

MOTIVATION IN SUSTAINABLE ECONOMIC

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The economic, ever since Adam Smith, is understood as the exercise of individual self-interest. In economic practice self-interest means the profit motive, which is the desire to increase one's financial wealth. A society based on the profit motive must be committed to a perpetual economic growth. The modern world, then, presents us with a yield equation of terms, each implying the other: Self-Interest → Profit Motive → Growth.

Though the growth seems to be desirable, the sustainability is the most optimal outcome of the equation above noted. In this case society needs an alternative motive to self-interest. It may be defined by many names, which include social interest, community, cooperation, service, even altruism, but most generally it can be described as the "common good".

The motive gives a way to generate a new shape of society with the monetary incentives reduced by limiting the incomes. When the highest income is limited to some multiple (for example 10:1) of the lowest, firstly the profit-making incentive would be reduced, secondly it would introduce a new age of social solidarity. Because of this many businesses become non profits (Non Governmental Organizations). This conversion to a totally non profit economy would have the open space to move into the fore, such as entrepreneurship and technological innovation, solely and primarily for the environment and the common good.

So the original yield equation would have the following replacement: Common Good → Non Profit → Sustainability. These institutional structures have the potential to largely eliminate the economy of unending growth and consumerism, and to promote in its place something else, which includes environmental restoration and preservation, holistic science, social upliftment and solidarity, the pursuit of beauty, truth etc. However, now this social model cannot be realised due to the modern psychological favours. People are hardly believed to

exchange their self-interest and the profit motive on the common good in order to achieve the society model based on the victory of solidarity.

RURAL TOURISM: PROBLEMS AND PERSPECTIVE OF DEVELOPMENT

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Nature plays a great role as a source of quietness, silence and beauty in modern urban life. A great meaning has influence of nature on human mental health, restorative influence of viewing and experiencing nature, the joy of scientific learning, ethical and cultural meaning of natural resources. Some research in environment psychology and landscape planing prove the social and psychological components of human-nature relationships.

The matter is that many of these functions could have economic value. The loss of this ideas could have serious economic implications, which are all often not taken into account. One of the models of the rational realization of these nature's functions is eco-tourism on the territories of National natural packs, sanctuaries, regional landscape packs and so on. Eco-tourism appeared not long ago at the close of the 80-th – at the beginning of the 90-th last century in Canada, Australia, France, take a great place in national packs of USA. But the most popular sort of eco-tourism in Europe is rural tourism. It can make townspeople feel comfortable and relax.

Rural tourism is a kind of tourism concentrated in village territories. It provides development of tourist routes, places for rest, museums of local lore, history and economy, and also centers on service tourists' with conductors and guides.

Ukraine has underdeveloped net of recreation places, that is caused by the historical reasons. Being a republic of former Soviet Union most of Ukrainian territories were closed for foreign tourists because of forbidden regime. International tourism was underdeveloped in comparison with disposable potential. Only small part of Ukrainians was able to visit foreign countries, because it was connected with hard