

TOURISM AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

This paper presents the problem of interdependence and interconditionality of the concepts "sustainable tourism" and "sustainable development of tourism". The relevance of the topic chosen is associated with the problem of sustainability of tourism development in the conditions of global instability as the modern tourism is a rapidly developing social and cultural phenomenon which dynamics is based on a system of human interaction with the world. Being in the center of the research field, tourism is related to the modern global processes and is hardly exposed to their influence that is reflected in the change of its qualitative and quantitative characteristics. The tourism being one of the steadily developing branches of the world economy is the industry almost in all countries that has valuable potential opportunities in terms of creating a different kind of economic interests, and attracts more and more attention. The potential opportunities of tourism include: improving balance of payments, access to new investment resources, the increase in state revenues, creation of new jobs, development of public utilities, and others. The paper provides an overview of the literature on the issue of sustainable development of tourism. We give the principles and indicators for sustainable tourism development. The carried out analysis allowed us to determine some of the basic principles of sustainable tourism development taking into account the conceptual arguments in favor of development, sustainable development, and sustainable tourism development.

Key Words: *Tourism, Sustainable Tourism Development, Sustainable Tourism, Indicators and Principles of Sustainable Tourism, The Program "World Sustainable Tourism Criteria", World Tourism Organization*

INTRODUCTION

Sustainable development in its now classical sense is possible (Shimova O.S., 2014, p.158) under condition of achievement of the economic, social and ecological purposes, compliance of social and economic systems of different levels with three key criteria: economic efficiency (cost recovery by revenues); environmental sustainability (ensuring long-term viability of ecosystems); social well-being (equal satisfaction of cultural, material, and spiritual needs of society). Example of tourism is indicative in this context.

The problem of sustainability of tourism development in the conditions of global instability is highly relevant since modern tourism is a rapidly developing social and cultural phenomenon which dynamics is based on a system of human interaction with the world (Lysikova O.V., 2009, pp. 38 – 111). The tourism being one of the steadily developing branches of the world economy is almost the industry in all countries which has valuable potential opportunities in terms of creating a different kind of economic interests and attracts more and

more attention. The potential opportunities of tourism include: improving balance of payments, access to new investment resources, increase in state revenues, creation of new jobs, development of public utilities, and others.

MATERIALS AND METHODS

Since the late 1980s, the theory and practice of sustainable development are in the focus of researchers. The term «sustainable development» is widely used in scientific discussion. In 1992, according to the results of the UN conference in Rio de Janeiro there was approved the policy document, "Agenda for the XXI Century" ("Agenda 21"), there was adopted the Declaration on Environment and Development, there has been prepared a package of documents on sustainable development, definitions having over seventy interpretations, and in 1995 jointly by the World tourism organization, the World Council of Travel and Tourism, and the Earth Council have developed the document "Agenda 21 for the Travel and Tourism Industry " (Novikov V.S. , 2007, 208 p).

This paper analyzes the strategic and economic importance of tourism, gives the numerous reports of excessive influx of tourists, the loss by some territories of their former glory, destruction of local culture, transport problems, and the growing resistance of the local population to influx of tourists. The principles of sustainability refer to environmental protection, economic and socio-cultural aspects of tourism development, and an appropriate balance should be set between these three aspects in order to ensure long-term sustainability of tourism (Novikov V.S. , 2007, 208 p).

In 2000, the well-known tour operators in cooperation with UNEP (United Nations Environment Programme), the United Nations Commission for Education, Science and Culture Organization (UNESCO), and the World Tourism Organization have created a voluntary non-profit partnership "Tour Operators' Initiative for Sustainable Tourism Development" (TOI) (Quebec, 2002). Members of the partnership define sustainable development as a basis of their business activities and work together to promote practices and methods that are compatible with sustainable development. In 2002 UNWTO in cooperation with UNCTAD have developed the program "Sustainable Tourism as the key to the eradication of poverty" (STEP).

Now a variety of international programs on sustainable tourism are implemented. One of them is the Integrated Coastal Zone Management which has the status of the Code and adopted by most European countries; it is intensively developing in America, and is relevant for Russia. However, it should be noted that to date the general definition of "sustainable tourism" does not exist.

RESULTS

The sustainable tourism should be considered as the paradigm of adaptation which is one of the central concepts of development and sustainable development. In other words, a sustainable tourism development "should be understood as all types of tourism development that make a significant contribution to the observance of the principles of development, or at least do not contradict it for an indefinite time stimulating the ability of future generations to meet their own needs and desires" (London: MacMillanEducation Ltd. – 1989).

The definition of sustainable tourism given by the World Tourism Organization (WTO) (Whitton T., 2002, p.62; <http://internetfiji.com/tes/warwick.html>, accessed March26, 2003; Journal of travel research, 1993, p.3; world Tourism Organization, 1993) focuses on three main

points that must include sustainable tourism: optimizing the use of resources in order to preserve the environment, respect for local communities and division of profits from tourism among all stakeholders. In addition, the definition emphasizes the necessity to meet the needs of tourists within the interaction of non-governmental organizations and businesses. (Byrd E. T., Cárdenas D. A., Greenwood J. B., 2008, p. 192)

One of the initiatives aimed at making the definition of sustainable tourism more practical was a program of Global Sustainable Tourism Criteria launched in late 2008 by Association for the development of criteria for the global sustainable tourism. The Association's mission is to build a "set of basic criteria arranged around the four linchpins of sustainable tourism: effective sustainability planning; maximizing social and economic benefits for the local community; reducing negative impacts on cultural heritage and reducing negative impacts on the ecological heritage" (Goulet D., 1971). The purpose of this program is to serve as a guide for the practice of sustainable development in tourism. (Hart M., 2000)

Nevertheless, the concept of sustainable tourism has been sharply criticized. For example, McKercher (McIntosh R. W., Goeldner C. R., Ritchie J. R., 1995, p.87) points to that the combination of sustainability with tourism does not seem flexible due to the nature of tourism as an activity. At the conceptual level Sharpley (Rubtsov, V.A., Gabdrakhmanov N.K., Mustafin, M.R., Arzhantseva, N.V., Trofimov, A.M., p. 673) agrees with McKercher's opinion and concludes that sustainable tourism is far from reality. He argues that, although the principles relevant to this area remain important, and tourism can be a significant factor, it should develop further "without hiding for politically acceptable, albeit only in the tourism context, but inappropriate banner of sustainable development".

According to Hall C. (Gunn C. A., 1994, p.25), sustainable development, as well as the previously used term "protection", is obviously an attempt to reconsider the attitude to the opposite value positions in relation to the environment. Liu (Lansing P., De Vries P., 2007, p.77) identified several weaknesses in the studies on the sustainability of tourism, but given the likely growth of tourism, he called for a more action-oriented research to avoid the risk of idealizing a sustainable development.

It is interesting to note that some authors (Lai P.H., S.K. Nepal, 1995, p.28) call for the further development and use of existing standards in order to more clearly define what is meant by sustainable tourism, stressing that it is important to first clarify what is sustainability, and then try to measure it.

R. Sharpley raises the question of whether sustainable tourism refers to the qualities associated with sustainable development, or to the most stability of the industry.

Reflections and original author's ideas connected one way or another with the problem of sustainability of tourism development in the conditions of global instability is also found in the writings of contemporary sociologists.

W. Beck (Beck U., 2000, p. 7) introduces into the scientific discourse the concept of "risk society" the genesis of which goes back to the industrial society. The threat and danger have not protected areas, selectivity and differentiation in the modern world, its dynamics indicates a danger to everyone.

Z. Bauman (Bauman Z., 2008, p. 8) uses the word-semantic structure "fluid modernity" which he identifies with the mobility, impermanence, uncertainty, relativity, drawing a parallel with the tourism practice: "The lighter load in travel, the faster we move".

Peter L. Berger (Sapova V.V. ed. M. M. Lebedeva, 2004, p. 9) notes the wide variety of emerging global culture, "Davos culture" of the world's business and political elite, club culture

of literati, globalizing popular culture, the perception of a global culture with significant local variations and modifications. Sustainable tourism development has also been extensively studied by a number of other researchers, such as Bramwell and Lane (Bramwell B., 1993, p.1), Owen (Owen R. E., Witt S. F., Susan G., 1993, p.463) Murphy (Murphy P.E., 1981), Harris and Leyper (Hall C.M., 1994, p.27), Tosun (Todaro M. P., 1994), Maufort and Mantes (Miller G., 2001, p. 351), etc.

Despite all these differences, thanks to the launch of the project of the Association on development of the global sustainable tourism criteria, the real situation in tourism matches up to that the researchers propose (Dolnicar S. , 2006, p. 235).

Thus, the definition given by Butler (Butler R. W., 1998, p. 25) for sustainable tourism development becomes an essential contribution to combining the sustainable tourism development concept with its initial terms. Butler argues (Butler R. W., 1980, p.5): "... we may consider sustainable development in the context of tourism as tourism which develops and persists to a certain area (community, environment) in a manner and to such an extent that it remains viable for an indefinite period of time, does not cause damage to the environment (human and natural), where it exists, and does not change the environment so that it ensures the successful development and prosperity of other activities and processes. This is not the same as sustainable tourism what can be thought of as the tourism having the form which can maintain its viability on a certain territory for an indefinite period of time".

It should be emphasized that Butler (Butler R. W., 1993, p. 26) distinguishes between sustainable tourism development and sustainable tourism. Although, it seems that this difference is not significant, however, it is a very important point.

CONCLUSIONS

Thus it is possible to specify some of the basic principles of sustainable tourism development taking into account the conceptual arguments in favor of development, sustainable development, and the sustainable development of tourism (SDT). These principles can be expressed as follows (Getz D., 1994, p. 15; Skinner E., Font X., Sanabria R., 2004, p. 121; Lanza, A. Markandya, F. Pigliaru., 2005, p. 225):

1. SDT should contribute to the satisfaction of basic and tangible needs of those who up to now had been deprived of them in local popular tourist centers.
2. SDT should reduce inequality and absolute poverty in the local popular tourist centers.
3. SDT should contribute to the development of the necessary conditions in the popular tourist centers that will enable local people to acquire self-esteem and feel free from the shackles of need, ignorance, and poverty.
4. SDT should accelerate economic growth not only on a national scale, but also at regional and local levels. This growth should be fairly distributed across the entire social spectrum.
5. SDT must achieve the above objectives and meet the principles for an indefinite period of time taking into account the ability of future generations to meet their own needs.

RESUME

The aforementioned principles of sustainable tourism development suggests that "the sphere of sustainable development of tourism is so wide that includes the role of tourism in sustainable development in the wider sense". In this case, sustainable tourism should be seen as a paradigm of adaptation that can cover a wide range of situations and formulate different

objectives. This implies that the sustainable tourism development as a paradigm of adaptation is multidisciplinary and covers a wide range of issues such as politics, economic development, environmental issues (Holcomb J. L., Upchurch R. S., Okumus F, 2007, p.461), social factors, the structure of the international tourism system, etc.

Nevertheless, in our opinion, there are several constraints to the movement towards sustainable tourism development. Priorities of the national economy, the lack of modern approaches to the development of tourism, arrangement of the administrative system, emergence of environmental issues and excessive commercialization, the structure of the international system of tourism are those factors which can be called "obstacles to the sustainable development of tourism" in the context of the developing world.

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