

INVESTMENTS IN TOURISM AS THE MARKET MECHANISM OF ECOLOGICAL PROBLEMS SOLVING

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Rapid economic growth in the world predetermines pressure on the ecology strengthening and ecological problems activation. There is the problem of effective mechanism choosing of economic development regulating to the level that would not conflict with steady development. It is necessary to come to agreement in the controversy "environment - economy growth": to provide such level of development that would be grounded not only on material welfares necessary for society creation, but also make on harmonious ecological development.

Development of the ecology-oriented business in Ukraine will allow ecological situation changing substantially, environment protection improving and natural resources using. Obviously, it is impossible to decide ecological problems, to provide stable economic development without effective macroeconomic policy and economy of the country improving.

Ecological situation in Ukraine becomes worse because of economic, political and other factors influence. The main of them are improper legislation, ecology-balanced long-term economic strategy absence, mainly raw materials' character of export, natural resources extensive use, ineffective sectoral policy, investment policy oriented on resources squandering sectors of economy development. On the whole, it is necessary to further different conceptions and approaches to these problems realization co-operation and consolidation for all ecological problems solving.

The most significance for ecology-oriented business development is investment policy sweeping change in the direction of nature protection priorities. Today's structure of state, private, foreign investments fastens such type development on future that base on resource using as considerable part of capital investments is put in complexes that base on active resources exploitation, foremost chemical industry, machine-building and agricultural products proceeding. This principle slows down the business growth that influence on ecological-oriented development. Fixed capital investments for environmental protection and effective use of natural resources in Ukraine in 2003 were 864,3 mln. grn. Financing from regional budgets and off-budget ecological funds is extremely insufficient (table 1).

Some researchers consider that environment protection problems have to be decided after economic. However environment integrity saving is the most important prerequisite for the most industries of the economy proper functioning. Ecology condition has considerable influence on tourism as tourist industry stronger than others relies on environment integrity - only primordial nature is instrumental in the tourists' personal interest and their valuable rest.

Table 1. — Financing of Program of recreational sphere, tourism and rest in the Lvov region on 2003-2007 development

Directions	Total financing, thousand of UAH (in % from the common financing)	Sources of financing %				
		state budget	local budget	assets of enterprises, societies and organizations	foreign investments	other
Saving, renewal and rational use of recreational resources	86270 (26,7)	1,4	2	19	2,4	5,7
Nature protection measures on recreational territories	71330 (22,1)	41,5	8,4	7,1	14,1	29%

At the same time, tourist business development does not pressure considerable on the ecology. Tourism is not considered ecologically harmful sphere of activity. It uses unique natural objects, monuments of architecture and culture, history and archaeology and at the same time does not exhaust natural resources and not violate an ecological equilibrium.

Tourist industry is interested in ecological safety that is especially important for medical and health natural resources, aesthetical attractiveness of natural objects, their timely renewal and restoration and make great demands to resort and tourist regions environment quality.

Shortage of investment resources necessary for providing tourist and recreational potential of Ukraine proper using predetermines the necessity of investments active bringing in Ukraine purposeful policy development.

Ecological and economic providing of investing process in Ukraine has to ground on the following principles:

- priority of socio-ecological and economy-ecological factors during strategies and mechanisms of tourist territories development forming;
- creation of the conditions for the proper protection of unique nature and resource complexes and for nature-protected areas, national parks forming;
- maximally possible norms of anthropogenic loading in tourist and recreational areas observance;
- fast access to ecological information, tourist and recreational investment projects wide discussion;
- putting into operation wasteless, energy- and resource-saving technologies on the enterprises that exist on the tourist areas;
- purposeful support of the most valuable natural complexes;
- optimal investments on nature protection purposes providing, esp. on arrangements that not admit negative influence on environment.

Investments bringing into the ecologically oriented tourist industry purposeful policy realization will be instrumental for ecological problems decision and ecological situation in Ukraine improvement.