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Research on Sustainable Tourism Development

Abstract. The purpose of this article is to describe the role of implementing the principles of sustainable development in tourism industry and show how tourism development depends on the state of the natural environment. The authors analyse the characteristics of sustainable development in tourism, describe the implementation of sustainable development through international declarations and legal acts, and track trends in modern tourism. They also discuss the importance of cross-border tourism from the perspective of sustainable development and the role of environmental education in sustainable tourism development. Emphasis is placed on the understanding of the laws of nature for sustainable human existence.

Keywords: tourism, sustainable tourism, sustainable development, cross-border cooperation, eco-education

Introduction

At the end of the twentieth century the trends associated with general economic growth and the negative consequences of its impact on the environment began to be quite noticeable in the development of tourism. Since 50s the impact of tourism has been greatly intensified on the functioning of natural and socio-cultural

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environment. Some regions of the world have been dynamically growing from the standpoint of tourism and recreation. Unfortunately, it is mostly the mass tourism which creates a significant threat to the certain ecosystems. In view of the further development of the tourism industry we should expect to see adverse effects in the environment. Today understanding of sustainable development in the tourism industry becomes more complex in the sense of awareness of the unity of environmental, social, political and economic problems [Report 2001; Babarytska 2004].

From the ancient times to the present humanity finds risk to his own existence not from the side of nature but from the side of his reckless actions. This is confirmed by the words of the ancient Egyptians carved on the pyramid of Cheops: "Mankind will die from the inability to use the forces of nature and ignorance of the real world." Teyar-de-Chardin, Vernadsky, Joliot-Curie, Moiseev and other scientists emphasized it.

There is a need to move to the new economic paradigm of human life based on the vision of the economy as a subsystem within the global ecosystem and tourism as an integrated system within the economic system that caused justification of the main provisions of sustainable tourism development [Tkachenko 2009].

Large number of publications dedicated to the problem of studying the sustainability of tourism development are written mostly in English. Sustainable tourism has been formed as a separate category in the Western world where society is more aware of the resource limitations of the planet. In Ukraine this issue is not worked out enough due to the weak development of the tourism sector and low level of environmental protection.

The purpose of this article is to analyze the trends and the effectiveness of implementation of strategies for sustainable development of tourism in Ukraine. Defining of the main obstacles for its implementation and show the importance of the natural environment condition for tourism development.

1. Implementation of sustainable development

The main objectives of sustainable development are the elimination of poverty, changing imperfect models of production and consumption, rational use and protection of the natural resource base of economic and social development. Achieving the goals is possible by means of international cooperation directed at integrating of three complementary components of sustainable development: economic development, social progress and environmental protection. The basic

document which disclosed the essence, objectives and means of implementing of sustainable development is “Program of action. Agenda for the XXI Century” [Agenda 2000].

The concept of sustainable development is the result of over 50 years of comprehensive research of anthropogenic changes in the biosphere, performed by the International Biological Program, UNESCO “Man and Biosphere,” “World Commission on Environment and Development” led by Brundtland (1984-1986) and others. After a long discussion and improvement, it was finally formed in 1992 in Rio de Janeiro at the UN conference on environment and development. Without exaggeration it can be considered as the heritage of the world science, production and management experience, the total intelligence of many generations.

The Lisbon Summit of the European Council can be considered as the beginning of the implementation of the principles of sustainable development in the European Union at the level of adoption of common strategies. There was adopted a key strategic document of the EU “Plan for economic and social renewal for Europe by 2010”, which is in wide use called the Lisbon strategy (Lisbon Strategy). “To become the most competitive and most dynamic economy in the world basing on knowledge, which is capable of continuous growth, providing more and better jobs and close social cohesion” is a strategy aimed at increasing the global competitiveness of the EU through economic renewal and improvement in the social sphere and environmental protection and defines objectives for the next decade [Lisbon 2000].

Despite extensive measures to enhance the implementation process of the Lisbon strategy, the EU countries has been achieved only partial progress. In particular, the share of spending on research and development has exceeded the limit of 3% of GDP in just two countries: Sweden (3.7%) and Finland (3.5%). In three countries, it is close to that level (Germany and Denmark – 2.6%, Austria – 2.5%) and in nine countries (Bulgaria, Greece, Cyprus, Latvia, Lithuania, Malta, Poland, Romania, Slovakia) is critically low – less than 1% of GDP [Sidenko 2011].

The new EU development strategy “Europe 2020” “Strategy for smart and sustainable development that promotes social accession” was approved by the European Council in Brussels in June 2010. It was focused on three priorities: smart growth (development an economy based on knowledge and innovation), sustainable growth (moving towards more resource-efficient, environmentally friendly and competitive economy) and socially integrated growth (promotion the economy with high employment that delivers social and territorial cohesion). This strategy is complemented by a three-year national reform program [European 2010].

In addition to the mentioned above strategies, the concept of sustainable development “is present” in other documents and initiatives, particularly in the White Papers – document of the European Commission concerning formal pro-

posals of directions of common policy changes, such as The Plan of creation of a single European transport area, the Green Papers which are the sectoral documents of the European Commission, Communique of the EU Commission. The EU has drafted a significant number of directives aimed at implementing innovative strategies for sustainable development. They are focused on the following priorities: the formation of an open and competitive economy, reducing carbon dioxide emissions, sustainable management of natural resources, providing safe food and goods, nuclear safety, the development of safety technical standards in the construction and emergency events and disasters prevention [Melnyk 2012].

Practical solution of global problems of sustainable development is significantly ahead of the formation of scientific field of knowledge which would form the basis of the sphere of industrial activity. As a result, the following extremely important parts of the "Program of Action" as informatization of sustainable development in general and management of this complex process were incomplete. Implementation of the program without intelligent system control of ecological, economic, social, demographic and other events is not possible in the specific human systems.

In economically developed countries the basic ideas of sustainable development are primarily directed to its social and economic aspects, conservation and sustainable use of resources, enhance the role of major population groups, NGOs, government, business, industrial, technical groups that are present in all social spheres. It is indicative that even countries that have recently joined or are going to join the European Union are required to prepare a list of recognized in European and rare species habitats and ecosystems in particular country to be covered by joint programs and methods of protection [Vicenikova 2003].

2. Sustainability in tourism

Sustainable tourism development is based on the doctrine of sustainable development which is aimed to replace the relationship between man and nature, expand opportunities for economic growth and the creation of a coordinated global strategy of human survival focused on the preservation and restoration of natural communities in the scale necessary to return to the limits of economic capacity of the biosphere [The doctrine 2009].

At the global level the hallmark of tourism is quite high dynamics, stability and sustainability and also active influence on the economy of many countries with favorable recreational resources. Modernity is characterized by expansion and deepening of travel geography. The main trends are development of new forms of tourism that are associated with familiarization with nature, flora, fauna,

rural areas and cultural heritage, increasing demands for quality of tourism services, environmental protection, preservation of traditions and culture of the local population [Report 2001].

The study of peculiarities of international tourism in the context of sustainable development becomes more important in the period of globalization, free flow of information, resources and population movements. International tourism plays an important role in strengthening of peace and friendship between peoples, expanding trade, scientific and cultural cooperation, establishing good relations between nations, tourist exchange between countries which is, in fact, a type of international relations covering important issues of public life. Today the objective conditions are created for international cooperation.

Familiarization with customs, way of life and culture of people of another country with its history and historical sites encourages to deep knowledge of the environment. The formula "leisure, health + knowledge, experiences" is the way to define the main directions in the development of both international and intra tourism.

Tourism enables people not just to see the life of each other but also to compare different economic systems. Along with the growth of tourist flows to the most developed areas of tourism, interest in new little explored areas increases, despite the high transport costs and limited offer of tourist service.

In recent years dynamic changes taking place in Europe is for its citizens huge challenge in terms of history and future. The changes often continue under complex political, economic and social conditions. They deal with issues of sustainable development at the national, regional and local level.

Cross-border regions can be characterized by significant advantages and a tourist attraction. There are varied terrain and beautiful landscapes, large forest complexes, richness of animal species and water bodies filled with different kinds of fish, mineral and healing waters and also monuments of material culture along with rich and varied folklore.

In spite of the favorable conditions for development of various forms of tourism, such as recreation, active, professional, urban, cultural and business natural and cultural conditions of cross-border areas are not fully used. Only few areas can be attributed to the third stage of development of tourist regions characterized by developed tourist market with a growing number of tourists and investments in the tourism sector. Many attractive for tourism areas are at the initial stage or so-called discovery phase or the phase of pulling.

Among the most frequently mentioned reasons for incomplete using of capacity for tourism development in cross-border regions are:

- lack of popularity of tourism, especially compared to other regions;
- lack of tourism marketing, especially tourist product and advertising drawbacks;

- peripherals of location and low communication accessibility, especially in the border areas,
- money barrier in the field of tourist product creation and distribution;
- lack of tourist traffic;
- lack of economic infrastructure that would support development of business and service tourism.

Among listed above barriers of tourist development in the cross-border areas appearing mutual dependence and mutual influence lead to so-called closed circle. Having broken the closed circle the way for rapid economic development can be open by means of tourism in the border areas.

In the world the environmental factor is an economic category in the tourist sector. Today, from point of view of environment, tourists are more demanding of quality of natural environment choosing the places for rest. However, this trend is not typical for Ukrainian tourism with the exception of a small number of tourists who visit natural protected areas and prefer active recreation in these areas.

Large-scale environmental disasters and increasing number of accidents during the tourist trips on the one hand and improving the quality of life in developed countries on the other hand, became a prerequisite for changing awareness and people's attitudes to the environmental factor in decision making for recreation.

The question of referring ecotourism to sustainable tourism remains to be debatable because ecotourists not always set the task for itself of protecting the environment. An additional factor is the increase of tourist flow that with no administrative restrictions, economic leverage (prices) and environmental awareness will lead to a violation of the principles of sustainability. Developing countries are particularly vulnerable to the negative impact of ecotourism due to increase in numerous domestic and foreign tourist flows and weak capacity of regulation of such activity by the state.

Sustainable development in the interpretation of modern scientists is interpreted as a transition process from industrial society to the noosphere [Daily 2002; Ursul 1994; 1998; Shevchuk et al. 2002]. The value of mind and intelligence as the basis of the noosphere is extremely important in organizing the management of environment of being of humanity towards the sustainability development. Setting the noosphere in the dynamic development of tourism is decisive in saving the biosphere.

However, population growth and intensification of tourist travel significantly depletes the capacity of the planet, so that the principles and laws of functioning of natural systems should be take into consideration for balanced or sustainable use of nature. The polystructural and variable natural system has set the task for ecologists to disclose features and patterns of its functioning. That is the way how many rules, theories and laws characterizing the functioning of ecosystems ap-

peared. The simplified version of these laws are four laws formed by Barry Commoner [1971]:

1. Everything is connected to everything else. There is one Ecosphere for all living organisms; what affects one, affects all.
2. Everything must go somewhere. In nature there is no such thing as “waste” and there is no place where things can be thrown out.
3. Nature knows best. Humanity wants to improve nature through technology but the change in the natural system can be devastating for her.
4. There is no such thing as a free lunch. Exploitation of nature will inevitably lead to conversion of mineral resources into unsuitable.

Nowadays the main idea of the preservation of sustainable socio-economic development is the management of natural resources. The ecological potential of a particular ecosystem within the economic facility (village district, region) which is a set of material and energy resources is the most valuable part of tourist resources for the operation of tourist business. The concept of sustainable development involves biocentric options for the vital needs of society. Environmental safety is a key issue of humanity that foresees preservation, avoiding or minimization the use of unrenovable resources [Tkachenko 2009].

The key element of the implementation of sustainable tourism is the level of tourist education of the population in general, especially in the kindergartens, schools as well as specialized training of the professionals of tourism. Modern tourism is a powerful tool for environmental education of the population, introducing environmental problems for tourists and the methods of their solutions, as in the process of tourist activity people constantly cooperate with the natural environment. The quality of this cooperation depends largely on the competence of experts of tourist industry, their professional preparedness for environmental education of students in the tourist travel, as well as psychological, intellectual and practical readiness of students to accept environmental information with its deep understanding and transformation through the prism of their own consciousness.

Modern school and out-of-school specialized environmental education institutions provide willingness to accept environmental information. One of the most important tasks is to create an effective model of ecological education of specialists in the field of tourism who are professionally suitable for ecological education of students. The most important step in its creation is the study of environmental education as the theoretical basis for training of tourism personnel in schools and out-of-school institutions. Three aspects of environmental education are the most relevant for the formation of ecological literacy, environmental philosophy of students: environmental education and education in schools; environmental education and extracurricular education in institutions; environmental education and education in the process of local history tourist activities.

[Sorokina 2009]. These aspects, in our opinion, are the most important in the formation of ecological culture of students, which we consider the result of environmental education.

Tourism should be developed to benefit the local population, strengthen the economy of the host country, create new jobs. Tourist industry has great potential which allows to make constructive contribution to the sustainable development, environmental and social sustainability of the countries and regions.

Sustainable tourism is consciously supported development, that is why the role of the state increases in the process of a strategic basis planning of the tourism industry development.

Expediency of the transition to the implementation of sustainable development strategies of Ukraine is defined as the internal and external factors which are related to the aspirations of Ukraine to integrate in the European Space and the need for performing of international obligations of Ukraine. Because of increased competition in the international tourism market, global trends are to strengthen the role of states in the sustainable development of tourism that is why national domestic tourist product becomes less attractive and competitive. As a result, the sphere of tourism and resorts of the state is unable to provide full implementation of economic, social and humanitarian functions, preserve the environmental and cultural heritage, create new jobs, increase the share of services in GDP [Zayachkovska 2011].

3. The meaning of the concept of sustainable development

Sustainable development is an old concept. Brundtland proposed the concept of “sustainable development” presenting a report of UN Commission on Environment and Development (1987). According to it: “Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs” [Dixon 1989]. This assumes management of all types of resources in a way that economic, social and aesthetic needs are being met with maintaining the cultural and environmental values without causing damage to biological diversity and life support systems [The tourism industry 2001].

Since then, many scientists who chose “sustainability” as their topic of research, tried to “clarify” and “strengthen” this notion. Interpretation of the English term “sustainable” is controversial and interpreted different in Ukrainian: steady, stable, supported, balanced. On the other hand, most authors are not particularly interested in the deep sense of this phrase.

Due to this, the monograph by V. Paschenko [2005] was dedicated to the analysis of the theory and practice of solving problems of sustainable development in Ukraine. The author convincingly argues that development must be not sustainable, steady or stable, but supported by the human community, and not totally supported because all processes are supported, including negative. It is clear that only positive processes should be supported and directed to “coevolution of nature and man.” Paschenko offers the concept of eco-evolution “which is incompatible with the manifestation of revolutionary changes in society and catastrophic changes in nature.” According to the scientist, the advantage is provided by two essential components of supported development: evolutionary and ecological compatibility. “Evolutionary is inherently objective; ecological is subjective depending on the person.” The combination of these features is eco-evolution, obviously is and should be defining feature of the essence of the phenomenon of supported development and the main part of the main content component of the scientific cognitive system called a new paradigm of environmental studies.

The concept of sustainable development is wider than the protection of the environment. As defined by the International Council for Local Environmental Initiatives Sustainable Development, sustainable development is a program that has to change the process of economic development so that it can guarantee a basic level of quality of life for all people and protect ecosystems and communities that are making life possible and worth it living [International 1996].

Deep mutual relationship between tourism and the environment and the need to implement effective measures to promote integrated planning of tourist development based on the concept of sustainable tourism development which was outlined in the materials of the World Commission on Environment and Development and the Program of the United Nations Environment “The environmental forecast to the year 2000 and following years,” approved by the UN General Assembly were emphasized in the Hague Declaration on Tourism [International 1996].

The essence of the concept of sustainable tourism includes two key interrelated provisions. The first is necessity to meet the needs of all, particularly the poor and socially disadvantaged segments of society, usually by means of social forms of tourism. At the same time economic, social and aesthetic needs of people are almost equally presented in tourism. The second is the presence of resource constraints which provide environment’s ability to meet current and future needs of mankind. The main component of constraints is natural environment in sustainable development. However, economic, cultural, social and domestic components of constraints are significant for tourism due to the organization of society, condition of technology, level of culture and education in population.

World Summit on Sustainable Development in Johannesburg, making the implementation of the principles developed in Rio de Janeiro, supplemented it

by principle of prevention and stressed the need to integrate three fundamental principles of sustainable development – the “polluter pays,” “precautionary principle,” “principle of common but differentiated responsibilities” [Shevchuk 2002: 36-45].

Thus, sufficiency, equity, efficiency, balance, dynamics, durability and prevention should be considered as the traditional principles of solving problems of economic policy of sustainable tourism development. Abidance by principles of sustainability foresees the solution of three global economic problems - the allocation of resources, their distribution and extent of use, each of them is the separate goal and, as rightly noted the famous American scientist G. Daly, solving one of them does not solve the other [Daily 2002: 256].

Criterion of sustainable tourism should be coordinated with the criterion of sustainable development of society in general which is ensuring high quality of life. In this context, tourism and the opportunity to participate in tourist movement can be considered as the criterion of sustainable development. Considering the general methodological approaches to any process and the essence of the objective function of sustainable tourism development, it is necessary to emphasize in the plurality of its components. In our view, and view of other scientists sustainable tourism criteria must be triune, interrelated and connected with the following components: accessibility – quality – safety [Paschenko 2005; Tkachenko 2009].

So the concept of sustainable development acknowledged by international community as strategic direction of the evolution of society in the XXI century has been found in every field of human activity. Tourism as an integrated system that covers all aspects of life and a significant number of involved economic activities to meet the needs of tourists is a priority object of implementing of the criteria and principles of sustainable development which determine the requirements for harmonious coexistence of all subjects of tourist business with environment.

Conclusion

One of the main obstacles to the dynamic socio-economic development is the inability to reach the totality of social interactions and natural processes. Therefore, knowledge and adaptation to the basic principles of law and the functioning of natural systems is the basis of sustainable development and sustainable tourism in particular.

So it is extremely important to bring up new generations with the sense of high ecological culture, new environmental worldview on the principles of environmental nature use, restoration and conservation of biodiversity of Ukraine

and its environmental potential. High quality of human life can provide environmentally competent generation with the formed environmental worldview, new value of orientations, attitudes and active environmental position.

Consideration of these proposals on systemic measures of ecologization of tourism will contribute to the formation of the principles of sustainable tourism development in our country. The Strategy of sustainable development of tourism as the integration of economic, social and environmental objectives will constitute a solid foundation for European integration of Ukraine.

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Badania zrównoważonego rozwoju turystyki

Streszczenie. Celem tego badania jest określenie roli wdrażania zasad zrównoważonego rozwoju w branży turystycznej i pokazać znaczenie stanu środowiska naturalnego dla rozwoju turystyki. W artykule używano metody: generalizacji, opisu, analityczny i syntezy, indukcję i dedukcję. Przeanalizowano treść i cechy zrównoważonego rozwoju w turystyce. Dokonano analizy wprowadzenia koncepcji zrównoważonego rozwoju poprzez deklaracje i uchwały międzynarodowe. Scharakteryzowano tendencje we współczesnej turystyce. Omówiono znaczenie transgranicznej turystyki z punktu widzenia zrównoważonego rozwoju. Określono rolę edukacji ekologicznej w zrównoważonym rozwoju turystyki. Zwrócono uwagę na konieczność rozumienia zasad funkcjonowania przyrody i ich wpływ na zbalansowane życie człowieka.

Słowa kluczowe: turystyka, zrównoważony rozwój, zrównoważony rozwój turystyki, współpraca transgraniczna, ekoedukacja