

## ECONOMIC, SOCIAL AND POLITICAL ASPECTS OF SUSTAINABLE TOURISM

*Nataliya Hulevs kaya*  
*Sumy State University, Sumy, Ukraine*

The definition of sustainable tourism was given in 1988 by World Trade Organization (WTO). Sustainable tourism satisfies present needs of the tourists and destinations by protecting and increasing opportunities for the future. Management of all resources should be carried out in such way, that satisfaction of economic, social and aesthetic needs provide preservation of cultural values, essential ecological processes, biological variety and system of life-support. The output of sustainable tourism is the production, which exists in the consent with local environment, community and culture in such a manner that it is of benefit, instead of damage to tourism development.

It is necessary to avoid equating of sustainable tourism to eco-tourism. Ecotourism became popular in the 1980s and it's a form of tourism that focused in general on wildlife, nature, or exotic cultures. But this kind of tourism not always friendly influences on environment. So sustainable tourism, therefore, is an attempt to improve the impacts of all types of tourism on nature, local people and tourists themselves.

In the whole such kind of tourism is aimed to solve 3 types of problems:

1. Negative influence on an environment: spoiling of territories with solid wastes and loss of their aesthetic value; pollution of water objects by sewage; pollution of the air environment due to use of vehicles in the tourist purposes; noise pollution; degradation of natural complexes due to non-observance of norms of maximum permissible loadings (in particular, development of erosive processes); reduction of a biodiversity.
2. Negative influence on the social and economic environment: withdrawal from economic use of the significant areas; seasonal employment of workers; need for a plenty less-qualified staff (the parlourmaiden, waiters, gardeners, etc.); growth of criminalization among local population; cyclic character of transport services functioning, the enterprises of a feed, means of accommodation, etc.
3. Negative influence on the cultural environment: deterioration of a condition of cultural-historical monuments, objects and territories in connection with their heavy use in the tourist purposes; negative influence on culture and traditions of local population

Thus, the sustainable tourism should correspond with criteria of social, cultural, ecological and economic compatibility. It was set a stress on concepts of "compatibility" and "of sustainable development". Proceeding from this fact, it is possible to allocate the basic principles of steady tourism:

- careful planning, complex approach, integration of sustainable tourism with the plans of regional development;
- sustainable use of natural resources;
- reduction of superfluous consumption of resources and wastes as a result of activity;
- maintenance of preservation of a natural, social and cultural variety;
- support of local economy;
- participation of the local population in development of tourism and division with them of financial and other advantages from this activity;
- training the personnel;
- appropriate marketing politics of the organizers of tourism.

If the destination is interested in sustainable tourism here are some steps for reaching it:

4. efficient use of energy and materials (solar heating system, toilets which work by micro-bial degradation and avoid water consumption, using of wind as natural air conditioning);
5. waste management (sorting system on recoverable and non-recoverable solid waste);
6. control and reduction of air pollution (using of battery electric vehicles on the territory of destination);
7. control and reduction of noise pollution ;
8. using of environmental marketing strategies (environmental quality of tourism influences its competitiveness);
9. mutual understanding and respect between people and communities (understanding and distribution of universal ethical values, respecting of religious, philosophical and moral beliefs);
10. protect natural environment and resources with guaranteeing healthy, forward and sustainable economic growth;
11. efficient using of cultural heritage;
12. the local people should be involved in tourism management.

The responsibility of the organizers of sustainable tourism is to provide preservation of a nature and cultural heritage, that is connected with it, to educate the visitors, to give them an opportunity to understand value of nature's protection, to learn it, including on an example of own activity, necessity of the careful, reasonable attitude to a nature.

In opinion of the experts, the tourism became determining sector in regional economy of the countries of the European union and world community as a whole. But thus the speech goes about its sustainable development allowing to increase human, natural and the economic capital.