

**RESTORING INTERNATIONAL BUSINESS TOURISM IN UKRAINE IN THE FORMAT OF THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS***Zghurska Yu.**PhD student**Department of Tourism,**Simon Kuznets Kharkiv National University of Economics**ORCID: 0000-0002-2405-4666***Abstract**

The article is devoted to analytical research of the structural framework of international business tourism renewal in the context of the United Nations (UN) sustainable development goals taking into account global trends and the specificity of innovative changes of the industry in Ukraine. The author considered topical issues of the cause-and-effect relationships formation in the industry within the context of the Sustainable Development Strategy. There is a roadmap proposed for overcoming the challenges that the society is facing as a result of the intensification of post-industrial economic development such as resource depletion, environmental pollution, social inequality, migration processes, etc. There is a separate issue of the synergistic effect of the intensification of economic growth, on the one hand, and the escalation of climate regulation problems, on the other. It is justified that the post-war restoration of sustainable development of all of the tourism types in the state requires a systematic approach to the implementation of renovations to the infrastructure supporting the industry. It is emphasized that strong political leadership to ensure broad participation of interested parties and achieve consensus is a necessary condition for the activation of the overcoming the crisis processes in the field of tourism. Ensuring the dynamics of progressive trends of sustainable development in the industry is a continuous process and requires the adaptation of the necessary criteria (basic indicators) for assessing progress and the implementation of systematic monitoring for operational adjustment. Basic indicators characterizing each goal of sustainable development were considered. The author emphasized that business tourism undoubtedly plays a decisive role in international activity. That is why the search for and adaptation of new forms and methods of international tourist activity is a necessary condition for the implementation of the main provisions regulating the development of industry in the European Union into the Ukrainian legislative space. This will condition the activation of the tourist market reform within the framework of international economic cooperation of Ukraine, provided that the industry's development is sustainable.

**Keywords:** basic indicators, business tourism, international tourism activity, Sustainable Development Goals, Sustainable Development Strategy.

**The aim of the study** was to analyze and research the opportunities and risks of updating the structural framework of international business tourism in the context of the United Nations Sustainable Development Goals (UNSDGs) taking into account global trends and the specifics of innovative changes in the tourism industry in Ukraine. The main objective of the paper also comprises the following steps: to focus on the formation of cause and effect relationships in the industry in the context of the Sustainable Development Strategy; to study the cause and effect relationships of the introduction of new forms and methods of international tourism activities to the structural framework of international business tourism and the achievement of the UN Sustainable Development Goals; to propose a roadmap for a common methodological approach to the problem of post-war restoration of sustainable development of all types of tourism in the country and the implementation of infrastructure renovations to support the industry using the benefits of tourism to achieve sustainable development goals.

**The object** of the study is to determine the conditions for restoring the structural framework of international business tourism in Ukraine in the context of the UN Sustainable Development Goals.

**The subject** of the study is the peculiarities of the necessary conditions for the implementation of international business tourism in Ukraine in the context of the UN Sustainable Development Goals.

**The relevance** of the scientific research is determined by the possibility of contributing to the solution of a specific practical task of intensifying the restoration of the structural framework of international business tourism in Ukraine in the context of the UN Sustainable Development Goals and is confirmed by the fact that the UN manifests tourism development as one of the areas of implementation of the Sustainable Development Goals.

**Research methods.** The author used theoretical research methods, such as system analysis, synthesis, abstraction, generalization, explanation, classification, etc. The methods were used to study the conditions for restoring the structural framework of international business tourism in Ukraine in the context of the UN Sustainable Development Goals, as well as to forecast the dynamics of international business tourism development in the context of sustainable development dimensions.

**Analysis of the latest research and publications.**

The analysis of modern professional literature has made it possible to state that special attention is paid to the study of existing strategies and goals of sustainable

development, the impact of international business tourism on the development of foreign economic relations, and the patterns of development of world business tourism in the theoretical works of such authors as: Yakymentko L., Petrashko L., Dyman T., Salavor O., Shapovalov E., Galaburda M., Nychyk O., Martyniuk O., Khudaverdieva V., Merchanskyi V., Degtyar N., Yermachenko V., Komarova K., and other domestic and foreign scholars.

#### Presentation of the main material.

The sustainable development strategy is a product of macroeconomic growth and is mainly aimed at overcoming social challenges caused by the intensive growth of destructive indicators, such as resource depletion, environmental pollution, social inequality, etc. However, we can also note the duality of the problem

under analysis: economic growth, on the one hand, creates problems, and on the other hand, creates new opportunities for solving them, provided that society is effectively organized [11].

The year of 2015 was an important milestone for global development as governments adopted the 2030 Agenda for Sustainable Development along with the Sustainable Development Goals (SDGs). This agenda sets a global framework for ending extreme poverty, fighting inequality and injustice, and addressing climate change by 2030.

The ambitious set of criteria for transforming the future consists of 17 Sustainable Development Goals and 169 related targets and is a people-centered, transformative, universal integrated set of criteria that is built on the historic Millennium Development Goals (MDGs).



Figure 1. UN Sustainable Development Goals (Source: <https://www.un.org>).

Tourism has the potential to contribute directly or indirectly to the achievement of all the Goals. In particular, it has been included as an area of focus in Goals 8, 12 and 14 for inclusive and sustainable economic growth, sustainable consumption and production (SCP) and sustainable use of oceans and marine resources, respectively.

The World Tourism Organization defines sustainable tourism as: "Tourism that takes full account of its current and future economic, social and environmental impacts while meeting the needs of visitors, the industry, the environment and host communities."

The Law of Ukraine On Tourism (Vidomosti Verkhovnoi Rady Ukrayiny (VVR), 1995, No. 31, Article 24, as amended) in Article 4. "Organizational Forms and Types of Tourism" sets out the main organizational forms of tourism, such as international and domestic tourism. International tourism includes: inbound tourism – travel within Ukraine by persons who do not permanently reside on its territory, and outbound tourism – travel of Ukrainian citizens and persons permanently residing on the territory of Ukraine to another country. Domestic tourism is travel within the territory of Ukraine by citizens of Ukraine and persons permanently residing in its territory. Depending on the categories of persons making tourist travels (trips, visits), their purposes, objects used or visited, or other features, there are the following types of tourism: children's; youth; family; for the elderly; for persons with disabilities; also, according to paragraph six of part four of Article 4, as amended by Law No. 2581-VIII of 02.10.2018, there are cultural and educational; medical

and health; sports; religious; ecological (green); rural; underwater; mountain; adventure; hunting; automobile; amateur; etc. The specifics of certain types of tourism are established by law [11].

Today, a large number of socially important sectors of the economy have undergone changes in Ukraine. However, in pursuance of the decisions to intensify the search for new sources of financing for the state economy, the issue of restoring the structural framework of international business tourism in Ukraine in the context of the UN Sustainable Development Goals is becoming relevant.

The International Recommendations for Tourism Statistics 2008 (IRTS 2008) provides a different definition of a tourism product from the one established in the national science, namely, it is substantiated that a tourism product "is a combination of different aspects (characteristics of places visited, modes of transport, types of accommodation, specific activities in the destination, etc. This concept of "tourism product" is not related to the concept of "product" used in economic statistics, but is used by professional participants in the tourism business to advertise and market specific packages or destinations" [9].

Given the fragmentation and inconsistency of scholars' approaches to the methodological foundations and categorical apparatus of the study of the tourism services market, it is of great importance to clarify the essential and substantive characteristics of the definition under scrutiny. A clear definition of the nature and structure of the tourism services market is of fundamen-

tal importance not only in theoretical and methodological terms, but also in the practice of doing business and management. Due to the fact that the economic category "market of tourist services" in the scientific literature has a number of related and tangential concepts, namely, "tourism", "tourism industry", "tourism sphere", "sphere of tourist services", "sector of tourist services", disclosure of their essence, semantic load and interconnection between them will contribute to a more complete and thorough study of the category. The central concept in the proposed system of related and tangential terms is "tourism". According to the Law of Ukraine "On Tourism", tourism is defined as a temporary departure of a person from the place of residence for recreational, educational, professional, business, or other purposes without carrying out paid activities in the place where the person leaves [11]. According to the IRTS 2008, "tourism" is a subcategory of "travel" and refers to the activity of a visitor – a traveler "...who travels to a main destination outside his/her usual environment for a period of less than a year for any main purpose (business, leisure or other personal purpose), except for the purpose of employment with an enterprise registered in the country or place of visit" [9]. Differing in wording, these two definitions have the same semantic load and imply the movement of a person traveling from his/her place of residence (the usual environment) to another destination for recreational, educational, business or other purposes. Despite the presence of the definition of the term "tourism" in national legislation and international documents that provide theoretical, conceptual, and applied principles of tour-

ism development, the scientific literature is oversaturated with approaches to interpreting the essence of this concept.

Recently, despite the fact that the Law of Ukraine "On Tourism" does not explicitly define the term "business tourism", this phrase is increasingly being used in the context of professional communication. Komarova K.S. in her work defines it as follows: "Business tourism is one of the largest segments of the world tourism industry, characterized by special requirements for travel organization, a formed consumer profile, long-term impact on the functioning of the national economy and increased requirements for available resources, transport and communication infrastructure" [4].

A comparative analysis reveals that business tourism could become a large share of the tourism sector in the global GDP. If we take as a basis the data of the World Tourism and Travel Organization, which should regularly systematize the contributions of the tourism industry to the economy to enable the ranking of companies' activities in the tourism sector based on the WTO methodology, VSTP and based on the data on the share of tourism in world GDP for 2000-2021, we can note the dynamics of decline from 2000 to 2010 of this indicator, and note that in 2010-2019 it began to grow and reached the level of 2002. There is also a clear drop in the context of the pandemic in 2020-2021 and its establishment at the level of 5.6-6.2% (Table 1). The analysis shows that the smallest deviations from 2000 in the share of tourism and business trips were 0.3 and 0.4% in 2017-2018, respectively, and the largest in 2021 (-5.2%) and 2020 (-4.6%), which is due to the period of the spread of the infectious virus (COVID 19).

Table 1  
Share of tourism and travel in the global GDP, %.

Years	Share of tourism and travel in the global GDP, %.	Deviation from 2000, (+), (-)
2000	10,8	-0,8
2005	10.0	-1,2
2010	9.3	-1,5
2011	9.4	-1,4
2012	9.5	-1,3
2013	9.6	-1,2
2014	9.7	-1,1
2015	10,0	-0,8
2016	10,3	-0,5
2017	10,4	-0,4
2018	10,5	-0,3
2019	10,4	-0,4
2020	5.6	-5,2
2021	6.2	-4.6

Compiled by the authors [5] on the basis of Number of international tourist arrivals worldwide from 2005 to 2021. (Source: <https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-regionsince-2010/>).

It is worth noting that for the development of tourism services in the structure of the national economy, it is imperative to take into account the influence of four groups of factors: organizational and economic; socio-economic; natural and climatic; cultural and historical. Organizational and economic factors include tourism infrastructure, legislative framework, demand and its

dynamics, volume of economic resources, market capacity, investment environment, tax and credit policy, etc.

Socio-economic factors take into account the level of income, standard of living and education, population size and structure, as well as the availability of qualified personnel, etc. Natural and climatic factors include power, natural and geographical potential, favorable natural climatic conditions, environmental conditions, etc. Cultural and historical factors include the presence of religious, cultural, historical monuments, values that

shape the need and thirst for new experiences, travel, etc.

Unlike market formation factors, the development process is slowed down by specific threats and risks to the travel services market, the constant monitoring and early consideration of which determines the sustainability of growth. Threats and risks to market development are reflected not only at the micro level – the level

of tourism enterprises and other market players – but also at the macro level – the level of the entire national tourism market. All specific threats and risks to the development of the tourism services market can be grouped into 8 groups, namely: financial, innovative, intellectual and human resources, political and legal, polarization, communication, environmental, and security [6].

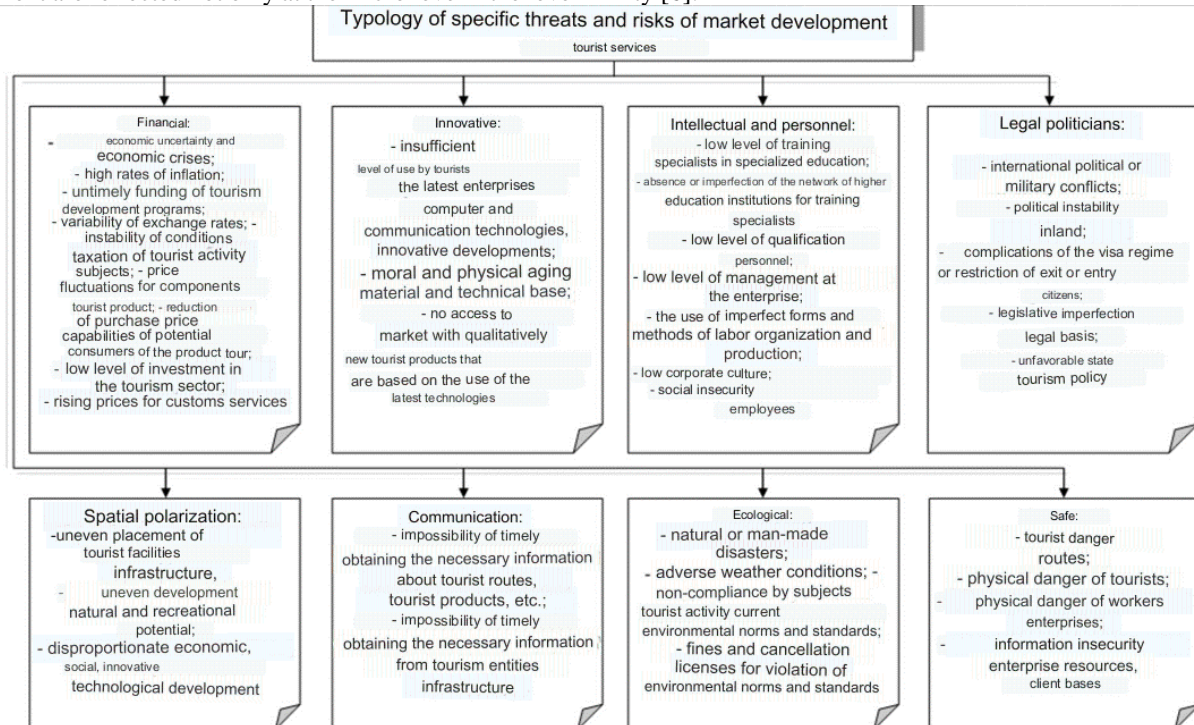


Figure 2. Typologization of specific threats and risks to the development of the tourism services market [5].

In the context of uneven development of the tourism services market, spatial and polarization threats and risks are becoming increasingly important, manifested in the uneven distribution of tourism infrastructure facilities, uneven development of natural and recreational potential, and disproportionate economic, social, innovation and technological development.

The initial basis for the modernization of traditional tourism sectors in the context of deepening integration processes with global standards and business

practices is to identify priority areas for their adaptation. This task can be achieved in the process of implementing logically constructed sequential stages, using specific analytical and methodological techniques and methods of qualitative and quantitative analysis, which allow identifying priority areas for the adaptation of traditional tourism sectors, taking into account the key problems that hinder their development, the needs and resources required for adaptation and potential sources of their satisfaction.

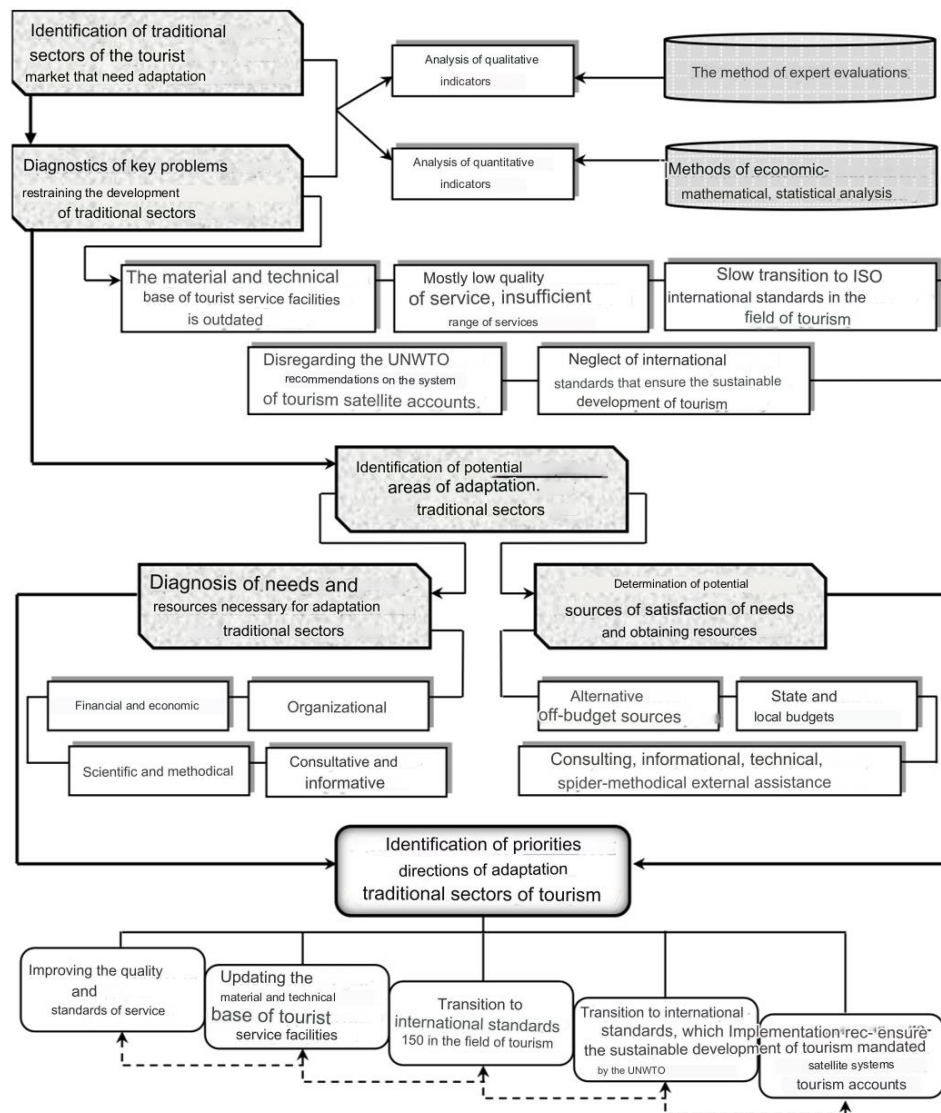


Figure 3. Identification of target areas for the adaptation of traditional tourism sectors to the world's leading standards and business practices [5].

Thus, we can draw conclusions about the specifics of the necessary conditions for the implementation of international business tourism in Ukraine in the context of the UN Sustainable Development Goals. The necessary conditions are:

1) reasonable optimization of the use of environmental resources, which are a key element of tourism development, supporting important ecological processes and helping to preserve natural heritage and biodiversity;

2) respecting the socio-cultural authenticity of host communities, preserving their built and living cultural heritage and traditional values, and promoting intercultural understanding and tolerance;

3) ensuring viable, long-term economic operations while maintaining socio-economic benefits for all stakeholders that are equitably distributed, including stable employment and income-generating opportunities and social services for host communities; and that will simultaneously contribute to poverty reduction;

4) informed participation of all relevant stakeholders, as well as strong political leadership to ensure broad participation and consensus building on the sustainable development of international business tourism;

5) achieving the stage of sustainable international business tourism in Ukraine is a continuous process and requires constant monitoring of the impact, implementation of necessary preventive and/or corrective measures, when necessary;

6) maintaining a high level of satisfaction and providing a meaningful experience for tourists interested in international business tourism, raising their awareness of sustainable development issues and promoting sustainable tourism practices among them.

The main interdependent components of the Sustainable Development Strategy are: economic development (economic component); environmental protection and preservation (environmental component); social development (social component) [11].



Figure 4. Three components of sustainable tourism development in the context of the sustainable development strategy. Developed by the author.

On the basis of the conducted research, the author developed recommendations on the need for further work in the direction of theoretical and methodological support for the development of international business tourism in Ukraine:

1) the need to implement and comply with the recommendations of the World Tourism Organization on sustainable tourism development and management practices applicable to all forms of tourism, including mass and international business tourism and various segments of the tourism niche;

2) implementation of the principles of sustainable development relating to environmental, economic, social and cultural aspects of tourism development, including international business tourism;

3) establishing the necessary balance between all forms of tourism in the country to guarantee long-term sustainability.

Thus, business tourism undoubtedly plays a crucial role in international social activity, and that is why special attention is paid to the search for and formation of new forms of international tourism activity to create a developed market for international tourism services. This has led to the identification of common problems and the development of a common strategy for the development of international tourism and its impact on the sustainable development of countries. Sustainable tourism has a firm position in the 2030 Agenda. However, achieving this program requires a clear implementation framework, adequate funding and investment in technology, infrastructure and human resources. At the same time, further comprehensive research is needed on the functioning of international business tourism on the basis of sustainable development as a basis for socio-economic transformation.

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