

# THE PRINCIPLES OF SUSTAINABLE TOURISM

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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 ecotourism. 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.

There are some ideas and foundations that sustainable tourism can provide. The first one touches on the mutual understanding and respect between people and communities. Understanding and distribution of universal ethical values, respecting of religious, philosophical and moral beliefs are basis and consequence of responsible tourism. The tourism managers and tourists should take into consider traditions and customs of all people, including national minority and natives. The tourist activity is necessary for carrying out in harmony with specific features and traditions of destinations and countries, observing thus their laws, customs and traditions.

The second principle is that all participants of tourism process are obliged to protect natural environment and resources with guaranteeing healthy, forward and sustainable economic growth for the purpose of equal needs' satisfaction of contemporary and next generations. Regional and local authorities should pay attention and



financially stimulate all those forms of tourism development, that allow to save rare and valuable natural resources, especially, water and energy, and also to avoid waste accumulation. With the purpose of reduction pressure on environment it is necessary to promote more uniform distribution of tourists' flows in time and space, especially, connected with holidays and school vacation, and also to promote smoothing of seasonality.

Also tourism industry is connected with using of cultural heritage. Tourism resources make up general property of mankind, so we should save them and bring the contribution to there enrichment. Sustainable tourism activity is carried out on the basis of art, archaeological and cultural heritage respect with the purposes of their protection and preservation for the future generations; thus the special attention is given to protection and care of monuments, sanctuaries and museums. It is necessary to encourage access of society to cultural values and monuments that are privately owned, with respect of the rights of their owners. If it's a building of religious character we should prevent damage to religious needs.

Moreover the local people should be involved in tourism management and participate on an equal rights in receiving economic, social and cultural benefits, especially, in the form of workplaces created for this activity. The tourism management should be contributed to increasing of a vital level of the destination's population and meet their needs.

There are factors, which stimulate a tourism industry to act according to the concept of sustainable development. These factors are: growing of regulative pressure, growing awareness on reduction of the costs at expedient consumption of resources; tourism managers realize that the ecological quality is a necessary index of competitiveness; competence of government and organizations that tourism renders negative influence on an environment; growing awareness of a public on opportunities of influence on tourism policy.