

DEVELOPMENT OF INTERNATIONAL TOURISM INVOLVING YOUNG GENERATION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

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Atamanchuk Z. A., Rylskyi V. V. Development of International Tourism Involving Young Generation in the Context of Sustainable Development

The article examines the features of the development of international tourism with the involvement of young generation in the context of sustainable development. It emphasizes that science and youth play an important role in the development of tourism, ensuring innovation, sustainable development, and new approaches. It is justified that involving young people will contribute to the innovative development of tourism, new tourism products creation, new target audiences attraction, new types of business entities formation, in particular, processing companies, online travel agencies, and travel consultants; the synchronization of processes for servicing consumers of tourism services; the level of communicative and interactive volatility of tourism demand increasing; the level of service provision of tourism services increasing; virtual travel sector development; the efficiency of innovative tourism development activities with the involvement of young generation as a driving force for economic growth increasing. Attention is drawn to the feasibility of developing youth tourism entrepreneurship. In modern conditions it can become an effective tool of generating stable income for young people, ensuring the flow of funds to local communities and the state budget, as well as the main form of free time for young people using, and a way of their cognitive and meaningful leisure.

Keywords: tourism, international tourism, sustainable development, sustainable tourism, young generation, socialization, science, innovation, digitalization.

Tabl.: 1. Bibl.: 21.

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Атаманчук З. А., Рильський В. В. Розвиток міжнародного туризму із залученням молоді в контексті сталого розвитку

Стаття розглядає особливості розвитку міжнародного туризму за участю молоді в контексті сталого розвитку. Підкреслюється, що наука та молодь відіграють важливу роль у розвитку туризму, забезпечуючи інновації, сталий розвиток та нові підходи. Обґрунтовано, що залучення молоді сприятиме інноваційному розвитку туризму, створенню нових туристичних продуктів, охопленню нових цільових аудиторій, формуванню нових типів бізнес-структур, зокрема, переробних компаній, туристичних онлайн-агенцій та туристичних консультантів; синхронізації процесів обслуговування споживачів туристичних послуг; підвищення рівня комунікативної та інтерактивної волатильності попиту на туризм; зростання рівня надання туристичних послуг; розвитку сектора віртуальних подорожей; підвищення ефективності інноваційних заходів розвитку туризму за участі молоді як рушійної сили економічного зростання. Звертається увага на доцільність розвитку молодіжного підприємництва у сфері туризму. В сучасних умовах це може стати ефективним інструментом для генерації стабільного доходу для молоді, забезпечуючи потік коштів до місцевих громад і державного бюджету, а також основною формою організації вільного часу молоді, її пізнавального та змістовного відпочинку.

Ключові слова: туризм, міжнародний туризм, сталий розвиток, сталий туризм, молодь, соціалізація, наука, інновації, диджиталізація.

Табл.: 1. Бібл.: 21.

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The sustainable development strategy is one of the key and priority in all sectors of industry, in the national economy. Its principles and main provisions are aimed at achieving harmony between

economic growth, stability in the social sphere, environmental protection, ensuring peace and security [1]. The sustainable development strategy is gaining particular relevance in the light of global challenges,

such as climate change, environmental problems, uneven distribution of resources and social injustice [2]. Sustainable development in tourism provides a positive overall balance of environmental, socio-cultural and economic effects of tourism, as well as the positive impact of visitors to each other [3].

The policy of tourism, international tourism development, today is designed to promote the progress of tourism entrepreneurship on the basis of sustainability, its competitiveness increasing, and be based on ensuring the optimal allocation of resources, including human resources, because highly qualified tourism personnel are able to work creatively, generate innovations and implement them in practical activities. These goals can be realistically achieved by involving the younger generation.

The conceptual foundations of sustainable tourism are considered in the publications of: Bozhko L., Gerasymenko V., Zayachkovskaya G., Lebedeva I., Mironova Yu., Novitska S., Sviridova N., Uvarova G. and others. The topic of the potential for tourism development research in its various manifestations is devoted to the scientific works of Anishchenko A., Golovashenko O., Davydenko L., Dzyubin A., Konishcheva N., Kryvega L., Panukhnyk O., Sysoeva S., Tkachenko T. and others. However, the problem of international tourism development on the basis of sustainable development with the involvement of youth resources has not been considered sufficiently and requires more detailed scientific research.

The *aim* of the publication is to study the features of the development of international tourism with the involvement of youth resources in the context of sustainable development.

Sustainable tourism is an integral part of the sustainable development of society, which can ensure a powerful harmonious development of territories. The question of the essence of sustainable tourism is ambiguous, primarily when it to finding effective tools to achieve practical results [4].

There is no universally accepted definition of sustainable tourism, and there is no single approach to defining sustainable tourism development [5–7].

The interpretation of the main approaches to defining the concept of «sustainable tourism» is systematized in *Tbl. 1*.

In December 2015, the United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development. It was a unique opportunity to devote the whole year of 2017 to activities that promote the transformational power of tourism to help people have a better future. And one that came at a critical moment, as the global community works at regional, national and local levels to contrib-

ute to achieving the 2030 Agenda for Sustainable Development and the 17 sustainable development goals, laying out a new plan of action for people, planet and prosperity in which the three dimensions of sustainable development – economic, social and environmental – are managed in an integrated and balanced manner [8].

On March 16, 2017, the Government of Ukraine approved the Strategy for the Development of Tourism and Resorts for the period until 2026 [13]. The document was developed with the aim of creating conditions for ensuring the accelerated development of the tourism and resorts sector, transforming it into a highly efficient industry integrated into the global market. The Strategy is expected to be implemented in the following areas: ensuring the safety of tourists and protecting their legitimate rights and interests; implementing European Union legislation in the field of tourism; ensuring the comprehensive development of territories, in particular, creating favorable conditions for attracting investments in the development of tourism infrastructure; forming and promoting a positive image of Ukraine as a country attractive for tourism; improving the system of professional training of tourism specialists [14].

Highly qualified tourism personnel who are able to work creatively, generate new ideas and implement them in practical activities will be able to ensure the transformation of scientific and technical, production and other developments into an innovative product, which is represented by tourist and recreational services. In view of this, the introduction of a flexible, adaptive, effective personnel policy at the level of tourism business entities, in state authorities and tourism management in Ukraine, as well as at the regional level is one of the main factors in the development of tourism and recreation.

Youth is the object of transferring the accumulated life historical experience and material and cultural heritage of the Ukrainian people; the formation of value orientations; moral improvement and cultural development. In the conditions of almost complete commercialization of the tourism industry, the state must develop social tourism and create conditions for attracting wide segments of the population to consume the tourism product, primarily children, students, youth, etc. The development of social tourism contributes to the effective implementation of the state policy of youth socialization as a set of forms, methods and directions of state influence on it and the process of socialization of the younger generation improvement in the interests of the preservation and development of humanity [15] in compliance with the principles of sustainable development.

Table 1

The main approaches to defining the concept of «sustainable tourism»

The approaches to defining the concept of «sustainable tourism»	Sources
Sustainable tourism is defined as «tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities»	[8]
The Global Sustainable Tourism Council (GSTC) Standards (known previously as GSTC Criteria) serve as the global standards for sustainability in travel and tourism. The Standards are used for education and awareness-raising, policy-making for businesses and government agencies and other organization types, measurement and evaluation, and as a basis for certification. They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars: 1. Sustainable management; 2. Socioeconomic impacts; 3. Cultural impacts; 4. Environmental impacts (including consumption of resources, reducing pollution, and conserving biodiversity and landscapes)	[9]
Sustainable tourism – is a type of tourism that meets the needs of both tourists visiting tourist centers and the population. In addition, it involves ensuring and optimizing the prospects for future development. Natural resources are used in such a way as to satisfy economic, social and aesthetic needs, while preserving cultural uniqueness, the most important ecological features, the diversity of biological species and vital systems	[10; 11; 12]
Sustainable tourism is a type of tourism that ensures optimal use of environmental resources, supports the socio-cultural characteristics of tourist destinations and the communities that live there, and ensures the viability of long-term economic processes, taking into account their benefits for all stakeholders	[3]
Sustainable tourism is tourism that contributes to the balanced development of the territory, rational use of nature, taking into account environmental, economic, social, and cultural aspects at the global, regional, and local levels, affirming a culture of peace and mutual understanding between peoples	[4]
The classic content of the concept of sustainable tourism involves a combination of three components: economic, social and environmental. In other words: 1) a tourist's trip should create an economic effect for both the industry and the region receiving the tourist; 2) an organized trip should not harm the livelihoods of the population of the recipient region, taking into account their ethnic and cultural characteristics; 3) environmental awareness of both tour organizers and travelers themselves, who should be careful about the environment	[7]

It should also be taken into account that the challenges of civilization negatively affect the system of value orientations, worldviews, and life priorities of young people. Socialization, as the interaction of an individual with society, is not stable and unambiguous. Socialization is a continuous, step-by-step process of integrating a young person into the social system through the assimilation by young people of various social roles, in particular, a traveler, an organizer of tourist trips, during which it is possible to purposefully influence the effectiveness of the socialization process. The concept of «tourism socialization» as a state policy is aimed at creating conditions for attracting broad segments of the population to active and stable consumption of tourist services [16]. Among a significant number of socialization factors, one can distinguish such as the integrative factor, tourist trips, which represent a socially educated system, where meso- and microfactors of socialization are combined, which are aimed at the development of youth [15].

In the modern world, which is open and characterized by the interdependence of human communities, religions, and cultures, people within the same system are developing directions of dialogical communication, developing an interest in joint activities, interest in historical and cultural heritage, and the peculiarities of the global information society functioning. A person's constant desire to learn about the world is an impetus for expanding the boundaries of socio-communication, studying the specifics of other cultures, the behavior of representatives of these cultures in the process of getting to know the peculiarities of their everyday life, subject-object and subject-subject relations, the peculiarities of value orientations, etc. The international tourism in the context of globalization becomes a factor of the development and expansion of cross-cultural communication channels, which, through social interaction at the individual and group levels, is a powerful tool for establishing dialogue between cultures [17].

In the context of globalization, the interpenetration of economies based on new information technologies and international communications systems, the construction of an information economy, the development of science, where information is the subject and result of creative, highly intellectual work, is an integral strategic direction for the development of knowledge-intensive economic systems of the future [18].

Science and youth play an important role in the development of tourism, ensuring innovations, sustainable development and new approaches. Youth, as the driving force of society, can offer fresh ideas and use the latest technologies to create new tourism products and improve existing ones. Science, in turn, provides tools for market analysis, development of environmentally friendly technologies and optimization of tourist routes. It contributes to the sustainable development of the industry.

Promoting innovation and digitalization of the tourism ecosystem can be characterized as packages of measures to restore and develop the industry in the future, which can maximize the use of technology in the tourism ecosystem. Promoting digitalization is necessary to develop innovative solutions and invest in the development of digital skills.

Digital marketing is no longer a trend, but a full-fledged assistant in building a competent business strategy for travel companies, where decisions are often made online. Products related to digital tourism can be divided into solutions for the b2c and b2b segments. B2b is a segment that is developing more and more actively [19]. For example, a digital platform for an organization allows you to order tickets, book hotel accommodation, a transfer and various offline services. The platform also allows you to obtain accounting documents for processing, generate advance payments, list all expenses, and upload all checks and receipts [20].

Tourism enterprises are moving to the use of cloud technologies, data analysis, artificial intelligence. In this regard, it should be noted the following initiatives for the development of smart tourism [19]: 1) the European Capitals of Smart Tourism project (based on 4 parameters, including sustainability and digitalization, 2 cities are selected and provided with promotion support during the year); 2) the South African Jurni application and website, which performs the functions of centralized data collection, a full-fledged booking system and an information portal for tourists.

Innovative technologies do not only change the mechanisms of international tourism, but also form new standards of service quality. Their widespread implementation allows to increase the efficiency of travel

companies, improve the travel experience and ensure sustainable development of the industry in the face of global challenges [21].

«Agenda 21-st for Travel and Tourism industry» represents nine priority areas of activity: 1) assessment of the existing regulatory, economic and voluntary framework from the perspective of sustainable tourism development; 2) assessment of the economic, social, cultural and environmental performance of the organization; 3) training, education and public awareness; 4) planning for sustainable tourism development; 5) promotion of the exchange of information, skills and technologies related to sustainable tourism development between developed and developing countries; 6) ensuring the participation of all sectors of society; 7) development of new tourism products based on the principle of sustainability; 8) assessment of progress towards sustainable tourism development; 9) cooperation for the purpose of sustainable development.

CONCLUSIONS

To decide key challenges within the above priority areas, it is necessary to find new cooperation models that can improve the speed and quality of decision-making. And involving young people will contribute to the innovative development of tourism, new tourism products creation, new target audiences attraction, new types of business entities formation, in particular, processing companies, online travel agencies, and travel consultants; the synchronization of processes for servicing consumers of tourism services; the level of communicative and interactive volatility of tourism demand increasing; the level of service provision of tourism services increasing; virtual travel sector development; the efficiency of innovative tourism development activities with the involvement of young generation as a driving force for economic growth increasing.

In this context the development of youth tourism entrepreneurship is important. In modern conditions it can become an effective tool of generating stable income for young people, ensuring the flow of funds to local communities and the state budget, as well as the main form of free time for young people using, and a way of their cognitive and meaningful leisure. ■

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