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SUSTAINABLE INNOVATIVE ENVIRONMENTAL DEVELOPMENT OF TOURISM INDUSTRY

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The article reviews the main approaches and trends of sustainable tourism development. Analysis and continuous monitoring of factors influencing the functioning and development of innovative tourism industry contributes to the fact that the increasing complexity of control objects, their relationships and interactions with the objects of the environment are not deterrent, since the presence in the relevant parts of the control mechanism can solve problems that arise. The systemic nature of the elements of the productive forces in the field of tourism involves the solution of existing problems through the use of the individual components of the mechanism of control of its organization as part of the target groups. *Keywords:* tourism, tourism industry, sustainable development.

Сталий інноваційний екологічний розвиток сфери туризму. Ю.Ю. Швець. Розглянуто основні підходи і тенденції сталого розвитку сфери туризму. Аналіз і постійний моніторинг факторів, що впливають на функціонування та інноваційний розвиток сфери туризму, сприяє тому, що ускладнення об'єктів управління, їх зв'язку і взаємодії з об'єктами зовнішнього середовища не виявляються факторами стримування, оскільки наявність у складі механізму управління відповідних ланок дозволяє вирішувати проблеми, що виникають. Системний характер використання елементів продуктивних сил у туристичній сфері передбачає розв'язання існуючих проблем на основі використання окремих складових механізму управління її організацією в складі цільових груп. *Ключові слова:* туризм, сфера туризму, сталий розвиток.

Устойчивое инновационное экологическое развитие сферы туризма. Ю.Ю.Швец. Рассмотрены основные подходы и тенденций устойчивого развития сферы туризма. Анализ и постоянный мониторинг факторов, воздействующих на функционирование и инновационное развитие сферы туризма, способствует тому, что усложнение объектов управления, их связи и взаимодействия с объектами внешней среды не становятся факторами сдерживания, поскольку наличие в составе механизма управления соответствующих звеньев позволяет решать возникающие проблемы. Системный характер использования элементов производительных сил в туристической сфере предполагает решение существующих проблем на основе использования отдельных составляющих механизма управления ее организацией в составе целевых групп. *Ключевые слова:* туризм, сфера туризма, устойчивое развитие.

The development of socio-economic systems also led to changes in the conditions for the development of tourism. Scientific, technical and socio-economic de-

velopment has led to the spread of tourism. Therefore, in areas frequented by tourists massively, there were serious problems in the field of ecology, culture and social development. Uncontrolled growth of tourism due to the desire to make a profit quickly often results in negative environmental consequences. Tourism is influenced by many factors, the role of which in different periods may vary in strength as well as the duration and direction of impact. Identification, control and analysis of the use of factors of innovation development in the field of management is an important goal of sustainable tourism development. The high degree of controllability of tourism can ensure its sustainable innovative development. To determine the basic conditions for sustainable innovative development it is important to clarify the concept of sustainability, to identify the factors and conditions for sustainable development, as well as the ability to manage these factors expressed in enhancing the action of positive and negative factors reducing action. Typically, the negative properties acquire those factors that are not included in the scope of socio-economic system. Innovative sustainable development of tourism should be viewed in the context of the socio-economic development of the land by the use of the method of system analysis. Sustainable development issues are studied by many scientists: Bogolyubov B.C., Sevastyanov S.A. [1], Blehtsin I.J. [2], Vetlugin S.Y. [3], Los V.A. [4], Rummyantsev A.A. [5], Tatarkin A.I. [6] and others.

The purpose of article is analysis of the main approaches and trends in sustainable tourism industry development.

Environmental sustainability of tourism must meet the criteria of social, cultural and economic compatibility. Sustainable tourism is the tourism, which is in the

long run, i.e., projected on the current and future generations can be adapted to the specific ethnic and cultural characteristics, to meet the demands of social justice, environmentally compatible, economically expedient and profitable.

The development of the territory is a complex process of changing its environmental, economic, social, spatial, political and spiritual spheres and their qualitative transformations that ultimately leads to changes in the human habitat. Moreover, the development of any territorial entity should go in the direction of social progress, which is manifested in the increase of wealth, i.e., the totality of the objective and subjective conditions of life and livelihood of man, nature, production, society and state. [7] At that sustainable development involves the creation of such conditions (which take into account the impact of external and internal factors), under which the system, reaching the state of stability is not passed on in a different state. These conditions can only be created through a variety of management practices on the part of the world community, state, regional and local authorities, depending on the scale of the problems being addressed and the competence of the governing body.

The term "sustainable development" emerged in the early 70s of the last century and has been used in the materials of the UN Conference on Environment and Development "Agenda 21" (Rio de Janeiro, 1992). According to the accepted definition of sustainable development it is the process by which development occurs without compromising resources and their depletion, which makes development possible. This is achieved either such resources management when they can be renewed at

the same rate with which they are used, or slowly switching from renewable resources quickly renewable. Tourism as a separate theme was not included in this document. However, its impact on the preservation of the environment, cultural and natural heritage and uniting the efforts of various organizations in the sustainable development was the reason for the development and adoption in 1995 by World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC) and the Earth Council the document "Agenda 21 for the travel and tourism industry".

This document provides a definition of sustainable tourism development [8]: Sustainable tourism development meets the present needs of tourists and host regions while protecting and enhancing opportunities for the future. Management of all resources must be exercised in such a way as to meet the economic, social and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Products of sustainable tourism are the products that exist in harmony with the local environment, society and culture in such a way that it does good, not harm tourist development. According to the agenda for the twenty-first century challenges for the travel and tourism industry, travel agencies are to develop and define actions for the development of sustainable tourism. The priority areas of activity should be the preservation and restoration of the environment, waste minimization, recruitment of staff, customers and the public in environmental issues, consideration of economic, social and cultural criteria and environmental protection should be part of all management decisions, including the adding

new elements to existing programs. In 1999, at the XIII session of the WTO a global code of ethics of tourism has been developed and then adopted. One of the ten articles of the code is called "Tourism as a factor for sustainable development".

In 2004 World Tourism Organization defined the concept of tourism sustainable development, which provides for:

- provision of the optimal use of environmental resources that constitute a key element in tourism development, supports the basic ecological processes that help to maintain the natural heritage and biological diversity;

- respect for the peculiar socio-cultural characteristics of the host communities, while maintaining their inherent established and traditional cultural heritage and traditional practices, and contribute to the mutual understanding of different cultures and tolerance for their perception;

- ensuring long-term economic viability of the process, given their benefits to all stakeholders that are fairly distribute them, including permanent employment and the possibility of coming incomes and social services to host communities to reduce poverty. [8]

Approaches to consider the concept of sustainability of innovative development of socio-economic systems show many facets of this process. Management balanced, sustainable economic growth and social and economic system that provides the reliability and stability of the system are primarily connected with its content.

Sustainable innovative development of tourism associates with the creation of conditions that enable to improve the qualitative and quantitative indicators of

the tourism industry. These conditions should be based on the competitive advantages the tourism industry in the region, under the influence of dynamically changing market trends internal and external factors, the adjustment of the objectives tree in achieving the objectives within acceptable limits to growth.

Tourist region economy consists of many elements which are under a variety of influences that have random nature and it satisfies certain instability of the innovative development model. At all levels of the tourism industry in the planning, organization, management, forecasting of tourism it is important to determine the nature, size and time trend manifestations of instability, which requires the definition of sustainability criteria, limits fluctuations of tourism opportunities to adapt to external and internal threats, weaknesses, negative and not addressed in the management factors system. For creation of effective management system of processes that determine the sustainability of innovation and the development of the tourism industry, you need to constantly monitor the identification and deviations caused by various factors, influencing the stability of a single tourist product and the tourism industry as a whole. To make the picture complete it is important a comprehensive study of the effect of external and internal factors that have both a positive and a negative influence on the development of tourism in the region. It is also necessary to identify opportunities management, develop a system of thresholds factors, the excess of which is critical for the system from the perspective of ensuring its sustainable mode of innovative development.

Nature of tourism is supposed to involve the various sectors of the economy in the provision of tourism products. The functioning of the tourism market

is based on relationships and markets consumer products on the basis of existing tourism resources, the impact of socio-economic system of the society at the levels of integration of society in the international socio-economic relations.

The structural elements of the consumer and producer markets being in constant interaction create new market segments and expand opportunities for existing ones. The basic form of geospatial regional tourism market is a linear network, which reproduces the spatial relationships of elements of consumer and producer markets, connected enterprises and transport infrastructure. Various travel needs are transformed into types of consumer demand. Accordingly, the types of consumer demand form the segments of the consumer market, which is reflected in the territorial specialization, which allows you to emphasize diversity of territorial structures of the regional tourism market. Each of these structures is based on the needs, interests and motivations of consumers and is influenced by certain factors. The characteristic features of this form of the territorial structure are the lack of hierarchy within it, resolution, selectivity. This structure is more related to the local tourism market segments represented by the unique (rare, geographically remote) tourist resources. The formation and operation of the structure also shows a low degree of competition, the lack of development of the market. Tourist regions having more common tourist resources, having a high degree of competition, cooperation on the market, developed market economy, characterized by participation in the integrated-dimensional structures. The features of the form of the territorial structure are integrity, continuity, differentiation, different levels, as elements of the structure are of different hierarchical lev-

els, having direct access to other functional levels, which indicates the openness of tourism as a system.

Thus, we can identify a number of relationships that define the state of the tourism market, its operation and development, which can influence management practices: travel needs (interests, motives) of consumers, social (communication between the reference group), socio-economic (the relationship between tourism stakeholders market, the horizontal and vertical), information and innovation (communication to promote, develop the tourism product, the market, the conditions for stronger economic growth), natural (due to use of natural resources, rationality, the environmental component of these relations), economic (communication, aimed to receive economic benefits from tourism on the basis of existing cooperation relations between the sectors that have an impact on this activity).

Dynamic analysis of these relations in the formation of social and economic management mechanism on the basis of market relations, public programming allows for the most efficient implementation of communication between the object and the subject of tourism. Feature of the development of tourism in Ukraine is the fact that the crisis manifested mainly in domestic tourism, while outbound tourism continues to grow, leading to an imbalance of development of the domestic tourism industry, non-receipt of necessary volume of investment resources for its development. To address this situation, the creation of conditions for sustainable operation, innovative tourism development, environmental sustainability it is necessary:

- development of domestic markets with ever-increasing demand for quality;

- formation of competitive advantages tourism product and the region on the basis of values, greening, improving productivity;

- formation of competitive advantage based on the availability of information, education, greening and new technologies;

- development of integration ties at horizontal and vertical levels;

- preservation of natural and climatic tourism resources;

- creation, the development of market, industrial and social infrastructure designed to service the peak flow of tourists;

- development of principles of management of tourism tourist region on the basis of environmental safety.

Conclusions. Analysis and continuous monitoring of the factors affecting the operation, innovative environmentally sustainable development of the tourism industry contributes to the complexity of management objects, their relationships and interactions with the objects of the external environment does not become a deterrent, as the presence in the relevant parts of the control mechanism can solve problems. The systemic nature of the use of elements of the productive forces in the tourism sector involves solving existing problems through the use of individual components of the control mechanism of its organization in the target groups. Target groups should create conditions for the operation of controls to ensure the elimination of disparities in economic space tourist region, to solve regional and local issues, to maintain existing and create innovative competitive advantage as a basis for sustainable development. The target groups are matters of choice key priorities of innova-

tion, environmental development of the tourist area, taking into account market conditions, both external and internal, the availability of competitive advantages of the territory, the main choice of specialization of tourism facilities; legislation: instructional framework and government bodies that regulate the activity of socio-economic space tourism industry, promoting in-

novation, environmental development, the system of economic and administrative mechanisms and instruments governing the activities of the tourism sector. Creation and development of control systems, based on the data target groups, will enable systematically develop innovative environmental tourism industry.

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