

СЕКЦІЯ V. МЕНЕДЖМЕНТ, ПУБЛІЧНЕ УПРАВЛІННЯ ТА АДМІНІСТРУВАННЯ

RELEVANT TASKS OF UKRAINIAN TOURISM MANAGEMENT IN THE CONTEXT OF GROWING ENVIRONMENTAL THREATS

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The interaction between man and nature is multifaceted and mutual. With a respectful and responsible attitude towards nature, she pays us the same, generously gifting people with all the benefits she can give. Sometimes we treat nature as an inexhaustible source of various resources, as well as our moods, inspiration, etc., and we do not always care about its preservation and reproduction. The consumer attitude to nature sometimes turns into disasters.

There are certain types of social activity that depend relatively little on the state of the environment, and there are such of them for which it can be the most important factor in development. The multi-vector phenomenon of modern world tourism belongs precisely to those dependent on a clear and multifaceted interaction with the natural environment. These issues have been discussed earlier [1].

A modern manufacturer of the tourist products, a tour operator, is an "open" system. Its development directly depends on the external environment with which it constantly interacts. And this environment is rapidly changing, because of its multicomponent nature. Therefore managers of tourist firms should not consider external factors in isolation, but take into account their interdependence and changes, as well as the possibilities of influencing them.

The well-known guru of management and marketing Philip Kotler believes [2] that the external environment consists of six main factors: demographic, economic, natural, scientific and technical, political and factors of the cultural environment. Consideration and interacting with all components of the external environment is important for the business activity of a tourist company, but not all of them have an equally active influence on the tourist industry. Not every group of factors directly benefits individual countries, regions or destinations. Much has already been said about the impact of the economy on tourism throughout the world and in individual countries. But some other factors of the external environment are important too.

Even in the conditions of war with a fierce greedy vile misanthropic enemy, the Russian Federation, one should think about the restoration of our incredible country. including cities, villages, industry, agriculture, transport and the multifaceted sphere of services.

Existent tourism is not only a typical, but also a particularly important representative of Ukrainian service. It has suffered significant losses from the Covid-19 pandemic, but also

the full-scale aggression of the eastern neighbours with the insidious support of the northern ones destroys a significant number of cultural and natural objects, which aroused great interest of Ukrainian and foreign travellers. The post-war tourist managers will have a rather difficult task to choose among the surviving tourist objects which are safe and are interesting to be visited at the same time.

Meanwhile such a position is somewhat passive, and life requires active actions. Perhaps the conditions and scope of the real impact on tourist resources should be determined (in those cases where it is possible). It is unlikely that the tourist companies of Ukraine will be able to restore damaged monuments of antiquity or unique objects of the new age, destroyed by invaders. Someone will be able to help financially by donating for the reconstruction and restoration of our heritage. But there is another no less important way to overcome destruction and maintain tourist attractive places in proper condition.

Every modern tourist aspires to get such a tourist product that meets the purpose of his trip, the cost of the tour and has the appropriate quality. And this concept is ambiguous in view of ten indicators [3] that should be taken into consideration by tourist management that wants to create and sell its tourist product. These indicators include among others the safety of the tourist trip and its environmental friendliness.

Indicators of all established quality groups of the tourist service are provided by the personnel of various companies which combine their efforts in the final product, at the following stages of its life cycle: marketing research, development of a new tourist service, technological preparation of production, service production, control, promotion and market sales, customers' service.

Safety indicators describe the degree of safe conditions when receiving a tourist service. These indicators can be evaluated on the following scale: high scale security, medium security and the region of the increased risk zone. Usually tourism within the country provides higher security compared with trips to countries with a problematic situation, significant cultural and religious differences.

Ecological indicators characterize the state of the environment in the regions where tourist trips are made. The state of ecology is given increasing importance by modern society. Tourist flows to ecologically clean regions have stable positive dynamics and public support.

It is known [4] that the majority of tourists of our time are residents of cities, mostly large ones. It is clear that they especially appreciate not only the safety of their travels, but also communication with nature. Wild or civilized, but pure, unspoiled by human everyday activity, beautiful in all its manifestations. This is usually not enough in cities, so tourists like to spend a significant part of their trips (if not at specific tourist sites) then outdoors. They visit places of interest of natural origin contacting such interesting objects for a long time, exerting appropriate "pressure" on them.

It is advisable for tourist managers to turn their attention to the environment, to ecology and its impact on the tourist industry. It is no secret that for a long time there has been a problem of interaction between tourists (especially when it means the tourist flows) and the environment. People do not always treat nature with care. Tourists often perceive it as something permanent and subject to their needs and interests. Such a position must be changed with the help of explanations and training of travellers about the rules of respectful handling the environment, which we must pass on to our descendants in full and beauty, and without losing rare representatives of flora and fauna, which tourists can even unintentionally harm with their presence.

It should also be remembered about the negative technogenic impact on the environment. Ukraine has the experience of the terrible accident at the Chernobyl nuclear

power plant, but painstaking work to gradually reduce its harmful impact on nature, including people, has led to an increase in the interest of the tourist community in visiting the exclusion zone and conducting tours around the territory of the Chernobyl nuclear power plant. We can hope that the short-term stay of the Russian army at this facility did not cause significant problems for our society and future extreme tourists. It is difficult to predict what the security situation will be at the Zaporizhzhya nuclear power plant after its release.

A terrible environmental problem was added due to the aggressors undermining the Kakhovskaya HPP dam in June 2023. The largest artificial reservoir of Ukraine disappeared, and in its place a swamp was formed, which dried up and quite abundant vegetation appeared on its surface. At the same time, a large number of historical and archaeological objects, which require specialist study, appeared on the muddy bottom of the artificial lake.

Tourism managers in anticipation of the increased interest of domestic and foreign tourists in new locations should include in their updated list not only Bucha, Irpin, Izyum, Mariupol, Kharkiv (this list unfortunately can be very long), but also places which demonstrate both the environmental crimes of the occupiers and our work to restore and preserve the environment.

Ukrainian cities and villages, National parks, nature reserves, zoos, open fields and dense forests, mountains and reservoirs are waiting for the constructive help of society, including the employees of the tourism industry. After all, even a small number of travellers who visit the listed locations will contribute to their restoration and further popularization.

The presence of a cognitive-emotional-valueable approach of tourist managers to the environment will allow them to interact better with clients regarding the use of natural objects in the creation of modern interesting tourist products.

Rather dynamic development of the entire field of tourism in the modern life conditions of human society acutely poses a number of new problems. The innovative solution of them will allow domestic tourism to ensure economic growth and tourist enterprises to become competitive on the world market. The problems of the interaction of tourism with the environment are complex and require a balanced approach. The search for optimal ways to solve them should be returned to in both scientific and practical aspects.

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