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STATE AND PROBLEMS OF PUBLIC MANAGEMENT IN THE FIELD OF GREEN TOURISM: REGIONAL ASPECT

The article considers the phenomenon of green (eco-) tourism within the concept of sustainable tourism, as well as the vectors and overall landscape of public management in this field. Best practices, challenges and concerns existing in the plane of green tourism in Ukraine, Canada, and Australia are analyzed in details. It is revealed that the main problem of green tourism of Ukraine is the lack of systematicity and insufficient attention from public administration bodies, while the locations, specifically in Western Ukraine, have excellent nature and human potential, and high motivation of green tourism development is observed. A whole-of-systems approach that comprehends not just the tourism value chain but also larger economic and socio-cultural systems in which tourism is embedded is proposed as being necessary for a green recovery and transition. It is also essential to consider the symbiotic relationship that exists between tourism and ecological restoration and protection. Developing long-term strategies that outline a vision for a sustainable future for tourism, including the desired contribution to economic, environmental, and social wellbeing, implementing a combination of evidence-based policies and interventions to promote greener tourism practices, developing and improving monitoring frameworks to measure progress through the provision of robust and meaningful data and indicators, encouraging the development of sustainable tourism experiences that generate positive outcomes for the environment and visitors, and innovating in experience design to give visitors the opportunity to learn about and participate in green tourism are some of the key policy considerations outlined based on the analysis discussed.

Keywords: green tourism; sustainable tourism; communities; regions; development.

Introduction

There is a close relationship between tourism and the environment since, unlike many other industries, it both influences and greatly depends on the state of the environment. Recent decades have seen tremendous advancements in our understanding of how tourism affects host society and the environment, as well as the mainstreaming of the notion of sustainability in tourism policy. In order to address this, measures to mitigate and lessen the environmental impacts of tourism while promoting community well-being must be taken in tandem with adaptation to climate change and other changes.

The COVID-19 epidemic has raised awareness of these problems and given the tourist sector as a whole more motivation and chance to address them. The upheaval offers tremendous potential to reinvent the travel and tourist industry, advance the transition to greener, more sustainable models of tourism growth through creative policy, and guarantee that recovery plans are in line with the Sustainable growth Goals (SDGs) and the Paris Agreement.

The window of opportunity to include environmentally friendly measures in plans for tourism recovery is shrinking, therefore act quickly to prevent a demand-driven tourism rebound from derailing the green transition. In order to minimize the loss of biodiversity and ecosystems due to tourism, reduce carbon emissions and pollution, improve

energy and resource efficiency, and address the existential threat posed by climate change, immediate action is required. To drive the shift to green tourism business models and value chains, enhance the environmental results for destinations, and benefit local economies and communities, proactive tourism policies and recovery measures are needed. Key areas of focus should include [16]:

- Decarbonization: achieve net zero greenhouse gas emissions from tourism by 2050 by boosting circular economy models, improving energy efficiency, and lowering energy consumption.
- Build tourist resilience to respond to and get ready for climate hazards and associated environmental and socioeconomic effects. This is known as climate change adaptation.
- Ecosystem restoration aims to actively improve the condition of ecological systems while actively halting and reversing the loss of sensitive habitats and biodiversity.
- Enhance equality and empower people on a personal, community, and cultural level in accordance with the SDGs.

"Green tourism" refers to travel that is both environmentally responsible and offers a wide range of themes and interpretations. The term "green tourism" refers to a variety of ecologically conscious travel-related activities. Green tourism, to put it generally, is the practice of either providing environmentally concerned travel services or traveling in an environmentally responsible manner. Travel agencies

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and operators would find the concept of green tourism particularly appealing because of the mounting governmental pressure to improve environmental performance through the application of workable and effective environmental management measures. Additionally, securing and publicizing internationally recognized environmental awards would be essential for tourism enterprises to advertise their products. Green tourism goods were recommended by a number of responsible and concerned parties in an effort to control the negative consequences of tourism.

Sustainable tourism, or "green" tourism, is defined as travel that meets the needs of both visitors and the community while considering the effects it will have now and in the future. Examples of this include safeguarding resources without compromising biodiversity, cultural integrity, ecological processes, or subsystems of the environment [14]. Thus, one of the greatest benefits of this kind of tourism is its ability to ensure a happy experience for both local communities and the tourism sector. Sustainable tourism caters to the demands of both present and potential tourists by mitigating the negative effects of tourism [13].

The industry is starting to get excited about the shift to green tourism. However, in order to translate this momentum into meaningful actions, decision-makers must overcome a number of acute and systemic obstacles:

- Budgetary restrictions: Budget constraints require that the change be both value- and cost-producing.
- Skill gaps and persistent labor shortages: The revival of the tourism industry may be hampered by knowledge or skill gaps, particularly those pertaining to the provision of green services.
- Inefficient assets and infrastructure: New and more efficient assets and infrastructure are required for green and sustainable tourism (e.g., charging stations for electric automobiles, cycle lanes, updated building stock).
- Limited integration of tourism policies: Coherent plans to promote green tourism are hindered by the absence of integration in key policy areas such as transportation, environment, infrastructure, emergency services, and regional economic growth. These policy areas are essential to the green transition.

Governments should seize the chance to provide the conditions necessary to promote a shift toward green tourism and to impose conditions on assistance measures that are contingent upon addressing environmental concerns.

Research methods and information base. The research was carried out within the framework of a systematic approach based on general scientific methods of cognition, adequate to the research tasks. The work uses the dialectical method of scientific knowledge, the method of analysis and synthesis, induction and deduction, the method of analogy, the comparative method, and the method of generalizing data. In the process of searching for literary sources, elements of a systematic review and grounded theory were applied.

Analysis of recent research and publications. Green tourism is a relatively new field of study that aims to minimize climate change and promote sustainable development. There aren't many research on the subject, despite the fact that it's a big worldwide problem. One of the most recent studies to address this knowledge gap and investigate the promotion of green tourism in the context of climate change and sustainable development is that conducted by S. Faisal (2024) [5]. According to the authors, several governments have made proactive investments in marketing campaigns

that support a change in consumer behavior toward more sustainable categories and practices. For example, Switzerland's 'Swissustainable' program is aimed at creation of an effective movement towards a broader-scaled change in practices of tourism, together with the tourism sector of Switzerland. To promote regional tourism, encourage outdoor activities, and raise environmental consciousness, the Japan National Tourism Office is incorporating elements of "responsible travel" into its marketing efforts. A number of nations exhibit a significant change and inventiveness in their self-promotion, emphasizing sustainability and the future in their messaging.

Indigenous tourism is one of the most well-liked kind of green tourism in many parts of the world. Carr et al.'s [2] effort to address the topic of what makes Indigenous tourist development distinct and, therefore, of particular interest to academic scholars. Since the middle of the 20th century, there has been an increase in interest from academics in the intangible and tangible aspects of Indigenous tourism development, both from a theoretical and practical standpoint. For example, among the first academics to examine a variety of theoretical aspects of Indigenous cultures, including identity, empowerment, and authenticity, were anthropologists and sociologists. Arguably, studies examining the effects of tourism on Indigenous peoples were first initiated by ethnographers. Indigenous tourism has been linked to problems with acculturation and the commodification of culture. As a result, research has increasingly focused on mitigating these negative effects and finding ways to guarantee that visitors have meaningful experiences of "other cultures, in purer, simpler lifestyles" [8]. It is necessary to give credit to the early work of Almagor, Cohen, and Graburn (quoted in Sharma, 2015 [14]) in particular for raising the profile of Indigenous tourism research and opening doors for later researchers with similar interests.

Indigenous tourism is widely perceived worldwide as a way to enable socio-economic advantages for Indigenous people, their communities, and the host areas [16]. The concepts of sustainable development and natural resource management should presumably serve as the foundation for the development, implementation, and administration of Indigenous tourism, just like they do for all other forms of tourism.

The study by Shultis and Heffner [15] investigates Indigenous management participation in a co-managed national park in Canada's Yukon Territory. It investigates fresh methods for fusing conventional ecological information with cultural values, which might help managers of protected areas and decision-makers prepare for the preservation of biological diversity. The future management of outdoor leisure and nature-based tourism by Indigenous peoples in protected areas is the main topic of discussion, and the obstacles to conservation discourses that allow for meaningful participation by Indigenous peoples are also examined.

Underpinned by the concepts of sustainable development, indigenous tourism arguably offers chances to realize distinctive, frequently inventive developments or management strategies that can be highly advantageous to Indigenous peoples. It also ought to play a major role in the public management landscape in the area of regional green tourism.

In Ukraine, within the framework of state regulation of green tourism, it is recognized that the development of eco-tourism requires an assessment of the tourist potential of territories [9; 10]. However, classic methods of assessing

the recreational potential cannot be used, as the planning of the development of recreational activities will be restrained by the state nature protection regime of the territories. The recreational potential of unique areas, most protected areas and their natural features will always be attractive to vacationers. Therefore, for the formation of ecotourism routes, a methodology for assessing the ecotourism potential of territories adapted to the peculiarities of the nature reserve regime and methods of managing tourist activities in nature protection and rural areas is necessary. In addition, rural ecological tourism is not only a tourist activity, but a continuation of the agricultural activities of rural estates. In the world, ecological tourism is one of the mechanisms for diversifying the activities of agricultural producers and increasing financial income for the development of rural areas in the general strategy of state support. The main feature of the understanding of the concept of rural tourism in the world is that it is not the main tourist business activity to increase profits, but the provision of additional hospitality services in rural areas.

Ukrainian researcher Kartashova [10] rightly points out that the problems of monitoring the effectiveness of the development of rural green tourism are related to discrepancies in official statistical information on the activities of subjects of this type of tourism and the results of scientific research by many authors. The research of Ukrainian scientists in recent years on the topic of rural green tourism indicates discrepancies in qualitative and quantitative indicators and methods of their calculation from the sources of the Ministry of Economic Development and Trade of Ukraine, the Ministry of Culture of Ukraine, the public organization "Association for the Promotion of the Development of Rural Green Tourism in Ukraine". Such significant discrepancies in the indicators of various sources of information complicate scientific research in the field of rural green tourism. The reason for inconsistencies is incomplete statistical information on functioning agricultural estates. Because the unregistered form of conducting tourist business in the field of rural green tourism prevails in Ukraine as a whole, the majority of object owners work as individuals (physical person), which is primarily related to the peculiarities of the emergence and development of non-mass types of tourism as a small business. In general, 25 % of enterprises in the field of rural tourism services in Ukraine are registered as business entities, while 75 % provide these services as natural persons. The significant difference between these two indicators is primarily due to low support from both state and local authorities. Therefore, at the state and regional level, it is necessary to create appropriate administrative, legislative, fiscal, and communication preferential conditions or incentives that would encourage rural green tourism entities to register and officially report on the results of their activities.

The peculiarity and significant advantage of rural green tourism is that it does not require large capital investments, as it involves the use of the existing infrastructure of rural settlements, the homes of farmers, which contributes to the socio-economic development of the village, the revival and spread of Ukrainian folk traditions and culture [4].

Today in Ukraine, there is a system of environmental certification and voluntary categorization "Green Farm", which was developed by the All-Ukrainian Union for the Promotion of the Development of Rural Green Tourism. The certification scheme is based on the principles of reducing the harmful impact of an agro-tourism facility on the

environment, supporting folk traditions and crafts, supporting the local economy, and developing environmentally friendly types of entertainment and recreation [11]. It is appropriate to modify the concept of this standard to bring it closer to international practices of such certification, similar to LEED.

Significant importance in the development of rural green tourism in Ukraine is given to the policies of local governments. At the same time, the problems of involving local governments in the development of rural green tourism are viewed one-sidedly. Specific problems directly related to tourism are not linked to the general problems of local government, which makes it impossible to develop effective mechanisms that can strengthen the role of local governments in the development of rural green tourism in Ukraine.

Presentation of the main material of the study with justification of the obtained results

Canada's tourist industry has recognized the growing interest in eco-tourism and the possibility of misusing the word as green tourism grows. In order to provide the greatest experiences for travelers and tour operators alike, the Tourism Industry Association of Canada established the following official definition of ecotourism: "Ecotourism is a segment of sustainable tourism that offers experiences that enable visitors to discover natural areas while preserving their integrity and to understand, through interpretation and education, the natural and cultural sense of place". In addition to creating socioeconomic benefits for people and regions, it promotes environmental respect, exemplifies sustainable business practices, and acknowledges and respects indigenous and local cultures, traditions, and values [3].

Protection is a necessary component of environmental respect, and Parks Canada is in charge of 42 national parks, three national marine conservation areas, 157 national historic sites, and an increasing quantity of land.

In addition, Canada has started collaborating with Finland and Sweden on a three-year project named the Sustainable Model of Arctic Regional Tourism (SMART), which aims to create resources, incentives, and tools to support arctic tourism businesses in operating in an environmentally responsible manner. Alaska, Scotland, and the Faroe Islands are supporting partners for the WWF (previously known as the World Wildlife Fund) Arctic Program. The SMART project created a set of guidelines for tourists to follow in order to help them be considerate visitors. Some of the advice includes selecting lodgings that provide jobs for locals, endorsing local transportation options, and sampling local cuisine, which not only offers a better taste of the cuisine but is also more likely to be prepared using local ingredients.

Targeting particular needs, ecotourism initiatives are being carried out around the nation. The Sam Livingston Fish Hatchery, a visitor center, and the Pearce Estate Park Interpretive Wetland are three conservation and awareness initiatives together in Alberta's Bow Habitat Station. The largest hatchery in North America produces three million trout annually, mostly rainbow, brook, brown, and cutthroat trout, but sometimes occasionally arctic grayling. The trout are stocked in public bodies of water.

Originally known as the Canadian Tourism Commission (CTC), Destination Canada is a public management organization focused on tourism that was established in 1995 with the goal of promoting travel to Canada. Fully controlled by

the Canadian government, it is a Crown corporation that answers to the ministers of innovation, science, and economic development as well as small business and tourism. In order to maintain a top-tier, four-season tourism economy that supports the environment as well as the economy, Destination Canada is implementing measures to regularly audit and enhance our systems and procedures. We also encourage our industry partners to follow suit. In light of this, they have formally joined the Global Sustainable Tourism Council (GSTC), an international organization tasked with creating and overseeing the GSTC Criteria - a set of worldwide standards for environmentally friendly travel and tourism. In order to meet the requirements set forth by public policy-makers and destination managers, Destination Canada has committed to upholding sustainable tourism policies and fostering, facilitating, and developing a sustainable tourist economy.

In Ontario, the aim of sustainable tourism is to uphold Indigenous cultures and protect breathtaking natural areas so that tourists can enjoy and learn from them for years to come.

Governments, travel agencies, and companies have created policies and initiatives, particularly in Ontario, to promote and assist eco-friendly tourist practices. These include:

- The fundamental ideas that direct environmental values for tourism in Ontario are found in the Ontario Environmental Bill of Rights. Visit the Ontario Environmental Registry to find out more about actions that have an impact on the environment.
- The Tourism Industry Association of Ontario (TIAO) is dedicated to providing sustainable tourism certification

programs to Ontario businesses in collaboration with GreenStep Sustainable Tourism.

- GoodTraveller.net – a directory of companies that have implemented sustainable practices. Discover how to travel more sustainably and discover some amazing instances of regenerative and sustainable tourism.

By the end of the decade, the tourist sector's contribution to Canada's GDP is expected to have increased by 40 % thanks to the ambitious Federal tourist Growth Strategy. For this reason, the Canadian government is trying to boost travel to Canada and increase its number of tourists. The new Tourism Growth Program (TGP) was introduced in 2023. This program, which has received \$108 million in federal financing, will support small enterprises, not-for-profit organizations, and both Indigenous and non-Indigenous communities. By doing so, it hopes to foster their growth and establish Canada as a top ecotourism destination. The Micro and Small Business Stream of the Indigenous Tourism Fund, which would give \$10 million in direct support to Indigenous tourism operators, was introduced by the government.

In whole, North America ecotourism market shows consistent growth, and forecast are very optimistic (see Fig. 1 below).

Rural green tourism is also popular in Austria, England, Germany, Italy and Spain. In 1992, the EU reformed its Common Agricultural Policy and began to specifically allocate money for its development, in particular for the construction of rural roads.

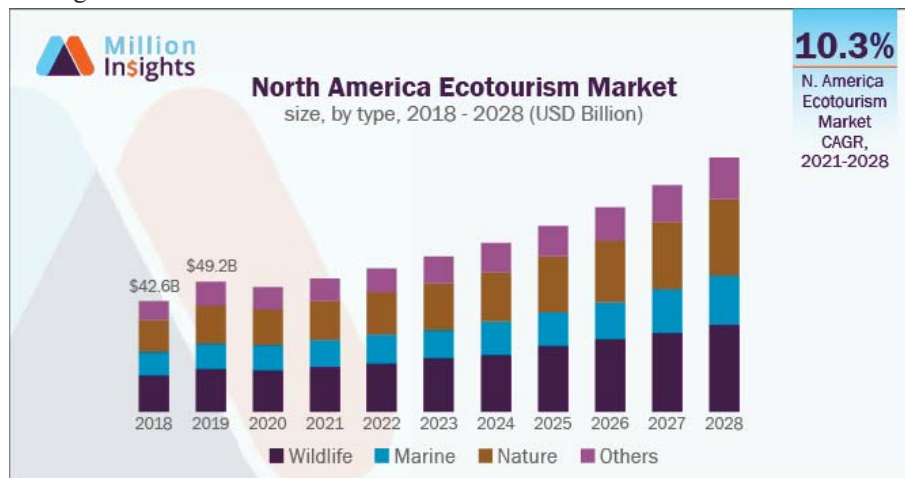


Fig. 1. North America ecotourism market dynamics, with forecast to 2028 [12]



Fig. 2. Regional distribution of global ecotourism market [12]

After all, according to EBRD experts, it costs 20 times more to settle a person from a village in the city than to create conditions for him to live and work in the village. It is also estimated that the income from one bed is equivalent to the income that one cow brings to the farmer per year [3].

Asia Pacific region does not lag far behind North America (see Fig. 2).

Australia is a shining example of sustainable tourism. Over the past few decades, there has been a noticeable fluctuation in indigenous tourism across Australia. The first region to see Indigenous culture as a developing tourist attraction was the Northern Territory. When the first full-time Aboriginal tourism development position was appointed to the Tourist Commission in 1984, it set the precedent. Indigenous culture was first made available to the global tourism markets thanks to Chris Burchett's efforts. This happened during the International Tourism Bourse (ITB) in Berlin from 1987 to 1991, the World Expo in Barcelona in 1992, the World Congress on Tourism for Peace in Vancouver in 1992, and an Indigenous Tourism Roadshow across the United States in 1993. This set the stage for the interest in Indigenous tourism to increase throughout time. Indigenous people may find work and economic growth in the tourism, cultural, and pastoral sectors, according to the 1991 Royal Commission into Aboriginal Deaths in Custody: National Report. Once more, in Aboriginal Tourism in The Northern Territory - A discussion paper (NTTC & OAD, 1994), the Northern Territory was the first to acknowledge the potential value of Indigenous tourism and offered some of the first in-depth analyses of the situation with a call to whole of Government action. An amount of \$15 million was set aside by the federal government in 1994 for the creation of draft national Indigenous tourist and cultural policies, which were published in 1997 following a thorough public comment period. Within the broader tourist business, there was a growing sector that received significant attention thanks to the National Aboriginal and Torres Strait Islander tourist business Strategy (NATSITIS).

Many jurisdictions developed their own plans and projects as a result of this, with the Northern Territory, Queensland, South Australia, and the Kimberley setting the example.

A comprehensive study of the Federal tourism structures and initiatives was commissioned in 2003 by Joe Hockey, the then-Minister of Tourism. The outcome prompted a major restructuring, and the Tourism White Paper, A Medium Long Term Strategy for Tourism, provided specifics of the new approach (DITR, 2004). This designated Indigenous tourism as a significant area of particular concern and mandated that Tourism Australia (TA), the recently established national tourism marketing organization, assume leadership in this field. The creation of Indigenous Tourism Australia (ITA) was a significant step in advancing a new national strategy for advancing the growth of Indigenous tourism. A \$3.83 million mentoring program called the Business Ready Program for Indigenous Tourism was launched in 2005 by the Department of Industry, Tourism, and Resources (DITR), which also kept some of its responsibilities for Indigenous tourism [8].

It is important to note that in Australia, there are synergies between indigenous tourism and ecotourism. Both are marketed by Tourism Australia as two of the nation's seven essential visitor experiences, and both were identified in the 2003 Tourism White Paper as attractions for foreign travelers.

In the global Green Destinations Story Awards, held in March 2024 at the world's premier tourism trade event, ITB Berlin, the Central Coast of New South Wales took first place. The Central Coast won the top prize in the destination management category of the annual awards, which are given to the most inspirational sustainable tourism initiatives entered into six categories. At ITB Berlin 2024, the NSW Central Coast was the only accredited ECO Destination from Australia to be acknowledged internationally. The Central Coast's victory in this competition solidifies its position as one of the areas setting the standard for environmentally friendly travel worldwide. As part of an effort to advance world-class nature-based experiences and expand sustainable tourism practices in destination management, the Central Coast was designated as Australia's third ECO Destination in 2022.

One of the important unique 'messages' of Australian green Indigenous tourism now is "Redefining what luxury means": "While butlers and opulent interiors can be important to some, so too can the luxury of privacy, silence and exclusivity mean a great deal to others ... Luxury can also be found in learning a new skill, the comprehension of history and culture and the bragging rights that come with having had a truly unique experience, and this can be found in Indigenous tourism" [1].

In Ukraine, green tourism is developing in the Carpathians, western regions as a whole, Polissiya and Podilliya. According to the Union for the Promotion of Rural Tourism, more than 60 % of farms that receive "green" tourists are concentrated in the Carpathians.

Back in June 1999, the EU TACIS project "Support for local development and tourism in the Carpathian region" was launched in the Lviv, Transcarpathian, Chernivtsi, and Ivano-Frankivsk regions. The main direction was the development of rural tourism in the mountainous areas of the region. The priority was explained by new trends in the market: modern tourists no longer strive for passive recreation, they want to be actively involved in the natural environment of the country in which they are located.

Over the 2.5 years of the project, the number of vacationers in the Carpathians has doubled, and profits have increased by the same amount. In each of the four regions, "pilot" areas were chosen - models for organizing tourism activities in the region as a whole, as well as exemplary houses whose owners were engaged in "green" tourism. It was assumed that other regions that are going to develop this type of business will be able to take advantage of the developments of the Carpathian program in the future.

In Volyn - in the Pripjat-Stokhod National Park - thanks to the EU project "Incorporating climate change issues into the management of vulnerable ecosystems", rural ornithological tourism is developing today.

However, these local initiatives are not being further developed. Today there is no holistic approach, an integral program or generally a unified vision for the development of this area. The state program ended in 2010. Several bills designed to stimulate private initiative in green tourism were registered in the Verkhovna Rada, but they were never considered.

Conclusions and prospects for further research

A comprehensive approach that comprehends not just the tourism value chain but also the larger economic and socio-cultural systems in which tourism is embedded is important for a green recovery and transition. A vital compo-

ment of the symbiotic relationship between tourism and ecosystem conservation and restoration is the role that robust ecosystems play in fostering resilience and adapting to climate change. A wide range of policies, supportive elements, and targeted initiatives can be offered by effective public administration to help enterprises, travel destinations, and the industry as a whole advance. Policies can target these channels and instruments at multiple levels and sizes, starting with regional ones, and they are frequently interrelated. While implementation depends on appropriate governance arrangements and funding, creative governance methods are required to promote policy coherence and integration. Key policy factors to further encourage a green recovery and hasten the shift to a green tourism economy could be, in light of the analysis presented, as follows:

- Formulate enduring plans that delineate an outlook for a sustainable tourism future, encompassing the intended enhancement of economic, environmental, and social welfare. Action plans with distinct roles, measurable objectives, and interim goals that can spur the green recovery should be used to support this.
- Utilize the government's ability to lead by example (decarbonizing agencies, for example) and ensure that all tourism infrastructure funded or acquired by the public sector complies with the strictest environmental regulations and promotes climate resilient development (e.g., using nature-based solutions) in order to accelerate the shift to green tourism.
- To assist the green transition, better coordinate tourism policy with other pertinent policy areas, including climate action, sustainable transportation, social development (including health and regional economic growth), and conservation and environmental management. In addition to increasing policy coherence and efficacy, policy integration is crucial for optimizing resources across portfolios.
- Create tourism governance frameworks that foster accountability and transparency and link green initiatives at all governmental levels. In order to achieve the intended results in complicated and uncertain times, it is critical to make sure that governance institutions are adaptable, responsive, and resilient enough at the local, national, and international levels.
- Adopt a variety of treatments and policies that are supported by research to encourage eco-friendly traveler behavior. Give top priority to initiatives that will have a significant impact on both the supply and demand sides of the tourism value chain. To expedite the transition to a greener tourist model, combine direct interventions (e.g., funding), legislation, incentives, and awareness-raising.
- Create and enhance monitoring frameworks to assess progress by supplying solid and insightful data and indicators. This is crucial to raise awareness among travelers, companies, and destinations of how their actions affect the environment and to provide guidance for the creation of sensible policies, plans, and initiatives.
- Encourage the assimilation of tourism into the broader economy, particularly at the destination level and in conjunction with primary sectors like forestry and agriculture. Utilize connections to promote the circular economy's tenets (closing resource loops), optimize local benefits, and enhance the sustainability and resilience of the tourism industry as well as other important supply and value chains (such as those in food and transportation).
- Increase literacy and capacity to support green tourism initiatives from the perspective of consumers, operators, and investors. Encourage people to learn about sustaina-

bility and associated ideas like resource efficiency, circular innovation, and sustainable buying. Encourage the development of consumer information tools to enable individuals to devise their own solutions and make sustainable travel decisions. Encourage tourism-related enterprises to minimize their environmental effect and greenhouse gas emissions by measuring their progress and offering support in the form of financing and skill development. Governments have the ability to promote knowledge acquisition, knowledge sharing, and alternative goods and business models through many means, such as the transfer or expansion of state-of-the-art inventions.

- Promote the creation of eco-friendly travel experiences that benefit both the environment and tourists. Develop novel approaches to experience design that allow travelers to make more environmentally friendly travel choices, such as by utilizing digital solutions.

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СТАН ТА ПРОБЛЕМИ ПУБЛІЧНОГО УПРАВЛІННЯ У ГАЛУЗІ ЗЕЛЕНОГО ТУРИЗМУ: РЕГІОНАЛЬНИЙ АСПЕКТ

Вступ. Туризм має глибокий зв'язок із навколишнім середовищем, оскільки більше, ніж багато інших секторів, впливає на якість навколишнього середовища та істотно залежить від нього. За останні десятиліття було досягнуто значного прогресу в кращому розумінні впливу туризму на природне середовище та суспільство, а також у впровадженні концепції сталого розвитку в політику туризму. Це потребує адаптації до кліматичних та інших змін, які мають бути розглянуті разом із діями щодо пом'якшення та зменшення впливу туризму на навколишнє середовище, одночасно підтримуючи добробут громад. Зелений туризм, будучи сталим туризмом, – це туризм, який здатний задовольнити запити туристів і місцевих громад, беручи до уваги їх теперішній і майбутній вплив, наприклад, шляхом захисту ресурсів без шкоди культурній цілісності, біорізноманіттю, екологічним процесам і підсистемам.

Актуальність дослідження. Уряди не повинні втрачати можливість зумовити заходи із підтримки досягненням прогресу в екологічних викликах і каталізувати умови, які сприяють трансформації зеленого туризму. В Україні переважає незареєстрована форма надання послуг у сфері сільського зеленого туризму, більшість власників об'єктів працюють як фізичні особи. Причиною цього є низький рівень підтримки з боку державної і місцевої влади. Тому на державному та регіональному рівнях потрібно створити відповідні системні механізми підтримки зеленого туризму та його інтеграції у загальну національну концепцію сталого розвитку.

Методи. Дослідження проводили в межах системного підходу на основі загальнонаукових методів пізнання, адекватних завданням дослідження. У роботі використано діалектичний метод наукового пізнання, метод аналізу та синтезу, індукції та дедукції, метод аналогій, порівняльний метод, метод узагальнення даних. У процесі пошуку літературних джерел було застосовано елементи систематичного огляду та обґрунтованої теорії.

Результати. Окреслено ключові міркування для подальшого сприяння "зеленому" відновленню та пришвидшенню переходу до економіки "зеленого" туризму, зокрема, необхідність розроблення довгострокових стратегій, які визначають бачення сталого майбутнього для туризму, включаючи бажаний внесок в економічне, екологічне та соціальне благополуччя, впровадження поєднання науково обґрунтованих політик і механізмів інтервенцій для просування практики екологічного туризму, розроблення та вдосконалення системи моніторингу для вимірювання прогресу шляхом надання надійних і значущих даних і показників, заохочення розвитку досвіду сталого туризму, який генерує позитивні результати для навколишнього середовища та відвідувачів, інновації у сфері дизайну досвіду, щоб дати відвідувачам змогу зробити позитивний внесок у дестинацію через екологічні рішення щодо подорожей тощо.

Ключові слова: зелений туризм; сталий туризм; спільноти; регіони; розвиток.