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TOURISM IN THE CONTEXT OF SUSTAINABLE PUBLIC DEVELOPMENT

"Sustainable development is defined as development that meets the needs of today, without jeopardizing the ability of future generations to meet their own needs." To achieve sustainable development, it is extremely important to agree on three main elements: economic growth, social integration and environmental protection.

The key postulates of sustainable development are related:

-with human development: "To end poverty and hunger in all their forms and manifestations and that all people can realize their potential in conditions of dignity and equality and in a healthy environment";

- with the development of the Planet: "protect the planet from degradation, including through the introduction of rational patterns of consumption and production, the rational use of its natural resources and the adoption of urgent measures in connection with climate change, so that the planet can meet the needs of present and future generations »;

-prosperity: "to ensure that all people can live in prosperity and prosperity and that economic, social and technological progress continues in harmony with nature";

-peace: "to promote the construction of a peaceful, just and free from social barriers in which there is no room for fear and violence";

-participate: "to mobilize the funds needed to implement this Agenda as part of the renewed Global Partnership for Sustainable Development, based on the spirit of strengthened global solidarity, focused primarily on the needs of the poor and vulnerable groups and involves the participation of all countries, all stakeholders and all people. "

In Ukraine, its state significance "sustainable development" has acquired in the "Strategy of Sustainable Development" Ukraine-2020 ", whose goal is" to introduce European standards of life and Ukraine's access to the leading positions in the world. " The implementation of the strategy provides for 4 vectors of motion: development vector, security vector, responsibility vector, vector of pride. It is the vector of pride that takes on a special role in modern Ukrainian society. This is pride in their own state, its history, culture, science, sports; this is to ensure mutual respect and tolerance in society. Ukraine should take its rightful place among the leading states of the world, create proper living and working conditions for the education of its own talents, and attract the best world experts in various fields.

It should be noted that the roadmap and priorities for the implementation of the Strategy for Sustainable Development in relation to moving forward along the vector of pride include:

- Program of popularization of Ukraine in the world and promotion of Ukraine's interests in the global information space;

- Brand creation program "Ukraine";

- Tourism Development Program.

It should be noted that tourism has also received the status of sustainable development in connection with the adoption of the resolution on the environment at the UN conference in Rio de Janeiro. Environmental protection is primarily the protection of natural, cultural, historical, recreational resources, which form the basis of the tourist product. And here we also need to start from the interpretation of the term "sustainable development", where meeting current needs does not create risk for the next generation if their needs can not be met because of the loss of the full tourist potential of individual regions and society as a whole.

Monographic studies have proved that tourism directly or indirectly contributes to the achievement of sustainable development of the economy as a whole. Based on the analysis of economic processes and phenomena, comparison of tasks and results of activities, characteristics of economic, social and environmental consequences of sustainable tourism development, we built a matrix that makes it possible to visualize the role of tourism. Thus, the economic viability of tourism is 10% of world GDP, 7% of global exports and 30% of world exports of services. And this certainly affects such global challenges as eliminating poverty, hunger, ensuring food security, structural changes in production and rational nutrition. Social justice as a consequence of sustainable development of tourism implies gender equality.

So in the tourism sector, twice as many women employers. Social justice is the reduction of inequality between countries, for example 57% of international tourists in 2030 will come to countries with developing economies. Culture and cultural wealth as a consequence of sustainable tourism development restores traditional activities, provides opportunities for intercultural meetings that can build a peaceful future.

There is no point in dwelling on the relationship between all the goals of both tourism and sustainable development, but even those few examples justify the significant contribution of tourism to the sustainable development of society.

Meanwhile, real practice requires the creation of a mechanism for the impact of sustainable tourism development on the sustainable development of society; it is the methodological basis for the creation of an impact tool and is the subject of further research by the authors.