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SUSTAINABLE TOURISM DEVELOPMENT AND ENVIRONMENTAL MANAGEMENT IN UKRAINE.

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Annotation. The article describes the major environmental problems which are the result of growth of tourism sphere. The authors describe some of the solutions to the problem. Moreover, environmental protection and company cost minimizing are analyzed.

Key words. Ecological tourism, environmental management, minimizing costs, saving natural resources, sustainable development.

The growth of tourism as the world's fastest developing industry in the 21st century has brought about major environmental problems. Land degradation, pollution, desertification, waste, damage of species and inadequate utilization of natural resources have caused many natural resources to be endangered or even destroyed. Ecotourism is already big business in places like Costa Rica, Kenya and New Zealand. Tourism businesses around the world are switching to more sustainable practices to minimize their impact on flora, fauna and the local culture. Unfortunately, we can't observe the likely trends in Ukraine, nevertheless in our country the problem of sustainable tourism development is a very important issue nowadays.

Nowadays, the concept of environmental management was analyzed not only by some foreign scientist: Dyllick Th., Meflerl H., Kircbgeorg M., Mueller-Christ G., Steger U., Welford R., but also by our domestic scientists Kekushev V.P., Sergeev V.P., Stepanitsky V.B. Senin V.S. describes the most important components of this type of management. Nevertheless, the problem of environmental management in Ukraine has not been clearly defined.

The rise of the concept of sustainable development in discussions and debates concerning

development has been phenomenal since the World Commission on Environment and Development (WCED) issued Our Common Future in 1987, reinvigorated by the 1992 Rio Conference on Environment and Development (UNCED). It offers a vision of complementarity between economic growth and environment as opposed to the view that more of one means less of the other [3].

Any form of industrial development brings impacts upon the physical environment in which it takes place. In view of the fact that tourists have to visit the place of production in order to consume the output, it is inevitable that tourism activity is associated with environmental impacts [1]. For that reason, traditionally some authors have pointed out that tourism can lead to negative environmental consequences. The highly polarised nature of its development also generates intense environmental problems. This reduces the quality of life for indigenous population as well as for tourists and, ultimately, may threaten the viability of the tourist industry itself [4].

One of the solutions to the problem of deterioration of ecological condition in Ukraine is environmental management. Sustainable Environmental Management (SEM) is a set of management processes and procedures that allows a tourism activity or venture to operate in an environmentally sound way, analyzing and reducing the environmental impact of its activities. The key elements of SEM, in terms of tourism and hospitality, are energy consumption, waste reduction, waste recycling and re-use (the three Rs) [2].

Tourism is most ideally suited to adopt sustainability as a guiding philosophy. There are many reasons for that:

- apart from transport, tourism does not consume additional non-renewal resources;
- community's resources, its culture, traditions, shops, leisure facilities, etc., represent the core resources base for tourism;
- the use of resources, both natural and cultural, should be non-consumptive, making them renewable;
- tourism represents one of the few economic opportunities available to remote communities;
- tourism provides real opportunities to reduce poverty, create employment for disadvantaged people and stimulate regional development;
- tourism has proven to revitalize cultures and traditions;
- tourism can provide an economic incentive preserve natural and cultural assets;
- tourism has been shown to foster greater understanding between people and a greater global consciousness.

And so, sustainable tourism is really an issue of how best to encourage tourism growth while minimizing costs [2].

There are many forms of ecotourism development in a range of different environmental impacts and the particular ecosystem. Hence, the categorization of the diversity of environmental impact is presented in fig. 1

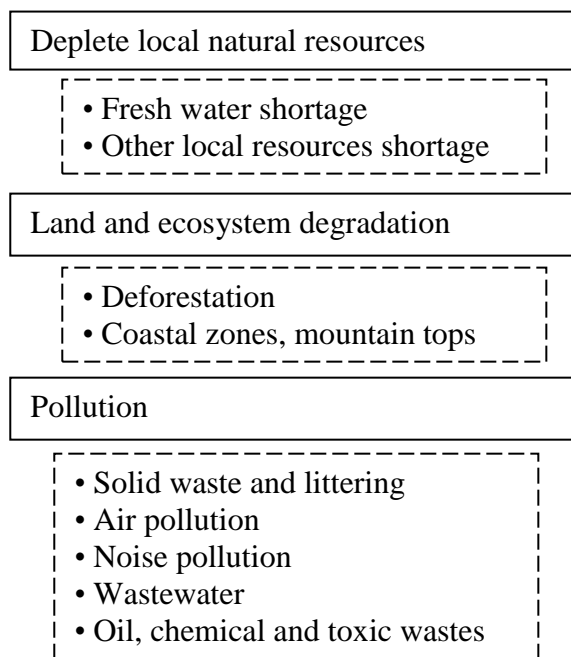


Fig. 1. **Categorization of the diversity of environmental impact**

All three are inter-related and emphasize the need of sound environmental management if advertising impacts are to be avoided or minimized [2].

In the environmental management system all environmental aspects are interrelated. In this aspect, in addition to the technical equipment maintenance there is a need to attract customers to environmental activities.

The first step for changing management style was made in the hotel industry. The concept of environmental management was used there and the principles of environmental management, were introduced through:

- the procedure of energy audit;
- staff training in the sphere of energy conservation;
- participation in environmental actions, as well as creating a new company marketing direction policy.

The model, which can overall describe the usage of environmental management, is presented in fig. 2.

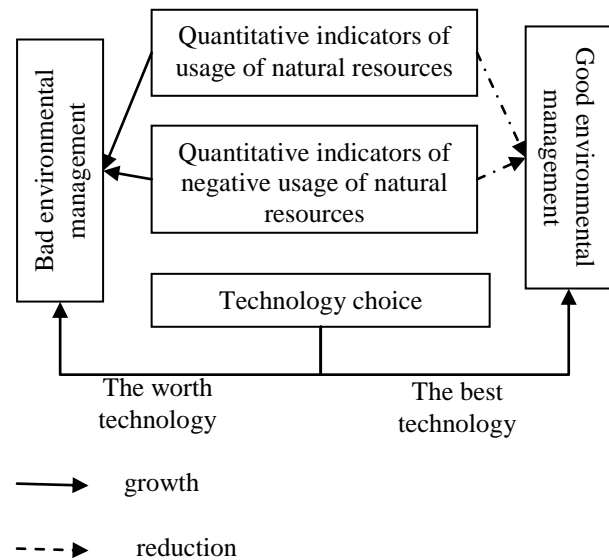


Fig. 2. **Model of environmental management of a company**

If there is complete information on these three components it can be clearly identified whether the activities of a company follow the best or the worst environmental management [5].

Besides, there are some companies which decided to follow the principles put forward of

the model. Now such firms have improved their economic system: upon minimizing their costs.

For example, if tourists in Grecotel spot a leak, the problem with electrical equipment etc., they are asked to inform the hotel administration immediately. By the way, in many hotels all over the world, particularly in the Accor Hotels group, their clients define the frequency of changing their towels and bed linen. This reduces the consumption of detergents, water, electricity, and thus reduces the associated financial costs.

Saving resources and, consequently, the financial savings are also possible through the installation of less energy-intensive equipment or due to optimization of the existing one. Hotel Grand Stanford Inter-Continental reduced washing temperature from 90°C to 60°C without compromising the quality of the wash, allowing significant savings every year without any financial cost. Taking into account the "human factor" in the issue of cost overruns, electricity - powershift light or other energy consumers, many hotels have special devices which cut electricity in an empty room. The range of such devices is quite wide: infrared sensors, electromagnetic keys, key rings that must be inserted into a special slot at the front of the door. Hotel Nikko uses such electromagnetic keys indicates. It was found that those keys save electricity by 3% more of their value.

There are various challenges and opportunities for ecotourism in terms of sustainability and involvement of local communities. Ecotourism provides clearly a major opportunity for the Ukrainian communities as an emerging market, which holds a great promise for Ecotourism de-

velopment. The relatively undeveloped and/or unexploited areas of the country are fairly diverse, adding a unique element to cultural and historical heritage which can provide a solid base for the nationally and internationally growing ecotourism activity of Ukraine.

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