

ФАКТОРИ ВПЛИВУ ГЛОБАЛЬНИХ ТРАНСФОРМАЦІЙ НА МІЖНАРОДНИЙ БІЗНЕС

PhD in Economics Krasnikova N., Demchenko A.

Oles Honchar Dnipro National University (Ukraine)

DIMENSIONS OF SUSTAINABILITY OF MODERN INTERNATIONAL TOURISM

The COVID-19 pandemic has had a profound impact on the global tourism industry, affecting millions of people and causing economic and social disruption around the world. The spread of the virus and the subsequent travel restrictions, lockdowns, and border closures have resulted in a sharp decline in the number of international tourists.

According to the World Tourism Organization (UNWTO), international tourist arrivals fell by 73% in 2020 compared to the previous year. This represented the largest drop in tourism in modern history, with a loss of over 1 billion international tourist arrivals and a decline in tourism receipts of over \$1 trillion [1].

Despite the challenges posed by the pandemic, some scientists and experts believe that the tourism industry will eventually recover, albeit in a different form. For example, some predict that the pandemic will lead to a shift towards more sustainable and responsible tourism practices, with more focus on local communities and environmental protection [2].

The direct contribution of travel and tourism to a country's Gross Domestic Product (GDP) is a key measure of the economic impact of this industry. This contribution includes the spending by tourists, as well as the expenditure of businesses and organizations involved in the travel and tourism sector. The direct contribution of travel and tourism to GDP is an important indicator of the economic importance of this industry and provides valuable insights into the economic impact of tourism on a country's economy.

According to the World Travel & Tourism Council (WTTC), the travel and tourism industry is one of the largest industries in the world, accounting for 10% of global GDP and supporting one in 10 jobs globally. In many countries, travel and tourism is a major contributor to the national economy, providing significant economic benefits in terms of job creation, tax revenue, and foreign exchange earnings [3].

However, it is important to note that the direct contribution of travel and tourism to GDP does not provide a complete picture of the economic impact of this industry. There are also indirect and induced effects of travel and tourism, such as the multiplier effect of tourist spending on the wider economy, which are not captured by the direct contribution to GDP.

There are several indicators and ratings of tourism sustainability that are used around the world to measure and assess the sustainability of the tourism industry. These indicators and ratings serve as tools for policymakers, industry stakeholders, and consumers to evaluate the impact of tourism on the environment, society, and economy, and to promote sustainable tourism practices.

Sustainable Tourism Destination Index (STDI) – The STDI is a comprehensive tool for measuring the sustainability of tourism destinations. It covers a wide range of sustainability indicators, including environmental, social, and economic dimensions [4].

Global Sustainable Tourism Review (GSTR) – The GSTR is a comprehensive tool for evaluating the sustainability of tourism destinations. It covers a wide range of sustainability indicators, including economic, environmental, and social dimensions, and provides a comprehensive review of the sustainability of tourism destinations [5].

Green Globe Certification – Green Globe is a leading global sustainability certification program for the travel and tourism industry. The certification evaluates a range of sustainability indicators, including environmental management, energy and water conservation, waste management, and community engagement [6].

Rainforest Alliance Verified – The Rainforest Alliance Verified program evaluates the sustainability of tourism businesses and destinations. It covers a range of sustainability indicators, including environmental management, community engagement, and social responsibility [7].

TripAdvisor GreenLeaders – TripAdvisor GreenLeaders is a rating program that recognizes hotels and accommodations for their sustainability efforts. It covers a

range of sustainability indicators, including energy and water conservation, waste management, and community engagement.

Blue Flag – The Blue Flag is a leading international eco-label for beaches and marinas. It covers a range of sustainability indicators, including water quality, environmental management, and sustainable development.

Eco-Tourism International Label (ETI) – The ETI is a leading international eco-label for the tourism industry. It evaluates the sustainability of tourism businesses and destinations based on a range of sustainability indicators, including environmental management, community engagement, and social responsibility.

In conclusion, there are several indicators and ratings of tourism sustainability used around the world to measure and assess the sustainability of the tourism industry. These tools provide valuable information for policymakers, industry stakeholders, and consumers to promote sustainable tourism practices and to minimize the negative impacts of tourism on the environment, society, and economy.

References:

1. World Tourism Barometer (2020). UNWTO. Volume 18. Issue 7. 36p. URL: <https://www.e-unwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.7> (дата звернення: 25.02.2023).
2. Krupskiy O. P., Krasnikova N. A., Redko V. Y. (2019). Rural Tourism as an Element of Sustainable Diversification of Economic Opportunities of the Region. Determinants of Innovation and Investment Development of Multi-Branch Entrepreneurship, Tourism and Hospitality Industry: Collective monograph. / V. Yatsenko, S. Pasiaka, O. Yatsenko and others: [Ed. by Doctor of Economic Sciences, Prof. Yatsenko V.M.]. Nuremberg: Verlag SWG imex GmbH, Germany. 431 p. URL: <https://philpapers.org/archive/KRURTA.pdf> (дата звернення: 27.02.2023).
3. Economic Impact Reports. (2022). WTTC. URL: <https://wttc.org/research/economic-impact> (дата звернення: 28.02.2023)
4. Tourism Sustainable Destination Index. (2023). URL: <https://www.tourism-sdi.org/about-us/> (дата звернення: 28.02.2023)
5. About the Global Sustainable Tourism Council (GSTC). (2023). Global Sustainable Tourism Review. URL: <https://www.gstccouncil.org/about/> (дата звернення: 25.02.2023)
6. Green Globe. Certification. (2023). URL: <https://www.greenglobe.com/criteria-indicators> (дата звернення: 27.02.2023)
7. Rainforest Alliance. 2023. URL: <https://www.rainforest-alliance.org/> (дата звернення: 28.02.2023)