

EVALUATION OF THEORETICAL APPROACHES TO THE ESTABLISHMENT OF CONCEPTUAL CONDITIONS OF TOURISM SUSTAINABLE DEVELOPMENT

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Summary. The three dimensions of tourism sustainable development – economic, social and environmental are considered. The theoretical approaches to the establishment of conceptual conditions of tourism sustainable development are evaluated. It is grounded that achieving sustainable development goals in the mentioned directions will increase the economic and social well-being of society.

Key words: tourism, sustainability, economic factors, social factors, environmental factors.

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ОЦІНКА ТЕОРЕТИЧНИХ ПІДХОДІВ ЩОДО ВСТАНОВЛЕННЯ КОНЦЕПТУАЛЬНИХ ЗАСАД СТАЛОГО РОЗВИТКУ ТУРИЗМУ

Анотація. Розглянуто три аспекти сталого розвитку туризму – економічні, соціальні та екологічні. Здійснено оцінку теоретичних підходів щодо встановлення концептуальних засад сталого розвитку туризму. Обґрунтовано, що досягнення цілей сталого розвитку в окреслених напрямках сприятиме зростанню економічного та соціального добробуту суспільства.

Ключові слова: туризм, сталий розвиток, економічні фактори, соціальні фактори, фактори навколишнього середовища.

In the most economically developed countries all over the world, tourism is a source of material and spiritual development of society. By the number of jobs for small and medium-sized businesses, tourism today is the largest industry in the world, connected with the adjacent 54 industries. Tourism is a driving force in overcoming poverty, creating jobs and social harmony [1, p. 91–97]. Every day, more than 3 million tourists cross international borders. Every year, almost 1.2 billion people travel abroad. Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for improving millions of lives [2, p. 16].

Sustainable tourism development provides a positive overall balance of environmental, socio-cultural and economic effects of tourism, as well as the positive impact of visitors on each other [3, p.218–219]. Sustainable tourism development should be seen as the management of all types of resources, ensuring economic, social and aesthetic needs while preserving cultural integrity, basic environmental processes, biodiversity and life support systems [4]. In December 2015, the United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development. It was a unique opportunity to devote the whole year of 2017 to activities that promote the transformational power of tourism to help people have a better future. And one that came at a critical moment, as the global community works at regional, national and local levels to contribute to achieving the 2030 Agenda for Sustainable Development and the 17 sustainable development goals (table 1), laying out a new plan of action for people, planet and prosperity in which the three dimensions of sustainable development – economic, social and environmental – are managed in an integrated and balanced manner [2].

Table 1

World tourism sustainable development goals

n	Sustainable development goals	Content of goals
1	No poverty	Tourism is a vital instrument that can stimulate inclusive economic growth, create jobs, attract investments, fight poverty, increase life-quality.
2	Zero hunger	
3	Good health and well-being	
4	Quality education	Education is a quality factor of tourism.
5	Gender equality	Tourism has the potential to contribute to greater gender equality and the empowerment of women.
6	Clean water and sanitation	The efficient use of water in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be the key to safeguarding the most precious resource.
7	Affordable and pure energy	The future of tourism is inextricably linked with the capacity of the industry to integrate alternative energy technologies.
8	Decent work and economic growth	By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
9	Industry, innovation and infrastructure	Tourism speeds up the construction of social and economic infrastructure. It promotes the distribution of innovations.
10	Reduced inequalities	Its targets pledge action to reduce inequalities in income as well as social, political and economic exclusion and discrimination, inequalities in opportunities and outcome, key policy determinants of inequality and necessary reforms in global governance to curb differences in political influence.
11	Sustainable cities and communities	Tourism can facilitate the growth of economy and help build a more sustainable and equitable future for people.
12	Responsible consumption and production	Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.
13	Climate action	Tourism is a vital instrument that can preserve terrestrial and marine ecosystems and biodiversity, support the fight against climate change.
14	Life below water	By 2030, to increase the economic benefits for small island developing states and least developed countries through a sustainable use of marine resources, including sustainable management of fisheries, aquaculture and tourism.
15	Life on land	Sustainable consumption and production, effective resource management, biodiversity conservation and environment protection are priorities for tourism to progress the fight against climate change.
16	Peace, justice and institutions	Sustainable tourism can promote cross-cultural understanding and peace.
17	Partnerships for the goals	The role of faith, religions, business, human security, migration, sport, education and art in sustainable development, preventing violent extremism and building trust and cooperation among cultures and civilizations.

Formed by the author according to [2]

As the specialized Agency of the United Nations for Tourism, the World Tourism Organization was mandated by the General Assembly to hold celebrations. The Organization has carried out its leadership role with objectives: to raise awareness of the contribution of sustainable tourism to development; to work with stakeholders to make the sector a catalyst for positive change; to foster change in policies, business practices and consumer behaviour in tourism [2].

Sustainable tourism should: make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values; ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed [5].

In general, the sustainable development of tourism has a beneficial effect on the economic, social and environmental factors of society's life. Considering the economic component, it should be noted that the sustainable tourism contributes to the flow of foreign currency and investment into the country, ensures a fair distribution of incomes and expenditures, creates jobs, contributes to the development of infrastructure. Sustainable tourism development contributes to the creation of reliable methods for monitoring the state of the environment, productive use of land and the elimination of any negative consequences, contributes to the creation of tourist and recreational complexes. It has a beneficial effect on the social and cultural spheres, in particular, it promotes the growth of self-awareness and understanding among the population of the countries, the expansion of inter-cultural communications, tolerance. Achieving sustainable development goals in the above mentioned directions will increase the economic and social well-being of society.

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