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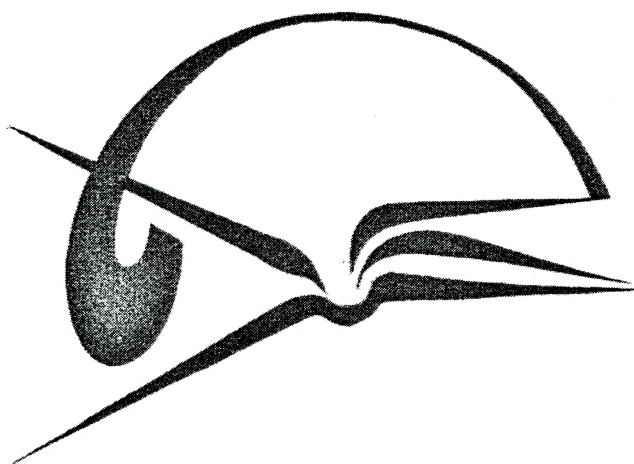
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ТУРИЗЪМ**

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TOURISM**

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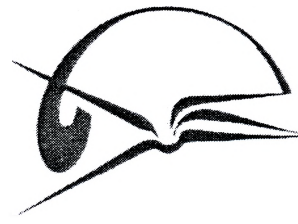
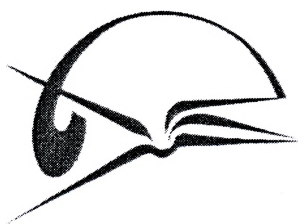
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MANAGEMENT OF SUSTAINABLE DEVELOPMENT OF REGIONAL TOURISM

Olena Hrechyshkina

УПРАВЛЕНИЕ НА УСТОЙЧИВОТО РАЗВИТИЕ НА РЕГИОНАЛНИЯ ТУРИЗЪМ

Олена Гречишкіна

ABSTRACT: *The relevance of research of sustainable tourism development in the regional aspect is justified in the article. The aim of the work is construction a mechanism for the management of sustainable development of regional tourism based on cooperation of authorities with tourism enterprises and increasing their innovative activity. The model of sustainable development of the Republic of Belarus for the period up to 2030 is described. Various aspects of sustainable tourism development are examined. In the article it is proposed to study sustainable tourism development as a set of quantitative and qualitative changes that allow the transition to a higher level of balance of economic, social and environmental development of tourism in the region. The conditions of tourism development in the western regions of the Pripyat Polesie are characterized.*

The factors of sustainable development of tourism enterprises are outlined. Mechanism of management of sustainable tourism development in the region is shown. Expediency of public-private partnership using is founded. Partnership of the authorities and the tourism industry enterprises should be focused on the management of tourist market, the effective use of tourism resources and increase in tourist attractiveness of the region.

Innovative activity is regarded as one of the ways of increasing the level of sustainable development of regional tourism. Directions and kinds of innovations in tourism are given. Innovative activity should be aimed at increasing tourist attractiveness of the region through the introduction of new types of tourism and improvement of existing ones, creation of conditions for tourism infrastructure and new tourist centers development, realization of effective marketing strategy for the development of domestic and inbound tourism, improvement of quality of accommodation and services in accordance with international requirements, introduction of new information technologies, creation of a single information resource of tourist area in different languages.

Key words: Sustainable development, tourism, tourism enterprises, region, mechanism, public-private partnership, innovation, innovation activity.

The current stage of mankind development is characterized by a high level of dynamism in the economic, political, social, environmental, innovation, communication and cultural fields. With limited resources the problem of sustainable development is becoming increasingly important, as it is aimed at balancing of social, economic and environmental development. A. Ursul notes, "Sustainable development strategy requires harmony between people and between society and nature" [14]. Tourism is an important part of the socio-economic and socio-natural development. The impact of tourism on regional development is due to the fact that tourism brings revenues to the budget, it is a catalyst of social and economic development as, it affects other important sectors of the economy, helps to create work places, to raise living standards, to level disparities in regional development, integration of the country and certain regions in the world space. Tourism is closely connected with the natural and soci-

ocultural environment, it promotes spiritual and physical development of each person.

On the one hand, the development of regional tourism is linked to the persistence of natural, historical and cultural heritage; on the other hand the effective functioning of this sector provides the maintenance and restoration of natural, historical and cultural resources of the region. However, uncontrolled multiplication of tourism enterprises income may have a negative result in the form of harm to the environment, which is the basis for regional development. Therefore, the study of sustainable development of tourism is relevant and important for the state and the regions.

The concept of sustainable development has become the guiding principle for a global long-term development. "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" [5].

In Belarus, in 2004 the National Strategy for Sustainable Socio-economic Development of Belarus for the period up to 2020 was developed in accordance with the principles of the "Agenda 21" and other UN documents, taking into account the specifics of the country [12].

Sustainable development model is presented in the National Strategy for Sustainable Socio-Economic Development of the Republic of Belarus for the period up to 2030 [13, p. 13]. This model includes a set of principles and requirements for socio-economic and political systems of the state, for the mode of functioning and interaction of their subsystems, which provide a harmonization of relations in the triad "man – environment – economy". The basis of the functioning of the model should become socially oriented, economically efficient and environmentally protected development of the country satisfying needs of present and future generations [19].

The integral component of sustainable development is the sustainable development of tourism. The UNWTO has given the full definition of sustainable tourism emphasizing the need to make tourism sustainable. In other words, sustainable tourism is "tourism that takes full account of its current and future economic, social and environmental impacts, satisfying the needs of visitors, industry, environment and host communities" [4].

According to The Global Sustainable Tourism Council (GSTC) sustainable tourism envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled with maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems [2].

Such scholars as L. Butowski, C. Aal; E. Kiyakbaeva, A. Zlotnikova, E. Lebedev etc. investigated in their works various aspects of sustainable tourism development.

L. Butowski offers short-term model for sustainable tourism [3]. This model is aimed at achieving balance between the needs of tourists and the needs of local community, while maintaining the value of the natural and socio-cultural environment in the reception areas.

C. Aal examines two different approaches to the "environment" and three different levels of environmental consciousness in studying the relationship between the environment and tourism analyzing sustainable tourism. "Environment-sensitive" tourism is aimed at reducing the impact of tourism on the environment, while the "environment-dependent" tourism uses the envi-

ronment as a resource base for tourism [1, p. 2565].

E. Kiyakbaeva understands the sustainable development of tourism as a long-term development on the basis of harmonization of social, economic, environmental and cultural goals for the present and future generations [11, p. 23].

A. Zlotnikova and E. Lebedev consider tourism activities to be "sustainable" if there is total positive balance of environmental, socio-cultural and economic impacts [9, p. 246].

Thus, sustainable tourism development issues are widely covered in modern scientific works, but this problem still remains relevant. Therefore, the aim of this study is to construct a mechanism of sustainable development management of regional tourism based on cooperation between authorities and tourism enterprises, increasing their innovative activity.

Sustainable tourism development should be considered as a component of sustainable development in the region. On the one hand, the region is a comprehensive resource for tourism development, on the other hand, tourism has a direct and indirect impact on the infrastructure development, and it creates the preconditions for social and economic development of the region [7, p. 113].

Sustainable tourism development should be understood as a set of quantitative and qualitative changes that allow the transition to a higher level of balance between economic, social and environmental development of tourism in the region.

Dwell on certain aspects of tourism development in the western regions of the Pripyat Polesie (Pinsk, Stolín, Luninets districts of Brest region, Belarus). The region has unique natural conditions, which include the marsh complex, small lakes in the watersheds, rivers, forests, meadows parks, unique flora and fauna etc [8]. There is rich and diverse nature in the Pripyat Polesie, so there are all kinds of protected areas, which are used in the nature protection practice of Belarus: wildlife sanctuaries, national park, reserve [8, p. 12].

This region has the invaluable potential of historical and cultural heritage [6]. Pripyat Polesie is one of the richest ethnographic regions of Belarus. There are many original nooks that have already been recognized by the Belarusian and foreign lovers of ethnographic tourism. The eventful history of the region is revelation for many tourists visiting Pripyat Polesie. Among the monuments of history and culture of Polesie a lot of cult constructions are there. There are

real masterpieces of national wooden architecture, many objects of religious pilgrimage sites in the Pripyat Polesie [15, c. 168]. Homesteads of the local aristocracy have survived wholly or partly. They were once the centers of both economic and cultural life of the region.

Unfortunately, the current state of tourism in western regions of Pripyat Polesie indicates that recreational resources are used inefficiently, so the main task on the way to sustainable development of the region is to increase its attractiveness for tourists. The reasons hindering the development of domestic and inbound tourism in the Pripyat Polesie are: ineffective promotion of regional tourism products in foreign countries; insufficient development of tourism and related infrastructure; low level of service; a small num-

ber of souvenir outlets; little information about tourism in the Pripyat Polesie; low innovation activity of tourism enterprises; radioactive of certain territories.

From the point of view process approach sustainable development of the tourism enterprises is a process of permanent harmonic changes in its economic, social and ecological environment. These changes are aimed at increasing the capacity of the enterprise, achieving the strategic objectives, meeting the needs of tourists and sightseers, improving the quality of life and preservation of natural and cultural heritage.

Since the main factors providing the development of tourism in the region are tourism enterprises, let's examine the main factors influencing their activity (Table. 1).

Table 1. The factors of sustainable development of tourism enterprises

Group	Factors
1. Factors of general environment	- Economic factors; - Political and legal factors; - International factors; - Socio-demographic factors; - Scientific and technical factors; - Environmental, natural and geographical factors
2. Factors of working environment	- Consumers; - Partners; - Distributors; - Intermediaries; - Competitors; - Investors; - State and local authorities and others.
3. Internal factors	- Organizational factors; - Human factors; - Socio-psychological and ethical factors; - Factors of production; - Marketing factors; - Financial factors; - Investment and innovation factors

In general, environment consists of factors that are not related to the company directly, but they affect the formation of the overall business atmosphere, create general economic conditions. Working environment is an environment of direct contacts of tourism companies, including only those market participants they have a direct relationship with, or those who directly affect the organization. Internal factors are conditions that have been established in various areas of tourism businesses activity. When planning sustainable development ways for tourist enterprises we should identify the factors that influence their activity, assess the impact and develop appropriate recommendations.

The main objective of tourism development in Belarus for the period up to 2030 is becoming

one of the top 50 countries in its level creating a highly effective and competitive tourist complex [13, p. 57]. Priority areas in the field of tourism include the following [13, p. 58]:

- Development of domestic and inbound tourism:
- Forming favorable conditions for development private sector and attraction of investors;
- Support of development promising areas and tourism projects on the principles of public-private partnerships;
- Eco-tourism development;
- Strengthening of the role of tourism in the education and formation of the cultural and moral potential of the Belarusian citizens.

Effective management of sustainable tourism development at the regional level requires the

cooperation of state and local authorities, tourism enterprises and tourism infrastructure entities. Combined, concerted actions of the above-mentioned factors provide a more efficient work

of each of them separately. The mechanism of sustainable tourism management at the regional level is shown schematically in Fig. 1.

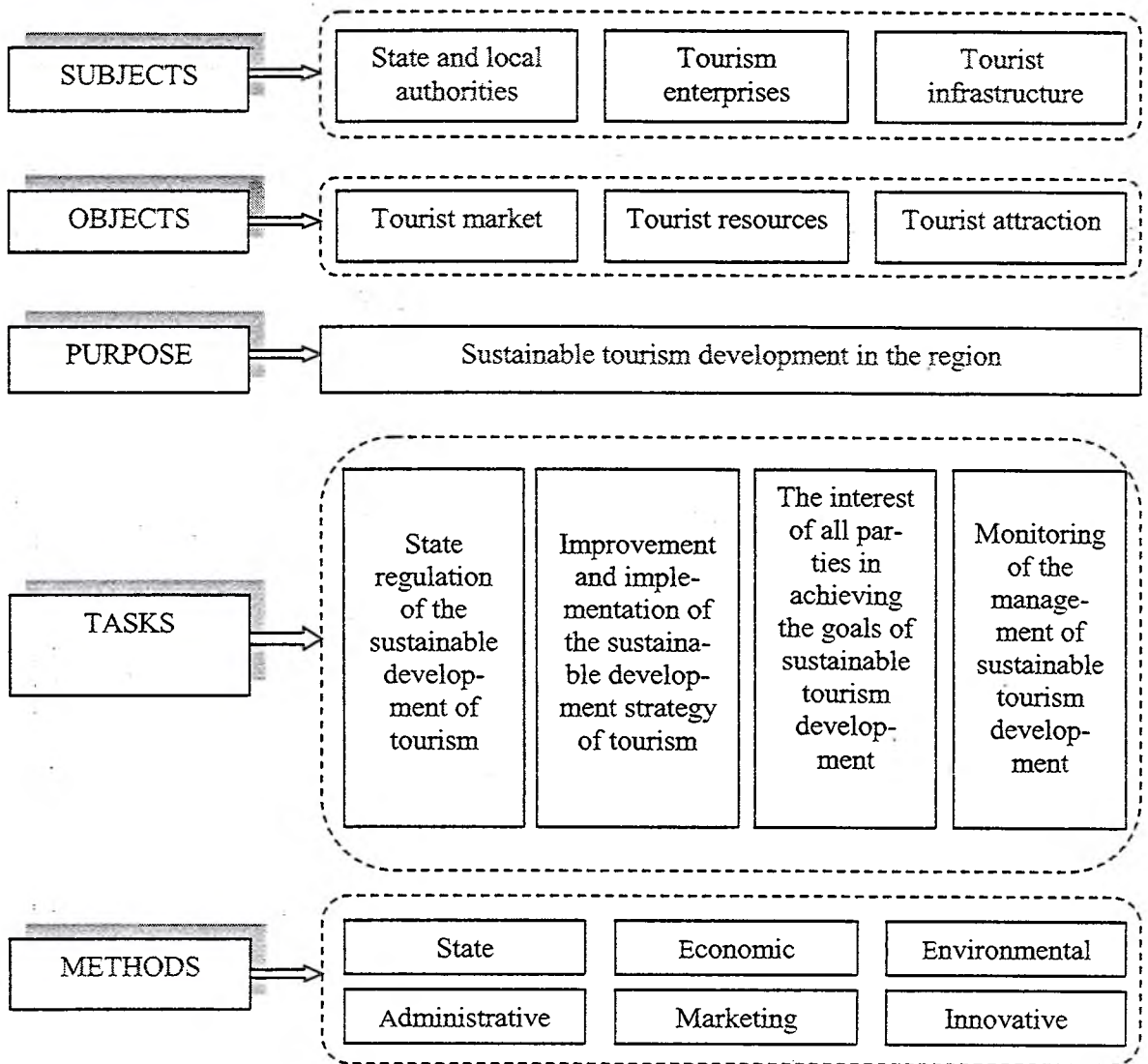


Fig. 1. Mechanism of management of sustainable tourism development in the region

The aim of establishment of associations by type of public-private partnership is to manage the sustainable development of tourism by improving the regional and national tourism competitiveness, strengthening of innovation processes, attracting of domestic and foreign investments, i.e. more efficient using of natural resources, increasing of social responsibility of all actors. Partnership of authorities and tourism industry enterprises should be focused on the management of the tourist market, the effective use of tourism resources and increase in tourist attractiveness of the region.

In order to achieve sustainable development of the tourism sphere it is necessary to solve the following problems: state and regional regulation

of sustainable tourism development, improvement and implementation of appropriate strategy, promotion of economic entities in the implementation of activities aimed at the realization of strategic goals and objectives, continuous monitoring of the management of sustainable tourism development. This kind of monitoring should be carried out at the level of tourism enterprises and at the regional level and based on a specific system of indicators. It is necessary to view the effect of all factors taken as a whole. According to the results of the monitoring strategic and tactical objectives and priorities for sustainable development of tourism should be corrected through the use of set of methods (public, economic, ad-

ministrative, environmental, marketing, innovation).

Functions of authorities in the management of sustainable tourism development in the Pripyat Polesie through public-private partnership should include the following:

- Identification of the main priorities, goals, objectives and principles of public-private partnership in the tourism sector;
- Comprehensive analysis of the level of socio-economic and environmental development of the region in general and tourism in particular, the identification of factors that influence the development;
- Creation and implementation of sustainable tourism development programs of Pripyat Polesie;
- Integration of programs of investment and innovation development of the region with the objectives and activities of tourism enterprises;
- Formation and implementation of the region's infrastructure improving programs to create conditions conducive to the effective development of tourism;
- Motivation of tourism enterprises to conduct activities aimed at sustainable development of Pripyat Polesie.

One of the main factors of sustainable development, including tourism sector, is innovation. Market conditions of economic development are constantly placing high demands on the implementation of both quantitative and qualitative changes.

There are a lot of decisive changes in the global system of innovation that significantly transform the system of relations in the sphere of tourism. This includes such changes as increasing of the intensity of innovation processes, process acceleration of innovation, emerging of new participants in innovative activity. Innovation interacts with many processes in economic, social, natural areas, provides a higher level of competitiveness of the tourism industry, influx of investment resources, improve the quality of life, and create a positive image of tourism enterprises-innovators.

Innovative activity is one of the ways to increase the level of sustainable development of regional tourism. Sustainable innovation development is associated with the creation of conditions making it possible to improve the qualitative and quantitative indicators of tourism sphere.

The main areas of innovation in the tourism sector are [16, p. 30-31]: introduction of new

tourist routes, release of a new tourism product and restaurant, providing new hotel services, etc, use new techniques and technologies, tourist resources, ways and methods of organization of the business process, opening new direction and new markets, and others.

Innovations in tourism could be classified into real and potential depending on the conditions of their implementation; into short-, medium- and long-term depending on the timing of implementation; into a completely new, improved, upgraded according to the degree of novelty.

At present specialists of tourist business identify several basic classifications of innovation in tourism activities [17, p. 20]:

- Origin of the idea (potential demand of tourists, new scientific and technological discoveries);
- Form of innovation (tourist product, tourist services, changes in the hospitality infrastructure);
- Scale of dissemination (region, district, region, country, continent, world system);
- Capital intensity (large, medium, small).

As it was mentioned before, innovative activity is the criterion of innovation potential of the enterprise, where the evaluation of the quality of the potential, ability and readiness of the enterprise to carry out innovative changes according to the needs, interests and goals are formed [10, p. 28].

Conclusion

Innovative activity of Pripyat Polesie should be aimed at increasing the tourist attractiveness of the region through the introduction of new types of tourism and improvement of existing species, creation of conditions for development of tourism infrastructure, new tourist centers, an effective marketing strategy for the development of domestic and inbound tourism, improving the quality of accommodation and services in accordance with international requirements, the introduction of new information technologies, creating a single information resource of tourist area in different languages.

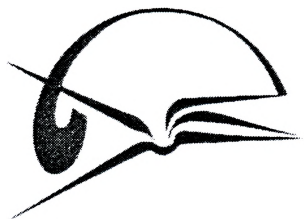
Thus, the sustainable development of tourism sphere is connected with the harmonious and balanced development of the economy, socio-cultural and natural environment, and it is vitally important. The proposed mechanism for the management of sustainable tourism development in the region justifies the need for close cooperation between all parties (authorities, tourism en-

terprises and tourist infrastructure) in the form of public-private partnership. Innovation activities should be the basis for sustainable tourism development in the Pripjat Polesie.

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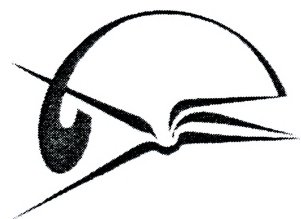
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