

Chapter 1. Integration processes in the conditions of sustainable development of tourism

1.1. Modern processes of distribution and integration in tourism

Tourism is one of the largest and fastest growing sectors in the global economy bringing new opportunities for many countries, cities, and regions, while at the same time presenting many new challenges. Continued growth is causing pressure on infrastructure, the environment, local communities, other economic sectors, and wider society. When unchecked, this growth can lead to significant impacts on sensitive cultural, heritage and environmental sites, as well as the day-to-day lives of residents, often resulting in negative perceptions or even resentment towards tourists and tourism more broadly.

Economic, social and environmental impacts are felt at every destination visited by tourists, regardless of the volume or the locality. While the effect (positive or negative) and magnitude of specific impacts might be possible to estimate at a point in time, they will also vary according to the unique characteristics of individual destinations. For example, the ability of sensitive natural and cultural sites to cope with visitor numbers, and the ability, or willingness, of those affected to adapt. There is a growing argument that tourism success should not be measured solely in visitor numbers, but rather its ability to contribute to local economies and the net benefits it provides to destinations [9].

The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector can play an important role as a driving force of economic development. The impact this industry can have in the different stages of economic development depends on the specific characteristics of each country. Given the complexity of tourism

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consumption, its economic impact is felt widely in other production sectors, contributing in each case toward achieving the aims of accelerated development.

A major difficulty in defining the boundaries of the tourism sector is to ascertain what investment costs should be ascribed to the development of tourism. Although heretofore not treated by international agencies as a “sector” in national accounting terms, tourism entails a collection of goods and services that are provided specifically for visitors and would not have been provided otherwise.

Because of its interdependence with other sectors of the economy, it is difficult to analyze and plan for tourism. The lack of reliable statistical data hampers identification of the mechanisms by which tourism generates growth, as well as its potential for development. Yet, in those instances where analysis has been carried out and research has preceded planning, tourism’s priority in competing for scarce investment funds has been established. In these cases, long-term programs for tourism development have been designed.

Nature and heritage tourism development has investment needs that differ, in certain respects, from traditional tourist hotel development. There may be a greater need to improve access to the attraction site or facility, and for a mode of development that does not interfere with a sensitive habitat or historic area.

Three primary factors influence the level of nature and heritage tourism demand: overall tourism growth, the growth in specialty travel, and increasing awareness of and concern for the environment. Each of these factors is in turn influenced by a number of elements. Overall tourism, for instance, is expected to continue to grow more rapidly than world economic output as a result of factors such as population growth, rising incomes and employment, shorter work weeks in many parts of the world, and the increasing integration of the world’s economies and societies. The rapid growth of specialty travel is fueled by some of the same factors, but there are a number of additional explanations: the boom in outdoor recreation and the new interest in health and fitness, for example. Environmentalism is another of the elements that have changed people’s attitudes about how they should spend their vacations.

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Integration, broadly conceptualized as a way to think about linkages between stakeholders, businesses, resources and tourism activities, has become an important focus within the tourism planning and management literature. Taking a holistic systems approach and considering how the different components of the tourism industry interact is important for understanding the phenomenon of tourism. Likewise, this type of approach means that instead of focusing solely on tourism-specific policies, multi-faceted policies that consider horizontal and vertical linkages will help to better position a community to leverage its resources and create opportunities for reaching its full economic and social potential. In this regard, ‘there is sufficient, reliable evidence to show that economies that adopt a whole-of-government approach to tourism development and management are among the most successful in terms of tourism performance. Integrated tourism planning is defined, then, as ‘tourism that is explicitly linked to the economic, social, cultural, natural, and human resources of the localities in which it takes place.

Integrated tourism planning is often employed in regional contexts such as those that cross the urban-rural threshold where development strategies are aimed at dispersing tourists, their money and their impacts towards the outskirts of major tourist centres. Thus, the development and support of linkages is especially vital to successful strategic planning in these contexts, particularly on the part of rural communities who are attempting to revitalize or adapt to the changing economic and social landscape of the 21st century. According to Reimer, the four major areas in which linkages occur between rural and urban communities are ‘through the flows of resources, services, people, and information; formal and informal institutions they share; the environments they share; and their common and complementary perceptions, values, identities, and ideologies. This perspective emphasizes the intangible links (e.g. knowledge, shared social institutions such as family, religion, education, government and the values, perceptions and ideologies that an individual may hold) as well as how rural and urban areas play a supporting, harmonizing role with each other. As such, integrative planning strategies can be developed that capitalize on the strengths of the rural community as it aligns with its urban counterpart.

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In tourism, this is captured in the notion that rural areas often provide the appropriate environment and resource base for a complementary tourism product to that offered in urban areas. The quaint atmosphere of a small town, historic architecture, agrarian lifestyles and close connections to natural resources are commonly represented in rural tourism products, while urban tourists are typically drawn to events, entertainment and evening activities, meetings and conferences, and the built urban landscape. It should also be noted that the communities that are directly adjacent to urban areas and facing intense pressure from rapid urbanization and population growth, known as fringe or exurban communities, also offer their own unique type of tourism product that includes theme parks, shopping villages, modified-nature based tourism, outlet malls and golf courses.

There are other forms of convergence between rural and urban tourism products that should not be overlooked: for example, farm-to-table restaurants that bring the rural culture to the urban, and concert festivals that bring urban culture to the rural venues. Beyond the tangible distribution channels of the tourism product itself, integrated tourism also links into other areas of life in rural communities and is characterized by its:

- a) embeddedness into local systems and everyday life;
- b) complementarity to other industries and ways of life;
- c) scale that is appropriate for the environmental and social carrying capacities of the community;
- d) endogeneity or fit with the local resource base;
- e) sustainability ethos;
- f) ability to create networks among stakeholders to develop and manage tourism;
- g) and empowerment of the local stakeholders to exercise political control over tourism development.

These are some definitions that are used in the travel and tourism industry:

Interrelate- when two or more businesses become connected to each other.

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Channel of Distribution- the movement of products or services between organisations.

Integration- when businesses/organisations combine together.

Interdependency- when organisations depend on one another.

No single component of the travel and tourism industry can operate alone without relying on other parts of the industry. Each relies on others for its success. For example, Transport providers are dependent on Alton Towers as they gain money. Accommodation is dependent as they will gain customers and money when customers want to stay at near by hotels or B&B's. Food services such as pubs, restaurants and cafes will benefit. Small businesses in the nearby town also, other attractions will benefit as customers are encouraged to go to different attractions. Tourist boards will promote Alton Towers and it has links with websites, newspapers, food packaging and TV adverts.

The chain of distribution and integration. The chain of distribution is the means of getting the product to the consumer. In the chain of distribution, businesses fit neatly into a category such as retailer and perform the role of that business. This is a diagram showing the chain of distribution in the travel and tourism industry.

Chain of distribution are now a lot more complicated. Example- many airlines rely on tour operators and travel agents to sell seats on their aircraft. The tour operator often owns the airline e.g. TUI and Thomas Cook. These companies have their own aircrafts to fly their customers as part of their package holiday. Even if the tour operator does not own the airline, they rely on the tour operator to use their services in their holiday packages. Tour operator packages traditionally have been sold through various travel agents.

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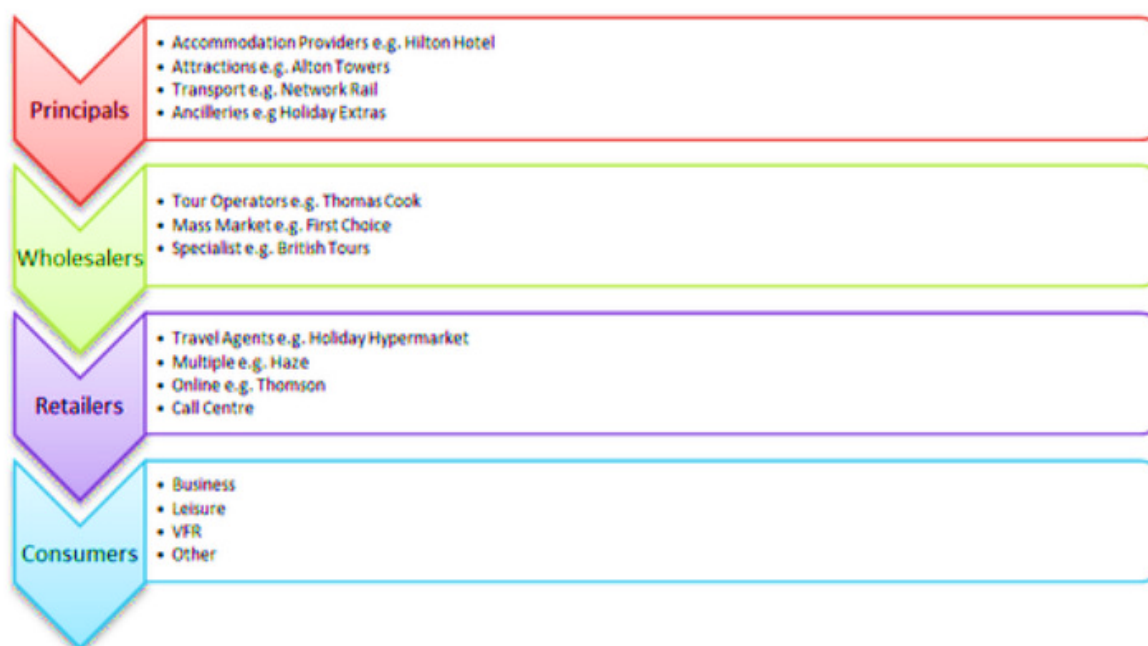


Figure 1. Chains of distribution and integration in tourism

**Source: created by the author based on [6, 7, 8, 9, 10].*

Integrated Chains of Distribution This is where the chain is owned by the same company.

There are simpler chains e.g. self catering holidays such as cottage as in the Lake District, are sold through brochures and organisations that promote the Lake District as a destination for a holiday. The properties appear in a brochure and bookings are made via the organisation which has promoted the accommodation, handles payment (organisation will take a commission) and liaises with the customer.

Until recently booking a holiday could mean having to deal with different businesses which provided different parts of the package. However, Chains of Distribution are changing and businesses are starting to expand their area of operation. This process is known as integration. The advantage of one business offering all elements of a holiday is that the business is able to control its cost and ensure that their customers receive a guaranteed high standard of service.

There are two types of integration: **Horizontal Integration**- where businesses at the same level in the chain of distribution merge together or are purchased by another. **Vertical Integration**- where a business at one point on the chain of distribution purchases or acquires a business at a higher or lower level of the chain of distribution.

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Companies do not stick to one line of business. They tend to buy or merge with other businesses, always striving for greater commercial success and market dominance. When companies do this it is known as vertical or horizontal integration. Vertical integration occurs when two companies at different levels in the chain of distribution merge or are bought. This may be backwards integration- for example, a tour operator buys a hotel - or forwards integration, for example a tour operator may buy a travel agency. Tour operators have bought or created airlines, hotels and travel agencies. This means they own all the different components in the chain of distribution and are able to control the whole operation. They claim that this gives the economies of scale and allows them to offer better prices to customers. It can also mean that smaller operators are forced out of business. If a tour operator buys another tour operator at the same level in the chain of distribution, this is known as horizontal integration. Most of the major tour operators in the UK are vertically and horizontally integrated, owning their own travel agencies, airlines and often hotels, besides different tour-operating businesses.

No travel and tourism organisation can work in isolation. Each is dependent on others for its effective operation. For example, a visitor attraction depends on the transport industry to bring its customers to the attraction. It also needs the service of the local and regional tourist boards to promote it.

Based on the above analysis, it is clear that for many countries, regions and destinations, tourism growth remains economically, socially and environmentally unbalanced, often as a result of rapid and unplanned growth in visitor numbers, which can negatively affect not only the tourist experience, but also the environment and host communities upon which tourism depends. It is also clear, however, that there is no one-size fits all solution, as the opportunities and challenges for tourism development will vary depending on the unique characteristics of individual destinations within and between countries.

Building on the analysis within the chapter, outlined below are a selection of key policy considerations to address increased pressure on those destinations experiencing unbalanced tourism growth. Such considerations can provide existing and emerging destinations with the tools to help avoid potential pitfalls as they strive to strike a balance

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between the benefits and costs associated with tourism development, and implement a sustainable vision for the future.

Rethink tourism success. A paradigm shift in perceptions of tourism ‘success’ is required across all levels of government and on behalf of all stakeholders, with a greater focus on the environmental and socio-cultural pillars of sustainability. Success should not be judged on visitor numbers alone, but rather from a more holistic perspective that considers the positive impacts that tourism can deliver at the destination level. In addition to economic benefits, adopting such a philosophy would help to deliver net benefits to local communities and indigenous peoples, contribute to achieving the SDGs, and combat climate change.

Adopt an integrated policy-industry-community approach. It is imperative that tourism is treated as only one component of a diverse economy. Policy makers need to ensure that efforts to grow tourism are pursued within the wider context of relevant city, regional, and wider economic development strategies, and in close co-operation with industry and civil society. Horizontal and vertical policy co-ordination, and closer integration of multiple policies to support a more strategic and co-ordinated approach to sustainable tourism growth is needed to spread the benefits of tourism both spatially and temporally. Due to the evolving nature of multi-level governance systems, a periodic review of jurisdictional responsibilities should be made to ensure flexibility in the system.

Mainstream sustainable policies and practices. Policy makers should take additional steps to mainstream the concept of sustainability in tourism policies and industry practices, to better support the transition to a green, low-emissions and climate-resilient tourism economy. Long-term strategies and objectives should have a clear sustainability focus and clear linkages to the SDG targets. A more comprehensive understanding of tourism value chains will help to identify opportunities for incremental improvement and capacity building needs. Adopting a circular economy approach presents an opportunity for tourism businesses and more specifically SMEs to enhance innovation and achieve resource efficiency with a system-wide approach along the entire value chain, and there is a clear role for governments to play in facilitating this process.

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Better measurement for better management. Together, the spatial and temporal dimensions of tourism are fundamental in any effort to characterise and study tourism in a given territory. Countries require a system of tourism information and statistics that produces robust and timely data that is sufficiently disaggregated and comparable at the regional and national level. Moving forward, countries should adopt a more analytical approach to understanding short and long term environmental, social and economic impacts of tourism development, including the financial costs of managing tourists during their stay, in order to more effectively inform the decision-making process and to determine the desired type and scale of tourism appropriate for individual destinations. As part of this process, policy makers should continue to explore opportunities to combine conventional statistical data, with emerging, big data sources, to enhance its spatial and temporal granularity.

Develop a forward looking agenda. To achieve long-term sustainable tourism development, governments at all levels would benefit from developing comprehensive long-term plans that extend beyond the political cycle. These strategies should provide the certainty that businesses require, while being agile enough to emerging realities. They should consider the potential impacts of policies on future generations and take responsible actions in the present. An ongoing dialogue between government, local communities and industry, utilising regular feedback mechanisms can play an important role in identifying opportunities and challenges as they arise, and in developing policy responses to adapt as necessary. Finally, as the world becomes increasingly globalised and enabling technologies continue to facilitate connections, policy makers cannot operate in silos and must collaborate internationally to ensure that the gains from tourism are inclusive and equitable, and that policies and decisions are globally sustainable.

The issue of the interaction of tourism and the environment is closely related to the problem of sustainable development of the region, i.e. such development of the territory that allows to satisfy all the necessary needs of the population today, but at the same time do not jeopardize the ability to meet the needs of future generations. According to the concept According to the UN, one of the main conditions for

sustainable development is the greening of any production (including in the field of services) [6].

Declaring in directive documents the principle of a "green" economy - "what is ecologically beneficial is economically beneficial safe", the UN believes that in order to transition to a "green" economy, the world community needs to invest by 2050 2% of world GDP in ten key sectors: agriculture, housing and communal services, energy, fishing, forestry, industry, tourism, transport, water resources management, disposal and processing of waste. In turn, according to the conclusions of UNWTO and UNEP experts, set out in the report "Tourism and Green Economy", the scenario for the development of territories under the "green investment" program will allow 2050 to reduce energy consumption in the tourism sector by 44%, and CO₂ emissions by 52%. To achieve such an effect possible by using a combination of measures, including: technological innovation, transition to ecological transport and effective energy and environmental management; in the hotel sector.

For Ukraine, which has diverse and significant recreational and tourist resource opportunities, but did not have time to develop and unite all the main links of the tourism industry into a single chain, the threat of becoming an outsider in the world tourism process may become more than obvious. This caveat also follows from specific ones conditions and features of the development of the country's tourist market. In recent years, there has been a single-vector development of the tourist market, where the dominant type is outbound tourism.

At the same time, there are no necessary institutional preferences for internal and external, ecological development of tourism in the regions, which actually turned tourism into permanent and powerful channel of outflow of currency resources countries. This creates a chronic shortage of working capital, necessary to meet the needs of the internal market, and cannot fail to affect the extent of their involvement in the development of the ecological tourism infrastructure of Ukraine. The development of the domestic tourist market is restrained and lack of budgetary and extra-budgetary funds, absence lending at acceptable rates, as well as favorable conditions that stimulate

the inflow of international and domestic investments into the tourism sector of the economy [6].

But not only the environment depends on tourism - sustainable development of the tourism industry as well impossible without improving the ecological situation in the region.

Tourism is particularly sensitive to climate, which determines the length and quality of tourist seasons. Tourism today not only loses in its development from global warming, but is itself a vector of climate change, responding for approximately 5% of global CO₂ emissions (of which 2% is for air flights, 1.7% for land transport, 1% for hotel industry) [2]. Preservation of the integrity of the environment is the most important prerequisite for the development of tourism, since only ecologically clean regions attract tourists and contribute to their full rest.

1.2. Ecological tourism as a priority direction of sustainable development of the tourism sphere

A characteristic feature of today is the deterioration of the ecological situation, which determines the need to create an ecologically safe environment as important component of sustainable development. In this connection, it becomes relevant tourism sphere, in particular ecological tourism, which is one of the leading ones types of economic activity that should ensure ecological direction economic development. For the development of the tourism sector today, there are both favorable and unfavorable factor. It has been observed in Ukraine recently aggravation of the ecological situation, the need for formation increases accordingly ecologically safe social environment - an important component of sustainable development countries. An important role is played in ensuring the conditions for achieving the above allocated to the tourism sector, in particular to its segment, which has an ecological direction.

This is indicated by the data of official statistics, according to which the trend can be traced growing demand for tourist services (the exception is the period of the spread of the epidemic coronavirus), which is caused by:

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- a change in the structure of demand and consumption, as a result of which in the structure of consumption the share of services is growing;
- increasing labor productivity, which ensures an increase in free time the population, which stimulates the development of various types of leisure;
- the increase in the welfare of the population, according to which consumption increases tourist and recreational services;
- the active development of information technologies, which causes the emergence of new ones types of activities;
- intensification of competition in the service market, which stimulates the production of services, needed by consumers, etc.

It should be taken into account that the ecological situation in the world in general is deteriorating significantly industries that have a negative impact on the state of the environment and, therefore, on the quality of the resource potential of the tourism sector.s.[2].

Ecotourism ' (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale.

It purports to educate the traveler; provide funds for conservation; directly benefit the economic development and political empowerment of local communities; and foster respect for different cultures and for human rights.

Eco tourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention. Most serious studies of ecotourism including several university programs now use this as the working definition.

Ecotourism appeals to ecologically and socially conscious individuals. Generally speaking, it focuses on volunteering, personal growth and environmental responsibility. It typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions. One of the goals of ecotourism is to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

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Ecotourism, responsible tourism, jungle tourism, and sustainable development have become prevalent concepts since the late 1980s, and ecotourism has experienced arguably the fastest growth of all sub-sectors in the tourism industry. The popularity represents a change in tourist perceptions, increased environmental awareness, and a desire to explore natural environments. At times, such changes become as much a statement affirming one's social identity, educational sophistication, and disposable income as it has about preserving the Amazon rainforest or the Caribbean reef for posterity.

At present, there is a lot of research into the ecological aspects of tourism relevant. In order to achieve the goal of implementing its health-improving function, it is ecological tourism involves providing tourists with:

- food with ecologically clean products;
- guarantees the quality of ecologically clean products by monitoring them compliance with environmental requirements;
- rest in an ecologically clean area;
- a trip (preferably on foot) through pure wild nature;
- increasing the competitiveness of environmental and tourist services;
- achieving sanitary and hygienic standards, safety standards for vacationers and their property [5].

To ensure the above, Ukraine has a powerful ecotourism potential, which includes: 4 biosphere and 12 national natural parks; 70 thousand rivers; 30 thousand lakes; significant forest areas, etc. [9].

It is worth noting that tourist trips to the native land are also an effective means patriotic upbringing of youth, instilling in them a sense of love for their native country.

During tours to national parks and other natural areas, tourists receive interesting information about nature.

The development of ecological tourism is a kind of response to development needs ecologically reasonable and economically attractive policy of using the above resources and aimed at:

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- preservation of biological and landscape diversity and attractiveness natural areas;

- promotion of sustainable socio-economic development;
- effective use in an environmentally conscious manner.

Each of the components of ecological tourism should contribute not only to service population, but also to ensure sustainable socio-economic development of the country. This the process in Ukraine is characterized by the presence of significant obstacles, particularly in the process transition to market relations. Sustainable development, as practice shows, requires optimal combination of both market mechanisms and targeted measures state regulation, including the use of resource potential, which forms the basis of the development of ecological tourism, because inefficient use of the specified potential leads to depletion and degradation of natural resources.

Therefore, in ensuring sustainable development, it is important first of all to adhere to these principles:

- people have the right to a healthy and fulfilling life in harmony with nature;
- the current socio-economic development of the country must be carried out without harm for the development and protection of the environment, for the benefit of present and future generations;

- implementation of environmental projects is ensured in the interests of communities on a large scale from local territorial communities to state and supranational entities;

- ecological adaptability, which involves assessing the degree of development of stocks environmental safety within the market environment, implementation of relevant guidelines in the practice of functioning of all spheres of tourist activity;

- optimality and efficiency, which involves taking into account limited resources ensuring environmental safety, which contributes to the effective use of natural resources resources;

- ecological orientation, i.e. directing activities to the formation of an environmentally safe environment [1].

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Ecotourism depends from:

- the availability of the appropriate material and technical base and the efficiency of its use;

- the state of cooperation of funds of various business entities;

- lack of regulatory, methodological, organizational and informative support from the state. This is especially noticeable in small towns and in rural areas, which negatively affects the socio-economic condition of the mentioned settlements;

- cooperation of executive authorities, local self-government, public and professional organizations and business structures in the field of tourism;

- state regulation of the tourism industry regarding the implementation of relevant steps of Ukraine's integration into the international market of ecological tourism services taking into account its real capabilities. It is clear that it is the state that forms the main ones conditions of operation of tourist activity subjects both on the national and on international markets.

The analysis of services of the ecological profile of the tourist sphere of Ukraine shows that it is significant some of them entered the civilized market. However, there is currently no single system requirements for the specified services. In rural areas, for example, every operator of the specified eco-tourism services determines the quality of the services it provides.

At the same time, an analysis of the main indicators of an ecologically safe environment was carried out indicates the non-compliance of ecological tourism services with international standards. WITH in view of this further development, which determines the leading trend in the formation of ecologicalsafe social environment as an important component of sustainable development, regarding tourism sector should be based on:

- modernization of the infrastructure of all components of ecological tourism;

- implemented practices of direct financing from state and local budgets measures for the development of ecological tourism;

- arrangement of routes, places for recreation in forests and mountain areas, observation areas sites and the formation of tourist ecological information centers, etc.

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All this will contribute to the acceleration of sustainable socio-economic development in our country the country [2].

Ecotourism is a form of tourism that involves traveling to tranquil and unpolluted natural areas. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is “Responsible travel to natural areas that conserves the environment and improves the well-being of local people.

Why is it important..? Because..,

- Involves travel to natural destinations.
- Minimizes impact and builds environmental awareness.
- Provides direct financial benefits for conservation.
- Provides financial benefits and empowerment for local people.
- Respects local culture.
- Supports human rights and democratic movements.

Ideally, ecotourism should satisfy several criteria, such as:

- Conservation of biodiversity and cultural diversity through ecosystem protection.
- Promotion of sustainable use of biodiversity by providing jobs to local populations.
- Sharing of socio-economic benefits with local communities and indigenous people by having their informed consent and participation in the management of ecotourism enterprises.
- Tourism to unspoiled natural resources, with minimal impact on the environment being a primary concern.
- Minimization of tourism’s own environmental impact.
- Affordability and lack of waste in the form of luxury.
- Local culture, flora and fauna being the main attractions.

Ecotourism operations occasionally fail to live up to conservation ideals. It is sometimes overlooked that ecotourism is a highly consumer-centered activity, and that environmental conservation is a means to further economic growth.

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Ecotourism also has an effect on species through the value placed on them. “Certain species have gone from being little known or valued by local people to being highly valued commodities. The commoditization of plants may erase their social value and lead to overproduction within protected areas. Local people and their images can also be turned into commodities”

Natural resource management can be utilized as a specialized tool for the development of eco-tourism. There are several places throughout the world where the amount of natural resources are abundant. But, with human encroachment and habitats these resources are depleting. Without knowing the proper utilization of certain resources they are destroyed and floral and faunal species are becoming extinct. Ecotourism programme can be introduced for the conservation of these resources. Several plans and proper management program can be introduced so that these resources remain untouched. Several organizations, NGO's, scientists are working on this field.

Sustainable tourism is where tourists can enjoy their holiday and at the same time respect the culture of people and also respect the environment. It also means that local people (such as the Masaai) get a fair say about tourism and also receive some money from the profit which the game reserve make. The environment is being damaged quite a lot by tourists and part of Sustainable tourism is to make sure that the damaging does not happen [1].

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioral, and psychological impacts.

- Build environmental and cultural awareness and respect.

- Provide positive experiences for both visitors and hosts.

- Provide direct financial benefits for conservation.

- Generate financial benefits for both local people and private industry.

- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.

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Design, construct and operate low-impact facilities.

Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Most of us are growing increasingly tired of living in concrete jungles and choosing eco-tourism destinations around the world to rejuvenate ourselves. While these places offer travellers clean air to breathe and calming environs full of lush greenery to relax in, they also serve as one of the best ways to spread awareness about the conservation of natural resources. By Ipsita Kabiraj.

According to The International Ecotourism Society (TIES), eco-tourism or sustainable tourism can be defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.”

As an eco-tourist, one can immerse themselves in pristine locations while taking part in the maintenance and protection of the region. Ecotourism also boosts employment by empowering locals with opportunities. It acts as a catalyst in encouraging conservation by garnering financial aid and allows economies to thrive without exploiting the local wildlife.

Being at one with nature doesn't mean going slow and silent. Some of the best eco-tourism destinations in the world are a haven for adventure seekers as well. Swimming with sharks, adventure caving, snorkelling or witnessing the great migration — there's no dearth of fun in eco-tourism.

And, the best part is you can do all this with reduced impacts of travelling and tourism on the environment, and without harming animals or ecosystems in the process. Such experiences are carefully curated for eco-travellers to experience the on-touristy untapped versions of the environment, while also enabling them to leave the place better than they found it.

Here are some of the best eco-tourism destinations around the world. Gothenburg, Sweden. This is the second-largest city in Sweden and is considered one of the top eco-tourism destinations globally. A majority of the former industrial port town's public transport today runs off renewable energy, and over 90 per cent of the

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hotels are eco-certified. The city is surrounded by thick forests and offers vast breathing spaces in the form of parks, meadows, expansive cycling tracks as well as hiking routes.

Gunung Mulu National Park, Malaysia. The national park is nestled on the island of Borneo in the State of Sarawak and is famous for its extensive cave networks and rich biodiversity. It is also a UNESCO World Heritage site and home to lofty peaks, deep gorges and serene rivers. The place is home to one of the unique geological formations in the world — like the Pinnacles — which are a forest of spires made of limestones. One can engage in activities such as hiking, adventure caving and canopy walking. Tour guides also engage visitors to take part in conserving the gorgeous natural resources of the park.

Galápagos Islands, Ecuador. Besides being one of the world's richest destinations for biodiversity, this archipelago of volcanic islands in the Pacific Ocean is also famously home to a host of unique iguanas and lizards. The islands have a delicate ecosystem, comprising thousands of species of endemic and unusual plants and animals. The authorities practise low-impact tourism — only a limited number of visitors, accompanied by a registered guide, are allowed access on a day-to-day basis.

Interesting fact: Charles Darwin's theory of evolution was inspired by a visit to the Galápagos back in 1835.

Donsol and Peleliu, Philippines. The metropolis of Donsol facilitates sustainable tourism by only allowing a limited number of tourists to sign up to swim with whale sharks, as locals try to preserve their population in the region. One can also experience scuba diving with manta rays. Similarly, Peleliu, another eco-tourism destination located to the east, is the best for kayaking. You can come across spinner dolphins and stingless jellyfish.

Serengeti National Park, Tanzania. Often considered a celebrity hotspot (with visitors including actor Will Smith, football star David Beckham and former US President Barack Obama), the Serengeti National Park is the oldest game reserve in Tanzania. The country has gone a long way in protecting its habitat by designating 25 per cent of its land for conservation.

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Home to colossal herds of animals like zebras, gazelles and gnu, it is also the only place in Africa where land-animal migrations still take place. The unforgettable experience of witnessing the great migration should definitely make it to your bucket list. The local guides go out of their way to lay emphasis on the importance of wildlife preservation and ensure visitors cause the least disturbance to the ecosystem.

Pingvellir National Park, Iceland. Pronounced ‘thingvellir’, this national park is one of the most iconic (and visited) places on the Icelandic mainland. A UNESCO World Heritage Site, it offers breathtaking views of mountains on three sides, Lake Þingvallavatn at one end, and lava fields dotted with lush grass on the other. You will have to see it to believe it.

To balance the tourist footfall, the park, which is managed by the environmental agency Umhverfisstofnun, focuses on the use of sustainable resources to maintain the region’s ecological purity as much as possible.

Great Barrier Reef, Australia. Arguably the world’s most famous and largest coral reef ecosystem, the Great Barrier Reef, has been under threat for a while now due to pollution, excess fishing and global warming.

The good news is that this home to diverse marine life, including 4,000 types of molluscs and 1,500 species of fish, is now on a slow path to recovery. The islands along the reef have taken it upon themselves to practise ecotourism in limited ways that help boost the economy and fund further conservation.

Koh Kong, Cambodia. Cambodia is one of the popular eco-tourism destinations in South East Asia. The province of Koh Kong, located near the border with Thailand, is a hidden gem and boasts of dense mangrove forests, crystal-clear rivers, tropical islands with virgin beaches and rich biodiversity, including several threatened species.

While here, visitors can enjoy the pristine location by opting for eco-friendly hotels and sustainable restaurants, as well as engage in activities such as day trekking, kayaking and snorkelling.

Monteverde Cloud Forest, Costa Rica. With tons of eco-tourism activities, Costa Rica is a haven for conscious travellers. The country has also reserved a quarter of its landmass as protected land, national parks and reserves. The Monteverde (meaning

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“green mountain”) cloud forest reserve is home to several endemic animal and plant species, accounting for more than 100 species of mammals, 1,200 species of amphibians and reptiles, as well as 400 species of birds.

The Burren, Ireland. The place derives its name from the Irish word “Boíreann” meaning a rocky place. One of the unique locations on the island nation, The Burren is home to 70 per cent of Ireland’s native plant species and boasts of a rugged, moon-like landscape and a diversified ecosystem.

Formed millions of years ago, it is also one of the largest and most accessible Karst regions in the world. The Burren Ecotourism Network works to ensure the sustainable development of its communities, environment and heritage. The Burren National Park offers some great adventure activities like guided walking trails, imparting education about nature and a glimpse of some stunning wildlife.

Sundarbans, India. One of the largest mangrove forests in the world, the delta of the Sundarbans is formed by the confluence of the Ganga, Brahmaputra and Meghna Rivers in the Bay of Bengal. It spans India and Bangladesh.

One of the most far-flung destinations in the world, the Sundarbans National Park is a UNESCO World Heritage Site and is known for its plethora of exotic flora and fauna. Home to the majestic Royal Bengal Tigers, the river labyrinths are also the natural habitat of beautiful kingfishers, estuarine crocodiles, the endangered endemic River Terrapin and other animals.

Visitors can explore the creeks on boats and support the locals in conserving nature by going plastic-free and buying local produce like honey and jute products.

Thimphu, Bhutan. The mountainous Asian paradise that is one of the best eco-tourism destinations is Bhutan’s capital city Thimphu. Located in the lap of nature, the place is surrounded by the striking Himalayan mountains and beautiful rivers, making it seem right out of a postcard.

Owing to its high sustainable and environmental standards, Bhutan received an honorary mention by World Population Review in its list of happiest countries in the world in 2022. The country has so much greenery that all the carbon it produces gets easily absorbed.

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Thimphu is also the cultural capital and offers a wide range of sustainable activities like hiking at the Kuenselphodrang Nature Park, soaking up views at Buddha Point and seeing the national animal, takin, at Takin Preserve. One can also visit the Textile Museum or Choki Art School to learn about the ways Bhutan preserves its indigenous handicraft.

Recently, the Ukrainian reality also provides a lot of convincing facts that indicate that ecotourism is beginning to arouse interest and find the ground under its feet. The most vivid example is the emergence of developments related to the organization of ecological trails, which was already discussed above.

Economic and organizational factors predominate among the factors restraining the development of ecotourism in Ukraine, given its strong ecotourism potential. Economic restraining factors include:

- lack of the necessary initial capital to finance works on the creation of scientific and natural history centers, on the development of a set of questions on the formation of target programs of ecological tourism;
- weak investments in tourism infrastructure, which affects the state of hotel and transport services, the level of service provision, etc.;
- lack of resources for management and marketing of ecotourism to attract potential tourists to visit at least those territories that already have a certain infrastructure at their disposal for receiving, accommodating and serving guests;
- lack of targeted scientific research and training of the necessary personnel.

The following can be named among the organizational restraining factors:

- limited tourist routes in places of ecological tourism and their weak infrastructure;
- lack of specialized tour organizations in the field of ecotourism;
- bureaucratic bans and restrictions on visits by ecotourists to places that are attractive in terms of nature, mainly due to the lack of development of the interaction mechanism of the administration of environmental management and nature protection organizations with the organizers of eco-tourist trips and excursions;
- a limited set of tourist and recreational services for tourists;

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- lack of socially oriented information management and PR of ecotourism, fashion for ecotourism;
- lack of qualified experts in the field of ecotourism, able to undertake the development, organization and conduct of ecological tours;
- lack of environmental specialists among the heads of relevant state institutions, ministries and departments;
- lack of the necessary legal framework for ecotourism.

To this, it is worth adding the factor of psychological unpreparedness to participate in the organization and promotion of ecotourism by the administrations of nature management and nature protection organizations and the local population. In this direction, it is necessary to carry out a significant amount of work, its result should be the recognition of ecological tourism as a full-fledged socially, economically and legally active participant in nature protection activities.

As you can see, the reasons that hold back the development of ecological tourism in Ukraine are quite serious. In today's conditions of political and economic instability, their elimination may take a long time. Especially against the background of the consumerist attitude to nature, which was planted in our country during the time of the "all-Union granary and firehouse" and which will be reflected in the mass consciousness for a long time. This means, firstly, wasted economic benefits, and secondly, the continuation of ecological and nature conservation stagnation, which can not only be restrained, but also successfully overcome, promoting the development of ecological tourism, primarily as a form of urban compensatory nature use in cities and suburban areas.

1.3. Priorities of the development of ecological tourism in the Vinnytsia region

Vinnytsia region has high tourist and recreational potential, which creates significant opportunities for the development of tourism. The main problem is that there are many attractions are in a neglected state, requiring reconstruction and restoration. There is funding for culture limited due to the difficult economic situation

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in the country. Most of the attractions are not included in the tourist list routes, and therefore are not involved in the tourist process.

Vinnytsia has favorable climatic conditions, unique caves, outcrops, rapids, large areas of forest massifs, natural healing waters, including deposits of radon waters, many rivers. On the territory Vinnytsia region has a significant number of historical and cultural monuments, including a huge number religious buildings, palaces, museums, monuments, etc in the complex provides great opportunities for development tourism industry. A well-developed social infrastructure, which is represented by a significant number catering establishments, hotels, entertainment complexes, health facilities, which allows tourists comfortable to travel.

As the main elements of infrastructure ensuring the development of tourism in the region are considered:

- means of accommodation for tourists, the capacity of the room fund, the condition and quality of the services provided;
- enterprises in the field of public catering, their level of development, types of enterprises, level and quality of service;
- the field of trade services for tourists, forms of trade service, quality and range of services provided;
- transport services for tourists and transfers, the level of development of the transport infrastructure and its condition, the presence of specialized enterprises and rolling stock, the quality of the services provided;
- additional paid services for visitors and household services, quality and availability of services that are provided;
- sanatorium-resort and prophylactic services, availability and condition of balneological resources, capacity of sanatorium-resort institutions.

Ecotourism is one of rapidly growing spheres of international industry tourism focused on environmental, economic, sociocultural potential for the purpose of promotion preservation and development of biological diversity, protected areas, drawing attention to cultural and historical heritage, formation environmental awareness and other value orientations.

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Among the scientific sources, you can find a significant number the number of publications studying directions and strategies development of national tourism, oriented as internal and external consumer of services c in the field of ecotourism.

The Law of Ukraine "On Tourism" by organizations forms of tourism are called international and domestic tourism. Ecological (green) tourism defined as a variety, depending on the category of persons, that travel, their goals, objects, that used or visited. To objects tourist infrastructure includes hotels and objects intended for the provision of services with placing; catering establishments, resort establishments [11].

Ecotourism is a travel phenomenon that full of controversies and paradoxes. Among paradoxes the authors distinguish: tourism and security nature, ecotourism as a type of entertainment, transportation of ecotourists to places, relentless search for virgin places, etc. [4].

Scientists and practitioners of tourism industries gradually introduced new terms to define alternative types of tourism: ecological, green, rural, natural, mountainous, soft, responsible, stable, etc. Most often in science the literature contains the term "ecological tourism", first proposed in 1978 by G. Miller, who defined it as "sustainable tourism that is sensitive to the environment, which includes the study of the natural and cultural environment and aims to improve it I will be in it."

Almost at the same time as T. Miller and independently of him, the definition of ecological tourism was formulated by the economist and ecologist G. Ceballos-Lascurein (1980), according to whom ecological tourism is a trip to relatively untouched or unpolluted natural corners for the specific purpose of learning, entertainment and/or enjoyment from observing nature, landscapes, plants and wildlife animals, as well as studying the cultural features of these territories.

Rest is always nice and fun. But even better, if the holiday is a health nature. The term "green tourism" is very popular the last years. Green rural tourism is a great opportunity to visit picturesque places and places of our country. Rich generous nature, clean rivers, and lakes, vast wheat fields all this you can visit and enjoy the unique beauty of nature. Our company offers everyone a great opportunity for tourism in Vinnytsia's region. Green rural tourism is the actual type of tourism that is in great

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demand for a number of reasons it is an opportunity to visit the colorful regions of the country that you have ever seen, enjoy the fresh air and the unique beauty of Ukrainian lands. You can travel both family and friends, with this type of holiday is much more economical than the rest of the sea and the pleasure that you get, not less. You will be able to approach as close to the roots of Ukrainian culture and get acquainted with numerous folk traditions and customs.

Tourism in Vinnitsa region is a new but very promising area of domestic tourism. Vinnytsia's region extremely attractive place for travel. Well known to all Shcherbatov's palace, graph Potocki's palace, Holy Trinity Church, Orthodox shrine "Podolsky Athos" national park "Bush" and calling card Vinnitsa region a Pirogov's museum-estate famous and talented scientist, public figure and finally the brilliant surgeon. At your request, we organize a fascinating tour of memorable places of Vinnytsya's region.

We invite our guests to colorful and picturesque corners of Vinnitsa's region. And it is in the village Harmaky (Barskiy district) Hubnyk (Gaysynskiy district), Kanava (Tyvrovsky district). This is a great opportunity to enjoy beautiful nature, and fun to spend your leisure. We offer accommodation in comfortable houses, traditional Ukrainian cuisine, pleasant service, and reasonable prices. At the request of customers, we provide a shuttle both ways, and if you want to fully immerse yourself in the atmosphere of rural life and to know all the details of it life, we organize special workshops where you can learn how to make real homemade sausage, cook red beet soup, bake bread, etc.

The nature reserve fund (NPF) is protected as a national property, with respect to which a special regime of protection, reproduction and use has been established. Ukraine considers this fund as an integral part of the world system of natural territories. The development of the system of protected areas is an important prerequisite for ensuring the sustainable development of the country.

The state regional development strategy for 2021-2027, approved by the Cabinet of Ministers Resolution No. 695 of August 5, 2020, provides for the expansion of the area of PZF to 15% of the total territory of the country in 2027. This indicator is a very

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important ecological and social indicator, the increase of which contributes to maintaining the ecological balance of ecosystems and the ecological stability of territories. Thus, the Convention on the Protection of Biological Diversity, to which 196 countries of the world are parties, including Ukraine, set the task of creating a system of nature protection territories on the area of 17% of land and 10% of sea water areas.

The creation of nature conservation areas is also provided for by other international conventions and agreements in force in Ukraine, namely: the Convention on Wetlands of International Importance, Mainly as Waterfowl Habitat (Ramsar Convention, Article 2), the Convention on the Protection of Wild Flora and Fauna and Natural habitats in Europe (Bern Convention, Article 4), the Convention on the Conservation of Migratory Species of Wild Animals (Bonn Convention, Article 2), the Convention on the Protection of the World Cultural and Natural Heritage (World Heritage Convention, Article 5), the Framework Convention on the Protection and sustainable development of the Carpathians (Carpathian Convention, Article 4), UNESCO Program "Man and the Biosphere".

According to the results of the accounting of the territories and objects of the nature reserve fund, submitted by the executive authorities at the local level, which ensure the implementation of state policy in the field of environmental protection, as of January 1, 2021, the nature reserve fund of Ukraine has 8,633 territories in its composition and objects with an actual area of 4105522.247 ha and 402500.0 ha within the Black Sea water area.

The ratio of the actual area of the nature reserve fund to the area of the state ("the reserve index") is 6.8%.

More than half (62.7%) of the area of the PZF of Ukraine is occupied by territories and objects of national significance. Among them are 19 natural and 5 biosphere reserves, 53 national natural parks, 328 sanctuaries, 136 natural monuments, 18 botanical gardens, 20 dendrological and 7 zoological parks, 90 parks-monuments of horticultural art. The total area of the territories of the nature reserve fund of national importance is 2977006.19 hectares, local – 1910517.58 hectares.

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During 2020, the number of objects and territories of the nature reserve fund of national and local importance increased by 120 units with a total area of 26,032.82 hectares.

In 2020, 125 territories and objects of the nature reserve fund were created (announced), 8 were expanded, 4 areas were reduced, 3 boundaries were changed without increasing the area, 5 status was canceled and 1 object category was changed.

The Law of Ukraine "On the Basic Principles (Strategy) of the State Environmental Policy of Ukraine for the Period Until 2030" provides for the increase and expansion of the territories of the nature reserve fund (in particular, protected areas in national nature parks and regional landscape parks) to ensure the sustainable development of the natural resource potential of Ukraine. , creation on land and in the waters of the Black and Azov seas and ensuring the preservation and functioning of a representative and effectively managed system of territories and objects of the nature reserve fund, including transboundary and European and international significance.

One of the prerequisites for the accession of a new country to the European Union is the adaptation of national legislation to Directive No. 2009/147/EC on the conservation of wild birds (hereinafter referred to as the Bird Directive) and Directive No. 92/43/EC on the conservation of natural habitats and species of natural fauna and flora (hereinafter - the Housing Directive), which in particular provide for the creation and operation of the network of NATURA 2000 nature conservation areas.

As of January 1, 2021, the nature reserve fund of the Vinnytsia region includes 431 territories and objects with a total area of 60,189.4437 hectares, or 2.27% of the area of the region.

The PZF of the region is represented by: national natural park "Karmelyukovo Podillia" (area - 20,203.4 ha); regional landscape parks – 4 (area – 18468.38 hectares); nature reserves of national importance – 21 (area – 13563.7 ha) and local importance – 136 (area – 11952.64 ha); natural monuments of national importance – 10 (area – 322 ha) and local importance – 188 (area – 685.69 ha); dendrological park of local importance - 1 (area - 10 hectares); parks-monuments of horticultural art of national

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importance – 11 (area – 401 ha) and local importance – 26 (area – 383.44 ha); protected tracts - 30 (area - 734.4 hectares).

Categories of territories and objects of PZF that are not present in the territory of the region: natural and biosphere reserves, botanical gardens, zoological parks.

Table 1

Expansion of the existing territories and objects of the nature reserve fund of the Vinnytsia region

No. z/p	Name of the object	Estimated area, ha	Location (village council district, forest farm, quarter, etc.)	Availability of scientific substantiation/creation project (date of development)	The state of agreement with landowners and land users
1.	Karmelyukovo Podillia National Park (extension)	64	Chechelnytsia settlement council	Under development	Vinnytsia Regional State Administration letter dated November 5, 2020 No. 01.01-32/6813
2.	Botanical monument of nature "Chestnuts of Berezovsky"	0,1	with. Perepilchyntsi, Shargorod OTG	Approved by the Department of Agro-Industrial Development, Ecology and Natural Resources of the Vinnytsia Regional State Administration 10/30/2020	Decision of the Perepilchynets Village Council dated December 23, 2019 No. 210-35/2019
3.	Landscape Reserve "Swan Wells"	20,0	with. Karabelivka, Teplytsk OTG	Under development	Decision of the 36th session of the Stepaniv village council of the 7th convocation dated September 10, 2020 Letter of the Department of the Main Department of the State Geocadaster in Vinnytsia Region in Teplytsky District dated December 11, 2020 No. 606/414-20-0.33

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Continuation of table 1

4.	Geological monument of nature "Lipovetska Astroblema"	20,3	with. Ivanka Lypovetska OTG	Under development	Decision of the 20th session of the Ivankiv village council of the 7th convocation from 08/20/2018
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**Source: created by the author based on [10].*

Karmelyukovo Podillia National Nature Park is located on the slopes of the Podilsk Highlands, in the southeastern part of the Vinnytsia region, located on the territory of the Trostyanets and Chechelnytskyi districts, on the banks of the Savranka River, the right tributary of the Southern Bug, and is the southern gate of the Podilsk region. The area of the Park's nature reserve fund is 20,203.4 hectares.

The idea to allocate protected objects arose as a result of the survey of the territory of the southeastern part of Vinnytsia bordering Odesa - the south of Chechelnytskyi and Trostyanetske districts by employees of the Institute of Botany named after E. The Cold Academy of Sciences of the Ukrainian SSR, the Polissky Agroforestry Research Station and the Vinnytsia Regional Museum of Local Lore, which carried out scientific research on the topics "Anthropogenic changes in the vegetation of Central Podillia and its protection", "Study of the representativeness of the flora of natural protection objects", "Study of the distribution of rare species of plants in Vinnytsia region".

The park was created for the purpose of preservation, reproduction and rational use of unique natural and historical-cultural complexes of Southern Podillia, which have an important environmental, scientific, historical-cultural, aesthetic, recreational and health significance. Its main tasks are:

Preservation and reproduction of valuable natural and historical-cultural complexes and natural objects on its territory.

Creation of conditions for organized tourism, rest and other types of recreational activities in natural conditions, while observing the regime of protection of protected complexes and objects.

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Organization and implementation of scientific research works, including the study of natural complexes and their changes in the conditions of recreational use, development and implementation of scientific recommendations on environmental protection, reproduction of certain species of flora and fauna, restoration of disturbed ecosystems, management and effective use natural resources, organization and monitoring of landscape and biological diversity.

Maintaining and ensuring ecological natural balance in the region.

Revival of local traditions of nature use, centers of local arts and crafts and other types of folk art. Conducting environmental educational work, etc.

The main landscape areas of the Park are mezhyric undulating loess plains with medium humus soils. Meadow landscapes have been preserved in fragments, mainly within the steep slopes of streams and river valleys, along the edges of forest areas. Valley landscapes are characterized by a combination of terrace areas with chernozem-meadow and meadow-chernozem soils and floodplain areas with meadow, meadow-swamp soils, and floodplain forests. Within the Park, broad-leaved forest landscapes, represented by forests of common and rock oak, almost exclusively prevail.

A feature of the Park's flora is the presence of a number of sub-Mediterranean sub-Mediterranean species in its composition of forests: common sod, small periwinkle, common ivy, Parva sedge, variegated sedge, Besser's arum, etc. The most numerous are the species with the European-Siberian type of range: dark honeydew, common primrose, bulbous bells, double-leaved honeysuckle, and others. Of the species with a circumnemoral habitat type, the male shield, knotweed, broad-leaved rush and lily of the valley grow on the territory of the Park. Of particular interest are the species with a Central European type of range, which are on the verge of distribution here, and in the forest areas of the Park they form numerous populations: sycamore, birch, bear's onion, Carniolian scopolia, snow-white snowdrop, rutvycelium sedum and some others.

On the edges of the forest massifs, steppe areas were found, where rare steppe species grow: hairy hemlock, gorse flower, cornflowers, big dream, steppe cherry.

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According to the Annals of Nature, the flora of the Park includes 638 species of vascular plants.

The core of the Park's fauna consists of representatives of forest and shrub complexes with a significant participation of species of open spaces.

The dominant species of mammals are the gray hare, the European roe deer, and the wild boar; mole, common hedgehog, common fox, forest ferret, forest marten, and squirrel are represented in significant numbers; there are 45 species of mammals in total.

The avifauna is quite rich and diverse, represented by 161 species of birds. Among the predators, buzzards and hawks are relatively common; there are black buzzards and dwarf eagles.

The Park is home to 8 species of amphibians and reptiles that have conservation value. Among invertebrates, the greatest species richness was noted for the class of insects with 260 species. In total, the species composition of the fauna is represented by 5 taxonomic types, numbering 456 species.

The Park is 350 km from Kyiv, 160 km from Vinnytsia. It borders on the Odesa region in the south. The administration of the nature reserve institution is located at Vinnytsia region. Chechelnytsky district, township Chechelnyk str. Sviato-Mykhailivska, 15. The park is subordinate to the Ministry of Energy and Environmental Protection of Ukraine, the Department of Nature and Conservation Affairs of Ukraine and operates on the basis of the Regulations on the Karmelyukovo Podillia NPP.

Among the most significant negative consequences the impact of tourism on the environment and socio-cultural environment can be distinguished as follows:

- excessive use of natural ecosystems due to a one-time increase in the number of people in recreation areas;
- Change of natural areas for accommodation of tourism facilities, exceeding permissible limits anthropogenic loads on the environment landscape;
- increase in noise pollution due to increase in the total number of vehicles;

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- a mass influx of tourists, which has a negative impact on the culture and lifestyle of residents small historically significant settlements;

- excessive anthropogenic loads, which lead to the loss of historical and architectural heritage, changes in local branches of the economy, which become more and more dependent on tourism and affect the changing appearance of the region;

The destruction of the existing social system, which leads to the loss of customary values, and the clash of interests of different groups of the local population. To ensure the sustainable development of the region, tourist activity, like any other, should not prevent the following conditions of environmental sustainability: simple reproduction of renewable natural resources - that is non-reduction in time of their number and ability to recover; low rate of depletion of reserves of non-renewable natural resources with the prospect of their replacement in the future to alternative species; waste minimization based on the introduction of low-waste, resource-saving technologies; not exceeding the current level of environmental pollution [3].

Thus, the process of greening tourism has to today, it is of great importance to ensure the safety of tourist routes, and to improve the quality and competitiveness of individual tourist products, and disclosure of the socio-economic potential of the tourist region. Therefore, we consider the greening of tourism as a consistent implementation of the ideas of the "green" economy paradigm and the international experience of preserving nature and a sustainable environment in the field of environmental protection legislation, recreational and tourist activities, regional management, development of "green" technologies, environmental education and recreational nature use. An ecological tourism product must meet such requirements as: environmental friendliness of transport, environmental friendliness of consumed food, collection and ecological recycling of garbage along the way, ecological building materials used in the construction of tourist accommodation facilities, encouraging everyone's participation subjects of the tourism industry in solving environmental issues problems of the region.

1.4. Environmental assessment of tourism development strategy the city of Vinnytsia

Vinnytsia 2030 is a center of leisure and business tourism on the banks of the Southern Bug preserved historical authenticity, a developed network of land and air communication, convenient tourist infrastructure, with a year-round and varied stay program, which combines modernity with an intercultural past and allows you to enjoy the city and its neighborhoods to visitors with different financial capabilities.

At the current stage of the development of society, it is increasingly important in the international, national and regional policy acquires the concept of balanced (sustainable) development aimed at integration of economic, social and environmental components of development. The emergence of this concept connected with the need to solve environmental problems and take into account environmental issues in planning and decision-making processes regarding the socio-economic development of countries, regions and settlements.

Strategic environmental assessment of state planning documents provides an opportunity focus on a comprehensive analysis of the possible impact of the planned activity on the environment and use the results of this analysis to prevent or mitigate environmental consequences in the process of strategic planning. Strategic environmental assessment (SEA) is this a new tool for the implementation of environmental policy, which is based on a simple principle:

it is easier to prevent the negative consequences of activities for the environment at the planning stage than;

identify and correct them at the stage of implementation of a strategic initiative.

The purpose of SEO is to promote sustainable development by ensuring environmental protection and safety vital activities of the population and protection of their health, integration of environmental requirements during development and approval of state planning documents.

Prerequisites for the implementation of the SEO process related to development have been created in Ukraine strategic planning and national practice of applying

environmental assessment. On October 12, 2018, the Law "On Strategic Environmental Assessment" entered into force in Ukraine.

Strategic environmental assessment of the Tourism Development Strategy of Vinnytsia until 2030 was carried out with the support of the international technical assistance project "Partnership for development of cities" (Project PROMIS), which is implemented by the Federation of Canadian Municipalities (FKM) with the financial support of the Government of Canada.

1. The tourism development strategy of the city of Vinnytsia until 2030 is aimed at improving conditions the lives of both city residents and guests, tourists, and investors through the improvement of business and investment climate, its cultural attractiveness, the quality of the urban environment and systems of providing market and non-market services.

The Strategy defines three strategic directions:

A. Formation and promotion of tourist products.

B. Development of infrastructure for tourism.

B. Improving the quality of services, human resources and communications in tourism.

The strategy is coordinated with the "Intercultural strategy of Vinnytsia for the period until 2030" and "The concept of integrated development of the city of Vinnytsia-2030".

2. Analysis of trends in the state of the environment in the city indicates a significant fluctuation in emissions pollutants into the atmospheric air from stationary sources (powerful mobile sources of pollution remain the polluter of the environment in the city), growth pollution of the South Bug River, deterioration of the quality and safety of drinking water, growth the amount of generated and accumulated waste of I-IV hazard classes.

3. The main environmental problems of the city are the pollution of reservoirs and groundwater, unsatisfactory quality of drinking water, growing amount of waste and improper handling of by them, overloading the capacities of the landfill for disposing of household waste, soil pollution with hazardous waste, atmospheric air

pollution with emissions vehicles and industrial enterprises, reducing the number of green areas and plantations.

4. The main obligations in the field of environmental protection of the region are determined by the laws of Ukraine "On the Basic principles (strategy) of the state environmental policy of Ukraine for the period up to 2030", "On environmental protection", "On protection atmospheric air", "On strategic environmental assessment", "On assessment of impact on environment", "On waste", "On investment activities", the Water Code of Ukraine, Decree of the President of Ukraine "On the Sustainable Development Goals of Ukraine for the period up to 2030".

5. The implementation of the goals and objectives of the Strategy should not lead to the appearance of new negative ones consequences for the environment. At the same time, if during the implementation of the Strategy will not be proper taking into account nature protection requirements, it is likely that there may be a negative impact on objects of the nature reserve fund. There is a tendency to increase the volume of education of waste, as well as the increase in the number of tourists are likely to lead to an increase amount of MSW generated. Changes in the structure of transport are also likely to take place flows and new facilities will be built to ensure transport connections.

The probability that the implementation of the Strategy will lead to such possible impacts on the environment or people's health, which in themselves will be insignificant, but in the aggregate will have a significant effect the total (cumulative) impact on the environment is negligible.

6. The implementation of many operational goals of the Strategy should lead to the improvement of environmental situation in the city.

Operational goals of the Strategy aimed at forming services for the development of medical and health tourism and improvement of the city territory should lead to improvement the state of health of citizens and guests of the city.

7. During the analysis of possible negative consequences for the environment from implementation.

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A number of operational goals were identified in the strategy, the tasks of which require serious attention during their implementation, so as not to assume a negative impact on the environment, or which is appropriate adjust in order to enhance the positive effects on the environment and public health as a result of the implementation of the Strategy. To prevent, reduce and mitigate the likely negative consequences of implementing the Strategy, a number of measures have been proposed.

8. The Strategy considers two scenarios: inertial (realistic) and sustainable scenario development (optimistic). The inertial scenario is realized when the influencing factors remain unchanged.

As a result of its implementation, the number of tourists does not increase, the role of small business in the economy of the city remains insignificant, the standard of living of the population does not encourage residents other areas to travel. The scenario of sustainable development involves the use of the city its capabilities, active activity in the creation of tourist infrastructure and compliance of this activity with European and world trends in the direction of sustainable development.

As a result of the implementation of this scenario, new interesting tourist products will appear in the city, which will lead to a stable increase in the number of tourists.

9. Monitoring of environmental indicators of the effectiveness of the implementation of the Strategy is important a form of control of what actual impact the Strategy will have on the environment. Therefore for monitoring the consequences of the implementation of the Strategy for the environment, including for health population, it is expedient to include environmental indicators in the list of Strategy implementation evaluation indicators population health indicators and indicators.

In view of the above, it can be stated that in general the development of the Development Strategy tourism of the city of Vinnytsia until 2030 was carried out taking into account the probable effects on environment and with the desire to minimize them. Implementation of the Strategy subject to environmental compliance requirements should contribute to the reduction of anthropogenic load on the environment. Combination efforts aimed at improving the living conditions of both

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city residents and city guests, with efforts aimed at the development of tourist infrastructure will provide development of Vinnytsia as a city of high quality of life.

Developed for Vinnytsia region Tourism Development Program for 2021-2027, which aims to create a holistic effective system aimed at building a competitive tourist product capable of to meet the tourist needs of foreign and domestic tourists, to ensure the sustainable development of territorial communities of the region, their socio-economic growth, which will provide an opportunity fill the budget of the territories, raise the level population employment. Vinnytsia region has everything prerequisites for the development of tourism. Currently, the priority types are defined as: cultural and cognitive, medical and recreational, recreational, rural green tourism, events, sports and active tourism, religious tourism and pilgrimage [8].

Having an advantageous geographical position, favorable climate, significant forest and water resources, a rich nature reserve and the historical and cultural fund of Vinnytsia has all prerequisites for the promotion of ecotourism.

Having researched, the rating of districts by number of PZF objects, having analyzed their territorial differences, the necessary conditions for development ecological tourism and the rating of districts for total indicator of ecotourism potential, we can claim that the region has all available grounds for the development and activation of ecological routes and tours.