

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДОНЕЦЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ УПРАВЛІННЯ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ «КИЄВО-МОГИЛЯНСЬКА АКАДЕМІЯ»
НАЦІОНАЛЬНЕ АГЕНТСТВО УКРАЇНИ
З ПИТАНЬ ДЕРЖАВНОЇ СЛУЖБИ
МАРІУПОЛЬСЬКА МІСЬКА РАДА
ГО «ФОНД РОЗВИТКУ МАРІУПОЛЯ»
WYŻSZA SZKOŁA EKONOMICZNO-HUMANISTYCZNA
(POLSKA, BIELSKO-BIALA)
EURÓPSKY INŠTITÚT ĎALŠIEHO VZDELÁVANIA (SLOVAKIA)
РААТА GUGUSHVILI INSTITUTE OF ECONOMICS OF IVANE
JAVAKHISHVILI TBILISI STATE UNIVERSITY (TBILISI, GEORGIA)
ОДЕСЬКИЙ ДЕРЖАВНИЙ ЕКОЛОГІЧНИЙ УНІВЕРСИТЕТ

**ПУБЛІЧНЕ УПРАВЛІННЯ
ДЛЯ СТАЛОГО РОЗВИТКУ:
ВИКЛИКИ ТА ПЕРСПЕКТИВИ
НА НАЦІОНАЛЬНОМУ
ТА МІСЦЕВОМУ РІВНЯХ**

**Матеріали II Міжнародної
науково-практичної конференції**

Маріуполь – Київ, 2019

УДК 316/352

П 36

П-36 Публічне управління для сталого розвитку: виклики та перспективи на національному та місцевому рівнях: збірник матеріалів II Міжнародної науково-практичної конференції. 7-8 травня 2019 р. Маріуполь (Україна) – Київ (Україна) – Бельсько-Бяла (Польща). – Маріуполь-Київ: ПП Халіков Р.Р., 2019. – 194 с.

ISBN 978-617-7565-33-7

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(м. Маріуполь), 2019

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TOURISM SUSTAINABLE DEVELOPMENT: SOCIO-ECONOMIC ASPECT

For the first time in an international document, sustainable development is mentioned in the first edition of the World Conservation Strategy (WCS), published in 1980. One of the main WCS tasks was designated: bringing to high circles of the public the idea that nature conservation is one of the integral elements of the social and economic development balanced (sustainable) process¹.

“Sustainable development means the totality of a single environment, economic efficiency and the nations well-being”. This is how the term is defined by the International Institute for Sustainable Development (Winnipeg, Canada), founded in 1990.

In 1992, the Council of the Earth (San José, Costa Rica), created to implement the decisions of the UN Conference, immediately after it was held in Rio de Janeiro, gave the following definition: “Sustainability is a simple concept: living under justice our ecological capabilities”².

The general idea of the sustainable development concept is the harmonious interaction of society, human and nature. On this basis, the following principles of sustainable development can be singled out:

every person has the right to a healthy and resultative life in harmony with nature, living in an ecology friendly environment;

socio-economic development is aimed at improving the people`s life quality;

satisfy the basic life needs of future generations along with the needs of present generations, provided that the natural environment is preserved;

preserving the environment is an integral part of the development process and should not be considered in isolation from it. An im-

¹ World Conservation Strategy

<https://portals.iucn.org/library/sites/library/files/documents/WCS-004.pdf>

²United Nations Conference on Environment and Development (UNCED)

<https://uia.org/s/or/en/1100022514>

portant goal is to first fix, and then minimize anthropogenic impact on the biosphere;

the limits of the planet ecosystems life-sustaining ability are not exceeded, measures are taken to preserve and sustain the biosphere, and the possibilities of its subsequent natural evolution;

environmental safety and the stability of development receive a higher priority in progress than indicators of economic success and growth;

the natural resources development is based on the sustainable development principles: renewable resources are used moderately, non-renewable resources are used at minimum volumes, secondary resources are expanded, waste is utilized, neutralized, buried whenever possible, space resources and space resources are being developed, with the development of appropriate technologies for these purposes;

promotes and implements an optimal demographic strategy, in which the population is brought in line with the fundamental laws of nature and the biosphere stability ensuring possibilities;

the “polluter pays” principle applies;

poverty is eradicated, inequality in the levels of people's lives is smoothed out, the consumption pattern of rich people is adjusted to a sustainable lifestyle;

the forms of violence against human, first of all, the war, terror and genocide, are gradually reduced to zero;

all forms of biodiversity and “socio-diversity” are preserved and supported, that is, this term unites indigenous people, ethnos, nations, etc., their culture, traditions and everyday life;

dense international cooperation is being held to protect and restore the integrity of the global system and to restore the ecosystems that have been affected previously. State laws and international agreements aimed at protecting the natural environment and moving to a sustainable development model are being adopted;

environmental information is in the public domain, countries use unified indicators in sustainable development progress. For this purpose, global databases, national communication systems and other means aimed at solving global problems and the formation of a post-industrial information society are being created;

the consciousness and world outlook of a person is oriented towards the ecology. The focus in shaping the interests of human is shifted to intellectual and spiritual values.

Summing up the foregoing, it can be asserted that sustainable development is a concept that equally covers all three of these spheres - economic, sociocultural, and ecological.

UNWTO defines sustainable tourism as “tourism that meets the needs of existing tourists and tourist communities while protecting and increasing the ability to function in the future”³.

Tourism uses a fairly wide range of resources, including environmental resources. With the development of tourism, both the volume of consumed resources and discarded waste is increasing. Territories used to create tourist infrastructure are increasing.

An advantageous method of infrastructure development is the one that involves inappropriate territories, reclaimed abandoned industrial or depleted agricultural land. The unfavorable method is the one for which the forests develop under the development of the infrastructure, the meadows and arable land are used, the coastline is changing.

Without proper planning, administration and control, tourism development can lead to socio-economic, environmental problems of varying degrees of complexity.

The modern stage of tourism development is characterized by significant monopolization. Services and profits are concentrated in multinational corporations. Most of the tourist infrastructure belongs to foreign capital. Local residents are the main labor source. However, often local people take a linear position, foreign specialists with a long working experience on corporations international standards are invited to lead positions. In these issues, sustainable development needs a fair balance.

Developing countries have the opportunity to develop tourism successfully, since they are less burdened with industrial production and better preserve their natural environment than developed countries, which have achieved leading positions at the expense of their ecology, of which, in turn, are the main flows of tourists. Thus, developing countries receive an indirect benefit from the industrial production of developed tourists when receiving income from tourists from these countries. It should be noted that developing countries hosting tourists from developed countries also receive a number of problems, usually in the socio-cultural sphere. In host countries, projects that take into account the cul-

³ UNWTO Annual Report 2017. URL: <https://www.e-unwto.org/doi/pdf/10.18111/9789284419807>

tural and other characteristics of the local population, the cultural heritage of the nation should be actively supported. Tourism revenues should be directed to the preservation and maintenance of historical and cultural monuments, customs and traditions of the local population.

The main benefits of tourism activities should be received by local people and the local economy. Available resources should be used carefully and rationally, taking into account the territory specifics. The country's government should play a leading role in the tourism development, both locally and at the state and international levels, acting as a regulator, through laws, taxes, etc. The complex situations and problems faced by tourists, local residents, authorities, in the tourism development, must be addressed in a comprehensive manner. This, in turn, implies the sustainable development transition. In case we use the sustainable development principles, tourism can not only overcome the difficulties, but also act as a locomotive, which will bring other industries on the path to sustainable development.

Strategic sustainability is important for the diversified and harmonious development of the region. It is necessary to ensure the possibility of applying socio-economic tools for sustainable development under various external and internal economic, social and geopolitical conditions. The most important types of economic activity on which the diversification of the region is being built are those that give maximum synergy effect and stimulate the development of the largest number of related industries.

The sustainable tourism development multiplicative effect growth is ensured by the use of a tools set, which provide: an territory's attractive tourist image; effective marketing strategy; availability of highly attractive, accessible and environmentally friendly tourist resources; developed tourist infrastructure; reasonable pricing policy; high level of security in tourist destinations; effective tourism support in legislative and executive bodies at all levels; the presence of highly skilled frames, etc.

Socio-economic mechanisms – a measures system aimed at transformation and development of social and economic well-being.