

The concept of sustainable tourism development in the regions: modern approach

The dynamic development of the global tourism market significantly contributes to the formation of tourist and recreational sectors of the national economies of the world. At the same time, since the beginning of the 21st century, the tourism sector development is directly related to the overall economic development and the negative consequences of its impact on the environment. The need to move to a new economic paradigm of human life, which is based on the vision of the tourism industry as an integrated subsystem within the economic system, determines the relevance of the sustainable tourism development in the regions research.

Sustainable development is a process that harmonizes the development of productive forces and ensures the satisfaction of the necessary needs of all members of society, provided that the integrity of the environment is preserved and phased. Sustainable development creates opportunities to maintain a balance between the potential of society and the basic needs of people.

The concept of sustainable development implies a biocentric option to ensure the vital needs of society. Ecological safety of the planet should become a key problem of the society. In modern conditions it is very important to ensure the maximum possible preservation of the biosphere in a balanced state, the effective consumption of natural resources, not exceeding the limit of their possible reproduction, as well as the minimum possible use, or even the complete removal of non-renewable natural resources from the economic turnover.

Thus, we can agree with the definition of T. Tkachenko that sustainable (harmonious, balanced) development is a development that provides a certain type of balance, that is, a balance between its socio-economic and natural components [2, p. 55].

In general, we consider that the sustainable development of tourism is such a development of the tourism industry that makes it possible to meet the urgent needs of tourists, considering the interests of the region with respect to maintaining the possibility of providing recreational and tourist services in the future.

The positive impact of sustainable tourism manifests itself as follows:

- has a beneficial effect on the natural, cultural and social spheres of the society;
- stimulates profitable enterprises (hotels and other accommodation facilities, restaurants and other catering services, transport systems, folk crafts and excursion business);
- provides high-quality management of the tourism development process, reliable methods of monitoring the environmental state and eliminating any negative consequences;
- contributes to the diversification of the local economy, especially in rural areas, where employment may be seasonal and incidental;
- demonstrates the importance of natural and cultural resources for the economic and social well-being of society and helps to preserve them etc.

Therefore, the sustainable tourism should:

- ensure the optimal use of environmental resources, which are a key element in the tourism development, supporting important environmental processes and helping to preserve the natural heritage and biological diversity;
- respect the socio-cultural authenticity of the host communities, their cultural heritage, traditional values and promote intercultural understanding and tolerance;
- ensure the viability of long-term economic operations that generate socio-economic benefits for all stakeholders, including stable employment and income-generating and social services for host communities and a contribution to poverty alleviation [1].

All this justifies the need to develop a concept of sustainable tourism development in the regions, the purpose of which should be to ensure the continuous development of the tourism industry in order to satisfy the needs of tourists and increase the efficiency of socio-economic development of the region based on the effective management of all elements of the tourism industry and its infrastructure.

Thus, the tourist services market sustainable development is able to satisfy not only the needs of tourists and the tourist region's economic interests, but also ensure the preservation and restoration of the ecological state of the environment, preservation of the cultural and national identity of the region's population.

References:

1. Making Tourism More Sustainable. A Guide for Policy Makers, UNEP and UNWTO, URL: <https://www.e-unwto.org/doi/book/10.18111/9789284408214>.
2. Tkachenko, T. I. (2009) *Stalyi rozvytok turyzmu: teoriia, metodolohiia, realii biznesu* [Sustainable Development of Tourism: Theory, Methodology, Business Realities]: monograph, 2nd ed., Kyiv, KNTEU, 463 p. (in Ukrainian)