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**INTERNATIONAL ECONOMIC RELATIONS  
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ  
ТА СТАЛИЙ РОЗВИТОК**

**MIEDZYNARODOWE STOSUNKI GOSPODARCZE  
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ  
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

Міжнародної науково-практичної конференції  
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Hence, the possibility of trading by the green certificates on the international market depends directly on the compatibility of trading systems, so in order to open new markets for national green certificates in the future they should be harmonized with the west-european trading systems.

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## **RETHINKING THE INTERNATIONAL MANAGEMENT IN FRAMEWORK OF SUSTAINABLE DEVELOPMENT**

**Zharova L.**, Dr. of Sci. in Economics

*Ukrainian-American Liberal Arts Institute “Wisconsin International University  
(USA) Ukraine” (Kyiv),*

*University of Economics and Humanities (Bielsko-Biala, Poland)*

The international management is an integral part of the modern managerial pattern. The reasons for this are deepening of globalization's processes and wiping of borders in real and informational dimension; the rapid development of international business all over the world and its spreading from developed countries to the countries with developing economies (if in 2003 the part of transnational corporations from countries with developing economies was about 4% from top 500, in 2013 - it raised till 25%); beginning of connection era in economy with acceleration development of virtual segment and rising importance of communication and interconnection (in ranking the most successful companies the part of financial and internet-oriented organizations are growing from year to year); increasing complexity of the economic and social life including scientific aspects and theoretical approaches to its understanding and researching; etc.

The jeopardizing consumption and consumerism as essential part of today's economic reality cause the negative changes in the natural and social environment. These undesirable consequences of the development (it is a very arguable topic about the progressive or digressive direction of this process) should be reduced by changing our management style. The first step is

recognition and spreading the information about the danger of inactivity. The next step is raising the awareness and stimulating the dialog concerning the most critical issues in order to understand the scope and priorities. After that, some practical steps should be done. Actually, a lot of countries try to change the situation regardless of the level of their economic development (e.g. countries that implement restrictions, taxes or just ban the plastic include Bangladesh, China, India, Germany, Australia, USA).

Important to remember that sustainable development concerns not only environmental aspects of human life, the social dimension is also very important. The equality, access to education, health and wellbeing are also the integral part of this concept. There are numerical scientific reports proofs that overcoming inequality and providing the access to healthcare will accelerate the economic growth. Moreover, the implementing of the sustainable development goals in company policy and management is one of the preconditions of economic success in the modern world. International management could not ignore challenges and opportunities of new sustainable approach to economic development that is actually based on more effective usage of resources and need to rethink the traditional management practices.

## **THE INFLUENCE OF CULTURAL TOURISM ON THE SUSTAINABLE DEVELOPMENT OF MUNICIPALITIES OF THE SILESIA VOIVODESHIP**

**Wojtuszek Basia, Wróbel Ewa, Targańska Kamila**, students  
*Akademia Techniczno-Humanistyczna w Bielsku-Białej (Poland)*

Culture in all its forms is the greatest wealth of mankind. Based on cultural traditions we should organize and plan strategic goals of local and regional development. Modern economic progress should be subordinated to the rules of sustainable development and as a result it should be directed at protect and support local and regional revitalization of cultural heritage, which in the most cases is economic's base of the municipalities' existence. Breaking activities of supporting tradition and culture's places can have a lot negative effects.

Appropriate regional policy and rational spatial planning create a chance to develop educational tourism in areas with rich cultural heritage. Nowadays cultural tourism is becoming more and more popular, i.e. visiting interesting places and towns that are popularly believed to have large cultural potential. In this presentation we try to show objective methods of studying cultural heritage and assessing its role in the economic development of the region. We also try to draw people's attention