

UDC 338.48+502/504

**THE INFLUENCE OF GLOBAL PROBLEMS ON ECOTOURISM DEVELOPMENT****Zyma O.G., PhD in Econ.Sc.  
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Now in the world there is a tendency in which ecotourism, compared to mass tourism, characterized by the most powerful and dynamic development. One of the main reasons for this dynamic is that environmental problems have become global in nature, although they appear to different degrees in different parts of the world. Changes in the ecological condition are unpredictable, not only for human health implications but also for economic losses. Relevance of the article appeared due to changes in current ecological awareness of tourists. The authors of the research identified current trends in ecotourism in the world. In this article the contribution of eco-tourism in the economy of the world and Ukraine was evaluated. The basic global issues that directly affect the implementation of ecotourism were analyzed. Besides, the characteristics of these problem were given. The research identified and analyzed the dynamic changes in travel costs after exposure to global problems. The migration in the world was described, and given the impact that unauthorized migration has on the development of ecological tourism. Also in the article the authors study an analysis of climate change and changes that have occurred in various tourist destinations. In addition, the main ways, which can begin active ecotourism development and, in turn, will help to reduce the impact of global issues, were depicted.

**Keywords:** ecotourism, global risk, sustainable development, migration, climate change, tourists' arrivals, tourists spending

УДК 338.48+502/504

**ВПЛИВ ГЛОБАЛЬНИХ ПРОБЛЕМ НА РОЗВИТОК ЕКОЛОГІЧНОГО ТУРИЗМУ****Зима О., к.е.н.  
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Зараз в світі існує тенденція, при якій екологічний туризм, у порівнянні з масовим туризмом, характеризується найбільш потужним та динамічним розвитком. Одна з основних причин такої динаміки полягає в тому, що екологічні проблеми набули глобального характеру, хоча і проявляються вони різною мірою у різних частинах світу. Зміни в екологічному стані несуть непередбачувані не тільки для здоров'я людини наслідки, але і економічні збитки. Актуальність статті обумовлена сучасними змінами екологічної

свідомості туристів. Авторами дослідження були визначені сучасні тенденції розвитку екологічного туризму в світі. В статті була проведена оцінка вкладу екологічного туризму в економіку світу та України. Проаналізовано основні глобальні проблеми, які прямим чином впливають на впровадження екологічного туризму, а також надано характеристику цим проблемам. Більш того, було визначено, що має місце взаємопов'язаний процес: глобальні проблеми не дають змогу активно розвивати екологічний туризм, який в свою чергу зміг би зменшити вплив цих проблем, не зменшуючи туристичні потоки. В дослідженні було визначено та проаналізовано динаміку змін туристичних витрат після впливу глобальних проблем. Охарактеризований процес міграції в світі, а також наведений вплив, який несанкціонована міграція має на розвиток екологічного туризму. Також в статті авторами дослідження був зроблений аналіз змін клімату та зміни, які сталися в різних туристичних дестинаціях. Окрім цього, було визначено основні шляхи, за допомогою яких, можливо почати активний розвиток екологічного туризму, який, в свою чергу, дасть змогу зменшити вплив глобальних проблем.

**Ключові слова:** екологічний туризм, глобальні ризики, сталий розвиток, міграція, зміна клімату, туристичні прибуття, витрати туристів

**Actuality of issue.** Nowadays we can observe the rapid increase in the tourists' awareness because of the importance of careful attitude to our nature. Many scientists believe that global problems have materialized in the form of risks that are diverse in nature. For example, we observe the processes when stable society becomes fragmented, resulting in deterioration of the global economy. However, according to a study of the Government Office for Science, London [1] in addition to climate change, there is a problem of migration. Scientists note that the current state of natural resource usage and the amount of manufactures will lead to profound changes in human environment worldwide over the next 50 years.

In particular, the uneven socio-economic development, according to scientists M. Kizim, O. Bobkov and O. Rayevneva [3, p. 11], is one of the most urgent development directions of economic policy for the most countries. Their opinion is confirmed by a study of the World Economic Forum [4] which outlined the most significant risks by 2020, which include environmental issues and socio-economic development of the population. Thus, as the Ukrainian and foreign experience showed, it is necessary to develop ecological tourism more effectively to minimize negative effects and to maximize potential benefits in terms of environmental protection and

socio-economic development. An important condition for this is a detailed planning and professional ecotourism development, management and monitoring of ecotourism activities.

**Analysis of the previous researches.** Various aspects of the ecological tourism development were studied by such scientists as M. Nicholls, S. Gossling, A. Challinor, J. Hansen, G. Miller, A. Kosolapov, M. Birzhakov, A. Beidik, G. Guzhin, M. Belikov, E. Ledovskih, V. Klimenok, V. Emelyanov, M. Maya, L. Slepokurov, A. Dmitruk, V. Sergeev, V. Stepanitsky, J. Olejnik, O. Lyubitseva, K. Staschuk etc. Unfortunately, the problems of the impact of climate change, migration etc. on tourism market aren't investigated profoundly yet. By the way, the problematic issue is to find the balance between developing social, economic and ecological parts of modern life.

**The purpose of this article** is to review the issues of ecotourism development in order to solve modern problems in tourism market. The ultimate goal is to clear up all the aspects of global problems influence, to analyze the experience and to find out the best way to solve these problems.

**Statement of the main research.** Now in the world there is a tendency in which ecotourism, compared to mass tourism, is characterized as the most dynamic developed type of tourism. One of the main reasons for this dynamic is that environmental problems have become global, although they appear to different degrees in different parts of the world.

The General Secretary of the World Tourism Organization F. Franhialli says, that ecotourism is not a secondary activity and should not be positioned as a temporary fad or promoted just the secondary market or niche. Ecotourism is one of the trump cards of the future of the tourism industry, which plays an important role in the development of a balanced, responsible and viable tourism industry [5].

According to research which was made by the Association of Travel and Trade, Washington University and consulting firm Xola [12], it was found that in 2012, ecotourists spend approximately 28 billion US dollars. This research was repeated in 2013, and it was found that the growth rate of this sector would increase by 195% within two years [12]. Based on the study, which was conducted under the United Nation Environmental Programme (UNEP) [13], it was found that local enterprises earnings from providing ecotourism services are higher than from providing standard tourism services. Therefore, relying on the foreign countries experience, which succeeded in

ecotourism development. It can be said that the implementation of ecological tourism in Ukraine, can provide the great results in profit increase from tourism sphere. According to recent World Travel & Tourism Council [14] studies from 2005 to 2015, tourism has made about 8% contribution to the total Ukrainian GDP (Fig. 1).

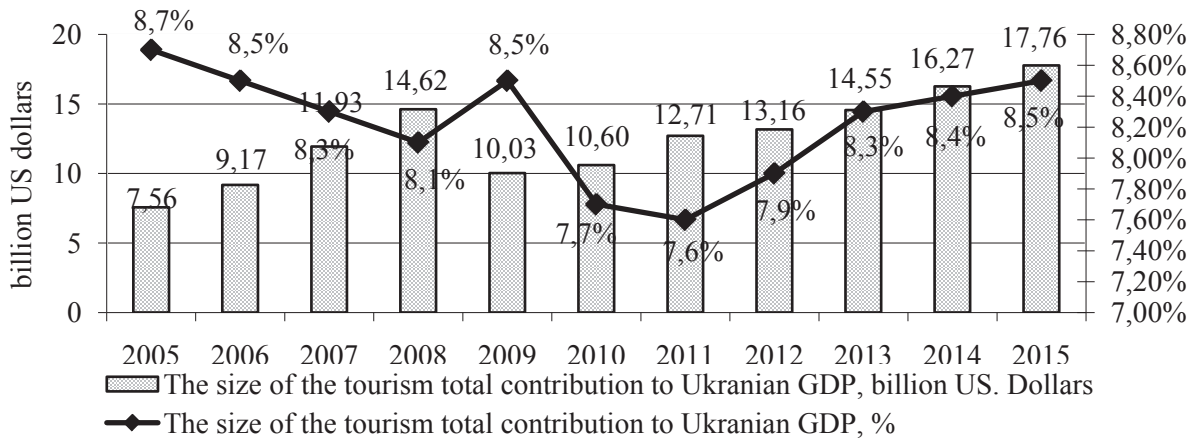


Fig. 1. The tourism contribution to Ukrainian GDP in 2005-2015 years

Constructed by [14]

Note that since 2009 the amount of total contribution into the GDP from tourism has increased from year to year. It is necessary to pay attention to the fact that, despite the positive dynamics of tourism total contribution to GDP in Ukraine, we see that the modern understanding of the importance of implementation alternative types of tourism are still at the stage of inception.

At the present stage of human development the most urgent issue while travelling, is safety. Moreover, scientists V. Ponomarenko, T. Klebanova and N. Chernova [11] pay attention to the fact, that government security monitoring system should be implemented in order to increase not only the competitiveness of tourism companies but also the whole economic level of regions or country.

Unfortunately, progress in the tourism development, which was observed last decade, can be stopped due to the following factors: geopolitical tensions in the Middle East and the eastern part of Ukraine; growing terrorist threat from Islamic State; the risk of pandemics (an example is the outbreak of the Ebola virus); migration inhabited by a number of reasons; climate change and others.

Nevertheless, the ultimate goal of ecotourism is to create a sustainable resource that protects both the people and the nature involved, we can say, that it can provide a great amount of money. Thus, tourism is an excellent vehicle to transfer income from developed countries to developing countries. Ecotourism is especially effective in this transfer since travelers often venture into remote and economically disadvantaged regions. Since tourism is a

relatively barrier-free service export, it can be a more effective means of transferring income from the developed world relative to other forms of foreign investment such as export-processing zones in which profits may be largely repatriated [8]. That's why it is important to develop ecotourism because one of the solutions to the problems, which were described above and which influence on tourism, lay in the ecotourism implementation.

It is clear that the countries which inevitably experiencing political revolutions will have reduction in the number of international tourists. There isn't any country which can protect its tourism sector from the consequences that have developed due to the instability of the political system.

An example is Egypt which has such problems over the last decade. In 2005 in Sharm-el-Sheikh and in 2006 in Dahab, terrorist attacks were organized, through which 23 Egyptians and tourists were killed. This situation caused a loss of 8% of foreign earnings from tourism. In 2011, after the resignation of President Mubarak, the Egyptian tourism market suffered from a decline in annual revenues from tourism of 14 million USD to 9.5 million USD. History repeated itself two years later when the political turbulence that led to the ousting of President Morsi, was the reason for the decline in tourist arrivals of 11.5 million trips in 2012 to 9.5 million trips in 2013 [6]. Another example is Lebanon. According to the The Travel & Tourism Competitiveness Report 2015 [6], during the Lebanese-Israeli war in 2006 and the number of episodes of violence in 2008, the revenues from tourism fell down by 17.3%.

Tourism receipts can decline even more steeply than tourist numbers as the nature of tourist profiles changes-wealthy, security-sensitive segments are replaced by more price-sensitive, risk-taking tourists. For example, following Ukraine's 2008 political crisis, total tourist arrivals did not decline but tourism receipts declined by 20%, implying a decrease in the per-tourist spend [6]. This changes are depicted in Fig. 2, Fig. 3.

After analyzing the changes in average spend per inbound tourist in countries which had different types of political crisis, we can conclude that each of these countries also had economic change. Thus, the average spend per inbound tourist in Thailand fell by 9%. At the same time, the political situations in Ukraine led reduce travel costs by 21%. In Egypt there is a situation where the level of tourist travel costs decreased only by 6%.

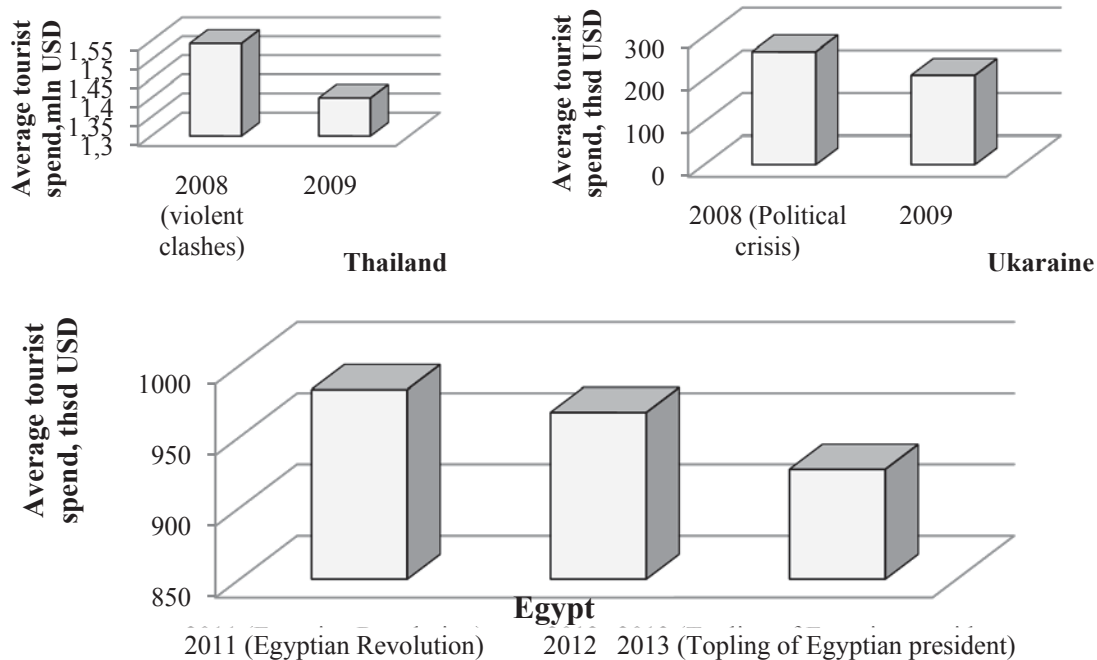


Fig. 2. Change in average spend per inbound tourist, selected countries

Source: [7]

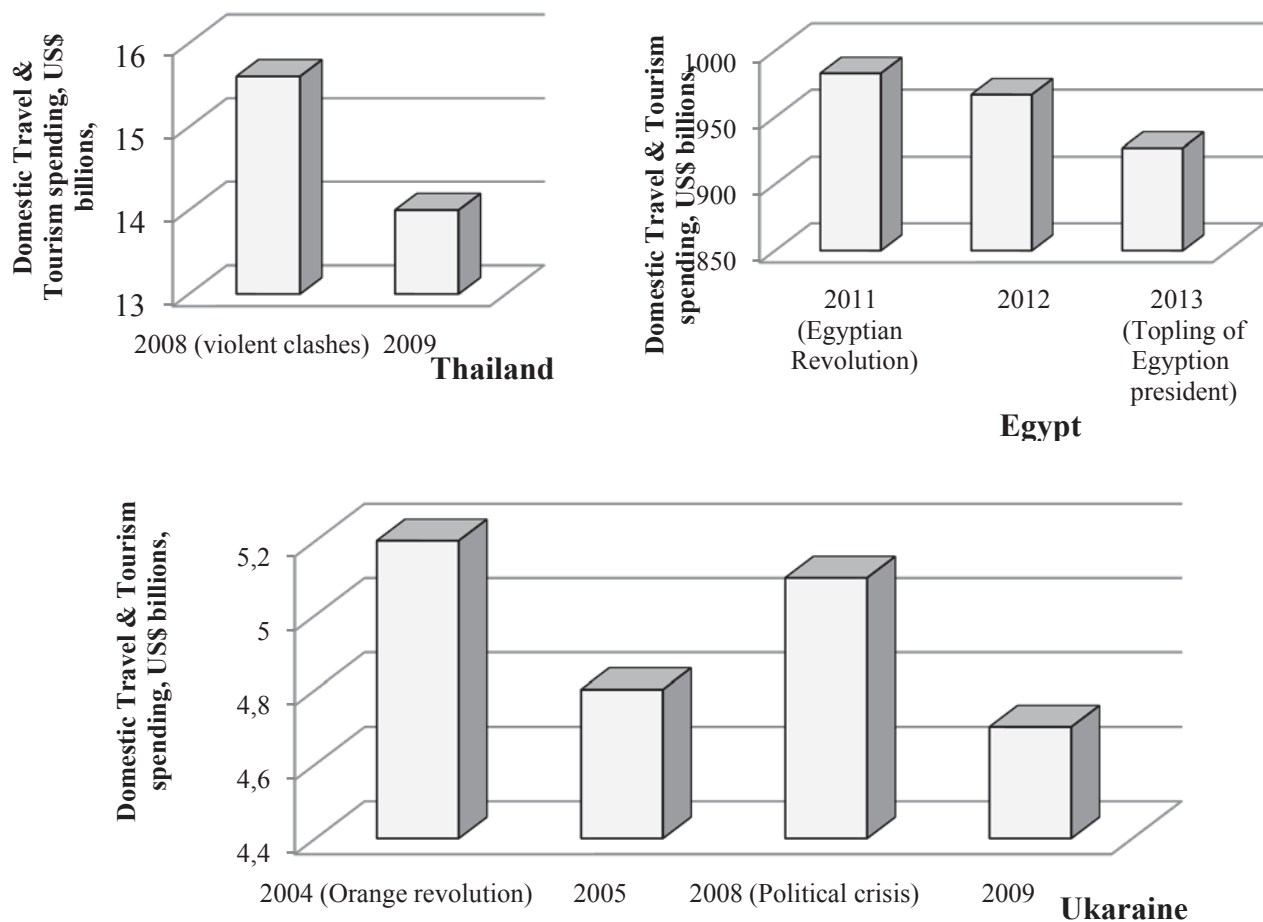


Fig. 3. Change in total domestic Travel & Tourism spending, selected countries

Source: [7]

The second global problem which affects ecotourism development is failure of climate change mitigation and adaptation. Climate change is one of the most serious threats to society, the economy and the environment. Changing climate and weather patterns are already changing travel demand and tourist flows, and this in turn is impacting tourism businesses, host communities and other related sectors such as agriculture, handicrafts and construction [8]. As temperatures rise, the attractiveness of many destinations will fade. Winter sports will become less viable in some locations. Coastal tourism is highly vulnerable to rising sea levels [5]. The changes which can be now observed are presented on the Fig. 4.

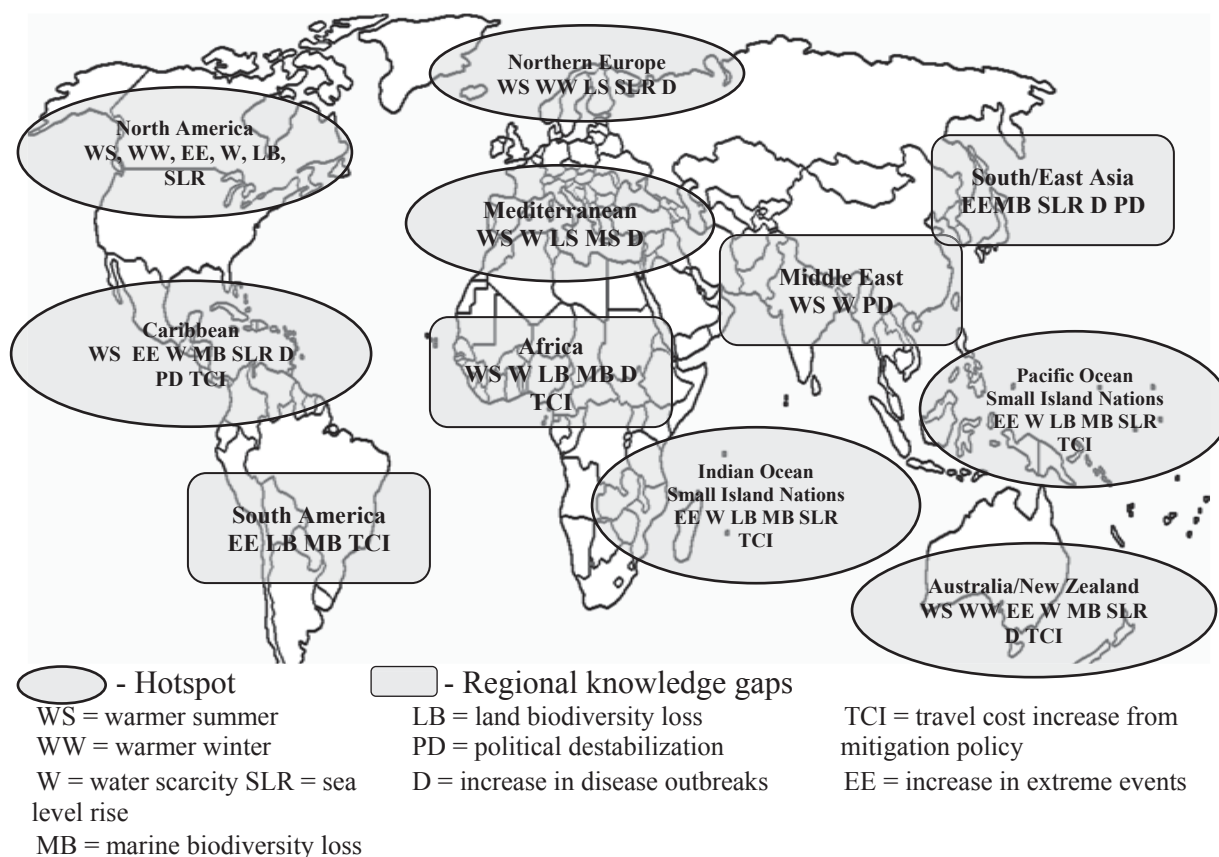


Fig. 4 Tourism «Vulnerability» Hotspots

Source: [8]

Examples can be also found in other regions of our world. In Thailand, there was a decline in tourists' confidence, since December 2008, when international airports began to close and many foreign travel agencies have left the country. This led to a reduction of 3% in foreign tourist arrivals and a decline of 12% of earnings from foreign tourism.

According to The Travel & Tourism Competitiveness Report 2015 [6], there is a vicious circle: the political instability leads to a decrease in demand, private and government investments, tour operators and travel agents reduce their activity as a result of lack of orders or fear of the tourist safety. Because of these factors, it is impossible to implement anything into the tourism sphere. For example, one of the biggest German tourism operators TUI reported a loss of 46.4 million Euro in the first quarter of 2012 mainly due to weak travel demand to North Africa because of an outbreak of Ebola virus.

Environmental responsibility also makes economic sense – increased efficiency means greater profits and reassurance of long-term sustainability for investors. In addition, demand for responsible business is increasing as consumers are more conscious of the environmental implications of travelling [8].

Climate change is a challenge requiring the participation and support of all tourism stakeholders – it is only through effective collaboration that the tourism sector will drive a global response to climate change [8]. The analysis of vulnerability to climate change is a key element in the development of current and future management strategies for tourism destinations. It requires consistent and structured methodologies of adaption [10].

Another global problem which has a great influence on the ecotourism development is migration process. Global refugee flows have reached a level that is unprecedented in recent history.

In 2014, 59.5 million people were forcibly displaced in the world, compared to 40 million at the time of World War II.<sup>17</sup> More than half of these recent refugees come from three conflict-ridden countries: Syria, Afghanistan and Somalia. The trend is upwards: during 2014, the number of people displaced – 42,500 per day – was four times greater than in 2010. All in all, these factors increase the bad influence on the environment, level of life, etc. posed by involuntary migration. Of course, ecotourism can hardly develop in such conditions.

First, people stay in host countries longer than they used to. The average duration of displacement lengthened from nine years in the 1980s to 20 years by the mid-2000s. Fewer than one in 40 conflicts is now resolved within three years, and more than 80% last for more than 10 years. In Europe, the rapid inflow of migrants in 2015 challenged local financial and absorption capacities and exacerbated the trend towards polarization of societies and the political spectrum, which in turn undermined the efficiency of European governance structures [19, p. 3].



Second, the global humanitarian architecture is not able to effectively respond to today's challenges. Many countries, including some of Syria's neighbours, have either not signed the Geneva Convention governing the status of refugees, or do not uphold it because there is no enforcement mechanism. Moreover, the Geneva Convention does not cover environmental migrants, whose numbers are expected to rise for reasons explored above.

Third, most forced migrants move to other developing countries, where social and governance systems may already be weak or likely to fail. In 2014, 86% of refugees lived in developing countries and about 12% in least-developed countries. All these factors, if unaddressed, can fuel risks in host and destination countries. Although research on the economic effects of refugee inflows is limited, it suggests that refugees can make a positive contribution to the host country's economy through increased demand, inflows of remittances, promoting the use of technology and engaging in international trade.

Therefore, all the problems that affect tourism lead to the administrative barriers that hinder the movement of people between countries. In this case, the old practice of the process of issuing visas and border controlling. However, this system is improving, according to research by UNWTO, the share of global travelers who have to apply for a visa decreased from 77% in 2008 to 62% in 2014 [15]. Indeed, the visa facilitation process generates about 89 billion USD additional revenues from international tourism and 2,6 million additional jobs in countries in 2016 [16].

The next aspect is that following a change that has an impact on the tourism sector, is increasing difficulty in hiring professionals. Studies show that for every 30 new tourists one job is created. It is believed that the area of aviation and tourism is the largest employer in the world. In addition, this area has a great potential for future job creation. But now there is a lack of professional personnel. Thus the public and private sector should work closely and update training programs at universities to ensure the needs of the market and meet the technological achievements of mankind. As noted scientist V. Ponomarenko [17, p. 127], it is necessary to develop the curriculum to meet the current and strategic needs of a range of customers, the public needs that require accented formation of existing competences.

An important factor is the process of changing the tourist demand. The services that enterprises provide now should be analyzed in detail, due to the

fact that the demographics are changing, and with them the needs of tourists are changing too. However, modern tourists pay more attention reducing the negative environmental impact in terms of ecology.

One of the best ways to solve the problems mentioned above, is to change the orientation of international tourism on the inside. A great example of such changes is Thailand. In 2008, the government of that country began to collaborate with the private sector to organize a «Travel Fair Thailand», under which it was established that local airlines, hotels and other tourism enterprises were been reduced tax rate, so prices fell and the number of domestic tourists increased. However, revenues from domestic tourist can't always fully compensate the losses that have been incurred due to the fact that foreign tourists usually spend much money than domestic. It should be noted that the development of ecotourism will help to attract the attention of not only Ukrainian, but also foreign tourists due to the fact that they pay attention to environmental protection, and actively taking part in ecotourism trips. The ecotourism development of can provide an increase in real incomes for rural population by [12, p. 142]: providing services related to accommodation of tourists; arranging tourist routes and providing tour services; transporting services to tourists; provision of tourist equipment rental; production and sales of tourists organic foods, providing culinary services; handcrafting of goods; entertaining activities based on historic and ethnographic heritage (animation).

In addition, in order to reduce these risks and to reduce the negative impact of problems of various kinds, it is important to make technical progress and introduce innovative processes that can improve the efficiency and safety.

Thus, global problems that directly arisen in Ukraine, are important to be solved, because of not only the process of effective ecotourism implementation, but also the formalization of ecotourism potential assessment system.

Moreover, as noted in the National report «Social and economic potential of sustainable development of Ukraine and its regions» [18, p. 598], one of the most important tools for long-term sustainable development of our country is considered to be the creation and development of companies small and medium businesses, giving them easier access to capital, business development associated with tourism and cultural heritage of the regions.

**Conclusions.** To sum up, ecotourism is a fast growing sphere of tourism, with the potential of being an important sustainable development tool. This type

of tourism has its principles which distinguish it from others. Moreover, it operates differently than other types of the tourism industry, because ecotourism is defined by its sustainable development results: conserving natural areas, educating visitors about sustainability, and benefiting local people. Unfortunately, there are so many global problems which can lead to not only ecotourism development recession, but also to the recession of economy, social life and ecology overall. Thus, ecotourism is considered as one of the best green options for addressing poverty, employment and economic diversification initiatives in developing. Sustainable tourism, in particular, has the potential to create new jobs, reduce poverty and increase export revenues.

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