

господарського комплексу і яка, тим не менш, потребує і дослідження, і планування, і управління.

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## **OVERTOURISM: ECOLOGICAL, GEOGRAPHICAL AND LOGISTICAL ASPECTS OF PROBLEM (CASE OF URBAN TOURIZM)**

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*Розкрито сутність комплексної геологістичної стратегії сталого розвитку міського туризму в умовах овертуризму, що базується на чотирьох концепціях: децентралізації туризму, зворотній логістиці, маркетингового впливу на логістику та підвищенні вимог до безпеки туристів. Перша концепція базується на геологістичній організації туристичної території міста. Друга концепція передбачає комплексний підхід до переробки загального обсягу міських відходів, включаючи туристичні. Третя концепція відображає використання маркетингу для впливу на туристичний трафік у місті. Четверта концепція присвячена загостренню проблеми безпеки туристів у містах в умовах овертуризму. У цьому контексті досліджено досвід українських міст Львова та Києва.*

**Ключові слова:** *овертуризм, міський туризм, комплексна геологістична стратегія, децентралізація туризму, зворотна логістика.*

*Theoretical foundations of overtourism.* More recently, namely in 2017, in the professional tourism vocabulary a new term appeared, such as "overtourism" [1]. This term reflects the challenges of managing the growing tourist flows in urban districts and the impact of urban tourism on cities and their inhabitants. Today, half of the world's population lives in urban areas, and it is estimated that by 2050 this figure will reach 70%. The growing number of tourists increases the consumption of natural and tourist resources of cities, exerts socio-cultural influence and growing pressure on urban infrastructure. Therefore, for urban tourism, the important task nowadays is to effectively manage the flows of tourists to ensure the positive effects of their visits to cities for both local residents and tourists themselves. Today tourism is one of the few sectors of the world economy, which is constantly growing, while ensuring socio-economic development, employment, infrastructure development and export (foreign exchange) incomes. Therefore, it is important, even critical, to ensure the coordination of the development of urban tourism with the development of cities in the world agenda. This is reminiscent of the «New UN Development Program», which points to 17 goals for sustainable development, with particular reference to Goal 11 «Make cities inclusive, safe, resilient and sustainable» [2]. The analysis of recent researches and publications on the subject of the article revealed that in Ukraine this topic is practically unknown. Instead, the work of the author is devoted to the problem of sustainable development of urban tourism, in particular [4; 5; 6]. The relevance of the

topic, that is considered in the article, is evidenced by a study that was performed at the request of UNWTO in 2017, «Overtourism? Understanding and Managing Urban Tourism Growth beyond Perceptions».

The growth of urban tourism leads to the emergence of diverse challenges for sustainable development and practices that minimize the negative impact of tourism in cities, in particular on the use of natural resources, socio-cultural impact, increasing infrastructure load and tourists mobility and concentration management. In recent years, these challenges have also been accompanied by an increase in the offer of accommodation for tourists in cities through the new virtual platforms of tourist service. As a result, the number of tourists in cities has grown to such an extent that there were cases of negative attitude of the local population towards tourists, in particular due to the phenomena of their excessive concentration, especially in the central districts of cities, excessive noise and waste, as well as other inconveniences related to tourists. The case even came to the protests of the local population against tourists in some cities and emergence of terms like «overtourism» and «tourismophobia» and their use in the media.

What does it mean under the name of overtourism and when did this term appear? In 2016, it was first introduced by the consulting company Skift, Inc. and patented by it. This company provides information and marketing services to the global tourism and hospitality industry and works from 2012. The company immediately guided this term to urban tourism under the slogan: «Future of the world – cities. The future of tourism is in cities. The future of tourism -smart cities that are convenient for both tourists and locals. The development of smart cities leads to an era of tourist smart mobility» [3]. There are several definitions of this term. For example, universities - participants of the international project «Overtourism? Understanding and managing the development of urban tourism growth beyond perception" defined overtourism as the negative impact of tourism on destination or its part that excessively affects perceived standard of living of citizens and tourists (due to deterioration in quality of tourism products provided)» [2].

It should take into account the following features of the phenomenon of overtourism in the cities: 1. When it comes to tourist overloading of the city, it is not so much about the number of tourists, as about the tourist capacity to accept them. Yes, there are cities that successfully cope with a large number of tourists, while others can not afford much less tourist flows. To better understand the causes of tourist overloading, we define three of its main reasons: 1.1. There are too many tourists in the city, and it is also aggravated by the phenomenon of seasonality, which results in a sharp increase in the number of tourists in peak seasons, which often irritates local residents. This reason causes a tourist overloading, especially in certain parts of the cities, when the townspeople feel that there are no places left in the city where there were no tourists. 1.2. Significant negative tourist impact on city functioning, when tourists' presence creates problems for local residents, in particular, it can be road traffic jams on the streets because of tourist buses or inconveniences while walking through the main streets and squares through the crowds of tourists. Also, there are such phenomenas as queues in restaurants and coffee shops, excessive noise, waste, petty thefts and other problems, the reasons of which can be both tourists and local inhabitants. 1.3. Excessive development of «tourism economy», that is, provision of various services specifically for tourists, which also causes citizens dissatisfaction. This may be also increasing in number of hotels, restaurants, entertainment and shopping centers in urban centers, mainly aimed at tourists.

2. Overtourism, as a rule, has a local rather than city-wide expression. Excessive tourist pressure is felt mainly in the central, most popular areas of cities with a high concentration of tourist attractions. At the same time, even in the most visited cities it is possible to find places where tourists are few or not at all, and these places can be situated literally near tourist attractions or central districts. Therefore, in search of solutions to the problem of overtourism in cities, it is important to analyze territorial distribution of tourist traffic with definition of places and reasons for tourist overloading.

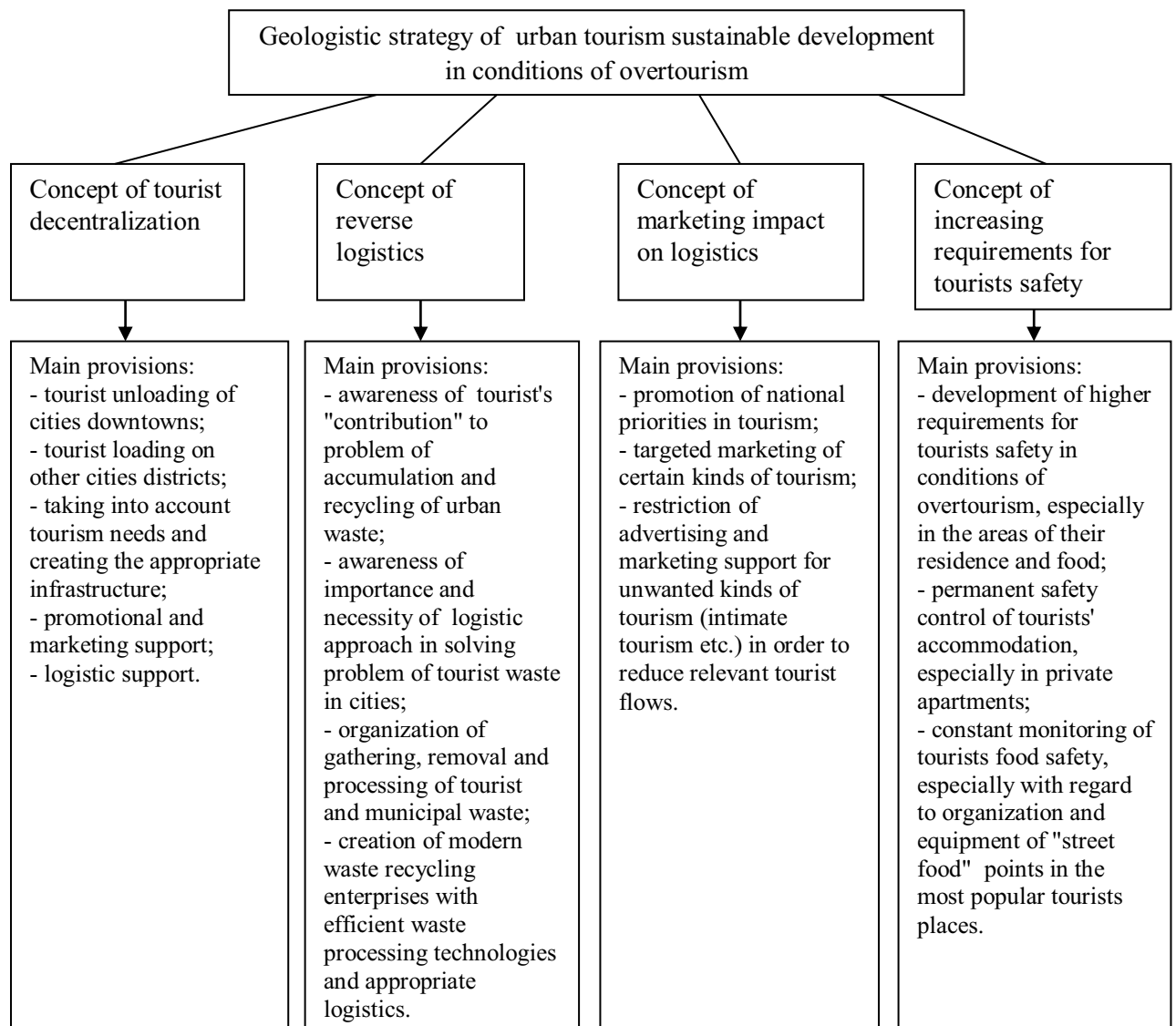
3. Overtourism in cities is not a problem related exclusively to tourism. It is particularly felt when the city's resources and infrastructure are under pressure. However, not only tourists are using these resources and infrastructure, as local people and commuters compete with them. This phenomenon is especially felt in the area of rental housing (hotels, apartments, hostels), where tourists compete with local demand. Thus, solution of the problem of overtourism in cities requires an integrated, comprehensive approach, which unites ecological, geographical and logistical aspects.

*Logistics of Urban Tourism in Conditions of Overtourism.* Urban tourism today is becoming more and more popular both in Ukraine and in the world. It has its own peculiarities connected with the high concentration of tourists on the limited territory of cities, especially their central and historical parts. In connection with this, there is a problem of excessive growth of tourist load on the resource base of tourism in cities (overtourism), which can lead to its deterioration and degradation. This problem can be solved with the help of integrated logistical approach to urban tourism sustainable development. Attention to this problem in the scientific literature is still not sufficient, although in practical management of urban tourism, this problem is already well known and reflected in development and adoption of relevant documents, for example, in the city of Lviv, where recently "Concept of tourism decentralization" was adopted. The purpose of the study is to identify the content, essence and features of an integrated logistic approach (strategy) to the sustainable development of urban tourism in conditions of overtourism on the example of Ukrainian cities.

Tourism is one of the most dynamic sectors of the economy of regions and cities. The urgent problems in this regard are the task of ensuring the sustainable development of the tourist industry in cities (or urban tourism). This is especially true for the most popular destinations among tourists, including metropolitan and historic cities, which attract significant tourist flows. The latter means increase of tourist loading on cities tourism resource base, as well as on the entire urban economy, population, development and nature. In this context, solving of sustainable development of urban tourism problem requires consolidation of efforts of various scientific and practical branches, among which important place belongs to tourism logistics, studying the flow phenomena in tourism industry, highlighting tourist traffic (tourist flow) as the main stream, and financial, informational, commodity, personnel, material flows as service ones (additional). The objective of tourism logistics in context of sustainable development of tourism industry is to regulate the main flow (tourist traffic), which will ensure the conservation of tourism resource base in cities with a view of tourism business sustainable development. This problem is now quite noticeable not only in cities - the world largest tourist centers, but also in many cities in Ukraine. This applies, for example, to Lviv, Kyiv, Odesa and other tourist centers. The problem of tourist overloading in Lviv has recently been quite well known and was reflected in author's publications [5; 6]. Therefore, in our opinion, the development of a complex geologistic strategy for the sustainable development of urban tourism in the conditions of overtourism is necessary. This strategy, developed by the author, is based on four concepts. First one is concept of tourism decentralization, second one is concept of reverse logistics, third - concept of marketing impact on logistics, and fourth - concept of increasing safety requirements for tourists (Fig. 1).

The *first concept – concept of tourism decentralization* - implies the need for an efficient logistic organization of the city tourist area (LO CTA). The main components of LO CTA are: 1) geological identification of tourism resource base; 2) logistic planning of tourist flows; 3) logistic design of tourist infrastructure; 4) logistic design of supply chains for tourism infrastructure objects. The first component covers the geographical and logistical identification of city tourist resources. Geographic identification of city tourist resource base means the spatial localization of tourist objects. They act as «tourist magnets» that attract tourist streams to a certain urban area. Therefore, a significant territorial concentration of tourist resources (objects) causes excessive tourists concentration (congestion). Such considerations should be taken into account when creating and placing new tourist objects (museums, monuments), which should not

be «squeezed» to the central parts of cities, which are already overloaded with monuments. Consequently, instead of excessive spatial concentration of tourist objects in city centers, their territorial dispersion is recommended. Logistic identification of tourist resources means the calculation of the logistic potential of each tourist object, that is, the maximum possible tourist flow, which will not affect tourism sustainable development and state of tourism resources.



**Fig.1 Conceptual basis of complex geologicistic strategy of urban tourism sustainable development in conditions of overtourism** (author's development according to [4; 5; 6; 7])

Geological identification is carried out taking into consideration tourist resources (objects) division into: cultural-historical (sights, museums, theaters, etc.), architectural (historical and contemporary), events (various measures of public-cultural-entertaining nature). The second component is based on determining the size and structure of tourist flows and their respective needs. The third component involves the logistic design of tourist infrastructure networks to meet the needs of tourists. The fourth component involves the logistic design of supply chains to meet the needs of tourist infrastructure networks with logistics and transport components in their composition.

These issues are very relevant for Kyiv, where increase of tourist load on the urban tourism resource base has already led to cases of physical destruction of some of the most visited tourist objects. This applies not only to Kyiv old buildings, but also to those that have recently been

restored. Such cases include, for example, not only Samson's fountain at Podol district, but also monument to Magdeburg Law, located on the Embankment Highway.

As to Lviv, there are fewer such cases (perhaps due to high-quality historical Austrian construction), but they are still there. There are many other problems in city of Lviv, among them - important task of garbage removal from city's streets. In summer of 2016, after fire at Great Gribovychi landfill, Lviv did not know where to take out its waste, the volume of which naturally grew with tourists number increasing. Not surprisingly, the tourist record of Lviv (2.6 million tourists in 2017 - the first place among the cities of Ukraine) coincided with the "rubbish crisis" in this city. Thus, the use of the second concept, that is, the concept of reverse logistics, aims to ensure the complete recycling of the total amount of urban waste. Let's note that it is necessary to distinguish urban municipal waste and this resulting from the stay of tourists. The evidence that tourism waste accounts for a significant proportion of the total waste volume in the city is its peak increasing, especially in the central parts of cities, after any holiday (at least at one third). For example, from the center of Kiev after the final match of the Champions League on May 26, 2018 in one day more than 212 tons of rubbish were taken out!

Thus, garbage collection has its peculiarities depending on the distance from the city center; the waste removal from the city may be carried out either to waste landfills or to incineration and waste utilization enterprises; the location of waste recycling plants can be within or outside the city, finally, these enterprises may belong to specialized plants or plants of other industries, such as pulp and paper (PPM) and cardboard and paper (CPM) mills. Knowledge of geography of the pulp and paper and glass industries can help to solve the problem of waste removal from cities and its further processing. Thus, Zhydachiv PPM is located near city of Lviv, Obukhiv PPM and Gostomelsky glass factory - near city of Kiev. These plants buy significant part of raw materials (up to one third) abroad. And this happens when in Lviv, as in Kiev, there are major problems with the removal and processing of solid household (including waste paper) and other (including glass and plastic bottles) types of waste.

Meanwhile the daily volume of waste in Lviv is 600 tons. It should be noted that the problem of urban waste in this city can be solved on the basis of two approaches - transport and logistics. Until recently, the first approach prevailed, with the help of transport intermediaries (companies), which were obliged (for high payment) to find appropriate polygons for city garbage removal. But, as experience has shown, when Lviv garbage spreads to all regions of Ukraine, this did not solve the problem of city garbage. And only recently city leadership turned to the logistical approach, that is, to the use of "reverse" logistics. Logistics science and practice have developed proposals for the efficient management of such flows and their complex processing at specialized institutions (waste processing plans). Such experience is represented by Kyiv, where the waste volume is 3000 tons per day, but their storage and revision are successfully carried out, first, at the landfill near village of Pidhirtsi; and secondly, at the Bortnychy Aeration Station (BAS); and thirdly, at the incineration plant "Energy" in Darnitsa region of Kyiv.

*The third concept - concept of marketing impact on logistics* - reflects one more problematic aspect of overtourism, which is related to a sharp increase in the number of tourists in Lviv, which was warned by American experts who helped to develop «Tourist concept of Lviv»: as soon as tourism begins to develop dynamically, among the guests of the city there will be those who visited for intimate. A similar way has passed by many cities of the world that were developing tourism. Annually, according to UNWTO, in the world more than 3 million tourists travel for the purpose of sexual services, and the turnover of this «industry» is estimated at 100 billion US dollars. Of course, sex tourism is developing predominantly in poor countries where tourists from wealthy countries travel with certain purposes. The popular Italian edition «La Repubblica» has dedicated special article to contemporary sexual destinations of the world, among which along with Thailand, Brazil, Cambodia, Cuba, Bangladesh, Colombia and Bulgaria, Ukraine is also mentioned. Until recently, according to «La Repubblica», to cities of Ukraine, where there was intimate tourism, belonged Odesa, Kyiv and Kharkiv. Lviv has

recently joined them, although before the World War II it was a service city with numerous hotels, restaurants, and casinos. «It was then a kind of European Las Vegas» says the famous Lviv restaurateur A. Khudo, co-founder of Emotion Holdings «FEST». With the current development of the tourism and resort infrastructure in Lviv, the city is once again returning to the prewar economic structure. A. Khudo also notes that the flow of sex tourists to Lviv has increased sharply since the last devaluation of hryvnia, when the rest in Ukraine became accessible even to foreigners with modest incomes [7].

One can ask, where is the connection with logistics here? The answer is the following: the purpose of logistics is to study the flows processes in the economy in order to optimize them. Economic flows (including flows of tourists) link together such components of the market as demand and supply. Production (supply) applies varied marketing and advertising technologies to attract consumers with their demand. On the other hand, as we know, if there will be demand appropriate proposal will be as well. But if there is no supply and its marketing support, then demand will be reduced greatly or disappear altogether. Applying these considerations to the situation with intimate tourism in Lviv and other major tourist centers of Ukraine, one can predict that if there is no active advertising and promotions of proposals from relevant infrastructure institutions (like night clubs, gentleman clubs, strip-bars etc.), then tourists-consumers flows of this «tour-product» will decrease significantly.

Finally, *the fourth concept - increasing requirements for tourists safety* reflects the need to apply increased tourists safety requirements in conditions of overtourism, when increasing in the frequency of various cases involving violations of safety rules for tourists followed and that can lead to tragic events and even deaths cases. The main provisions of this concept include: a) the development of increased requirements for tourists safety in the conditions of overtourism, in particular in spheres of their residence and meal; b) permanent and strict security control of tourist accommodation, especially in private apartments; c) the same safety control of tourist food – consuming processes with special attention to street food organization and equipment in the most popular among tourists cities locations. Examples of ignoring the above provisions with the following tragic consequences, unfortunately, happened in Lviv in early 2019. So, in January a gas-ballon in shaurma booth exploded due to improper exploitation, and this happened on Svoboda Avenue near the famous Lviv Opera House (one person died - the employee of the kiosk, but a lot of people were frightened, including some tourists). The next tragic event, in January too, which led to the death of two Ukrainian tourists (from Kiev) from carbon monoxide, was connected with the hiring by them a private apartment with bad state of gas heating.

*Conclusions.* The dynamic development of urban tourism in the conditions of overtourism, which is currently observed in Ukraine and in the world, causes a number of problems, including the tourist overloading of cities, especially their central and historical parts; the destruction of many historical and architectural objects and monuments; increase in the amount of urban waste, including tourist one; cases of intimate tourism; ignorance of the safety rules for tourists in areas of their residence and food with tragic consequences etc. The solution to most of these problems is possible while based on application of complex geologistics strategy, proposed by author. So the logistic approach, applied in particular in "Concept of Tourism Decentralization in Lviv", should be extended to all other aspects of the city's tourism industry, including waste management, the use of advanced technologies and the attraction of national and international investments. These recommendations apply not only to Kyiv and Lviv but also to other major tourist centers of Ukraine - Kharkiv, Dnipro, Odesa etc.

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## РОЗВИТОК ІННОВАЦІЙНОГО ТУРИЗМУ

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*Today tourism one of the fastest-growing industries in the world economy that is considered as an independent type of economic activity and intersectoral complex. Due to the the technical scientific breakthrough it is possible to create a new term as "innovative tourism" which study is relevant.*

**Key words:** *innovation, innovation tourism, Japan, China, Dubai*

Туризм - масове явище ХХ століття, яке передбачає тимчасове переміщення людей з місця постійного проживання в іншу країну або місцевість в межах своєї країни у вільний час з метою отримання задоволення і відпочинку, оздоровчих, гостьових, пізнавальних або в професійно-ділових цілях.

На даний момент, туризм є однією з найбільших високоприбуткових і найбільш динамічних галузей економіки. На його частку припадає 7% загального обсягу інвестицій, 11% світових споживчих витрат, 5% всіх податкових надходжень і третину світової торгівлі послугами. Туризм має великий вплив на такі ключові сектори господарства, як транспорт і зв'язок, торгівля, будівництво, сільське господарство, виробництво товарів народного споживання і багато інших, виступаючи каталізатором соціально-економічного розвитку [1]. Для підтримки високого рівня доходу в туристичній діяльності необхідне впровадження нових процесів або продуктів, які спрямовані на забезпечення сталого і довгострокового економічного зростання, вносити зміни, що відбуваються в різних сферах людської діяльності, удосконалення сформованої системи управління, що дозволяють покращувати діяльність підприємств і організацій та сприяють адаптації до мінливих умов. Іншими словами, для економічних нововведень підходить певний термін «**інновація**» - впроваджених нововведень, що забезпечує якісне зростання ефективності процесів або продукції, затребуване ринком, є кінцевим результатом інтелектуальної діяльності людини, його фантазії, творчого процесу, відкриттів, винаходів та раціоналізації.

Багато країн використовують інноваційну активність як головний чинник економічного зростання. Порівняно недавно з'явилася концепція національних інноваційних систем - сукупність взаємодії державних, приватних, громадських організацій і структур, в рамках якої здійснюється діяльність по створенню, розвитку, збереженню, розповсюдженню нових знань і перетворення їх в технології, продукти і послуги. Тому туристського бізнесу необхідна інноваційна діяльність на створення нового або зміна існуючого продукту, на вдосконалення транспортних, готельних та інших послуг, освоєння нових ринків, впровадження передових інформаційних і телекомунікаційних технологій і сучасних форм організаційно-управлінської діяльності.