

ECOLOGICAL IMPROVEMENT AND SUSTAINABLE DEVELOPMENT IN VOLLEYBALL ON THE BEACH OF RECREATION TERRITORIES BY ADAPTING THE EU-ECO-AUDIT

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Nowadays the concept of ecological management and audit is very popular, but in Ukraine we have no experience and normative-legal base, which could be supported corresponding to administrative mechanisms. Particularly this concerns the audit of recreation territories, athletic and other cultural actions connected with them.

Because of defect of ecological privity youth instead of that to repose on local beach with the help of active plays, transforms them in public scrambles. The volleyball on the beach is very popular and successful game, in Kharkov in summer we may play on the beach of Alekseevskoe lake, in Kharkiv region – Pechenezhskoe, Travyanskoe lakes. But for future success we need some improvements for environment, some warranties for sustainable guard and increase aspectual wealth of the nature. In this case the model of eco-audit is very successful©.

Our investigation revealed that the main difficulty was to increase the level of awareness about ecological issues with the employees of the various enterprises, and to identify the responsible departments within the enterprises and to initiate the actual auditing process. It is important that employees of all levels and all departments of the company participate in the process. This needs to include slope grooming, as well as advertising and marketing, and service and management. All participated in an analysis of strengths and weaknesses, and in a discussion to determine an environmental policy for the company, and the formulation of goals and principles for environmental management. This broad participation in the initiation of the auditing framework is essential for its successful implementation. Thereafter it is essential to develop a framework specific to the peculiarities of a volleyball on the beach. Therefore we decided in the implementation of our framework that it is essential to map the following ecological phenomena and human influences for each beach area: geology and soils, climatic issues, hydrology, vegetation, fauna, building measures, damages distinguished by causes and land use all the year round. In addition, visitor management and ecological information offers were evaluated to learn about the already existing environmental activities of the territories of beach volleyball.

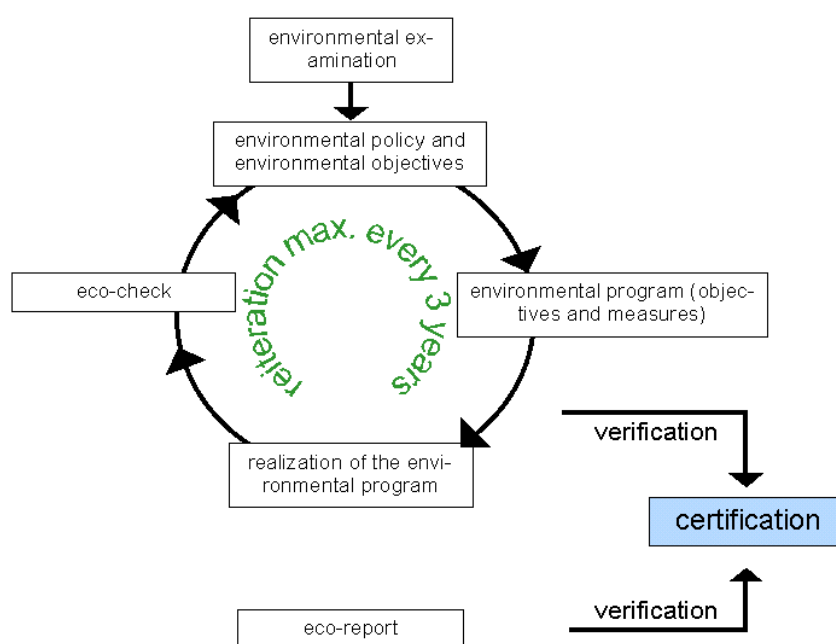


Figure 1 – Model of the EU- Eco Audit process

We think, that the implementation of the audit framework leads to the following improvements:

- enhanced consideration of habitats for bird species that are particularly sensitive to disruptions during the summer season;
- eliminate intensive agriculture in sensible recreation areas;
- protected valuable habitats;
- improved management of water resources;

Related to the EU-ECO-Audit we see, that competitive advantages for those enterprises which join the auditing process can only be expected if it is accompanied by an intensive marketing effort illustrating the main idea, the effects on the environment, the involved experts and clearly stating who is responsible for the certification process. Despite all this effort one must keep in mind that for most winter clients the environmental certification is only one additional attribute of a winter destination and not an essential one (such as snow assurance).

Combined with a Geographic Information System, the EU-Eco-Audit proves to be an excellent method for undertaking an ecological improvement close to practice. In contrast to more conventional restrictions and regulations, the audit process entices the enterprise to become pro-actively involved in environmental management on a continuous basis and to make it an integral component of their management routine. This may also lead to reduced costs and improvements in the organizational structure. Furthermore the Audit contributes to a positive, “green” image of the volleyball on the beach and increases its attractiveness during international competitions to host mega events.

Despite this positive balance that can be drawn from working in different regions, a widespread realization of this idea will depend on the question, if the immediate benefits of managing volleyball runs and marketing also will be profitable to local tourism. Also, it is to be expected that the awarding of volleyball competitions will more and more be associated with the existence of a credible ecological concept and a sustainable management. At the same time, the importance of the Audit for sport competition venues will gain in significance. This is especially valid because of the rating that competition venues grab with international sport contests, considerable for the weight and the touristic commercialisation within international comparison.