

## SUSTAINABLE TOURISM AS A FACTOR OF HUMAN DEVELOPMENT

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The concept of human development (development of human potential) is based on the idea that the economy exists to develop people, but not people to develop the economy. Human potential is a set of innate and acquired individual properties of a person – physical, mental, spiritual: state of health, knowledge, professional skills, motivation for work and development, needs and interests, general culture, which includes ethical values, knowledge and compliance with norms, rules, laws of human community [1, p. 102-103].

The Human Development Index published by the United Nations Development Programme since 1990, is one of the most informative and significant indicators of the economic and social development of countries, as it focuses on economic, social and cultural factors of life. In 2015–2021, Ukraine’s place in the world ranking of the Human Development Index has risen by 7 positions from 84 to 77, and the score – from 0.765 to 0.773 [2]. Key indicators – gross national income per capita, literacy level of the country’s population (average number of years spent on education) and life expectancy at birth – have also improved.

Based on the fact that the most important prerequisite for the development of mankind is the satisfaction of rational material and spiritual needs of man on the basis of socio-economic progress, we conducted a study of implementation of sustainable tourism and increasing its role in human development in the context of Ukraine’s achieving Sustainable Development Goals under the UN Program "Transforming Our World: The 2030 Agenda for Sustainable Development" [3]. Based on the results of completing the tasks of the first stage of the Sustainable Development Goals Program for 2015–2021, Ukraine has advanced in achieving 15 of 17 goals and took 36th place in the world rankings [4].

To achieve the targets of the **SDG 1 “The eradication of poverty”** such positive results have been achieved: the share of the population whose average per capita equivalent of total expenses was below the actual subsistence level decreased from 59% to 39%; the share of individuals whose daily consumption was below USD 5.05 PPP, decreased from 2.4% to 0.4%.

Aggregate monthly resources per household increased by an average of 10.3% per year. But overall, Ukraine's population remains poor by international standards: the average monthly salary in Ukraine is 4-6 times lower than in neighbouring EU member states [5]. The share of food and utility expenditures in total household spending is about 75%, while the share of household expenditures on leisure and culture is only 0.2% [6]. This reduces the effective demand for tourism services and slows down the introduction of sustainable tourism.

In achieving targets of **Goal 3 "Strong health and well-being"**, the results are also insignificant. Due to unsuccessful reforms and insufficient funding, the number of hospital beds is steadily decreasing – from 78.1 to 65.5 per 10 thousand populations, the amount of free medical services to the population is almost reduced to a minimum, and the share of household expenses in the total expenses for health care is about 50%. Due to poverty, almost 70% of patients engage in self-treatment without seeking medical help, about 40% of settlements are not provided with emergency medical services. Ukraine ranks among the first in Europe in terms of such a socially dangerous diseases as COVID-19, tuberculosis, HIV, cardiovascular, mental. As a result, the average life expectancy in Ukraine in 2021 was 71.6 years (113th in the world) [6].

Achieving **Goal 8 "Decent work and economic growth"** is crucial for sustainable socio-economic development. In 2015-2021, GDP in actual prices per capita averaged 79800 UAH (approximately 3650 US dollars at PPP), which is 3 times less than the world average, and almost ten times less than in EU countries [5]. The index of average monthly real disposable income per person grew by an average of 3.3% per year and amounted to UAH 6858 in 2021. At the same time, the unemployment rate increased to 9.9% of the total workforce and exceeded the socially dangerous level (7%). Overall, according to the 2021 global ranking, Ukraine was in 111th place in achieving goal 8.

World experience shows that injustice in the distribution of economic results has more negative consequences for the stability of society and human development than the economic downturn. Therefore, the promotion of **SDG 10 "Reducing inequalities"** is an indicator of success in the fight against poverty, ensuring a decent standard of living and human development. According to official statistics, average value of the Gini coefficient in 2015–2021 was 25.5, which is much less than in EU member states. However, according to many researchers, the real Gini coefficient in Ukraine is much higher than the official figure due to the high level of "shadowing" of the economy and the imperfection of the research methodology of the richest segments of the population.

The implementation of **Goal 12 "Responsible consumption and production"** covers two key areas that are closely interconnected: reducing resource intensity of the economy and ensuring environmental safety.

This will contribute to the implementation of the most important principle of sustainable development – meeting the needs of the current generation without harming the ability of future generations to meet their needs.

Tourism, as a multi-faceted social institution, is an influential factor in public life and performs various roles and functions, significantly complements the activities of other social institutions, enriches them, acts as a catalyst for socio-economic and human development. The economic role of tourism is to contribute to GDP, replenish state and local budgets, foreign exchange inflows and more. It is of particular importance in reducing unemployment, creating jobs, paying wages to workers, which increases the welfare of the population and the demand for tourism services.

The main content of the social role of tourism is human development, which is manifested through the implementation of a number of different specific functions: health, cognitive, educational, communicative, cultural, aesthetic, sports and others. The health effect is realized through the use of beneficial effects on the body of natural and anthropogenic factors, providing optimal exercise, development of adaptive capabilities that will strengthen the physical and mental strength of a person [7, p. 19–20].

Ukraine has strong tourism potential: good geographical location; favorable climate and attractive natural environment; natural and man-made tourism resources; transport hubs; accessible tourism infrastructure; a significant number of cultural and historical monuments; original national culture; land and tourism sites available for investment; developed telecommunications network, etc. Resort and recreational areas occupy almost 13% of the country's territory. But the area of the natural reserve fund is only 4.2% of the country's area, which is clearly insufficient. However, favorable opportunities for tourism development in Ukraine are not fully used: the tourism industry's share of GDP in 2015–2021 was approximately 1.4%, and its share of total employment was 1.3% [8]. In 2015–2021 the growth in the number of tourists served averaged 5.6% per year, and the growth in tourism revenues was 27% per year. This indicates that the tourism industry has developed mainly due to rising prices for tourism services and the prevalence of more expensive outbound tourism. In 2019, the last pre-crisis year, the number of outbound tourists (imports) exceeded the number of incoming foreign tourists (export) by 64 times and domestic tourists – by 11 times [9].

Conclusions. The results of the study show that the introduction of sustainable socially-oriented tourism plays a significant role in human development. This, in turn, contributes to increasing productivity, accelerating socio-economic progress, improving the welfare of the population and further development of tourism. Ukraine has sufficient potential to solve this complex triune task, but this process is uneven and contradictory due to the deep and long-lasting socio-economic crisis. The lack of achieved economic

results is exacerbated by inequality and unfair distribution, which has led to significant property stratification and even polarization of Ukrainian society.

Ukraine has sufficient potential for the development of the tourism industry, but it is developing slowly due to low economic efficiency and low level of well-being of the people, which is exacerbated by the global socio-economic crisis related to coronavirus infection in 2019 and military actions in the territory of Ukraine. After return to peaceful life, to achieve sustainable socio-economic development we propose to carry out the following measures: to increase the pace of economic development and improve the relationship between economic efficiency and social performance; to intensify efforts to introduce sustainable socially-oriented tourism, increase its role in public life and increase human potential; to develop the system of social partnership of the main subjects of society: the state, employers' organizations, trade unions and other interested institutions of civil society.

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