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MANAGEMENT OF SUSTAINABLE TOURISM DEVELOPMENT

The relevance of an issue of providing the effectiveness of management of sustainable tourism development is substantiated.

Indicators and trends peculiar to a current state of tourism development in the world and the EU countries are given, modern problems of Ukrainian tourism are analysed and, on this basis, an urgent need for scientific justification of the formation of favourable financial-economic, legal, and informational environment for the tourism development in regions of Ukraine and removal of essential disadvantages of the tourism market are determined.

The basic principles of sustainable tourism development, priority goals and tasks are grounded; the basic features of a strategy for achieving the stated goal are described.

It is determined that the realisation of a program of sustainable tourism development should be based on principles of mutually agreed functioning of three components: economic – providing an effective production development balanced with environmental and social requirements; environmental – rehabilitation and preservation of environmental conditions safe for human health and natural ecosystems; social – improvement of living conditions and replacement of the population, improvement of its material security and quality of living.

The point at issue is that effective use of available resource potential should be provided through the introduction of a complex management of tourist resources, tourist zoning, ordering of priorities both by types of tourism and territorial ones, maximum level of the tourism development within the designated areas through the analysis of their carrying capacity, acceptable visitor loads on tourist attraction facilities and assessment of the impact of tourist activity on the environment.

The ways of implementation of the program of sustainable tourism development are substantiated that will create favourable conditions for a concentration of available organizational, financial, intellectual, material and technical, and other resources on solving the most pressing problems in the field of regional tourism, development of the most important natural sites and objects of cultural heritage.

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