 million) are the most popular with international travelers. After Europe, the most visited region is the Asia-Pacific region, which received 348 million international tourists last year. By 2030, their number, according to UNWTO forecasts, will increase to 535 million.

In the period 2010–2030 arrivals in newly emerging tourist destinations (growth plus 4.4% per year) are expected to double by the rate of growth in a developed economy (plus 2.2% per year). By 2030, Northeast Asia will be the most visited region in the world.

In line with the substantial increase in arrivals, international tourism revenues have steadily increased over the past decades, making it the fourth most important export sector in the world (after fuels and chemicals) with a value more than \$ 1 trillion per year. Thus, tourism accounts for 30% of the global export of commercial services, or 7% of total exports. Taking into account all direct, indirect and induced effects, the tourism economy represents 10% of global GDP. This contributes to 8.7% of full employment (261 million employees). It is believed that one job in the main tourism sector creates about one and a half additional or indirect jobs in the tourism-related economy million¹.

¹International Tourism Highlights 2019 Edition/ URL: <https://www.e-unwto.org/-doi/pdf/10.18111/9789284421152> (Accessed 02.04.2020).

Tourism growth is of great economic importance to the least developed countries. In approximately half of these countries, tourism accounts for more than 40% of GDP and is the most important source of foreign exchange. In addition to the source of foreign currency for destinations and job creation, the tourism sector has other positive direct and indirect effects on the global economy, such as providing an incentive to trade small, medium and micro enterprises, growth of incomes and entrepreneurship (especially in the service sector). This activity also causes the creation of a new public infrastructure, preserves and finances the preservation of the natural and cultural heritage. Practical lead projects around the world demonstrate the positive changes that can be achieved through sustainable tourism practices, making tourism a model sector for a green economy. The greening of the tourism sector strengthens its employment potential by increasing the recruitment of local staff and expanding tourism opportunities oriented towards local culture and the natural environment.

In addition to the positive aspects of tourism growth, there are significant risks in terms of the deterioration of the socio-cultural, economic and environmental assets of destinations around the world. Tourism development and tourism activities have contributed to the depletion of natural resources in several regions, leading to water shortages, loss of biodiversity, land degradation and pollution along with other impacts. The contribution of tourism to global warming is estimated at 5% of total global carbon dioxide emissions.

In addition, some host countries have been affected by cultural clashes, over-exploitation, crimes or human rights violations related to the tourism sector. In the economic sphere, tourism may also be responsible for price increases, economic instability or dependence, and may lead to excessive leaks from host economies.

Trends and forecasts indicate that with the continued expansion of the sector, such possible negative effects will only increase in the coming years. Emerging destinations may also be affected by direct and indirect environmental impacts.

In the normal course of business (without reducing emissions), by 2050 tourism growth will imply an increase in energy consumption

(154%), greenhouse gas emissions (131%), water consumption (152%) and solid waste management (251%)¹.

Changes in tourism practices and policies can, however, reduce these negative impacts and lead to benefits, stimulating the change to become more sustainable within the tourism supply chain and in other sectors. On the other hand, according to the report “Towards a green economy: the path to sustainable development and poverty eradication,” tourism is one of the most promising growth engines for the global economy.

With appropriate investments, it can continue to grow steadily in the coming decades, contributing to the necessary economic growth, employment and development.

At the RIO + 20 UN Conference on Sustainable Development in June 2012, the heads of state recognized that “carefully planned and regulated tourism activities can make a significant contribution to all three components of sustainable development (economic, social and environmental), closely linked to other sectors and can provide decent jobs and trade opportunities”².

During this Conference, UN member countries adopted the “10 Year Framework Program - 10YFP”. 10YFP is a global framework of action programs to enhance international cooperation to accelerate change towards better patterns of sustainable consumption and production (SCP) in both developed and developing countries.

Due to the increasing economic importance of tourism for developing and developed countries, sustainable tourism (including eco-tourism) has been recognized by world leaders as a key tool for sustainable development and has been identified by UNWTO and the United Nations Environment Program (UNEP) as one of five initial programs in the 10YFP structure. As noted above, in addition to the positive economic effects, tourism can also play an important role in enhancing and financing the preservation of the natural and cultural heritage, as well as in promoting the socio-economic development of tourist destinations. However, despite its positive potential, sector growth can often have negative effects on the natural, sociocultural and economic environment of destinations.

¹ Global Partnership for Sustainable Tourism. URL: <https://sustainabledevelopment.un.org/partnership/?p=7411> (Accessed 10.04.2020).

² Rio+20 Sustainable Development Summit. URL: <https://www.undp.org/content/undp/en/home/presscenter/events/2012/June/rio-20-sustainable-development.html> (Accessed 06.04.2020).

Over the past 20 years, the general interest and obligations of key groups of players in the politics and methods of sustainable tourism have significantly increased. Now there is a large number of studies, methods, tools, recommendations for sustainable tourism. The 10YFP Headquarters of the Sustainable Tourism Program aims to harness the high potential of tourism in order to promote sustainable development by accelerating the implementation of reliable patterns of consumption and production within the sector. The main objective is to achieve change by increasing net profit from the sector at global, regional and national levels for 10 years and reducing social and environmental impacts.

The contribution of tourism to the achievement of the Sustainable Development Goals. One of the most important global events of 2015 was the adoption by the UN General Assembly of the 2030 Agenda for Sustainable Development and the adoption of 17 Sustainable Development Goals and 169 targets for their implementation (Fig.1).



Fig. 1 The 2030 Agenda for sustainable development of tourism¹

Tourism development is indicated in the three SDGs: fostering sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; providing rational patterns of consumption and production; conservation and rational use of oceans, seas and marine resources for sustainable development. However, the contribution of tourism is not limited to these three objectives, as it can directly or indirectly contribute to the achievement of all other SDGs (Table 1).

¹ TOURISM & SDGS. URL: <http://tourism4sdgs.org/tourism-for-sdgs/tourism-and-sdgs/> (Accessed 06.04.2020).

Table 1 - Tourism links with the Sustainable Development Goals (SDGs)

Sustainable Development Goals (SDGs)	Public policy	Business actions
SDG 1 – End poverty in all its forms everywhere	Tourism provides income through job creation at local and community levels. It can be linked with national poverty reduction strategies and entrepreneurship. Low skills requirement and local recruitment can empower less favoured groups, particularly youth and women.	On-going staff training; Partnerships for education; Diversity management; Complementary benefits; In-kind donations for education, Poverty and human rights; Responsible investment and local recruitment; Local purchases and fair-trade
SDG 2 – End hunger, achieve food security and nutrition, promote sustainable agriculture	Tourism can spur sustainable agricultural by promoting the production and supplies to hotels, and sales of local products to tourists. Agro-tourism can generate additional income while enhancing the value of the tourism experience.	Local and green purchase (food/ agriculture); Local supplies and fair trade; Host community involvement; Wildlife and ecosystem protection; Offsetting actions
SDG 3 – Ensure healthy lives and promote well-being for all at all ages	Tax income generated from tourism can be reinvested in health care and services, improving maternal health, reduce child mortality and preventing diseases. Visitors fees collected in protected areas can as well contribute to health services.	Health prevention programs; Fight against sex tourism, health and disasters awareness and donations; Customer security and health – prevention and facilities
SDG 5 – Achieve gender equality and empower all women and girls	Tourism can empower women, particularly through the provision of direct jobs and income-generation from MMEs in tourism and hospitality related enterprises. Tourism can be a tool for women to become fully engaged and lead in every aspect of society	Diversity management; Awareness campaigns and in-kind donations towards fight against sex tourism and human rights; Non-discrimination values in staff recruitment and training
SDG 6 - Ensure availability and sustainable management of water and sanitation for all	Tourism investment requirement for providing utilities can play a critical role in achieving water access and security, as well as hygiene and sanitation for all. The efficient use of water in tourism, pollution control and	New equipment and technologies; Prevention programs for security and health; Standards and certifications; Community involvement

(Table continuation)

Sustainable Development Goals (SDGs)	Public policy	Business actions
	technology efficiency can be key to safeguarding our most precious resource.	
SDG 7 – Ensure access to affordable, reliable, sustainable and modern energy for all	As a sector, which is energy intensive, tourism can accelerate the shift towards increased renewable energy shares in the global energy mix. By promoting investments in clean energy sources, tourism can help to reduce green house gases, mitigate climate change and contribute to access of energy for all.	New equipment and technologies; Prevention programs for security and health; Standards and certifications; Community involvement
SDG 8 – Promote sustained, inclusive and sustainable economic growth, employment and decent work for all	Tourism, as services trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favour better diversification through tourism value chains can enhance tourism positive socio-economic impacts.	Training for professional development; Diversity management and local recruitment; Performance incentives complementary benefits; Responsible investment and local purchases; Community involvement
SDG 9 – Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit, making them more sustainable, innovative and resource-efficient and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment.	Eco-design; New equipment and technologies in energy and water resources; Renewable energies; Equipment and materials for recycling and waste; On-going staff training
SDG 10 – Reduce inequality within and among countries	Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban	Diversity management; Local enterprise investment; Responsible purchases; Non-discrimination values in staff recruitment and

(Table continuation)

Sustainable Development Goals (SDGs)	Public policy	Business actions
	renewal and rural development by giving people the opportunity to prosper in their place of origin. Tourism is an effective means for economic integration and diversification.	training; Community involvement
SDG 11 – Make cities and human settlements inclusive, safe, resilient and sustainable	Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.	Certifications; Partnerships; Awareness campaigns, in-kind donations for culture and heritage sites; Host community involvement; Clean energy; Resource efficiency; Biodiversity conservation initiatives
SDG 12 – Ensure sustainable consumption and production patterns	The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.	Efficiency technologies for energy and water; Renewable energies; Recycling – waste treatment; Pollution reduction; Local purchase and enterprises; Local supplier; Community involvement; Responsible investment; Guest involvement
SDG 13 – Take urgent action to combat climate change and its impacts	Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.	Eco-design; New equipment and technologies; Renewable energies; Recycling and waste; Wildlife and ecosystems – landscape protection; Pollution reduction; Offsetting actions; Awareness campaign and in-kind donations for disasters

(Table continuation)

Sustainable Development Goals (SDGs)	Public policy	Business actions
SDG 14 – Conserve and sustainably use the oceans, seas and marine resources for sustainable development	Coastal and maritime tourism rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, contributing to the sustainable use of marine resources.	Wildlife and ecosystems animal protection; Pollution reduction; Waste treatment; Offsetting actions; Green purchases; Information for customers and staff; Community involvement
SDG 15 – Protect, restore and promote sustainable use of terrestrial ecosystems and halt biodiversity loss	Rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity, but also in generating revenue as an alternative livelihood to local communities.	Wildlife and ecosystems animal protection; Pollution reduction; Waste treatment; Offsetting actions; Green purchases; Information for customers and staff; Community involvement
SDG 16 – Promote peaceful and inclusive societies, provide access to justice for all and build inclusive institutions	As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies. Tourism, which benefits and engages local communities, can also consolidate peace in post-conflict societies.	Human rights awareness; In-kind donations; Local enterprises – responsible Investment; Local recruitment and purchases; Diversity and respect policy; Anti-corruption money laundering; Client relationships; Host community involvement
SDG 17 – Strengthen the means of implementation and revitalize the global partnership for sustainable development	Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.	Professional development; Partnerships for education; Wildlife and ecosystems animal protection; Offsetting actions; Supplier and Customer involvement; Client relationships; Staff involvement and relationships; Community involvement

It should be borne in mind that the contribution of tourism to the economic development of countries, job creation and strengthening institutional capacity is not automatic, but depends on many factors, including:

- the tourism sector integration degree in the national economy through direct and feedback with other industries, as well as in regional and global value chains;

- the degree to which tourism income is used to finance infrastructure development, support local companies, especially small and medium enterprises, and also to develop the skills and institutions necessary to create a dynamic local economy;

- policies and strategies adopted by national governments, and on how much they encourage the attraction of domestic and foreign investment in tourism, technology transfer and know-how, contribute to labor-intensive activities and support those regions where the poor live and work;

- national efforts to promote sustainable tourism¹.

Governments need to take these relationships into account in order to maximize the potential of the tourism sector to ensure economic growth and reduce poverty. Particular attention should be paid, in particular, to the creation of new jobs, including in rural areas and in the field of trade in services, the construction of roads, port and airport facilities.

A review of the goals, objectives and prospects of sustainable tourism development in modern conditions, presented on the basis of materials of UNWTO and UNCTAD, clearly demonstrates the importance of this priority area. The tourism sector can contribute to the achievement of the Sustainable Development Goals and should be used effectively to ensure economic growth and reduce poverty. At the same time, it is necessary to minimize the adverse impact of tourism, including on the environment and cultural heritage.

In Ukraine, there are all the prerequisites for the development of sustainable tourist sphere. Convenient geographical location, favorable climate, diverse terrain, unique combination of natural and recreational resources, cultural and historical heritage, branching of the sanatorium - all these factors determine the competitive advantages of the market of

¹ Sustainable tourism: Contribution to economic growth and sustainable development. URL: https://unctad.org/meetings/en/SessionalDocuments/ciem5d2_en.pdf (Accessed 03.04.2020).

recreational services in Ukraine in terms of integration processes. Today, Ukraine's recreational potential is not fully revealed, as evidenced by the small share of tourism in the country's GDP structure.

Considering the contribution of the tourism sector to the country's GDP as a complex system, the World Travel and Tourism Council (WTTC) includes¹:

1. Direct expenses of tourists for travel, such as travel, accommodation, entertainment, visiting monuments and museums, food, etc. The costs of domestic, inbound and travel expenses at the state level are considered in accordance with the UN-recommended methodology of tourism accounts (TSA: RMF 2008).

2. Indirect contributions of the tourism sector to the country's economy include investments in the tourism industry (construction of tourism infrastructure, purchase of transport and equipment), government spending on tourism (marketing, security, administration, etc.), domestic procurement of products and services by tourism enterprises (procurement food, cleaning services, IT services, etc.).

3. The induced contribution to the country's GDP is defined as the expenditure of those who directly or indirectly receive income in the tourism sector.

Effective state management of tourist sphere will allow to rationally use the recreational potential of Ukraine and strengthen the role of recreation and tourism in GDP.

The impact of public administration on environmental, economic and social factors is ensured through the reorganization and improvement of management mechanisms at the state and local levels, the introduction of strategic planning, appropriate regulatory, regulatory, institutional, financial support and more. At the same time, strategic planning in the field of recreation and tourism is carried out on the basis of the strategy of socio-economic development of the country, which ensures its targeted focus on improving the quality of life as a key indicator of sustainable development.

Positively assessing the principles of strategic planning of the transition of recreational and tourist complexes to sustainable development,

¹ Ukraine 2020 Annual Research: Key Highlights.URL: <https://wttc.org/-Research/Economic-Impact> (Accessed 13.04.2020).

and the initial s of the sustainable development concept provision, it is possible to formulate the following principles of recreational and tourist sphere public administration on the sustainable development basis:

- ensuring natural and ecological sustainability and attentive attitude to biodiversity;

- ensuring sustainable social development and attentive attitude to the socio-cultural identity of the population;

- the need to find a balance between the goals of big business and the local population, the development of recreation and tourism and environmental protection;

- use of part of the resources received from recreation and tourism for the implementation of measures aimed at restoring the environment;

- greening of public consciousness through the use of education and the media;

- central authorities efforts combination, local communities and business structures in the development of the territory and a clearly defined responsibility for the preservation of the natural and cultural landscape¹.

Of great importance for the further dynamic development of the recreational and tourist sphere is the active policy of the state to support the development of recreational infrastructure, creating conditions to increase recreational attractiveness, improving the quality of recreational services. The consequences of effective public administration of the recreational sphere on the basis of sustainable development will be:

1. Economic:

- introduction of a system of strategic ecological assessment of plans and programs for the development of recreational areas;

- introduction of environmental certification and licensing in the field of nature management and resource conservation in the recreational industry;

- improvement of the system of long-term forecasting of the state of natural recreational resources, their economic evaluation; creation of unified cadastres of recreational resources;

¹ Formation of the national tourism system of Ukraine. URL: <https://business-perspectives.org/images/pdf/applications/publishing/templates/article/assets/996> (Accessed 06.04.2020).

- accelerated development of ecologically oriented recreation and green tourism, etc.

2. Environmental:

- prevention of anthropogenic degradation, preservation of the integrity of natural ecosystems and maintenance of their ecosystem functions;

- preservation of landscapes and biota, endangered species, restoration of the number and habitats of natural populations;

- preservation and restoration of especially valuable cultural landscapes;

- search for new mineral water deposits on the principles of ecological and economic feasibility of their development;

- improvement of licensing mechanisms and fees for balneological recreational resources;

- development and implementation of a system to combat deforestation and forest fires, etc.

3. Social:

- development and implementation of medical and social measures to preserve the somatic and psychophysiological health of the population;

- preservation and improvement of the set of natural and social conditions that ensure the health and duration of safe human life, as well as the conformity of living space to individual and social needs;

- ensuring high employment, labor productivity and decent pay;

- preservation and increase of recreational qualities of territories of resort appointment, and also territories for rest and tourism;

- preservation of the historical and cultural heritage of the Ukrainian people, its natural spirituality;

- revival of national culture and folk crafts, formation of national consciousness, patriotic upbringing of children and youth, etc.

Sustainable development of the tourism services market involves a balance between the elements of environmentally friendly, cost-effective and socially responsible activities; is able to cause a multiplier effect for the development of the market economy in three interrelated areas: economic, social and environmental.

The ecological and economic role (multiplicative effect) of the market of recreational and tourist services in ensuring the sustainable development of the state is:

- stimulating the development of related industries (construction, trade, agriculture, transport, housing and communal services, production of goods and services, education, etc.);
- increasing budget revenues at all levels;
- creation of new and preservation of existing jobs, reduction of unemployment;
- development of ecologically oriented forms and types of small and medium business in the recreational services field;
- preservation of the natural environment;
- rational use and protection of natural resources.

The social role of the recreational services market in ensuring the sustainable development of the state is:

- promoting the restoration and development of physical and spiritual strength, ability to work and health;
- raising the living standards of the population;
- revival of national culture and folk crafts, national consciousness formation;
- preservation and restoration of unique natural and historical and cultural monuments.

Thus, public administration in the field of recreation and tourism should be considered as a complex system in the unity of social, economic and environmental components, the further genesis of which will be based on the concept of sustainability.

Ukraine has a significant recreational potential, which under the conditions of effective public administration on the sustainable development basis can become an effective factor in the socio-economic development of the country and make the recreational sphere competitive in the goods and services international market. The key to the overall strategy of the domestic market public administration of recreational services should be not only the services improvement, but also the need to improve the health of citizens in recreational facilities and develop economic levers to promote ecological and green tourism and ecologically oriented recreation.

That is, when it comes to the rapid development of a range of recreational services, it is necessary to emphasize the need for rational use of available recreational resources of the country for their further preservation and use in the long term. The state administration of the

tourist sphere is called to establish and maintain a balance between the preservation of natural and historical and cultural resources, economic interests and social needs and the development of recreation. It should be aimed at creating comprehensive conditions for the development of tourism and resorts and become one of the priorities of sustainable development of the state as a whole and improve the life quality.

3.2. Recommendations on State Measures for Reconstruction of the Tourist Sector of Ukraine in the Convention of the COVID-19 pandemic¹

At present, the primary priority in the context of the global economic crisis for many countries around the world is to contain and eliminate outbreaks of the COVID-19 pandemic. The state of emergency has already had a negative impact on the economic development of each country in the world and has a tendency to grow, as a result of which, according to the Asian Development Bank, the world economy may suffer losses ranging from 5.8 trillion to 8.8 trillion dollars, which is equivalent to 6.4-9.7% of world gross domestic product².

By the beginning of 2020, the Ukrainian economy was gradually growing, the hryvnia strengthened against the dollar and the euro, and at the same time the incomes of ordinary Ukrainians gradually increased. However, the crisis in Ukraine and around the world has reversed these processes, and the quarantine imposed by the rapid spread of the coronavirus has hit the economy even harder. Already, the Ukrainian tourism industry has lost about \$ 1.5 billion³.

This year, supporting the financial system, business and ordinary

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² Песимістичний прогноз: збитки світової економіки від коронавірусу оцінили в \$6-9 трильйонів. УНІАН. 15 травня 2020. URL: <https://www.unian.ua/economics/finance/pandemiya-koronavirusu-zbitki-svitovoji-ekonomiki-ocinili-v-6-9-trilyoniv-novini-ukrajina-10997906.htm> (Accessed: 19.05.2020)

³ Туризм після карантину: як пандемія вплинула на галузь і змінила її. Дивись.info. 14 травня 2020. URL: <https://divys.info/2020/05/14/turyzm-pislya-karantynu-yak-pandemiya-vplynula-na-galuz-i-zminyala-yiyi/> (Accessed: 19.05.2020)