

Міністерство освіти і науки України
Сумський державний університет
Навчально-науковий інститут фінансів, економіки та менеджменту
імені Олега Балацького
Кафедра економічної теорії

**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

**MIĘDZYKARODOWE STOSUNKI GOSPODARCZE
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

Міжнародної науково-практичної конференції
(Суми, Україна, 5–6 травня 2017 року)



Суми
Сумський державний університет
2017

DEVELOPMENT OF SUSTAINABLE TOURISM IN THE EASTERN PART OF POLAND

Sowier-Kasprzyk Izabella, PhD, Widawska-Stanisza Agnieszka
Czestochowa University of Technology (Poland)

Sustainable tourism's aim is to lower negative influence of tourism on environment. Development of such a tourism influences on local employment. Advantages of the development are aimed at local societies, tourism agencies and tour operators and also tourists themselves. Apart from that sustainable tourism does not disturb the natural environment and is environmentally friendly. The World Tourism Organization defines sustainable tourism as a tourism that satisfies the needs of both tourists and tourist destinations, while protecting and promoting their future development. The main goal of sustainable tourism is to preserve the economic and social benefits of tourism while minimizing or mitigating adverse environmental, historical, cultural or social impacts. This goal is achieved by balancing the needs of tourists with the needs of tourist destinations. The most important documents defining the basis for sustainable tourism are: Agenda 21 and principles for sustainable development, UNCED, Rio de Janeiro Declaration, 1992, Global Code of Ethics in Tourism, WTO, 1999 and Cape Town Declaration. Responsible Tourism in Destinations, World Summit on Sustainable Development in Johannesburg in 2002.

Sustainable tourism goes side by side with ecotourism and heritage tourism. Many voivodeships in Poland have started to apply activities connected with sustainable tourism. The example of sustainable tourism is green velo track. The Eastern Bicycle Route – the Green Velo is the most spectacular bicycle project that has so far been completed in Poland. It is over 2000 km of a specially designed route, which was prepared from the beginning to the end for joy to travel and explore. The route leads through five voivodeships of Eastern Poland Warmińsko-Mazurskie (397 km), Podlaskie (598 km), Lubelskie (414 km), Podkarpackie (459 km) and Świętokrzyskie 210 km). Getting to know each one individually is an extraordinary experience. The track runs mainly on asphalt low-traffic public roads, through the area of the five voivodeships. Nearly 580 km (29% of the length of the route) are sections leading through the woodland, and 180 km (9% of the length of the route) falls on river valleys. The uniqueness and diversity of the regions through which the trail is based highlights the tourist attractions, both those directly on the route and those within the 20 kilometer "corridor" on both sides of the route. Among them there are numerous monuments, which are an important part of the Polish cultural heritage. The trail is dedicated to both domestic and foreign customers. The track is dedicated to the following main group, differing in their way of cycling tourism:

- segment of bike enthusiasts, lovers of riding long distances by bike (these are long-haul tourists, the product dedicated to them offers a cycle of several days in a single region or several regions);
- segment of people interested in active cycling holidays (this is a collection of people who plan their vacation by dedicating the dominant part of time to exploring the area on a bike in the form of one-day cycling tours);
- segment of "occasional bikers" (tourists resting in the area of product development and inhabitants of the region mainly from larger towns through which or in which the area runs the route).

For Eastern Poland the development of cycling tourism within sustainable tourism is a significant factor for local development using existing potential, among others large natural sightseeing tours and places of religious pilgrimages.

For the purpose of the article the research has been carried out. The method of the research was questionnaire and the respondents were people with the age range from 20 to 50 living in the area of Czestochowa. The aim of the survey was estimation if people are aware of sustainable tourism development and if they choose such kind of tourism. The article is complemented by examples of sustainable tourism in Eastern part of Poland. The respondents have been asked about the knowledge of forms of sustainable tourism, approach to it and particular knowledge emphasised on the Green Velo track.

The research shows that the respondents are interested in sustainable tourism. They present eco approach towards the environment and are interested in the Polish heritage. According to the respondents, they are willing to go to the Eastern part of Poland.

1. <http://sustainabledevelopment.un.org/index.php?page=view&nr=23&type=400>
2. http://ethics.unwto.org/sites/all/files/docpdf/poland_0.pdf
3. <http://www.responsibletourismpartnership.org/CapeTown.html>
4. <https://greenvelo.pl>
5. <http://portretymiast.blog.polityka.pl/2015/08/03/via-archipelag/>

FUNDAMENTALS OF GEOINFORMATION SYSTEMS ENERGY SECURITY OF ECONOMIC ENTITIES

Vterkovska Valeriia

*National Technical University of Ukraine "Igor Sikorsky Kyiv
Polytechnic Institute"*

Sustainable development of energy systems is the key to ensuring energy security. Although particular relevance of energy problems Ukraine, the state does not adopt a document that would clearly regulate the work of authorities in the field of energy security and energy's performance monitoring.