

## The Concept of Sustainable Development of Tourism as Part of the Transport Industry

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**Abstract:** This article discusses the role and importance of the transport industry in the development of tourism, and analyses the structure of costs in tourism for the transportation of goods and passengers to and from the destination. In the international arena, logistics activities have become complex. Problems such as tourism, the choice of modes of transport, types of railway service, the design of adequate communication and information systems required new methods and skills in logistics management.

**Keywords:** Transport industry, tourism, tourist flow, destination, logistic activities, railway service, logistic management.

Tourism is such a sector of the market economy, where various services are provided to the client for money. From which it follows that tourism belongs to the service sector, which is one of the most promising and rapidly developing sectors of the economy. It covers a wide field of activity: from trade and transport to financing and intermediation of various kinds. Hotels and restaurants, laundries and hairdressers, educational and sports institutions, travel agencies, radio and television stations, consulting firms, medical institutions, museums, cinemas and theaters are in the service sector. Almost all organizations provide services to one degree or another. With such a range of services provided, it is impossible not to talk about the concept of sustainable development of the tourism industry.

The documents approved by the relevant bodies of each of the parties at the international level defined sustainable development as the socio-ecological and economic development of the modern generation, which does not threaten the future activities of their generations.

The conceptual approach to defining sustainable tourism can be expressed simply and defined as: "Tourism that takes full account of all its current and future economic, social and environmental impacts, taking into account the needs of tourists, industry, society, the environment and business owners."

The guidelines for sustainable tourism development and management practices are applicable to all types of tourism in all directions, including in mass tourism, and in various niche segments of tourism activities. The principles of sustainability refer to the environmental, economic and socio-cultural dimensions of tourism development, and appropriate weights must be set between these three dimensions to ensure its long-term sustainability.

Thus, sustainable tourism should:

- 1) ensure the optimal use of natural resources, which are a key element in the development of tourism, the conservation of basic ecological processes and assistance in the conservation of natural heritage and biodiversity;
- 2) respect the socio-cultural authenticity of the host communities, preserve their order and living cultural heritage and traditional values, and promote intercultural understanding and tolerance;
- 3) provide viable, long-term economic performance, providing equitably distributed socio-economic benefits to all stakeholders, including stable employment and income-generating opportunities, and social services for local residents, and contribute to poverty alleviation.

Sustainable tourism development requires the informed participation of all stakeholders as well as strong political leadership to ensure broad participation and consensus building. Achieving sustainable tourism is an ongoing process and requires constant monitoring of impacts, introducing necessary preventive and/or corrective measures when necessary.

Sustainable tourism must also maintain a high level of tourist satisfaction and provide meaningful experiences for tourists, raise their awareness of sustainable development issues and promote sustainable tourism among them.

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the development of responsible, sustainable and inclusive tourism. As a leading international organization in the field of tourism, it contributes to the development of tourism. UNWTO acts as a driver of economic growth, inclusive development and environmental sustainability of tourism actors and offers leadership and support to the sector in advancing knowledge and tourism policies around the world. The World Tourism Organization has reviewed about 100 books and over 250 articles on sustainable tourism.

Despite these persistent research efforts and an independent approach, contrary to the accepted one, the merits and usefulness of such analyses are not yet fully clear, and their results remain underused. Nevertheless, the WTO OMT defines the concept of sustainable tourism development as follows: "Sustainable tourism development meets the current needs of tourists and host regions, protecting and enhancing their opportunities for the long term. It is expected that such interaction will achieve a balance in the management of all resources in such a way that economic, social and aesthetic needs can be met while maintaining cultural integrity, important ecological processes, biological diversity and life support systems.

At the heart of all the considered concepts is a thrifty environmental attitude, the preservation of cultural sites, social responsibility and economic prosperity of the territory.

In general, it is necessary to strive to make any type of tourism more sustainable. The norms and practices of tourism sustainable development management need to be applied to all types of tourism. Now, at its core, most types of tourism do not meet the criteria for sustainable development; it is necessary to try to make them such, to switch to new principles of tourism development.

The undeniable popularity of most tourist centers is brought by the cleanliness and environmental friendliness of the environment and the originality of the local culture. Therefore, we can formulate a conclusion and argue that if the basic principles of sustainable development are observed, tour operators and travel agencies can count on success in the development of tourism.

Consider these principles:

- a) environmental sustainability ensures the joint development and maintenance of basic ecological processes, biological diversity and biological resources
- b) cultural and social sustainability makes it possible to ensure a basic situation in which development is combined with the preservation of cultural traditions and values, as well as the indigenous identity of local residents;
- c) economic sustainability provides sustainable trends in the development of the industry, and such a situation in which the selected method of resource management makes it possible to use them in the long term.

Recognition of the principles of sustainable development in the tourism industry means the following:

1. In accordance with the principle of environmental sustainability:
  - a) the introduction of resource-saving technologies, the greening of the economic, financial and production activities of enterprises in the tourism industry;
  - b) creation of conditions for the redistribution of flows of vacationing citizens (tourists) over recreational areas, taking into account possibly justified recreational loads and the stability of natural complexes to anthropogenic (anthropogenic, anthropogenic - due to human activity) impact;
  - c) organization of a system of eco-sociological education and upbringing of the mass strata of the population in order to develop a culture of nature management, conservation and restoration of unique natural resources and complexes.
2. In accordance with the principle of cultural and social sustainability:
  - a) the sustainable development of tourism implies taking care of the population in recreational areas and tourist centers and maintaining a sustainable social and cultural environment in the destination (the destination is a popular object in terms of tourism). It is necessary to increase the attractiveness of employment in the tourism industry by optimizing working conditions, increasing spatial opportunities for career growth, providing opportunities for vocational training and advanced training;
  - b) tourism services should be provided and accessible to all groups of citizens, including low-paid groups and socially vulnerable groups of the population. Social tourism services help to reduce the seasonality of demand and maintain stable year-round employment. When designing and erecting accommodation facilities, entertainment enterprises, food industry, transport infrastructure, wherever possible, it is necessary to take into account the needs of people with disabilities and their physiological characteristics.
3. In accordance with the principle of economic efficiency:
  - a) the development of a sustainable tourism industry means a qualitative increase in the efficiency of using tourism resources through the introduction of innovative resource-saving technologies and materials, cost reduction by reducing energy and water consumption and the amount of waste;
  - b) improving the quality and financial sustainability of the tourism product. The use of updated clean technologies, confirmed by environmental passports, in the implementation of tourism

activities can become a significant artifact in the competition in the international market for tourism services;

- c) management of tourist flows in order to reduce pronounced seasonality, extend the tourist holiday season, distribute tourist flows more efficiently, both in time and space, is undoubtedly beneficial not only from an economic, but also from an environmental point of view;
- d) creation and implementation of various activities to optimize the procedure for certification and labelling of tourism services and products. The development of a certification system for tourism enterprises that apply the principles of sustainable development expands competitive advantages in the international market.

Thus, the development of sustainable trends in the tourism industry ensures the unity of tourists and tourism industry workers with environmentalists, as well as local people interested in improving living standards.

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