

GLOBALIZATION AND SUSTAINABLE TOURISM: INNOVATIVE APPROACHES TO THE DEVELOPMENT OF THE WORLD TOURISM INDUSTRY

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INTRODUCTION

The modern world is undergoing a period of intensive development in global connections and economic interactions, leading to the continuous strengthening of globalization. Among the emerging global trends, the concept of sustainable development stands out. In today's conditions of globalization and the informatization of society, the need to transition to the principles of sustainable development also becomes evident in the tourism sector. From practical experience, it is clear that the uncontrolled growth of tourism, focused on quick profits, often has negative consequences, causing damage to the environment, and local communities, and undermining the foundation on which the functioning and successful development of tourism are based.

The concept of sustainable development has a long history. Already at the beginning of the 20th century, humanity began to consider the exhaustion of Earth's resources and the inevitable inability to support the existence of an increasing population.

The concept of sustainable development envisions the harmonious development of the economy, society, and the environment. It is based on three main principles:

- targeted orientation: Development should aim to meet the needs of people, both present and future;
- justice: Development should ensure equal opportunities for all people;
- sustainability: Development should not lead to the depletion of natural resources and the destruction of the environment.

Today, sustainable development is one of humanity's most important tasks. Its implementation will ensure a sustainable future for all people on Earth. At the same time, the success of sustainable tourism lies not only in understanding the problems but also in the development of innovative strategies aimed at ensuring a harmonious alignment of the interests of people and nature. This approach involves the study of historical paths, the formation of principles and goals of sustainable tourism development in the context of globalization, as well as the improvement of innovative strategies to achieve a balance between tourist demand and environmental preservation.

In this study, we delved into the analysis of the above-mentioned aspects, considering not only the past and the present but also looking to the future to determine the problems and prospects of global tourism in conditions of sustainable development. We aim to identify innovative approaches that will determine the future development of the world tourism industry.

The conclusions obtained indicate the need for constant improvement of approaches to the management of the tourism industry, particularly considering the trends of global development and striving for a harmonious coexistence of tourist activities with the preservation of nature and cultural values. Only in this way can we direct tourism towards the path of sustainable development, ensuring the preservation of its values for posterity and nature as a whole.

1. The history of the development of the concept of sustainable development of tourism

Among the modern global trends in tourism, the idea of sustainable development is particularly important. It is clear that in the conditions of globalization and the informatization of society, there is a need to transition to the principles of sustainable development in the tourism industry. After all, the uncontrolled increase in tourism for the sake of quick profit often has negative consequences, causing damage to the environment, and the local population, and undermining the foundation on which the functioning and successful development of tourism are based.

Discussions about the concept of sustainable development of tourism became a common phenomenon in the 1990s. However, it should be recognized that the concept of sustainable development of tourism derives from the general concept of sustainable development. The concept of sustainable development has many aspects and is defined as development that meets the needs of the present generation without harming the ability of future generations to meet their needs. Thus, sustainable development takes a long-term perspective and requires people to manage and plan, taking into account not only the needs of the present but also the interests of future generations.

Although the term «sustainability» has only been widely used in the last 20-30 years, the ideas supporting it arose much earlier. «The scientific understanding of sustainable development as a highly complex and multifaceted process that determines the key vector megatrends of the economic development of countries and entire regions actually originates from the formation at the turn of the XV–XVI centuries of the world system of capitalist relations. At the same time, the protection of the environment for a rather long historical period of time is considered as an environment of human activity that is limitless in its scope, characterized by an almost

limitless resource potential for the development of society»¹. At the same time, technological and socio-economic transformations, as well as urbanization, led to the desire to maximize production in a short time, resulting in numerous problems. Industrialization changed the economy, society, and the environment, and as a result, there was an awareness that an uncontrolled process could cause damage to the environment.

John Stuart Mill proposed the concept of a stable economy back in 1857, calling it a «stationary state», in which he understood zero growth of the population and stocks of physical capital in conditions of constant technical and ethical improvement. In other words, J. S. Mill justified sustainable development as development without growth, in which qualitative improvement of life should occur without a quantitative increase in the population. He believed that «a stationary state of capital and population does not mean a stationary state in the process of improving human life» and that, in fact, «the improvement of people's lives... when they stop worrying about the problems of survival» is more likely. At the same time, John Mill, like some classical economists, believed that this concept applies primarily to «developed» or «mature» economies².

In 1913, the issue of overexploitation of natural resources was raised at the International Conference on Environmental Protection in Bern. In 1926, V. I. Vernadsky, in his scientific works on the noosphere, proposed a new model of human development aimed at preserving the environment.

In 1962, the UN General Assembly concluded that uncontrolled development in the economic and social spheres was inadmissible.

By the end of the 1960s, it became clear that such development could not last long. Environmental problems had become so serious that they required urgent action. In the 1970s, economic science began to develop new concepts of development that took into account the interests of both society and the environment. It was during this time that the concept of sustainable development was formulated, defined as development that meets the needs of the present generation without jeopardizing the ability of future generations to meet their needs. Sustainable development involves the harmonious development of the economy, society, and the environment. This means that it is necessary to use resources wisely, without harming nature, and to create conditions for the well-being of all people.

¹ Чала В. Генезис концепції сталого розвитку як динамічна реакція на виклики індустріальної епохи. *Економічний простір*. 2022. № 182. С. 7–16. DOI: <https://doi.org/10.32782/2224-6282/182-1>

² Дейлі Герман. Поза зростанням. Економічна теорія сталого розвитку / Переклад з англ. Інститут сталого розвитку. Київ : Інтелсфера, 2002. 312 с.

In the early 1970s, the situation changed rapidly: the aggravation of global problems with resources and raw materials, environmental degradation, and the demographic «explosion» in developing countries helped dispel previous ideas about the possibility of unlimited economic growth. A couple of American scientists, Donella and Dennis Meadows, known for their research «Limits to Growth», played a significant role in highlighting these issues³. Computer simulations shed light on how economic progress could affect the future of humanity if trends in pollution and resource exploitation remain at the same level. If current trends in population growth, industrialization, pollution, food production, and resource depletion persist, the world may face challenges such as overcrowding in the next century. This could lead to unexpected and unpredictable declines in population and production. However, changes in growth trends might offer the possibility of establishing a sustainable economic and environmental path in the long run. Simultaneously, achieving a global balance that satisfies the basic needs of each person and provides equal opportunities for the realization of personal potential could be a decisive step.

In the report of the world-famous Club of Rome, an informal association of scientists making long-term forecasts of the development of humanity, it was shown that if current trends in the development of humanity are maintained, by the end of the 21st century, the world will come very close to the limits of growth. This will lead to a sharp decline in the population and a significant reduction in production.

The document that first defined the concept of sustainable development is the «Global Strategy for Environmental Protection», published in 1980 by the International Union for the Protection of the Environment and Natural Resources. It provides the following definition of sustainable development: «Sustainable development is recognized as a process in which development takes place without harming resources and their depletion, allowing development to coexist. This is usually achieved by managing resources effectively so that they can be regenerated at the same rate as they are used, or by making the transition from slowly renewable resources to rapidly renewable ones. This approach makes it possible to use resources for both current and future generations»⁴.

³ Meadows D. etc. The Limits to Growth; a Report for the Club of Rome`s Project on the Predicament of Mankind / Meadows D. H.; Meadows D. L.; Randers J. Behrens III, William W. New York: Universe Books, 1972. Available at: <http://www.donellameadows.org/wp-content/userfiles/Limits-to-Growth-digital-scan-version.pdf>

⁴ Стратегія сталого розвитку: Підручник / [В. М. Боголюбов, М. О. Клименко, Л. Г. Мельник, О. О. Ракоїд]. За редакцією професора В. М. Боголюбова. Київ : ВЦ НУБПУ, 2018. 446 с.

In 1984, the General Assembly of the United Nations (UN) decided to establish an international commission on ecology and development to prepare a report for the UN.

In 1987, the World Commission on Environment and Development, led by Gro Harlem Brundtland, released the report «Our Common Future». The document noted that the poorest 20% of the world's population owns less than 2% of global production, while the richest 20% controls 75% of production. People living in developed countries (26% of the world's population) consume 80 to 86% of non-renewable resources and 34 to 53% of the food. The report expressed the strategy of sustainable development as a key means of salvation for humanity. The commission viewed sustainable development as the ability to meet the needs of the present generation without compromising the ability to meet the needs of future generations. The main idea was that humanity, through production, demographic processes, and other influences, puts pressure on the planet's ecosphere, leading to its degradation. Only the transition to the path of sustainable development will allow us to meet current needs while providing future generations with similar opportunities.

The report «Our Common Future» defined sustainable development as the development of a society that meets the needs of the present without sacrificing the ability of future generations to meet their own needs⁵.

In 1990, the International Union for Conservation of Nature, together with the United Nations Environment Programme (UNEP) and the World Wildlife Fund (WWF), prepared the report «Caring for the Earth», in which sustainable development was considered as «improving the quality of human life within the potential capacity of ecological systems that provide the conditions for human life»⁶.

In 1992, at the UN Conference in Rio de Janeiro, the leaders of 179 countries adopted a plan of action for sustainable development, known as the «Agenda for the XXI Century». This plan was introduced in connection with the aggravation of the ecological situation and predictions of a possible global catastrophe in the 21st century that may threaten all living things on the planet. Humanity faced a contradiction between the growing needs of people and the limited ability of the biosphere to satisfy them. As a result, the need for a radical change in the nature of economic growth was recognized, and the concept of sustainable development, which should guide all countries of the world, was proclaimed.

⁵ Герасимчук З. В., Поліщук В. Г. Стимулювання сталого розвитку регіону: теорія, методологія, практика : монографія. Луцьк : РВВ ЛНТУ, 2011. 516 с.

⁶ Caring for the Earth. A Strategy for Sustainable Living. Gland, Switzerland: IUCN/UNEP/WWF, 1991. P. 10.

Sustainable development should be characterized by economic mechanisms that, on the one hand, contribute to the effective use of natural resources and environmental protection, and on the other hand, satisfy people's needs and improve the quality of life not only for current generations but also for future generations⁷. The final documents of the conference defined the main aspects of the current economic, resource, socio-demographic, and environmental situation and formulated the key provisions for the transition of the world economy to the strategy of sustainable development.

The document «Agenda for the 21st Century» did not allocate a separate place for the discussion of tourism. However, its influence on the preservation of nature, cultural and natural heritage, and the need to combine the efforts of various organizations for sustainable development led to the creation and adoption in 1995 of a document entitled «Agenda for the XXI Century for the Tourism and Travel Industry», a joint initiative of the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), and the Earth Council.

This document examines the strategic and economic importance of tourism. It is determined that there are examples of excessive tourist influx, loss of the former glory of resorts, destruction of local culture, transport problems, and resistance of the local population to the development of tourism. At the same time, the tourism and travel industry has the potential to improve the environmental and socio-economic situation in all centers and countries where it operates, while using the culture of sustainable tourism development.

The main emphasis is on the need to replace the culture of intensive consumption with a culture of smart growth, balancing economic and environmental aspects of development, finding common interests of tourists and the local population, as well as fair distribution of profits among all members of society, especially among the poorest.

Since the World Conference on Sustainable Tourism in Lanzarote in 1995, the terms «sustainable tourism development» and «sustainable tourism» have become constant topics of discussion at the political level of the United Nations and in the United Nations World Tourism Organization (UNWTO), leading to important declarations, strategic documents, and initiatives. In fact, it has become a priority area of work for UNWTO⁸. In UNWTO documents, these terms are often used interchangeably.

⁷ Zaika S. O. Main factors of sustainable enterprise development. *Актуальні проблеми та перспективи розвитку обліку, аналізу та контролю в соціально-орієнтованій системі управління підприємством* : Матеріали V Всеукраїнської науково-практичної конференції. м. Полтава, 14-15 квітня 2022 р. Полтава, 2022. С. 579–581.

⁸ Concept note: Towards the Development of the 10YFP Sustainable Tourism Programme. Available at: <https://webunwto.s3-eu-west-1.amazonaws.com/2019-08/10yfpstpcconceptnotedec2014.pdf> (accessed 11 November 2023).

In general, guidelines for sustainable tourism development and management practices have become applicable to all forms of tourism in various destinations, including mass tourism. The principles of sustainability encompass the environmental, economic, and socio-cultural aspects of tourism development, and a balance between these three dimensions must be ensured to guarantee long-term sustainability.

To achieve this, sustainable tourism has to:

- optimize the use of natural resources, which is the foundation of tourism development, supporting ecological processes and contributing to the preservation of natural resources and biological diversity;

- respect socio-cultural features of local communities, preserve their cultural heritage and traditions, and promote intercultural understanding and tolerance;

- ensure viable, long-term economic operations, distributing socio-economic benefits fairly to all participants, ensuring permanent employment and income opportunities, and contributing to poverty reduction.

Therefore, sustainable tourism is a necessary step to ensure not only current needs but also those of future generations. To achieve this goal, it is necessary to actively involve all stakeholders, ensure effective management, and maintain a high level of tourist satisfaction. The development of sustainable tourism requires constant monitoring and the participation of all stakeholders to achieve long-term sustainability and preserve cultural and natural heritage.

In the order approving the plan of measures for the implementation of the Strategy for the Development of Tourism and Resorts for the period until 2026 in 2019,⁹ the priorities of the sustainable development of tourism and resorts in Ukraine are defined, the main ones being:

1. Formation of a competitive national tourist product as a result of:

- introduction of classification and certification of tourist facilities and infrastructure;

- formation of new and improvement of existing tourist products;

- development of tourist infrastructure;

- integration of local tourist resources to create a complex, diversified and synergistic tourist offer;

- harmonization of tourism development with the lifestyle, traditions and culture of the local population to preserve its authenticity.

2. Development of human resources in the interests of tourism, including:

- activation of educational activities for the formation of public awareness about the role of sustainable development of tourism;

⁹ Наказ від 05.03.2019 № 346, «Про затвердження плану заходів з реалізації Стратегії розвитку туризму та курортів на період до 2026 року у 2019 році». URL: <https://ips.ligazakon.net/document/ME190300>

- improvement of the system of personnel training in the field of tourism.
- 3. Preservation of the resource potential of tourism:
 - development of schemes and a general plan for the development of tourist areas of Ukraine;
 - scientifically based tourist zoning of the country;
 - management of tourist space and introduction of fees for the use of tourist resources;
 - improving the tourist accessibility of the regions with the support of the development of transport infrastructure.
- 4. Formation of information space in the field of tourism:
 - creation of an integrated information system in the field of tourism;
 - providing access to information for tourists and subjects of tourism activity;
 - creation of a network of tourist information centers.
- 5. Creation of a unified marketing system:
 - marketing support of national and regional tourism products to increase competitiveness;
 - promotion of the most valuable tourist resources of Ukraine;
 - conducting activities to improve the positive image of the national tourist product.
- 6. International cooperation:
 - conclusion of international agreements on cooperation in the field of tourism;
 - opening and support of tourist offices of Ukraine abroad;
 - introduction of progressive international management and regulation experience in the field of tourism.

The sustainable development of tourism includes three key components (Figure 1).

The economic component includes achieving the efficiency of economic activity in the tourism sphere through innovative development and rational use of various resources¹⁰. The ecological component emphasizes the need to preserve nature while using a rational approach to natural resources and avoiding environmental pollution. The socio-cultural component involves the achievement of socially significant results, such as meeting needs for recreation and health, accessibility of tourism for various segments of the population, creation of jobs, and improvement of working conditions, as well as improvement of the quality of life and development of human potential. It

¹⁰ Zaika S. O., Kharchevnikova L. S. The role of innovations in the development of tourism. *Глобалізація та розвиток інноваційних систем: тенденції, виклики, перспективи* : матеріали І Міжнар. наук.-практ. конф., 3-4 листопада 2022 р. / Держ. біотехнологічний ун-т. Харків, 2022. С. 76–78.

is the implementation of the concept of sustainable tourism that leads to the achievement of a balance between social, economic, and environmental goals, which is important for society, tourists, entrepreneurs, and the local population¹¹.

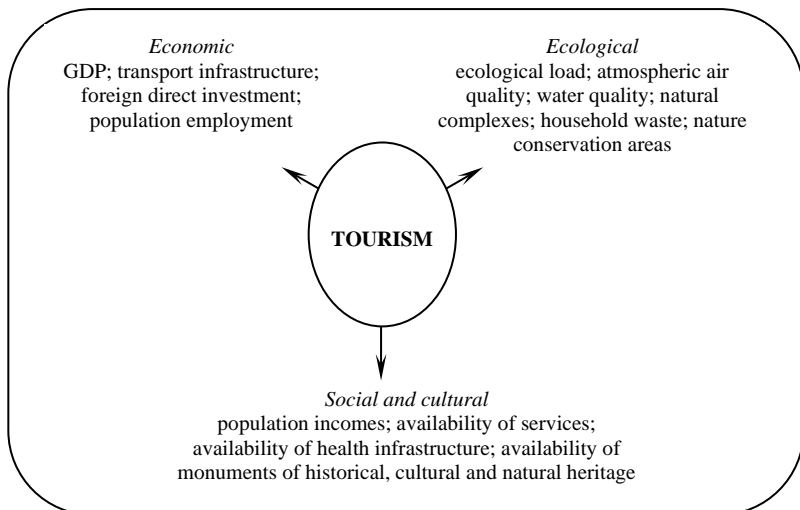


Figure 1. Components of sustainable development of tourism¹²

Sustainable development in the field of tourism and recreation services is a complex process aimed at ensuring social justice, environmental sustainability, and achieving economic efficiency. Ensuring social justice includes stabilizing the social and cultural environment in tourist and recreational areas, improving working conditions, expanding career growth opportunities, and ensuring the availability of tourist and recreational services.

Environmental sustainability is achieved thanks to the introduction of resource-saving technologies, the greening of economic activity in the tourism and recreation business, and the reduction of the environmental burden. In turn, the achievement of economic efficiency is achieved by increasing the efficiency of resource use, innovative development of the industry, and

¹¹ Лебедев І. В. Сталій розвиток туризму: досвід Європейського Союзу і завдання для України. *Вісн. соц.-екоп. досліджень: зб. наук. праць*. Одеса : ОНУ, 2018. № 3 (67). С. 162–173.

¹² Павліха Н. В., Цимбалюк І. О., Савчук А. Ю. Сталій розвиток туризму та рекреації: сучасні виклики й перспективи для України : монографія. Луцьк : Вежа-Друк, 2022. 211 с.

improving the quality and competitiveness of tourist and recreational services, their certification, and labeling.

The sustainable development of the field of tourist and recreational services is an important indicator of the quality of life and the level of human development. This process is of great economic and social importance in society and is based on basic principles such as massiveness, integration, environmental friendliness, inclusiveness, social efficiency, and economic feasibility.

2. Goals and principles of sustainable development of tourism in the conditions of globalization

Today, UNWTO has identified the priority areas of sustainable development of tourism, including:

- ensuring economic viability, which involves the ability of tourist destinations and enterprises to ensure their competitiveness and continue to develop for profit in the long term;

- maximization of local development, which consists in increasing the contribution of tourism to the promotion of destinations, in particular, maintaining the balance of tourist flows in the regions;

- improving the quality of employment, which includes increasing the number and improving the quality of jobs created through tourism, taking into account the level of wages and other conditions of service without any form of discrimination;

- ensuring social justice, which involves a wide distribution of economic and social benefits from tourism among the entire host community, in particular, improving opportunities, incomes and access to services for the poor;

- implementation of accessible tourism, which ensures safety and comfort for all visitors, regardless of gender, race, physical limitations, etc.;

- involvement of local communities in planning the future development of tourism after consultation with other interested parties;

- ensuring the well-being of society, which includes supporting and improving the quality of life in local communities, avoiding social degradation or exploitation;

- respect and multiplication of cultural wealth, which includes the preservation of historical heritage, authentic culture, traditions and characteristics of the host communities;

- preservation of physical integrity, which involves the improvement and preservation of urban and natural landscapes without their visual or physical destruction;

- support of biological diversity, which involves the preservation of natural areas, the environment and wildlife and minimizing the damage that tourism can cause;
- effective use of resources, which involves minimizing the use of limited and non-renewable resources in tourism;
- ensuring environmental cleanliness, which includes the minimization of waste production and pollution of air, water and soil by tourist enterprises and visitors.

These directions contribute to maintaining a high level of tourist satisfaction and their awareness of sustainability issues. They confirm that the main task of sustainable tourism is to achieve a balance between the host, tourists and the environment. However, finding such a balance to protect and preserve resources while taking into account the needs of all participants, both present and future, is a difficult task¹³.

The main principles of defining goals in the field of sustainable development of tourism are the fundamental starting points that determine uniform approaches for formulating tasks in different spheres of activity and at different levels of management, including national, regional and local.

Among the key principles of achieving the goals of sustainable development of tourism, the following stand out:

1. The principle of purposefulness: the goals must be clearly defined and aimed at achieving specific results. Management and executors must clearly understand what exactly needs to be achieved.

2. Principle of efficiency: goals should be formulated in such a way as to achieve maximum impact with minimum effort and resources. Anticipating effective strategies and methods play a key role in ensuring the successful development of tourism.

3. The principle of optimality and multivariability: the defined goals should be optimal and diverse, taking into account various aspects of the development of the tourism sector. Different goals allow you to take into account different needs and requirements more effectively.

4. The principle of systematic and comprehensiveness: the goals should take into account a wide range of aspects of tourism activities, including social, economic, cultural and environmental aspects. Such a comprehensive approach allows achieving balanced and sustainable development.

5. The principle of consistency and non-contradiction: goals should be consistent with each other and not contradict each other. Alignment of goals is important to avoid conflicts and ensure a common focus.

¹³ Making Tourism More Sustainable. Available at: <https://www.e-unwto.org/doi/pdf/10.18111/9789284408214> (accessed 05 December 2023).

6. The principle of measurability: formulated goals must be measurable so that the degree of their achievement can be assessed. This is important for determining the effectiveness of strategies and correcting the development path.

7. Principle of hierarchy: goals should be structured according to levels of importance and priority. This allows you to effectively allocate resources and attention to the most important tasks.

8. Principle of flexibility: goals should be flexible enough to adapt to changes in the social, economic and natural environment. Flexibility allows you to respond more effectively to challenges and opportunities.

Goal setting is not limited to the principles listed above. They can always be expanded and improved. However, they should be considered fundamental and used when formulating goals and objectives for achieving sustainable tourism development.

Specific principles that take into account the specifics of tourism include:

– The principle of mandatory consideration of the relationship with other sectors of the economy implies the awareness that the tourism industry is a complex of enterprises and organizations operating in various spheres of the economy and producing goods and services used by tourists. Thus, the income received from tourism also brings profit to related industries. For example, the development of tourist infrastructure correlates with the development of the general infrastructure of the region, which ultimately leads to an improvement in the economic situation. In some cases, tourism acts as a catalyst for the development of various sectors of the economy in this region, which can be defined as a multiplier effect.

– The principle of prioritizing the interests and needs of tourists emphasizes that the successful development of tourism is possible only under the condition of constant attention to the needs and interests of potential tourists, which is ensured by active consideration and analysis of their needs. In other words, the focus on satisfying needs determines the direction of tourism development.

– The principle of identifying peculiarities in tourist relations in the context of revealing regularities, constant and repeated connections and internal laws that appear during the interaction of the subject and the object of tourist activity indicates the need to avoid the development of tourism in regions where it can cause alienation and negative attitude from the local population. This aspect is in contradiction with the principles of the Global Tourism Code of Ethics.

– The principle of taking into account the necessary and sufficient number of determining factors in the context of tourism development emphasizes that the formulation of goals should take into account various aspects, such as economic, organizational, legal, social, cultural and environmental. This involves creating a comprehensive goal model that considers a variety of factors to determine ultimate goals. For example, an economically justified goal may conflict with the

capabilities of the organizational structure of tourism development or go beyond the current legal norms in a specific entity. It can also be found in situations where legislation allows for the achievement of a goal, but the system of cultural and moral values does not support it, indicating the need to adapt the goals. Thus, taking into account all aspects in the process of formulating goals ensures the possibility of developing effective and balanced goals.

– The principle of correspondence of the essence of the goals of sustainable development of tourism and socio-economic development of the region assumes that tourism is a complex system based on the integrated use of the production, economic and labor potential of various types of activities in the region and its natural resources. When defining goals, it is important to consider the relationship and interdependence between the tourism system and the socio-economic system of the region. This implies, on the one hand, the commonality of the goals of tourism development with the tasks of regional development, as well as their adequate reflection in plans and programs for the development of the region. On the other hand, it is important to avoid contradictions between the goals of the development of the region and the goals of tourism development in this region. Therefore, it is necessary to create a single direction of goals to achieve sustainable development of tourism and socio-economic progress of the region.

– The principle of coordination of interests: creating a consensus between the diverse interests of participants in tourism activities to achieve a common goal. For example, enterprises in the field of tourism seek to obtain maximum profit. While environmental organizations aim to protect the environment while reducing the profitability of tourism businesses that use natural resources to create a tourism product. Regional management bodies aim to ensure the livelihood of the population, the preservation and development of cultural values, as well as the development of individuals. Consumers, i.e. tourists, strive to get the most complete and high-quality satisfaction of their recreation needs. This raises the question of defining agreed goals that would take into account the interests of both subjects and objects of tourist activity, contributing to their successful implementation and the achievement of a common result (Figure 2).

Defining the final goal leads to the creation of a consistent and logical chain of actions that characterizes the chosen effective way to achieve it. The main criterion for the effectiveness of the chosen path is the achievement of a set of development goals within a specified period and with minimal expenditure of resources or the achievement of goals in a minimal time with established resource limitations. According to the above, the main functions of the process of determining tourism goals include:

– the ability to clearly define the desired final results of tourism development for a specific period;

- the focus of efforts on finding the optimal way of tourism development;
- setting deadlines for achieving the planned result, determining the volume and number of necessary resources, from financial to informational, and their minimization;
- distribution of tasks to achieve the intended results by stages, in the form of tasks arising from each goal, their prioritization and classification;
- increasing the effectiveness of the regional tourism management system.

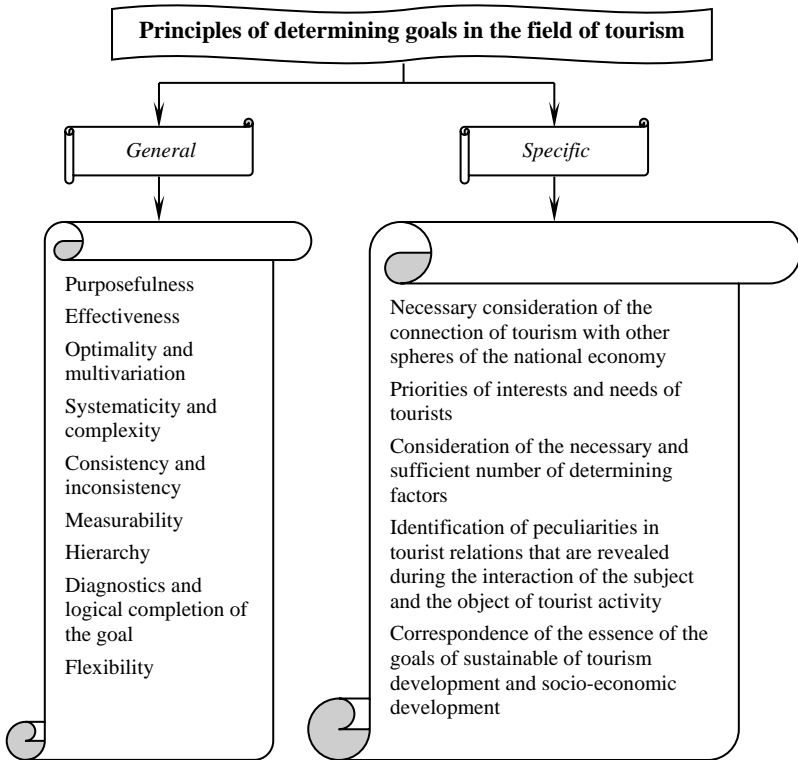


Figure 2. Principles of determining the goals of sustainable development of tourism

In the first point of our section, we considered three main aspects of sustainable development of tourism, namely: ecological, economic and socio-cultural sustainability.

Environmental sustainability in tourism is closely related to the protection and preservation of the environment and the rational use of

natural resources, since the state of the environment directly affects the viability of the tourist destination itself. Economic sustainability defines tourism as an industry capable of bringing significant profit to the economy, thereby solving a number of socio-economic tasks. Socio-cultural sustainability involves the development of tourism, which does not cause negative emotions among the local population, but, on the contrary, promotes mutual understanding between nations and the development of tolerance for differences in cultural and social aspects. Based on the analysis of the conditions and factors of sustainable development of tourism, the main principles that determine the possibility of achieving ecological, economic and socio-cultural sustainability in the field of tourism have been formulated (Table 1).

Table 1

**Principles ensuring the sustainability of tourism
in a three-dimensional plane**^{14 15 16}

| Constituents of constancy | Principles determining ways and means of achieving ecological, economic and socio-cultural sustainability in tourism |
|---|--|
| <i>The principle of minimizing possible negative consequences</i> | |
| Ecological | Preservation of biological diversity and biological processes in places of service provision: <ul style="list-style-type: none"> – compliance with the maximum permissible level of attendance, exceeding which leads to unacceptable environmental consequences either as a result of the actions of the tourists themselves, or as a result of the functioning of the service infrastructure; – compliance with the rules of conduct developed for the visited protected natural areas; – accommodation facilities and catering facilities for tourists must be located in such a way as not to disturb the normal ecologically sustainable development of the surrounding landscape and not to distort its appearance; – stopping the sale of souvenirs made from objects of living nature. |

¹⁴ Ткаченко Т. І. Сталый розвиток туризму: теорія, методологія, реалії бізнесу : монографія. - 2-ге вид., випр. та доповн. Київ : Київ. нац. торг.-екон. ун-т, 2009. 463 с.

¹⁵ Шкарлет С. М. та ін. Теоретичні та прикладні аспекти сталого розвитку: функціональний, галузевий і регіональний вектори : монографія. Київ : КондорВидавництво, 2015. 316 с.

¹⁶ Організація туризму: підручник / За заг. ред. д.е.н., проф. В. Я. Брича. Тернопіль : ТНЕУ, 2017. 448 с.

| | |
|---|---|
| Economical | <p>Prevention of the spread of negative opinion of a socio-economic nature:</p> <ul style="list-style-type: none"> – increasing labor productivity and changing stereotypes about work in tourism; – prevention of large differences in wages between workers in tourism and workers in other branches of the local economy in developing countries; – reduction of the share of unskilled workers, creation of new promising vacancies and opportunities for career growth; – control and reduction of criminalization associated with the development of tourism and the increase of incoming tourists. |
| Social and cultural | <p>Preservation of local identity and cultural values:</p> <ul style="list-style-type: none"> – obtaining information by tourists about the rules of conduct and cultural features of relationships at the place of the tour before the start of the trip; – cessation of defiant or offensive behavior of tourists in relation to the local population, local traditions and culture; – mandatory training and preparation of tourists for the differences between their culture and the way of life of the host party, with the aim of preparing the latter to accept the local cuisine, culture (rites and traditions) and way of life as they have existed for many years. |
| <i>The principle of priority of innovative activity in reproductive processes</i> | |
| Ecological | <p>Implementation of the latest technologies contributing to increasing the efficiency of environmental protection:</p> <ul style="list-style-type: none"> – the use of the latest environmentally friendly technologies for waste processing, the construction of various means of accommodation for tourists, the use of materials subject to disposal and secondary processing; – the use of waste-free, energy-intensive and resource-saving technologies in the construction and operation of tourist infrastructure, etc. |
| Economical | <p>Widespread use and implementation of achievements of scientific and technical progress in the tourism industry:</p> <ul style="list-style-type: none"> – the use of modern energy-intensive and resource-saving systems in various areas of tourism development; – development of information support in the field of tourism; – increasing the technological capacity of the industry. |
| Social and cultural | <p>Use of advanced technologies to improve the quality of tourist services:</p> <ul style="list-style-type: none"> – the use of modern methods of collecting and processing statistical information that reveals the relationship between local residents and visiting tourists and the level of tourism development in the region; – use of progressive methods of staff training and raising the level of professionalism of top managers in tourism; |

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| | <ul style="list-style-type: none"> – automation of the workplace and improvement of the quality of work of personnel in tourism activities |
| <i>The principle of preservation and increase of existing resources</i> | |
| Ecological | <p>Promotion of environmental protection:</p> <ul style="list-style-type: none"> – acceptance by tourists of necessary participation in environmental protection activities; – promoting cooperation between protected areas and the local population, increasing the public prestige of specially protected areas, expanding international contacts of specially protected areas as a result of the development of tourism, etc. |
| Economical | <p>Ensuring the preservation and multiplication of natural tourist and recreational resources:</p> <ul style="list-style-type: none"> – ensuring the rational use of natural and tourist-recreational resources; – provision of sources of additional financing of territories or nature protection measures at the expense of tourist activities; – the use of renewable natural resources in the production and provision of tourist services; – creation of conditions for reproduction of tourist resources. |
| Social and cultural | <p>Contributing to the protection of the local social and cultural environment:</p> <ul style="list-style-type: none"> – ensuring respectful attitude to local cultural traditions, customs, way of life on the part of tourists; – ensuring the desire of tourists to study and understand the cultural values of the host country or region; – showing special concern for monuments, cemeteries, places of religious worship, museums, archaeological excavations and historical sites; – spending at least part of the funds received from tourist visits to cultural heritage sites of the country or region for the support, restoration and development of the visited sites. |
| <i>The principle of maximizing satisfaction of tourists' needs</i> | |
| Ecological | <p>Creating a system of environmental education:</p> <ul style="list-style-type: none"> – inclusion in the school program of disciplines that increase the environmental education of schoolchildren; – inclusion in tour programs of visits to educational ecological trails, museums of nature and local history museums, eco-technological farms, etc. – development of methodical and methodological foundations of such a direction in science as environmental management. |
| Economical | <p>Ensuring the efficiency of tourist services:</p> <ul style="list-style-type: none"> – compliance of the quality, quantity and level of the existing tourist infrastructure with the requirements of tourists, including accommodation facilities, tourist catering facilities, etc.; |

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|---|---|
| | <ul style="list-style-type: none"> – improving the quality of the tourist offer, which necessarily takes into account the interests of the consumer in terms of the interests of the development of local communities; – the desire to simplify tourist formalities regarding passports, visas, medical and currency control and the status of tourist offices abroad, etc. |
| Social and cultural | <p>Ensuring respect for tourists:</p> <ul style="list-style-type: none"> – showing interest in the way of life of tourists, their preferences and interests in order to meet their needs as much as possible, but maintaining a balance between satisfying tourists' requests and preserving local cultural traditions and available tourist resources; – development of practical hospitality skills for tourists with different social and cultural traditions; – ensuring the safety of tourists and protecting their property; – widespread use of diversification of tourist services. |
| <i>The principle of mutual exchange and cooperation</i> | |
| Ecological | <p>Ensuring environmental cooperation in the field of tourism:</p> <ul style="list-style-type: none"> – exchange of information between states on increasing the efficiency of preservation of unique natural monuments; – compilation of a single list of objects recognized as national natural assets of the whole world, which are already used or can be used in tourist activities; – creation of national public organizations for the preservation of the natural environment. |
| Economical | <p>Provision of technical cooperation in the field of tourism:</p> <ul style="list-style-type: none"> – establishment of mutual exchange of the latest technologies between states in tourism; – minimization of all negative consequences from the use of innovations by the recipient country; – training of professional personnel and increasing the number of experts in the field of technological cooperation in tourism; – facilitating the exchange of tourist technical information. |
| Social and cultural | <p>Preventing the standardization of culture and ensuring cultural and social exchange in such a way as to exclude the clash of cultures of people from different regions of the world based on the superiority of one of them and based on differences in nationalities, races, religions, languages and levels of education.</p> |
| <i>The principle of socialization of tourist activities</i> | |
| Ecological | <p>Acquaintance of tourists with local environmental problems and ways to solve them implemented by environmental protection projects.</p> |
| Economical | <p>Solving economic problems related to the use of human resources:</p> <ul style="list-style-type: none"> – linking the training of qualified human resources with the preparation of the tourist product; – provision of integrated planning of training of human resources in tourism; |

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| | <ul style="list-style-type: none"> – increasing the importance of tourism professions and raising the status of people working in this field; – ensuring the education of tourist awareness in order to promote the development of mutual relations between visitors, residents of regions that receive tourists, and tourist staff; – selection of criteria and goals of professional training of tourism personnel in order to meet the needs of the tourism sector in the future, etc. |
| Social and cultural | <p>Participation of local residents and their receipt of income from tourism activities:</p> <ul style="list-style-type: none"> – involvement of local residents in the tourist business and obtaining opportunities for them to develop their traditional forms of economy; – use of mainly local products and labor force. |
| <i>The principle of effectiveness of tourist activity</i> | |
| Ecological | Achieving the degree of reduction of the negative impact of anthropogenic load and ensuring the development of natural and tourist-recreational resources. |
| Economical | <p>Ensuring the economic efficiency of tourist activity:</p> <ul style="list-style-type: none"> – reducing costs of production of tourist services and improving their quality; – integration of tourist infrastructure into the local economy and social sphere and the development of technical self-sufficiency; – provision of a comprehensive approach to the development of tourist activity; – provision of tourism planning, monitoring and management at various levels with mandatory evaluation both from a quantitative and qualitative point of view; – ensuring close cooperation of organizations of various profiles for the effective development of tourism; – application of generally accepted norms during the preparation of statistical data on national and international tourism in order to ensure accurate analysis of trends in tourism and determination of needs in the field of tourist supply. |
| Social and cultural | <p>The role of the socio-cultural aspect in the development of tourism:</p> <ul style="list-style-type: none"> – increase in tourist flows; – increasing the degree of satisfaction of tourists from tourist services; – tracking the rating and popularity of tourism professions in this region. |
| <i>The principle of prioritization of types of development of tourist activity</i> | |
| Ecological | Promotion of the development of such popular types of tourism as natural, ecological, recreational. |
| Economical | Development of such popular types of tourism as congress and business tourism. |
| Social and cultural | Support for the development of such necessary types of tourism as social, children's and youth tourism. |

The introduction of the principles of sustainable development in tourism will allow the achievement of various goals, including ecologically balanced use of natural resources, preservation of biodiversity, attraction of investments to compensate for environmental damage, support of the economy without negative impact on ecosystems, and interaction with the local population to achieve ecological balance.

3. Innovative strategies in global sustainable tourism

Unlike many other industries, tourism has undergone a continuous process of expansion and diversification over the past decades and has become one of the largest and fastest growing sectors of the global economy. For the first time in 2012, the number of international tourist arrivals exceeded 1 billion people. According to UNWTO forecasts, 1.8 billion international tourist arrivals are expected by 2030. During the period from 2010 to 2030, arrivals to emerging tourist destinations (growing at 4.4% annually) are projected to double compared to growth rates in developed economies (growing at 2.2% annually). By 2030, Northeast Asia will be the most visited region in the world¹⁷. In line with the growth in profits over the past decades, revenues from the tourism business have steadily increased, making it the fourth most important export sector in the world.

The growth of tourism is of great economic importance for the least developed countries. In approximately half of these countries, tourism accounts for more than 40% of GDP and is the main source of foreign currency. Apart from being a source of foreign exchange and job creation, the tourism sector has other positive direct and indirect impacts on the global economy, such as stimulating small, medium, and micro-enterprise trade, income growth, and entrepreneurship (especially in the service sector). Tourism activity also contributes to the creation of new infrastructure, preservation, and financing of the preservation of natural and cultural heritage. Greening the tourism sector strengthens its employment potential by increasing the employment of local staff and expanding opportunities in tourism focused on local culture and the natural environment¹⁸.

In addition to the positive aspects of tourism development, there are significant risks associated with the deterioration of the socio-cultural, economic, and environmental resources of various destinations around the world. The expansion of tourism and tourist activities has contributed to the

¹⁷ Concept note: Towards the Development of the 10YFP Sustainable Tourism Programme. Available at: <https://webunwto.s3-eu-west-1.amazonaws.com/2019-08/10yfpstpconcept-notedec2014.pdf> (accessed 15 December 2023).

¹⁸ World Tourism Organization (2013), Sustainable Tourism for Development Guidebook – Enhancing capacities for Sustainable Tourism for development in developing countries, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284415496>

depletion of natural resources in many regions, leading to water scarcity, loss of biodiversity, soil degradation, and pollution, among other negative impacts. The contribution of tourism to the total emissions of greenhouse gases is estimated at the level of 5% of all global CO₂ emissions. In addition, some countries face problems of intercultural communication, crimes, or human rights violations related to tourism. Economically, tourism can cause price increases, economic instability, and dependency, and can cause corresponding negative consequences.

If the traditional approach (without reducing emissions) continues, by 2050 tourism growth could lead to an increase in energy consumption (by 154%), greenhouse gas emissions (by 131%), water consumption (by 152%), and solid waste disposal (by 251 %) ¹⁹. However, changes in tourism strategy and policy can reduce these negative impacts and contribute to the transition to a more sustainable system in tourism and other sectors ²⁰. On the other hand, according to the Green Economy 2011 report, tourism is one of the key growth factors for the global economy and, with the right investment, can continue to grow steadily in the coming decades, contributing to the necessary economic growth, employment and progress.

At the UN conference on sustainable development «Rio+20», the heads of state officially adopted the «10 Year Framework Program for Sustainable Consumption and Production» (10 Year Framework Program -10YFP). 10YFP is a global framework of programs of activities aimed at strengthening international cooperation to accelerate the transition to better practices of sustainable consumption and production in both developed and developing countries ²¹.

Given the growing economic importance of tourism for developing countries, sustainable tourism, including ecotourism, has been recognized by world leaders as a key tool for sustainable development and identified by UNWTO and the United Nations Environment Program (UNEP) as one of the initiatives within the framework of 10YFP. As mentioned above, in addition to positive economic effects, tourism can play an important role in the preservation of natural and cultural heritage, as well as contribute to the socio-economic development of tourist destinations. However, despite its positive

¹⁹ Concept note: Towards the Development of the 10YFP Sustainable Tourism Programme. Available at: <https://webunwto.s3-eu-west-1.amazonaws.com/2019-08/10yfpstpconcept-notedec2014.pdf> (accessed 10 December 2023).

²⁰ Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication. Available at: https://sustainabledevelopment.un.org/content/documents/126GER_synthesis_en.pdf (accessed 10 December 2023).

²¹ 10YFP – 10 Year Framework of Programmes on Sustainable Consumption and Production Patterns. Available at: <https://www.unenvironment.org/explore-topics/resource-efficiency/what-we-do/one-planet-network/10yfp-10-year-framework-programmes> (accessed 14 December 2023).

potential, the growth of the sector often leads to negative impacts on the nature, socio-cultural sphere, and economy of destinations.

In recent decades, interest in sustainable tourism methods has grown significantly. Nowadays, there is a significant amount of research, methods, models, tools, and recommendations to support sustainable tourism. Although modeling itself, as a method of learning socio-economic systems, became widespread in the 20th century. Today, modeling is actively used in all branches of modern science and is based on the construction, study, and application of models. A model is a conventional image, a scheme of the research object, which reflects the most important, essential properties of the object²².

Today, the model approach is practically an indispensable tool for the systematic analysis of the functioning of the economy, the identification of potential and actual sources of its violations and the determination of ways to eliminate them²³.

The creation of a model of effective development of sustainable tourism with the help of innovations will allow identifying factors that affect the effectiveness of the functioning and development of tourism, to analyze the connections between individual elements of the tourism system²⁴. This will contribute to the identification of problems, their grouping and determination of solution directions, as well as the establishment of goals and tasks of innovation in the conditions of globalization.

The conceptual model of sustainable development of tourism with the use of innovations can be depicted in the form of a diagram shown in Figure 3.

First, an analysis of the degree of tourism development is carried out to determine its current state and identify the conditions for further effective development.

At this stage, it is important to create an information base. For this, the analysis of the level of tourism development should be carried out in different directions, providing an opportunity to comprehensively assess the state of the tourism industry. The most important areas of analysis include:

- analysis of tourist resource potential;
- analysis of tourism infrastructure;
- analysis of the needs of the local population;
- analysis of tourists' needs;

²² Карпінський Б. А., Васильків І. М., Шевців А. Б., Карпінська О. Б. Еволюція підходів у моделюванні соціально-економічних процесів і сталого розвитку. *Науковий вісник НЛТУ України*. 2015. № 25(3). С. 253–265.

²³ Малиш Н. А. Моделювання економічних процесів ринкової економіки : навч. посіб. Київ : МАУП, 2004. 120 с.

²⁴ Zaika S. O., Kharchevnikova L. S. The role of innovations in the development of tourism // Глобалізація та розвиток інноваційних систем: тенденції, виклики, перспективи : матеріали І Міжнар. наук.-практ. конф., 3-4 листопада 2022 р. / Держ. біотехнологічний ун-т. Харків, 2022. С. 76–78.

- analysis of the external environment of tourism functioning;
- analysis of statistical indicators of tourism development.

Based on the conducted analysis, there is an opportunity to identify problems in the functioning and development of tourism, as well as to provide goals and objectives for their achievement.

To facilitate the most effective solution of the assigned tasks, it is important to determine the levels of their solution. It is appropriate to highlight problems at the level of state and local administration and problems that arise at the level of individual enterprises. According to expert analysis, 80% of all problems are regional and local in nature, and 20% concern tourism business^{25 26}. This situation can be explained by the fact that the authorities are not always interested in the development of tourism, because they do not have reliable information about possible profits from this industry and consider it not promising. At the same time, some problems, such as road construction, development of utility and economic networks in rural areas, etc., are the responsibility of state bodies and are global, which makes it difficult to solve them quickly and requires significant financial and time costs.

Despite the difficult situation, all these problems need to be solved. To increase the effectiveness of the implementation of tasks in the direction of overcoming existing problems, it is important to look for new methods of solving them, using modern innovative approaches that allow for achieving maximum results at minimum costs.

Formulated problems and their solutions become a source for creating innovative ideas. As P. Drucker²⁷, rightly points out, the understanding of the problem as a reflection of social needs is a social stimulus that generates the initial stage of any innovative process.

The term «innovation process» was first introduced in 1986 in the «Innovation Glossary» and defined the sequence of stages of transforming an idea into a specific useful result: identifying a problem or opportunity; formation of the first concept of the original idea; conducting research and development; introduction of the first products to the market; application and use; improvements and changes for profit²⁸.

²⁵ Зима О. Г. Дослідження конкурентоспроможності національних економік у галузі туризму згідно з методикою Всесвітнього економічного форуму. Харків, 2019. 59 с.

²⁶ Zaika S. O., Kharchevnikova L. S., Zaika O. V. Development of a marketing strategy for the development of the tourism industry on the base of competitive advantages. Integration vectors of sustainable development: economic, social and technological aspects: collective monograph. Poland The University of Technology in Katowice Press, 2023. P. 286–295.

²⁷ Друкер П. Як забезпечити успіх у бізнесі: новаторство і підприємництво / П. Друкер ; [пер. з англ. В.С. Гуля]. Київ : Україна, 1994. 319 с.

²⁸ Грідін О. В., Заїка С. О. Інноваційний розвиток туристичної сфери України: стан, проблеми, перспективи. *Актуальні проблеми та перспективи розвитку агропродовольчої*

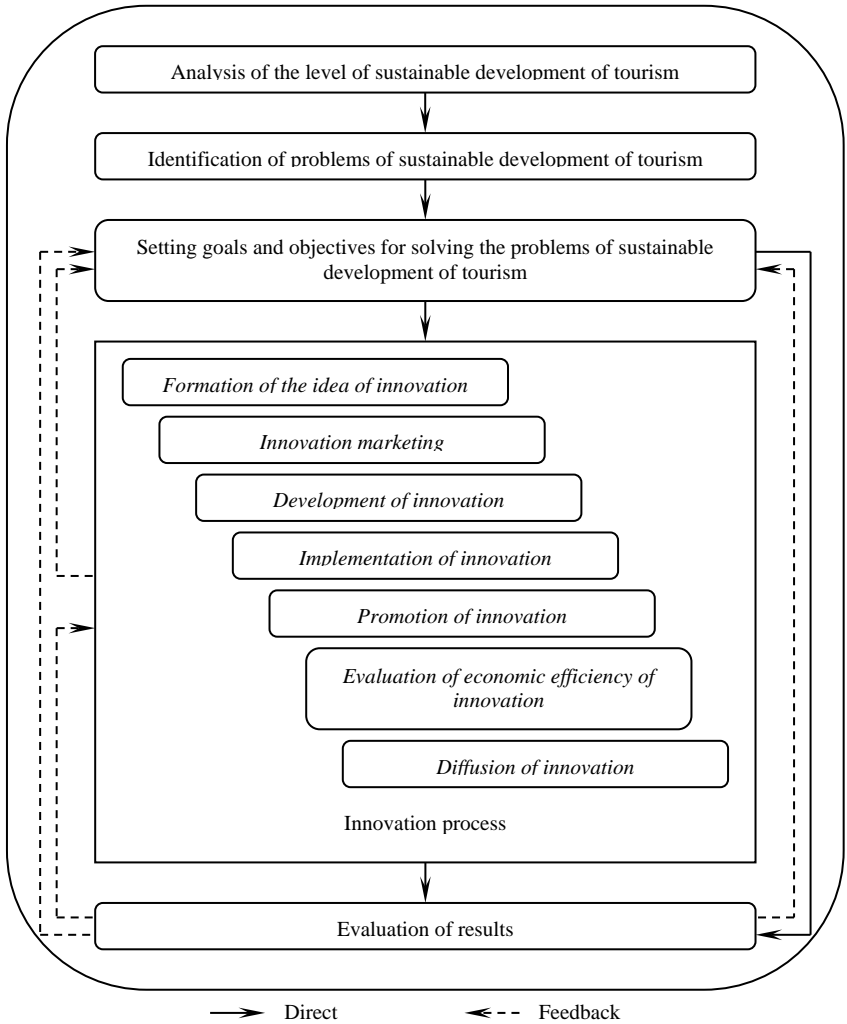


Figure 3. Model of sustainable development of tourism

To date, there are quite a lot of interpretations of this concept. However, most of the definitions of scientists and economists are similar and consist in the fact that the innovation process is the transformation of scientific

сфери, індустрії гостинності та торгівлі : тези доповідей Міжнар. наук.-практ. інтернет-конф., 2 листопада 2022 р.; Державний біотехнологічний ун-т. Харків, 2022. С. 260–261.

knowledge into innovation²⁹. It includes successive stages, stages, activities and actions related to the origin, preparation, release of new products, as well as the creation and practical implementation of innovations that lead to commercial success in the market. In addition, the innovation obtained as a result of the innovation process must have not only new properties for the consumer, but also market demand, that is, scientific and technical novelty and meet new social needs. According to research³⁰, the innovation process is a unique process that combines science, technology, economics, entrepreneurship and management. It includes obtaining an innovation and continues from the birth of an idea to its commercialization, covering the entire complex of relations: production, exchange and consumption.

In manufacturing enterprises, the innovation process generally includes the following stages: fundamental research → applied research → development → design → construction → development → production → marketing → sales. However, given that tourism belongs to the service sector, its feature is the absence of specialized enterprises and organizations that could systematically engage in fundamental and scientific and technical research. In this regard, the innovation process in tourism consists of the following successive stages: idea generation → marketing of innovation → development of innovation → implementation of innovation → promotion of innovation → assessment of economic efficiency of innovation → diffusion of innovation.

Let's consider the implementation of the innovation process on the example of a tourist enterprise. The idea of opening a new direction or creating a new tourist product under the influence of certain factors arises. The development and determination of the target orientation of the product with a focus on a specific consumer group begins. At the same time, an analysis of the possibilities of implementing the idea in practice is carried out, a search and selection of suppliers and partners is carried out, a plan of basic and additional services is developed, transportation and other issues are resolved. A pricing policy is also being formed. After that, the direct creation of a tourist product begins: contracts are concluded, working documentation, informational materials are developed, and a price list is formed. Experimental testing of the product is carried out and trial sales are conducted.

²⁹ Заїка С.О., Грідін О.В. Генезис дефініції інновація. *Науковий вісник Ужгородського університету. Серія «Економіка»*. 2016. Вип. 2(48). С. 24–30. URL: <https://dspace.uzhnu.edu.ua/jspui/bitstream/lib/15430/1/ГЕНЕЗИС%20ДЕФІНІЦІЇ%20ІННОВАЦІЯ.pdf>

³⁰ Заїка С. О. Теоретичні аспекти управління інвестиційно-інноваційною діяльністю аграрних підприємств. *Науковий вісник Міжнародного гуманітарного університету. Серія «Економіка і менеджмент»*. 2015. Випуск 11. С. 101–106.

The next stage of the innovation process involves the introduction of a tourist product for a wide range of consumers. At the same time, the development of a set of measures for the promotion and deep introduction of the product to the market, as well as the creation of an effective sales management system, is taking place. After the end of a certain period and the realization of a specific number of tourist vouchers, an economic evaluation of efficiency is carried out, as well as an analysis of demand and competitiveness. The innovation process ends when the tourism product is in high demand and other participants in the tourism market begin to actively implement this innovation by developing and launching similar products.

Each stage has its own term of possible implementation, and the total duration determines the total time of the innovation process, which turns out to be a critical indicator when evaluating the effectiveness of the implementation of innovations in tourism due to its ability to meet the needs of tourists in a timely manner. If an innovation is developed and introduced, and the needs are already satisfied, then this innovation may lose its relevance³¹. Another important characteristic in determining the duration of the innovation process is the specification of the destination in which innovations are implemented. The higher the level of development of the destination, the more difficult and costly it is to apply innovations, which leads to an increase in the terms of implementation of innovative projects. New destinations, according to practice, less require the introduction of technically complex innovations, since the main interest for tourists is the novelty of the destination itself, which itself is an innovation for the consumer.

However, even taking into account the needs of tourists and the specifics of the territory where innovations are implemented, a significant number of innovative projects remain soon completed or do not achieve the expected results. As Brian Twiss notes: «The innovation process is a very sensitive business. Commercial success is achieved in only 10% of started projects, that is, the failure rate can be estimated at 90%»³². Given the fact that tourism is a large and complex system, the success of innovation here is more problematic than in an individual enterprise. The main factors that inhibit the successful implementation of innovative projects include:

– Economic factors: lack of own funds, lack of state funding, low solvent demand for new tourist products, high price of innovations, long payback periods of innovative projects.

³¹ Zaika S. O., Kharchevnikova L. S. The role of innovations in the development of tourism. Глобалізація та розвиток інноваційних систем: тенденції, виклики, перспективи : матеріали I Міжнар. наук.-практ. конф., 3-4 листопада 2022 р. Держ. біотехнологічний ун-т. Харків, 2022. С. 76–78.

³² Brian C. Twiss. Managing Technological Innovation. Trans-Atlantic Pubns; 4th edition (August 1, 1992). 338 p.

– Production factors: low innovation potential of enterprises, personnel not sufficiently prepared for the innovation process, lack of information about new technologies, and lack of cooperation with other enterprises and scientific organizations.

– Market factors: low demand from consumers, low level of marketing research and innovation promotion strategies; lack of information about sales markets, great competition in the market of tourist services.

– Other factors: insufficient legislative and regulatory documents that regulate and stimulate innovation activity, underdevelopment of innovation infrastructure, and underdevelopment of the technology market.

The considered factors are formed in conditions of uncertainty, which is a characteristic of how the tourism system functions and develops. Uncertainty is determined either by the lack of complete or by the presence of unreliable information about the external and internal environment, which is used in the process of management decisions. This uncertainty leads to risks.

There are different characterizations of risk that describe it as influencing success; the probability of a loss or a decrease in income compared to the forecasted result³³; an event or group of related random events that cause damage to an object. Unlike failure, risk can lead to a favorable outcome. In other words, risk is an event that, under conditions of uncertainty, may or may not occur and have any (positive or negative) outcome.

Innovative activity in tourism, more than in other areas of activity, is associated with risk. However, the high risk is compensated by the high possible rate of profit from the implementation of innovative projects, which is much higher than when carrying out other types of entrepreneurial activity. The risk of introducing innovations in tourism becomes higher, the more localized the innovative activity. But, if innovative projects are widely distributed and distributed according to the industry principle (for example, the introduction of innovations at the same time in the city's hotels, tourist companies, transport companies, etc.), then according to the law of large numbers, the probability of their failure is minimized, and the probability of success of innovative activity increases. At the same time, the profit from innovative projects is so large that it covers the costs of all other unsuccessful projects.

To reduce the negative impact of risks on the innovation process, they must be managed. The effectiveness of influencing risk factors in the development of tourism largely depends on their classification, which allows for predicting the nature of possible consequences, assessing them promptly, and taking measures to control the corresponding result.

³³ Сухорукова О. П. Дослідження ризиків у туризмі. *Бізнес Інформ*. 2016. № 10 (465). С. 206–211.

Figure 4 shows the classification of risks of applying innovations in tourism, based on the allocation of general and specific risks. This allows us to reflect on the variety of factors that affect the effectiveness of the innovation process in tourism. Considering these aspects is key to ensuring the sustainable development of tourism.

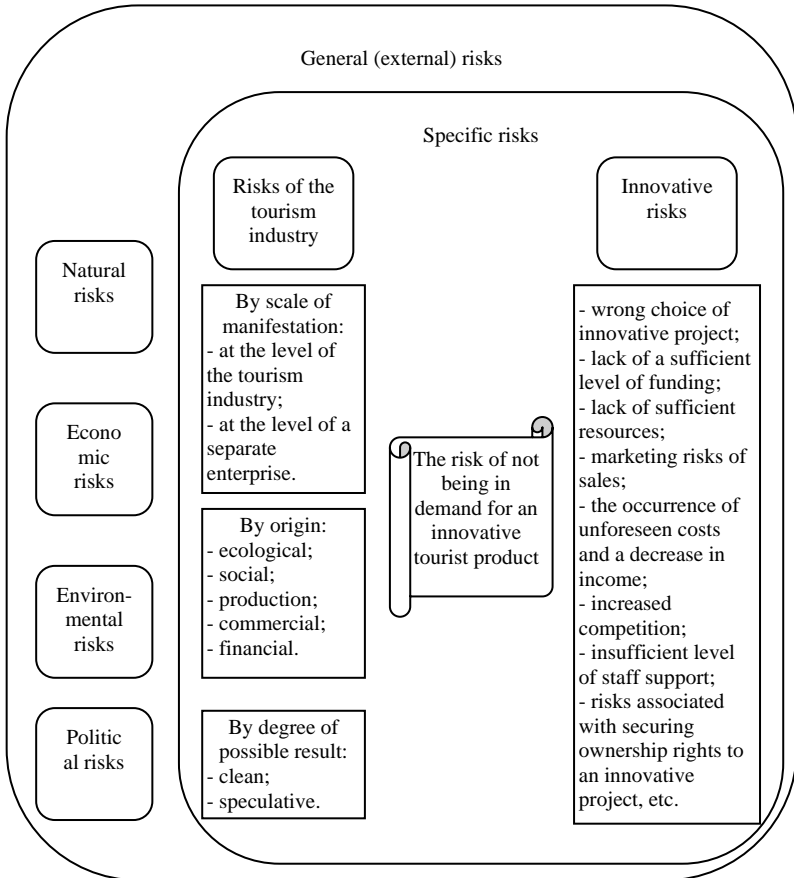


Figure 4. Risks of using innovations in tourism

As already mentioned, innovations in tourism can take a variety of forms. However, the key goal of any innovation in tourism is to create a competitive tourism product that creates demand and attracts repeat customers. In this context, the main risk of innovative activity in tourism is the possibility of low

demand for an innovative tourist product on the market, namely the possibility of losses due to the consumer's rejection of the offered product, i.e. the lack of a guaranteed market niche for the sale of a tourist product (service).

The level of risk is significantly determined by general factors that can affect the economic system of a certain state or the world economy in general. Among such general risk factors are external macroeconomic risks, which include:

- Natural risks: caused by natural disasters such as earthquakes, floods, hurricanes, tsunamis, etc.

- Economic risks: cover inflation and currency risks, as well as other aspects of economic instability.

- Environmental risks: related to environmental pollution and its negative impact on the tourism industry.

- Political risks: related to the political situation in the country, such as mass riots, strikes, rallies, revolutions, etc.

In addition, it is possible to highlight specific (internal) risks arising in the process of tourism development:

- by the scale of manifestation: at the level of the tourism industry and the level of a separate enterprise;

- by source of occurrence: environmental, social, industrial, commercial, financial;

- by the degree of possible result: pure, speculative, and innovative risks.

At the same time, innovative activity in tourism is often associated with significant risks, such as the wrong choice of an innovative project, lack of financing, insufficient level of resources, marketing risks of sales, non-fulfillment of contracts, unexpected costs, increased competition, insufficient personnel support, and others.

The real difficulty is that risks do not exist in isolation from one another. They are interdependent, can overlap each other, and form a system with complex interrelationships. This approach allows for considering risks in a complex manner, revealing their connections and mutual influence.

In this context, it is important to consider risks as a system with strong and weak links. Analysis of possible risks should be aimed at identifying these connections, which will contribute to more accurate forecasting of risk events. This approach makes it possible to determine the probability of risk events and the magnitude of the possible impact on tourism.

The process of risk analysis should be aimed not only at maximizing positive and minimizing negative consequences but also at improving the quality of management decisions in conditions of uncertainty since complete elimination of all risks is impossible.

The final stage of the model of using innovations in sustainable tourism is the evaluation of results, intended not only to determine the economic efficiency of innovations in tourism but also to compare the obtained results with the set goals and tasks of solving identified problems in the functioning and development of tourism.

Taking into account the above, we will determine the requirements that should be followed to ensure and increase the efficiency of sustainable development of tourism using innovations:

- Consumer needs as a determining factor: the choice of development directions should be based on consumer needs, which are a direct incentive for the enterprise's transition to an innovative path.

- Taking into account the peculiarities of the region: tourism is an integral part of the socio-economic system, therefore it is important to take into account the peculiarities and potential of the region, and its innovative activity.

- Involvement of knowledge and experience from other fields: the use of "foreign technologies" helps to expand the understanding of tourism and helps in finding effective solutions to many practical problems.

- Interaction of innovations in all areas: innovations in one area can affect others, so it is important to consider their interaction both in all elements of the tourism system and in all areas of the region.

- Alternative options for innovation: since not all innovations have the expected characteristics, it is important to consider alternative options and choose the most appropriate for a specific enterprise, destination, or region.

- Consideration of various factors and risks: innovative processes in tourism are influenced by various factors that create conditions of uncertainty and lead to many risks. When making management decisions, it is important to consider their interaction and mutual influence.

Only innovations that solve existing problems taking into account territorial features and innovative opportunities (since the level of innovation in tourism is directly related to the general level of innovative development of the region), as well as meet the needs of tourists, can provide a socio-cultural, ecological and economic effect. This ultimately helps to increase the efficiency of reproductive processes in tourism and achieve sustainable development of this industry.

CONCLUSIONS

Based on the conducted research, the following conclusions can be drawn:

1. The history of the development of the concept of sustainable development of tourism is inextricably linked with the recognition that tourism can have a significant impact on the environment and society. The

increasing volume of travel and the development of the tourism industry in the second half of the 20th century led to an increase in negative consequences such as environmental pollution, depletion of natural resources, and negative impact on local communities.

The concept of sustainable tourism development emerged as a response to these problems in the early 1990s. The main principles include the need for a balanced interaction between the economic, socio-cultural, and environmental aspects of tourism. The guiding idea was the realization that tourism can bring benefits if it is developed taking into account the needs and interests of all stakeholders, including local communities and the conservation of natural resources.

In the context of the history of the development of the concept of sustainable development of tourism, the role of international organizations, scientists, and civil society in the formation of this approach is important. Dialogue and cooperation at the global level make it possible to develop generally accepted standards and strategies for the balanced and sustainable development of tourism in the context of globalization.

2. The sustainable development of tourism is an important direction of the development of the tourism industry in the conditions of globalization and the informatization of society. It envisages the harmonious development of the economy, society, and the environment, which ensures the long-term success of tourism and its positive impact on society.

The main principles of sustainable development of tourism are:

- preservation of natural resources and the environment: tourism must be ecologically clean and must not harm the environment;
- improving the quality of life of the local population: tourism should contribute to the development of local communities and increase the standard of living of their residents;
- the fair distribution of tourism profits: tourism should benefit all stakeholders, including tourists, local people, and businesses.

Implementation of the principles of sustainable development of tourism is a complex task that requires the involvement of all interested parties. For this you need:

- Develop and implement relevant legal and regulatory acts that regulate the activities of the tourism industry, taking into account the principles of sustainability.
- Create an effective tourism management system that will ensure the harmonious development of the tourism industry and its compliance with the principles of sustainability.

– Educate tourists and the local population about the principles of sustainable development and their importance in ensuring the long-term success of tourism.

– Provide access to financing for the development of sustainable tourism.

The development of sustainable tourism is an important task for all countries of the world. This approach will help ensure the long-term success of the tourism industry, protect the environment, and improve the standard of living of the local population.

3. Innovations in tourism play a key role in solving existing problems and ensuring sustainable development of the industry. At the same time, the effectiveness of innovations depends on taking into account territorial features, innovative opportunities and the needs of tourists. Only those innovations that are aimed at solving specific problems and meet the requirements of society can achieve socio-cultural, ecological and economic success. The development of tourism with the use of innovations requires not only innovative technologies, but also a deep understanding of the needs of society, a balanced consideration of risks and the ability to adapt to changes. This approach contributes not only to increasing the competitiveness of tourism products, but also to achieving sustainable development for both specific enterprises and the tourism industry as a whole.

Innovative strategies in global sustainable tourism are determined by the need to adapt to the rapidly changing conditions and challenges of the global tourism market. The development of digital technologies, the introduction of new approaches to marketing and the creation of innovative tourism products allow us to ensure competitiveness and at the same time take into account the principles of sustainable development.

In general, globalization and sustainable tourism require a systemic approach and joint efforts at the level of the international community. The implementation of sustainable development in tourism is becoming a strategically important task to ensure the quality and long-term development of the tourism industry in the future.

SUMMARY

The relevance of the study of globalization and sustainable tourism is determined by the need to adapt the tourism industry to unpredictable and rapid changes in the modern world. With the increasing influence of global factors such as the informatization of society, technological innovation, and socio-cultural transformations, the sustainable development of tourism becomes extremely important.

The chapter examines the key interrelationships between globalization and the sustainable development of tourism, offering innovative approaches to

solving the current problems of the tourism industry. The combination of goals and principles of sustainable development of tourism in the conditions of globalization and how they determine strategic decisions is studied. Special attention is paid to innovative strategies aimed at optimizing tourism activities in a global context. The results of the study indicate that the implementation of innovative approaches is necessary to ensure the sustainable development of tourism in the conditions of global transformations. The conclusions drawn emphasize that the successful future of tourism is based on innovative solutions and balanced development aimed at preserving its values for posterity and the environment.

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