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CURRENT TRENDS OF SUSTAINABLE ECOLOGIZATION OF THE TOURISM INDUSTRY IN THE CHERKASY REGION

The article presents an analysis of modern trends in sustainable ecologization of the tourism industry in the Cherkasy region. Tourism is not only one of the factors of economic growth and development of recreational areas, but also an important factor in environmental problems due to irrational use of nature, negative impact on the environment, which determines the urgency of ecologization of the tourism industry at the current stage of tourism industry development. The relevance of the study is explained by insufficient coverage of the issue of ecologization of the tourism industry in the Cherkasy region in the scientific literature. All historical and cultural reserves of the region are quite far from the city of Cherkasy and are located in a picturesque area rich in natural recreational resources, which leads to the active development of tourism there, but this does not always have a positive effect on the environment. The study reveals the prospects for reducing and avoiding the negative consequences of tourism for the environment in the long run with the help of better coordination and preventive planning, environmentally friendly transport concepts, the use of environmentally compatible supply and disposal technologies and careful management of the tourism organizations activities. The article proves that today in Ukraine there is a quite acute problem of determining the needs for the sustainable development of various types of tourism depending on the availability of natural, anthropogenic and natural-anthropogenic tourism resources in various regions of the country, and in the Cherkasy region in particular; as well as the preservation of these resources, since the impact of tourism on the environment is global and irrational use of resources can lead to irreversible consequences. It is expedient to build a strategy for the development of ecological tourism with the help of the relevant authorities of nature conservation areas and the state tourism administration and with the support of national and regional administrations. The concept of sustainable development of tourism should be aimed at promoting the development of settlements and at the same time protecting natural resources. One of the means of preserving the environment can be the allocation of quiet zones according to ecological aspects, in which tourist buildings should be avoided, and pristine natural areas and landscapes preserved.

Key words: ecotourism, ecologization, recreational resources, environment, ecotourists, agrotourism.

Problem statement and relevance. Recently, despite the COVID-19 pandemic, there has been an active development of the tourism industry in the world, which can be a consequence of both general world trends, the increase in the well-being of the population, and fatigue from long-term quarantine measures. However, tourism is not only one of the factors of economic growth and development of recreational areas, but also an important factor in environmental problems due to irrational use of nature, negative impact on the environment, which determines the urgency of the tourism industry ecologization at the current stage of development of the tourism sphere. We note that today considerable attention is paid to ecological culture not only in the field of hospitality, but also in related fields, for example, the greening of tourism education and science in general.

Considering the above-mentioned trends, the problem of sustainable ecologization of the tourism industry both in Ukraine in general and in the regions in particular becomes particularly relevant.

Analysis of recent research and publications. Such scientists as H. I. Gaponenko, O. V. Yevtushenko, I. M. Shamara [1], O. Y. Dmytruk [2], N. F. Habchak, L. F. Dubis, A. V. Melnyk, N. V. Chyr [4], N. O. Kravchenko [5], N. Pankiv [6], M. Y. Rutynsky, Y. V. Zinko [7], N.V. Shumlianska [8] and others devoted their research to the topical aspects of the tourism industry ecologization. It should be noted

that the study of problems and prospects of the tourism industry ecologization is currently a relatively new issue in modern domestic research. The problem of the constant interaction of the environment and tourism in the context of the preservation of tourist and recreational resources and the ecology of recreational complexes is always directly related to the sustainable development of both the country in general and regions in particular. Let's note that this is "the development of the territory, which allows meeting all the necessary needs of the population today, but at the same time does not jeopardize the ability to meet the needs of future generations. According to the concept of the UN, one of the main conditions of sustainable development is precisely the ecologization of any production (including in the service sector)" [1, p. 4].

Objective. The purpose of the study is to analyze the current trends of sustainable ecologization of the tourist industry in the Cherkasy region.

Presentation of the main research material. In the 20th century serious environmental problems appeared and scientists all over the world began to think about the ways to improve the environment on a global scale in general. The field of tourism is not left out of attention, and in the 21st century, environmental literacy becomes one of the important foundations of tourism development, since the sustainable development of the hospitality sector is not

possible without rational use of nature, preservation and restoration of historical and architectural monuments, since these tourist resources become the main factor of attracting tourists.

It should be noted that there are quite a few definitions of the term “ecologization”.

Let us give a definition from the Ecological Encyclopedia: 1) “ecologization is the improvement of the ecological state of natural or social systems (reducing the level of environmental pollution, strengthening the self-recovery potential of ecosystems, improving the environment for human activities, etc.); 2) ecologization is an activity aimed at improving the ecological state of natural or social systems or ecologically oriented changes in the properties of their components” [3, p. 308].

Global trends in tourism greening are evidenced by the adoption of important international documents dedicated to solving environmental problems, for example, the Final Document of the UN Conference on Sustainable Development “The Future We Want”, Ukraine’s voluntary commitments at the Rio+20 summit on ecologization in education, etc.

The UN Environment Program has published a report entitled “Towards a Green Economy”, which aims to show ways of sustainable development and poverty reduction, with a section dedicated to tourism. It was created in cooperation with the World Tourism Organization (UNWTO). Thus, tourism plays an important role in the “green economy” or ecological market economy [11].

Note that it is impossible to solve the problems of greening in tourism at the level of one country or several countries. As Angela Merkel notes, a global initiative is needed to promote the sustainable development of tourism, as the growth of the tourism industry and the preservation of biological diversity must be coordinated worldwide [10].

It should be noted that in Ukraine the state regulation of the ecologization of tourist activity is at the stage of formation. Today in Ukraine the problem of determining the needs for the sustainable development of various types of tourism depending on the availability of natural, anthropogenic and natural-anthropogenic tourism resources in different regions of the country, as well as the preservation of these resources, is also quite acute, since the impact of tourism on the environment is global and irrational use of resources can lead to irreversible consequences. It is expedient to build a strategy for the development of ecological tourism with the help of the relevant authorities of nature conservation areas and the state tourism administration and with the support of national and regional administrations. As a result of the above-mentioned trends, such a type of tourism as ecological tourism emerged and is successfully developing today. The main task of ecotourism is the harmonious interaction of man and nature, as well as the preservation of the environment during recreation.

As the researcher Dmytruk O. Notes [2], the beginning of the formation of the concept of ecological tourism can be considered the 80s of the 20th century, when the first scientific studies on the understanding of this topic appeared.

According to the World Tourism Organization, the term «ecotourism» has been used in the tourism industry for more than ten years and means a recreational activity that minimizes the negative impact of vacationers on the environment, or traveling to untouched corners of nature. As many researchers note, the concept of “ecological tourism” is still debatable today [2]. Also, the understanding of the term is complicated by the presence of a large number of concepts similar in content: “soft tourism”, “natural tourism”, “green tourism”, “responsible tourism”, agritourism, etc.

Ecological tourism is possible only if tourists follow certain rules. An ecotourist must behave in such a way that all the characteristics of ecotourism can be fulfilled. It is about caring for yourself, the others and natural resources. When planning the trip, it is important for an ecotourist to realize that the recreational space is the place of residence of local people, and it is also advisable to learn as much as possible about the ecology, history, religion, customs and traditions, social life, economic, social and political situation of the country which he is planning to visit. Another feature of ecotourism supporters is their avoidance of mass tourism and the choice of smaller resorts or lesser-known areas, rather than crowded tourist centers.

Proper nutrition during the trip is also important, it is worth paying attention to a diet of regional, seasonal and environmentally friendly products, as well as saving energy, avoiding excessive use of lamps, air conditioning, TV, radio, washing machine, etc. Ecotourists avoid unnecessary garbage, they carry wastes that need special disposal with them (for example, batteries).

Supporters of ecological tourism usually choose housing that is locally owned and made in a rustic style from environmentally friendly materials, and they support local residents buying souvenirs.

If we analyze the content of the definitions of the concept of «ecological tourism», we can distinguish three main components: environmental, educational and ethno-tolerant. The environmental protection component consists in minimizing the impact of people on the environment and also involves in the appropriate behavior of tourists aimed at preserving nature.

The educational component consists in the presence of elements of environmental education in ecological tours, namely, the acquisition by tourists of new knowledge about the peculiarities of environmental preservation during recreational activities.

The ethnotolerant component is realized in respect and respectful attitude to the culture of local residents, as well as the contribution of tourism to the socio-economic development of this territory [2].

It is important to treat the life situation and problems of local people with respect, get information from locals about the country and its people, spend a lot of time getting to know the area and regional features, take into account and respect ethical, religious and cultural specifics.

Recently, as a result of the COVID-19 pandemic, ecological tourism has become especially relevant. Prolonged quarantine measures and the lack of an opportunity to

travel abroad have led to the active development of such types of tourism as ecological tourism. For example, residents of large cities during the quarantine were deprived of the opportunity to travel by train, bus, that is, to make long trips over long distances. Under such circumstances, tourists liked to use their own vehicles and visit the nearest villages, which have natural recreational resources, in order to get a break from the hustle and bustle of the city. These trends have led to the active development of ecological tourism and rural green tourism. It should be noted that the development of these types of tourism took place primarily in regions close to such large cities as Kyiv, Lviv, Kharkiv, Dnipro, as well as other regional centers.

The Cherkasy region was no exception, as it is geographically located close to such a metropolis as Kyiv, and the region also has a significant number of tourist resources.

In the Cherkasy region, there are objects of the nature reserve fund, for example, the Kaniv reserve and the Sofivka arboretum, which attract tourists not only from all over Ukraine, but also foreign guests, the Cherkasy zoo, six parks, which garden and park art monuments in such cities as Korsun-Shevchenkivskiyi, Kamianka, Talne, etc. A feature of the above-mentioned tourist resources is the combination of natural objects with historical and archaeological monuments.

The region has rich hydrological recreational resources. The most important and largest water artery of both Cherkasy and Ukraine in general is the Dnipro River with its tributaries: the Vilshanka, the Ros, the Tyasmin. There are also rivers belonging to the Southern Bug basin: the Hirs'kyi (Mountain) Tikich and the Hnylyi (Rotten) Tikich. It should be noted that hydrological recreational resources play a major role in the development of tourism in the Cherkasy region; however, recently environmental problems related to the irrational use of water resources are increasingly occurring. So, for several years in a row, the so-called "greening with algae" takes place in the Dnipro, mainly in July, when the water warms up. Scientists from the Institute of Hydrobiology of the National Academy of Sciences of Ukraine, led by O. Bilous, expressed the hypothesis that "human activity disrupts the balance of the ecosystem, as a result of which algae, which emit toxins and take away oxygen from other living organisms, multiply uncontrollably" [9]. The green algae of the Dnipro can have a negative impact not only on the entire ecosystem, but also on the development of tourism in the region. Some scientists believe that the state of the Dnipro ecosystem is negatively affected by phosphates contained in detergents. Also, one of the factors of negative impact on the ecology is recreationists who leave the garbage behind, the garbage with a long period of decomposition in particular.

In addition to a large number of rivers in the Cherkasy region, there are also lakes, ponds and reservoirs.

Note that Cherkasy region is a region associated with the life and work of famous figures of literature and culture: T. Shevchenko, I. Nechui-Levytskyi, H. Skovoroda, M. Strytskyi, O. Pushkin, P. Tchaikovsky, etc.

There are currently 25 museums operating in the Cherkasy Oblast, including such well-known historical and cul-

tural reserves as the "Chyhyryn" National Reserve, associated with the life of Hetman Bohdan Khmelnytskyi, the Shevchenkiv National Reserve in the city of Kanev, where the burial place of Taras Shevchenko is located, as well as the historical and cultural reserve in Korsun-Shevchenkivskiyi, which consists of the museum of the history of the Korsun-Shevchenkov battle, the Literary and Memorial Museum of I. Nechui-Levytskyi and a landscape park, the historical and cultural reserve in Kamianka, connected with the life and work of O. Pushkin and P. Tchaikovsky, the historical and cultural reserve "Taras Shevchenko Motherland", which covers the village of Moryntsi, the village of Shevchenkove and the village of Budyshche. All historical and cultural reserves are quite far from the city of Cherkasy and are located in a picturesque area rich in natural recreational resources, which leads to the active development of tourism there.

Thus, the favorable climate, the presence of natural recreational resources in combination with the preserved cultural heritage in some places significantly contribute to the tourist attraction of Cherkasy. Cherkasy regional ecosystems, which are especially valuable for the preservation of biological diversity, such as river coasts, small islands, as well as forest areas and freshwater ecosystems are increasingly used for tourism. Today, there are many opportunities for beneficial interaction between the tourism industry and the preservation and further development of natural areas, cultural landscapes, cultural and architectural monuments. It is important to observe the careful handling of cultural assets that have historical, artistic or other cultural significance. However, the collision of the globalized tourism industry with the desire to maximize profit increasingly leads to complex undesirable events that, from the point of view of cultural construction, affect, for example, the loss of authenticity or lead to environmental problems.

As it has been already stated, eco-tourism must take into account the needs of visitors and the local population, the interests of the tourism industry and environmental protection, and its current and future consequences must be comprehensively taken into account.

As for the means of accommodation, rural green estates and small houses that can be rented predominate in the rural areas of the Cherkasy region, they are used mainly in the summer. It should be noted that tourism in rural areas does not always have a positive effect on the environment, often local infrastructures are not adapted to the needs of tourism, for example, transport systems, waste disposal, energy supply, etc. In our opinion, more energy efficiency, less water use and better waste management can contribute to solving the problems and tourism can continue to develop and grow. There are also many natural areas and green spaces in Cherkasy region, but as a result of the penetration of tourism into the ecosystem, some plant species may be under threat, for example, in the spring, when the folded snowdrop begins to bloom in Kholodny Yar, hundreds of tourists go there to look at the flowers, but with the aim of preservation of rare primroses from extinction, it is advisable to establish patrols.

The basis of tourist activity should be the protection of natural territories, preservation and further development of regional tourist resources, preservation of local authenticity through historical, artistic or other cultural significance. It is important that economic benefits from tourism can be reinvested at the local level to support the quality of life of the local population. The concept of sustainable development of tourism should be aimed at promoting the development of settlements and at the same time protecting natural resources. One of the means of preserving the environment can be the selection of quiet zones according to ecological aspects, in which tourist developments should be avoided, and pristine natural areas and landscapes preserved.

It should be noted that within the scope of environmental legislation, mandatory protection is guaranteed only in the main zones of national parks, nature reserves, etc. Thus, the tools of nature protection should be suitable for the sustainable development of tourism and the successful development of culture.

The interaction between tourism and the environment should be based on the following principles, which will allow the development of the tourism industry to be reconciled with the preservation of the diversity of nature and habitat, as well as animal and plant species:

- preservation of architectural and cultural landscape heritage;
- development and implementation of the concept of tourism and nature protection;
- defining the boundaries for the development of tourist infrastructure and territories used for tourism;
- application of tourism impact assessments on the environment;
- measures to extend the season or development of year-round offers;
- the usage of solar and wind energy.
- activation of cooperation with regional tourism associations.

In accordance with the wide range of interests and concerns in the field of tourism, activities are carried out by various institutions at a wide variety of levels. Various conservation organizations are working at the international and national levels to make tourism more environmentally friendly. At the same time, the sustainability of greening is a difficult problem in tourism, because tourists want to feel comfortable and convenient, and this often contradicts the solution of environmental problems.

If ecological problems, which are not easy to solve, will not be solved, then the ecosystem of not only a separate region, but the entire state will be under threat. If greening of the territories is carried out, it will pay off economically, as recreation areas become more attractive. Environ-

mentally negative impacts of tourism can be reduced and avoided in the long term through better coordination and preventive planning, environmentally friendly transport concepts, use of environmentally compatible supply and disposal technologies, and careful management of tourism organizations activities. Tourism should ensure the preservation of nature, landscape and culture. It aims to contribute to the preservation of biological diversity and sustainable development of tourist countries by taking into account the requirements of nature, landscape and environmental protection, as well as preserving the cultural identity and interests of the local population.

Conclusions. The goal of sustainable development of tourism at the global level can only be achieved with the cooperation of all involved, especially the private sector. An eco-friendly tourism community benefits from eco-friendly hospitality facilities, and regional procurement brings environmental benefits, for example through the use of transport routes, but also strengthens regional agriculture and trade. This improves the ecological profile of the respective resort region. One of the important tasks of the hospitality industry should be to explore the use of these opportunities in the future.

But there is also a positive impact of tourism on the environment and cultural values, as the needs of tourism, for example, preserve cultural landscapes or finance the protection of territories. It also creates additional or alternative income for the local population. Thus, tourism can also contribute to the preservation of biological diversity worldwide.

At the same time, in developing countries, the use of public funds to support the tourism industry distorts development priorities. These are resources that cannot currently be invested in human development, for example, in health care or education.

An important vector of the tourism industry ecologization is the direct work of travel agency employees with tourists. Already at the stage of booking a trip, explanatory work can be carried out. It can be a conversation with a tourist, and an offer to read certain literary or Internet sources about the country of travel, distribution of pre-prepared advertising booklets, etc. In the process of developing materials for excursions, advertising, informational materials, texts for use in excursion activities, along with advertising material, it is advisable to provide information about the importance of environmental protection, about the cultural, ethnic and religious features of the country that is the purpose of the trip.

It should be noted that the problems of sustainable greening of tourist infrastructure in Cherkasy remain extremely important for further research.

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СУЧАСНІ ТЕНДЕНЦІЇ СТАЛОЇ ЕКОЛОГІЗАЦІЇ ІНДУСТРІЇ ТУРИЗМУ У ЧЕРКАСЬКІЙ ОБЛАСТІ

У статті наведено аналіз сучасних тенденцій сталої екологізації індустрії туризму в Черкаській області. Туризм є не лише одним із факторів економічного зростання та розвитку рекреаційних територій, але також важливим чинником екологічних проблем у зв'язку з нераціональним природокористуванням, негативним впливом на навколишнє середовище, що зумовлює актуальність екологізації туристичної індустрії на сучасному етапі розвитку галузі туризму. Актуальність дослідження пояснюється недостатнім висвітленням у науковій літературі питання екологізації індустрії туризму Черкащини. Усі історико-культурні заповідники Черкащини доволі віддалені від м. Черкаси і знаходяться в мальовничій місцевості, бага-

тій на природні рекреаційні ресурси, що зумовлює там активний розвиток туризму, проте це не завжди позитивно впливає на навколишнє середовище. Дослідження розкриває перспективи зменшення та уникнення негативних для довкілля наслідків туризму в довгостроковій перспективі за допомогою кращої координації та превентивного планування, екологічно чистих транспортних концепцій, використання екологічно сумісних технологій постачання та утилізації та ретельного управління діяльністю туристичних організацій. У статті доведено, що на сьогодні в Україні доволі гостро стоїть проблема визначення потреб для сталого розвитку різних видів туризму залежно від наявності природних, антропогенних та природно-антропогенних туристичних ресурсів у різних регіонах країни, і на Черкащині зокрема, а також збереження цих ресурсів, оскільки вплив туризму на навколишнє середовище має глобальний характер і нераціональне використання ресурсів може призвести до незворотних наслідків. Доцільно будувати стратегію розвитку екологічного туризму за допомогою відповідних органів управління природоохоронними територіями і державного управління з туризму та за підтримки національних і регіональних адміністрацій. Концепція сталого розвитку туризму має бути спрямована на сприяння розвитку поселень та водночас захист природних ресурсів. Одним із засобів збереження довкілля може бути виділення тихих зон відповідно до екологічних аспектів, в яких варто уникати туристичних забудов, а також зберігати незаймані природні території та ландшафти.

Ключові слова: *екотуризм, екологізація, рекреаційні ресурси, навколишнє середовище, екотуристи, агротуризм.*

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