

GREEN ECONOMY AS SUSTAINABLE TOURISM DEVELOPMENT BASIS

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Abstract: *Both state institutions and tourism companies are searching for new technologies to attract tourists, trying to develop tourism offer and to deepen its environmental specialization. There is a need for development of target complex “green” programs of regional development in Ukraine. In order to achieve the greatest performance in implementing a model for transition to sustainable regional innovative development, acquiring its basic principles is prerequisite.*

Keywords: *green economy, sustainable tourism development, Ukraine*

INTRODUCTION

One of the most significant contemporary tourism trends is a sharp competition increase in the travel market as a result of gradually increasing number of countries ambitiously planning to attract tourists as well as a glut on the tourist market with the same offer type. Therefore, both state institutions and tourism companies are searching for new technologies to attract tourists, trying to develop tourism offer and to deepen its environmental specialization. In this context, the promotion of domestic tourism market products needs a joint effort of the State and private tourism companies.

B. Burkynskiy, S. Harichkov, T. Halushkina, V. Reutov, N. Andreeva, J. Ricart and other Ukrainian and foreign scientists determined that the formation of the “green” economy principles was a strategic, multifaceted and complex issue in terms of market transformations in the nature management, recreation and tourism areas [1-8]. The publications analysis shows that most of the existing concepts of regional tourism development assesses generally the attractiveness of recreational activities for business entrepreneurs, but does not include the benefits of “green technologies” on tourism and hospitality infrastructure ecologization, international experience of attracting “green” investments. All above-mentioned testify the importance of the subject, which led to the choice of research direction in the scientific and practical aspects.

MATERIALS AND METHODS

Key results were obtained using the following methods: hypothesis about possible implementation of “green economy” program principles to modernize recreation and tourism in the regions of Ukraine; critical approach to the problems of tourism organization in regional systems; monitoring of regional statistics as one of the tools for indicators analysis for sustainable tourism development; theoretical generalization and comparison, analysis and synthesis, systematization, graphical visualization.

RESULTS

The purpose of this research is to analyze the scientific literature on the problems of sustainable development in tourism, to generalize the achievements of scientists and professionals in forming the conceptual regulations and goals of the State regional policy of developing the effective model of tourism infrastructure modernization on the basis of the “green” economy paradigm. The tourism industry is a very complex system, which degree of development depends on the country economic condition as a whole. It is also one of the most sensitive industries to various kinds of disasters and shocks. Also worth mentioning the fact that considerable resources in countries with developed tourist industry are spent to promote their own tourism product at the international tourism market. This is caused by the high

demand of modern tourists to get country's general information that forms its tourism image and makes its tourism market distinguishable among other countries with similar tourist offers. For example, Turkish Republic Ministry of Culture and Tourism spent nearly \$3 million in 2009 to advance its own "green" recreational potential in the Ukrainian tourist services market. As the return on this tourism investment country has a high ratio of investment turnover (4-10 years), national income increase without raw materials spending, rising employment, increasing currency income, balance of payments improvement and country infrastructure ecologization. According to the UNWTO, 15 countries have tourism receipts exceeding many times their export income (the island countries in the zone of damp subtropics and tropics), 45 countries have tourism receipts exceeding 25% of the export volume (the countries with underdeveloped economy). The tourism is the main source of income for 38% of countries, and it is one of 5 main sources of income for 83% of countries. According to international experts, total volume of services of the tourist market in Ukraine is estimated at \$10.172 billion. Ukrainian scientists believe that for the continuous sustainable development of tourism, improving environmental protection, ensuring the integration of Ukrainian tourism products, including regional, into international tourism it is necessary to strengthen the role of the state in the ecologization of tourism. Forming effective strategies and models for cooperation of government, business and society is possible by introduction of "green" economy paradigm technologies. Dynamics of tourist flows in Ukraine in 2004-2013 (Table 1) shows the unrealized potential for the increase in hosting domestic and foreign tourists by diversification of tourism offerings types [9].

Any civilized country in order to receive income from the tourism industry should invest in their territories attractiveness research to assess the tourism and recreation potential, to develop programs for small and medium enterprises, to improve resort areas and tourist centers infrastructure modernization projects, to provide information promoting areas receiving tourists. An interesting example of this trend is the experience of Italy, where the competition for the "responsible tourism" award was announced in August 2011. By "responsible tourism" in Italy one understands the introduction of environmentally friendly projects of implementing "green" technologies for tourism that will contribute into reducing negative impact on the environment, conservation and enhancement of cultural heritage with the maximum benefit for socio-economic development of local communities.

Table 1

Ukrainian tourist flows in 2004-2013 (persons) [9]

Years	Ukrainians traveled abroad *	Foreigners visited Ukraine *	Tourists served by Ukrainian companies **	From total number of tourists: **			Number of excursions**
				Foreign tourists	Ukrainians traveled abroad	Domestic tourists	
2004	15 487 571	15 629 213	1 890 370	436 311	441 798	1 012 261	1 502 031
2005	16 453 704	17 630 760	1 825 649	326 389	566 942	932 318	1 704 562
2006	16 875 256	18 935 775	2 206 498	299 125	868 228	1 039 145	1 768 790
2007	17 334 653	23 122 157	2 863 820	372 455	336 049	2 155 316	2 393 064
2008	15 498 567	25 449 078	3 041 655	372 752	1 282 023	1 386 880	2 405 809
2009	15 333 949	20 798 342	2 290 097	282 287	913 640	1 094 170	1 909 360
2010	17 180 034	21 203 327	2 280 757	335 835	1 295 623	649 299	1 953 497
2011	19 773 143	21 415 296	2 199 977	234 271	1 250 068	715 638	823 000
2012	21 432 836	23 012 823	3 000 696	270 064	1 956 662	773 970	865 028
2013	23 761 287	24 671 227	3 454 316	232 311	2 519 390	702 615	657 924

* Including daily visitors (according to the State Border Service of Ukraine)

** Years 2004-2010 according to the Ministry of Infrastructure of Ukraine, since 2011 according to the State Statistics Service of Ukraine

Declaring in policy documents the basic principle of "green economy" is what is economically acceptable and environmentally safe, the UN believes that for the transition to a green economy world community needs to invest just 2% of world GDP in 2012-2050 in 10 key sectors: agriculture, housing and communal services, energy, fisheries, forestry, industry,

tourism, transport, water management, recycling and processing waste. Should be noticed that the implementation of regional principles of sustainable development involves a comprehensive linking of three components: economic, social and environmental. Developed in the last two decades concept of “green” economy aims to provide harmonious coordination between these components, which would be acceptable to all groups of countries: developed, developing and in transition. “Green” economy concept receives more public resonance. It is actively discussed by experts, politicians, non-governmental organizations. The concept of “green” economy includes ideas of many other economy and philosophy fields of study (feminist economics, post-modernism, environmental economics, anti-globalization, international relations theory, etc.), which are related to the challenges of sustainable development. Supporters of “green economy” concept believe that the prevailing economic system is imperfect. Although it gave some results in general improving the living standards of people (especially some individual groups), the negative effects of system operation is significant: environmental issues (climate change, desertification, loss of biodiversity), depletion of natural capital, large-scale poverty, lack of fresh water, food, energy, inequality of men and nations. All these pose a threat to present and future generations. Movement to the “green” economy in tourism requires a wide range of tools:

- Tourism production that meets the principles of sustainable development pricing, including the abandonment of inefficient subsidies for development of tourism industry, assessment of natural resources in terms of money and putting taxes on that damage the environment;
- Procurement policies that encourage the production and use of environmentally friendly products that comply with the principles of sustainable production methods;
- Reform the “environmental” taxation system, which requires a shift in focus from the tax on labor to taxes on pollution;
- The growth of government “green” investments that complies with the principles of sustainable development infrastructure (including public transport, renewable energy sources, building energy-efficient hotels) and natural capital to restore, support and, where possible, increase the amount of natural capital;
- Targeted government support for research and development related to the creation of environmentally friendly recreation and tourism technologies;
- Social development of rural tourism strategies designed to ensure alignment between the goals of agribusiness social development and existing or proposed economic strategies for tourism.

World experience in the formation and development of civilized economies confirms the universality of formulation and implementation rules of economic policy in terms of mutual respect, complementarily and coordination of national and regional interests and capabilities. In our opinion, among the priorities of social and economic development of coastal areas that form the strategy for economic growth in Ukraine, implementation of ecological and economic reforms, objectively and reasonably determined by the level of competitiveness of the tourism and recreation industry as a highly profitable industry that should meet the needs of domestic and international demand for travel and spa & recreation services without increasing anthropogenic pressures on the environment. At the same time, not every area can be considered a recreational and tourism region. To be considered as alike, area must meet the following basic requirements: presence of recreation and tourist sites of interest (historical and cultural monuments, museums, flora, fauna, etc.); possibility of providing required by recreants and tourists services that meet their needs and are of required quality [5]. So today in Ukraine there is a need for multi-level system of development of target complex “green” programs of regional development, as they are a powerful tool for activation stocks of areas economic and social growth. Their implementation will allow solving regional problems, which are in a complex interplay of economic, environmental and social contradictions. Research and resolution of regional development problems are only

possible with a comprehensive approach. Its implementation is in fact the purpose of the application program-target method in the management of socio-economic and environmental development of the regions. Programs enable the provision of comprehensive solution to the most pressing regional problems and the achievement of a balanced state of the national economy of Ukraine. More efficient use of this method in order to achieve the transition to a sustainable innovative regional development can be carried out in such basic areas: 1) selection of new approaches to regional development planning with the aim of predicting and solving regional problems; 2) choice of the methodology and methods of forming regional “green” development programs; 3) developing mechanisms of regional development programs realization. In order to achieve the greatest performance in application program-target method for implementing a “green” strategy for transition to sustainable innovative regional development, acquiring its basic principles is prerequisite.

DISCUSSION AND CONCLUSIONS

The current level of tourism development in Ukraine promotes the effectiveness of modern regional and national economy. The travel industry may be one of the important factors of the formation and strengthening of “green” regional tourist and recreational facilities. That is why Ukraine's transition to a market economy, its further socio-economic development in the context of “green” economy strategy requires balanced regional reforms. So this situation and new approaches to the prevention of global environmental crisis, the formation of regional tourism products and its further ecologization require structural alterations in regional tourism and recreation complex on the basis of “green” economic modernization and sustainable development.

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