

INTRODUCTION OF SUSTAINABLE TOURISM IN UKRAINE FOLLOWING THE SUSTAINABLE DEVELOPMENT PROGRAM

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Sustainable tourism, according to the definition of the World Tourism Organization, “fully takes into account its current and future economic, social and environmental consequences, meeting the needs of visitors, industry, the environment and host communities” [1]. The sustainable development of tourism, its effectiveness, stability and dynamism depend to a decisive extent on the socio-economic situation in society, progress in achieving sustainable development. Therefore, we are studying the issue of introduction of sustainable tourism in Ukraine in the context of the implementation of the UN Sustainable Development Program [2].

The WTO argues that tourism, in turn, “can play an active role in achieving the Sustainable Development Goals and has been included as targets in SDGs 8, 12 and 14 as an important factor in achieving sustainable economic growth, production and consumption. Harnessing the benefits of tourism will be critical to achieving Sustainable Development Goals” [3].

Ukraine joined the UN Sustainable Development Program and adopted the relevant program of targets for three stages: 2016–2020, 2021–2025 and 2026–2030. [4]. For the purposes of this study, we analyzed relevant indicators in the context of Ukraine’s implementation of the targets of the first stage of the “Sustainable Development Goals” Program in 2016–2021, which are important for the introduction of sustainable tourism.

According to the results of the first stage of the Sustainable Development Goals Program in 2016–2021, Ukraine made progress in achieving 15 of the 17 goals and took 36th place in the SDG global ranking of 2021 [5]. However, there are still unresolved problems. Thus, the GDP of Ukraine in actual prices per person averaged in this period about 79.8 thousand UAH (3650 US dollars),

which is 3 times less than the world average and almost 10 times less than in the EU countries [6].

As a result of insufficient rates of economic growth, the standard of living of the population of Ukraine remained low. The share of people whose total expenses per capita were lower than the subsistence minimum exceeded 43%, and the share of consumer aggregate household expenses for food, utilities, clothing, etc. in total household expenses was about 91%. At the same time, the average monthly expenditure of households on leisure and cultural services was equal 1.5% of total expenditure [7], which reduces demand for tourism services and makes it difficult to implement sustainable tourism.

Tourism plays an important role in public health care, to which SDG 3 “Strong health and well-being” is dedicated. The results in fulfilling the targets of this goal are still insufficient, Ukraine occupies one of the first places in Europe for such socially dangerous diseases as tuberculosis, HIV, cardiovascular, mental. Due to insufficient government funding of health care, the share of household expenditure in total health expenditure is about 50%. Due to poverty, almost 69% of patients engage in self-treatment without seeking medical help, about 40% of settlements do not have emergency medical services [8]. As a result, the average life expectancy in Ukraine in 2021 was 72.5 years (113th in the world) [9].

Achieving SDG 8 “Decent Work and Economic Growth” is critical to the implementation of sustainable tourism. According to some indicators, Ukraine had positive results: the GDP per PCS in US dollars increased in 2021 compared to 2016 by 20.9%; total resources per household grew by 62% on average per month. However, the unemployment rate increased to 9.5% of the total workforce. In general, with the fulfillment of the tasks of the SDG 8, Ukraine took 111th place according to the global rating of 2021 [9].

Not only gradual economic growth is of great importance for the implementation of sustainable tourism, but also the fair distribution of economic results, what is SDG 10 “Reducing inequality” aimed at. World experience shows that the lack of justice in the distribution of the results of economic activity has more negative consequences for the sustainable development of society than an economic recession. According to official data, in the studied period, the average monthly income of the tenth decile group of the population exceeded the first decile group by 31.2 times, the share of the total income of the poorest 10% of the population was on average 4.2%, but of the richest 10% – 21.6%. At the same time, according to official data the Gini Index (an indicator reflecting the degree of stratification of the country’s society by the level of annual household income) fluctuated between 24–26%. This is significantly lower than in EU countries, but at the same time the average monthly salary in Ukraine is 4-6 times lower than in EU countries [5]. This indicates the imperfection of official Ukrainian statistics. According to many researchers, the real Gini coefficient in Ukraine is much higher than the

official indicator due to the high level of “shadowing” of the economy and the imperfection of the methodology of researching the incomes of the richest strata of the population.

The implementation of the “Sustainable Development Goals” Program should lead to significant positive changes in the economy, social sphere, and the environment, contribute to the improvement of people’s living standards, and the introduction of sustainable tourism in Ukraine. Having noted certain positive results, it should be recognized that there is a high probability of not fully achieving the set goals by 2030. The socio-economic situation in Ukraine has acquired a crisis character. This requires taking urgent decisive measures up to the correction of the vector of further movement. We offer the following as priority measures:

- to strengthen the rational relationship between economic efficiency and social effectiveness;
- to intensify the implementation of social tourism;
- to strengthen the system of tripartite social partnership based on the principles of joint social responsibility of the main subjects of society: the state, employers’ organizations, trade unions and other institutions of civil society.

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