

Methods. *In the study of creativity as an element of the educational process, an analytical method is used to study the trends and peculiarities of modern processes in education, the method of synthesis — in isolating the structural elements of the creative activity algorithm, the social approach for studying creativity at the community level.*

Results. *The components of creative thinking are investigated, the necessity of forming the algorithm of the strategy of creative thinking is established, and factors that contribute to the formation and development of creativity are identified. For the first time, a creative act is analyzed as the process of comprehending the unknown. The results of the study can be used in classes on philosophy, psychology, pedagogy, sociology, culturology, etc.*

Key words. *Creativity, creative process, creative act, creative product, creative thinking.*

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PRINCIPAL PROBLEMS AND PROSPECTS OF SUSTAINABLE DEVELOPMENT OF TOURISM IN THE WORLD

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ОСНОВНІ ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ СТАЛОГО РОЗВИТКУ ТУРИЗМУ У СВІТІ

Objective. *The objective of the study is to assess the trend of international arrivals and their impact on tourist attractions, to consider the main problems of sustainable tourism development in the world, to find out the prospects and consequences of implementing sustainable development goals in tourism, to consider threats posed by unreliable tourism.*

Methods. *The methodological basis of the research is general scientific and special methods of cognition. The methods of theoretical generalization, systematization, grouping are used to clarify the main problems and perspectives of sustainable development of tourism in the world. Methods of concretization, analysis, synthesis, are the basis for improving the potential of sustainable development of tourism in the world. The comparative method is used for visual representation of statistical data.*

Results. *The main problems and perspectives of sustainable development of tourism in the world are considered in the article. The growing trend of international tourist flows is presented; the goals of sustainable development are listed and their importance in tourism is named. Recommendations are given to prevent the overload of tourist attractions by providing the goals of sustainable development of greater importance in tourist regions with an increased level of tourist arrivals. The main provisions of the article can be used to further study the problems and prospects for the sustainable development of tourism; listed rules,*

which, with proper application and promotion among tourists, can positively affect the preservation of cultural and natural attractions for future generations.

Key words: *sustainable tourism, responsible tourism, sustainable development, sustainable tourism principles.*

Problem statement. Many scientists and outstanding authors have researched and written upon the important subject of problems and prospects of sustainable tourism. They are Marie G. McIntyre, Edward Inskip, Alan A. Lew, Michael Hall, Erlet Cater, Gwen Lowman, Brett Lane, Jiaying Lu, Sanjay K. Nepal.

The strong sustained rise of tourism activity over past few decades is one of the most remarkable economic, social and cultural phenomena nowadays. However, tourism in general is positive phenomenon; it also has a negative influence on environment as all the mass events worldwide. So, not so long time ago, tourism has been considered in the national sustainable development strategies of many countries and placed on the agenda of many international conferences on Sustainable Development.

Tourism comprises the activities of persons travelling to and staying in places outside their usual permanent places of residence for not more than one consecutive year for leisure, business and other purposes [1]. Based on this broad definition, tourism industry includes all socio-economic activities that are directly or indirectly involved in providing services to tourists. More than 185 supply-side economic activities that have significant connections to tourism are listed under the World Tourism Organization's Standard Classification of Tourism Activities. These include, among others, the services of the following sectors: transportation, hotels and lodging, food and beverage, cultural and entertainment, banking and finance, and promotion and publicity services.

Tourism is one of the world's fastest growing industries. Despite occasional shocks, tourism has shown virtually uninterrupted growth. International tourist arrivals have increased from 25 million globally in 1950, to 287 million in 1980, 674 million in 2000, and 1235 million in 2016. Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000 and US\$ 1220 billion in 2016 [2]. Europe and the Americas are still the main tourist-receiving regions. International tourist arrivals in these two regions grew over the period

International tourist arrivals worldwide are expected to increase by 3,3 % a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long term forecast Tourism Towards 2030 [3].

The objective of the article is to assess the tendency of international arrivals and their impact on tourist attractions, to consider the main problems of the development of sustainable tourism in the world, to find out the prospects and implication of sustainable development goals in the field of tourism, to consider the threat of irresponsible tourism.

Tick tock. The importance of this rapid growth in tourism can be seen by the fact that the worldwide contribution of tourism to gross domestic product is estimated at some 5 %; spending on international tourism reaching US\$944 billion in 2008. Tourism's contribution to employment tends to be slightly higher and is estimated in the order of 6–7% of the overall number of jobs (direct and indirect). For advanced, diversified economies, the contribution of tourism to the GDP ranges from approximately 2 % for countries where tourism is a comparatively small sector, to over 10 % for countries where tourism is an important pillar of the economy.

Unfortunately, despite economic growth and other positive effects, tourism industry has negative side — it is not always satisfy sustainable development goals, which was declared by United Nations. These sustainable development goals are:

1. End poverty in all its form everywhere;
2. End hunger, archive food security and improved nutrition and promote sustainable agriculture;
3. Ensure healthy lives and promote well-being for all at the all ages;
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;
5. Archive gender equality and empower all woman and girls;
6. Ensure availability and sustainable management of water and sanitation;
7. Ensure access to affordable, reliable, sustainable and modern energy;
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;
10. Reduce inequality within and among the countries;
11. Make cities and human settlements inclusive, safe, resilient and sustainable;
12. Ensure sustainable consumption and production patterns;
13. Take urgent action to combat climate change and its impacts;
14. Conserve and sustainable use the oceans, seas and marine resources for sustainable development;
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat decertification, and halt and reverse land degradation and halt biodiversity loss etc. [4].

The tourism sector tends to have high energy consumption levels, particularly at hotels. A strong positive correlation is usually observed between a hotel's star rating and the energy consumption per room. While heating and cooling remain the main source of consumption, luxury services such as a heated pool, spa, golf or laundry services all increase energy bills and water wasting. Thus, for example, although the Bellagio hotel in Las Vegas recycles its water — it still uses 12 million liters of water per year in a water scarce region. The average Canadian household used 326 liters of water per day a village of 700 in a developing country uses an average of 500 liters of water per month and a luxury hotel room guest uses 1800 liters of water per person per night.

Although the tourism sector may not be one of the major greenhouse gas contributors, the development of international travel and an increase in air traffic has contributed to its carbon footprint. An increasing regulatory burden may affect companies' future profitability, while the elimination — and eventually recycling of — restaurant grease and efforts to limit cruise ship exhausts illustrate other operational concerns that must be noted.

There are multiple studies outlining demand for sustainable tourism, however, be aware that most consumers will not ask for more sustainable options — they expect the tourism provider to just do it. Below are just a few highlights from studies. Sustaining Tourism has undertaken a number of studies to determine overall demand on this subject and assess demand for green products.

A 2015 study by Booking. com found that 52 % of travelers are likely to choose a destination based on its environmental impact. Three times more likely to plan to stay in more «green» accommodations in 2015 than they did in 2014 [5].

A 2015 study by Expedia found that almost a third of consumers (29 %) would be likely to choose one company over another based on their environmental record, up from one in five (19 %) in 2011. There is growing sentiment amongst consumers that it is the travel company's responsibility to be environmentally responsible. One in four consumers (40 %) believe that holidays should have an environmental and social rating, such as provided by the Travelife scheme, with only 16 % disagreeing.

The World Travel and Tourism Council declares that members of the industry have generally improved their carbon efficiency by 20 % in the last ten years.

Some of the hotels, restrains, tour operators and other companies that providing hospitality services are developing into sustain way of tourism. For instance, Robson Club Agadir — fitted with 900 sq. meters of solar panels. Robson Club hotels have been awarded multiple eco labels and have been awarded most environmentally friendly hotel company. The hotel also opened a hotel management-training program where youth can undergo training. Although, Hotel Milano Scala — Italy's first zero emission hotel. With their own rooftop garden growing herbs, room magnetic cards to optimize consumption and LEED certified, this hotel is green and groovy.

Sustain of tourism is also depends of responsibility of tourists. There are a few rules to be a responsible traveler:

1. Be considerate — of the communities and environment you visit.
2. Do not litter. Try to carry your own shopping bag to avoid contributing to the plastic problem in many countries of the world.
3. Try to avoid excessive waste and the use of plastic bottles.
4. Conserve water. Take shorter showers (the average hotel guest uses over 300 liters of water per night. In a luxury hotel it is approx. 1800 liters).
5. Always ask before taking photographs. Respect wishes of locals.
6. Educate yourself about the place you are visiting and the people.
7. Respect cultural differences — and learn from it.
8. Dress respectfully. Cover up away from the beach. Cover your head in religious places. Notice local dress codes and adhere to them.
9. Do not purchase or eat endangered species (e. g., turtle egg soup, crocodile handbags). Choose sustainable seafood.
10. Support the local economy. Buy locally made souvenirs, eat at local cafes.

The sustainable tourism is not about eco-accommodation and water waste problems only. It is about preservation of cultural and natural heritage for the future generations also. By the last years, while tourist arrivals are increasing, some of the destinations have become too popular, so they are suffering from tourists. For example, top European vacation destinations are being ruined by thousands of tourists that generate too much noise, pollute the environment and drive up rents.

The backlash has been on full display summer 2017 in cities including Barcelona, Venice and Dubrovnik, which have all seen their visitor numbers rise thanks to an increase in cheap regional flights and new travel services like Airbnb. Tourism has boosted the local economies, but residents say their neighborhoods are being transformed into Disney-style theme parks. Analysts at Euromonitor International wrote in a recent research note «Certain European destinations are suffering under the strain of excessive tourism. It is obvious that strategies are needed to cope with a large tourism demand». Analysts say that increased tourism and higher costs have helped decimate Venice's population, which has dropped by roughly two thirds in 50 years. The UNESCO World Heritage Committee has expressed «extreme concern» about the impact of the tourism boom on Venice's historical sites. Locals, meanwhile, have protested pollution from big cruise ships and the rising cost of living. The number of annual visitors to Spain has increased by 20 million over the past five years to 77 million, according to Euromonitor International, and the sector contributed more than 14 % of the country's GDP in 2016 [6]. Dubrovnik saw 10 % annual increase in visitor arrivals in 2016, according to the country's bureau of statistics [7]. The trend has been fueled in part by the town's prominent role as a backdrop in Game of Thrones. However, the Croatian city is feeling the squeeze. In 2016, seven cruise ships with a total capacity of nearly 9,300 passen-

gers arrived in Dubrovnik on a single day, prompting the city to issue a pedestrian congestion warning to locals. Another 25,000 visitors were already staying in and around the city. Local authorities are seeking to cut down the number of cruise ships, and they have installed a network of security cameras in an attempt to manage the flow of tourists.

One of the most effective ways to stop the cities and popular touristic sights suffer is to follow sustainable tourism rules and to promote these rules on the different levels — from individual tourists to groups, from a little local tourism agencies to a huge international companies. In a word, it is necessary to increase tourist's responsibility as soon as possible.

Summary. In conclusion, sustainable tourism is about re-focusing and adapting. A balance must be found between limits and usage so that continuous changing, monitoring and planning ensure that tourism can be managed. This requires thinking long-term (10, 20+ years) and realizing that change is often cumulative, gradual and irreversible. Economic, social and environmental aspects of sustainable development must include the interests of all stakeholders including indigenous people, local communities, visitors, industry and government.

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Мета: оцінити тенденцію міжнародних прибуттів та їхній вплив на туристичні атракції, розглянути основні проблеми розвитку сталого туризму у світі, з'ясувати перспективи та наслідки імплементації цілей сталого розвитку у сферу туризму, розглянути загрози, що несе в собі безвідповідальний туризм.

Методи: з метою забезпечення репрезентативності дослідження поставлених цілей були застосовані загальнонаукові дослідницькі методи, а саме систематизація та узагальнення.

Результати: у статті розглянуто основні проблеми та перспективи сталого розвитку туризму у світі. Представлено зростаючу тенденцію міжнародних туристичних потоків; перелічено цілі сталого розвитку та названо їхню важливість у туризмі. Надано рекомендації щодо запобігання перенавантаженню туристичних атракцій шляхом надання цілям сталого розвитку більшої значущості у туристичних

регіонах із підвищеним рівнем туристичних прибуттів. Основні положення статті можуть бути використані для подальшого вивчення проблем та перспектив сталого розвитку туризму; перелічені правила, що при правильному застосуванні та промоції серед туристів, можуть позитивно вплинути на збереження культурних та природних пам'яток для наступних поколінь.

Ключові слова: сталий туризм, відповідальний туризм, сталий розвиток, принципи сталого туризму.

Цель: оценить тенденцию международных прибытий и их влияние на туристические аттракции, рассмотреть основные проблемы развития устойчивого туризма в мире, выяснит перспективы и последствия имплементации целей устойчивого развития в сферу туризма, рассмотреть угрозы, которые несет в себе не ответственный туризм.

Методы: с целью обеспечения репрезентативности исследования поставленных целей были применены общенаучные исследовательские методы, а именно систематизация и обобщение.

Результаты: в статье рассмотрены основные проблемы и перспективы устойчивого развития туризма в мире. Представлена растущая тенденция международных туристических потоков; перечислены цели устойчивого развития и названа их важность в туризме. Даны рекомендации по предотвращению перегрузки туристических достопримечательностей путем предоставления целям устойчивого развития большей значимости в туристических регионах с повышенным уровнем туристических прибытий. Основные положения статьи могут быть использованы для дальнейшего изучения проблем и перспектив устойчивого развития туризма; перечисленные правила, которые при правильном применении и продвижения среди туристов, могут положительно повлиять на сохранение культурных и природных достопримечательностей для будущих поколений.

Ключевые слова: устойчивый туризм, ответственный туризм, устойчивое развитие, принцип устойчивого туризма.