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CONCEPT OF SUSTAINABLE TOURISM DEVELOPMENT: A NEW APPROACH

The article discusses various approaches to sustainable tourism development. The author's definition of sustainable development is proposed, based on two theories: spiral dynamics and synergetics (self-organization). In the author's concept of sustainable development, a psychological factor is added to the three existing factors and the direction of sustainable development is determined.

Keywords: sustainability; sustainable development; tourism; tourism industry; psychological factor; spiral dynamics; synergetic.

КОНЦЕПЦИЯ УСТОЙЧИВОГО РАЗВИТИЯ ТУРИЗМА: НОВЫЙ ПОДХОД

В статье рассмотрены различные подходы к устойчивому развитию туризма. Предложено авторское определение устойчивого развития, основанное на двух теориях: спиральной динамики и синергетики (самоорганизации). В авторской концепции устойчивого развития к трем имеющимся факторам добавлен психологический фактор и задано направление устойчивого развития.

Ключевые слова: устойчивость; устойчивое развитие; туризм; туристическая индустрия; психологический фактор; спиральная динамика; синергетика.

In May 2017, the Republic of Belarus adopted a national strategy for sustainable socio-economic development for the period until 2030¹, which noted that “the strategic goal of tourism development for the period until 2030 is the creation of a highly efficient and competitive tourism complex, the inclusion of Belarus among the 50 leading countries according to the level of tourism development”. Previously, I conducted a comparative analysis of the Republic of Belarus within the framework of the Sustainable Tourism Index, assessed the strengths and weaknesses in the component sustainability indicators, and also identified prospects for sustainable tourism development [1].

The situation that we all observed in 2020 indicates the instability of the current business model in tourism and its inability to withstand global threats. In 2020, the direct contribution of tourism to the country's economy amounted to 1.4 % of GDP (2.5 % in 2018)². The situation of a complete shutdown of an entire group of industries could hardly have been foreseen by anyone. We considered the issue of fundamental risks in an article about the “black swan” theory of N. Taleb [2], where “black swan” events in 2020–2022 were identified and their impact on the activities of tourism industry enterprises in Belarus was analyzed.

In this regard, the question of joint actions by tourism industry participants for the survival of the industry and sustainable development in the future has become even more pressing. The purpose of the research in the article is to develop a new understanding of the concept of sustainable tourism development, taking into account the psychological factor (the place and role of Man) in creating the future.

What is sustainable development, which has been discussed at the international level under the auspices of the UN for 40 years, and in recent years has become especially relevant for business and public administration? The concept of sustainable development, due to its interdisciplinarity and the intersection of a large number of methodological approaches, is extremely difficult to consider. Zh. Mingaleva and M. Oborin [3] rightly note the importance of the universal (philosophical) method of cognition, which determines the ideological platform of the researcher with a specific methodology.

¹ <https://economy.gov.by/uploads/files/NSUR2030/Natsionalnaja-strategija-ustojchivogo-sotsialno-ekonomicheskogo-razvitija-Respubliki-Belarus-na-period-do-2030-goda.pdf>

² <https://www.belstat.gov.by/upload/iblock/4c2/dev2vyx3p9ejp7zqkq9dudzdl2imm3c3n.pdf>

Taking into account the lack of a unified methodology in this area of research, we will rely primarily on historical and holistic methods of analysis in order to fully illuminate approaches to the issue under study, as well as reflect changing views over time. Since its inception in 1987, the concept of sustainable development has permeated all economic and social spheres: from sustainable agriculture to sustainable transport and sustainable tourism.

In the article we explore the concepts of “sustainability” and “sustainable development”, which are widely used to characterize various systems. Despite the apparent universality of these concepts, there is no unambiguous interpretation of the content of the definitions, the concept of sustainability is not fully justified, and there is no mechanism for measuring the degree of sustainability.

The term “stability” is widely used in various fields of science and technology: mathematics, probability theory, numerical analysis, macroeconomics, sociology, mechanics, engineering, automatic control theory, transport systems, music theory, ecology, microbiology.

“*Stability* is the ability of a system to maintain its current state under the influence of external influences. If the current state is not preserved, then such a state is called unstable”³.

“Stability (instability) is an important property of all forms of movement of matter, from the simplest mechanical movement – the movement of bodies in space to such complex forms as thinking and social life”, says L. Chulsky [4, p. 5].

Within the framework of the world-accepted concept of sustainable development, three components of sustainability are identified: economic, environmental and social, so let's look at their definitions. In *macroeconomics*, sustainability is defined as the long-term balance between the use of resources and the development of human society. In a *broad sense*, according to B. Gerasimov and M. Rubtsova, “*economic sustainability* is the state of a developing economic system in which all its elements are in balance” [5, p. 108].

In *sociology* there is a term social sustainability. The UN Global Compact defines social sustainability as follows: “Social sustainability is about identifying and managing both the positive and negative impacts of business on people”. In *ecology*, sustainability is the ability of the environment to withstand human impact, like the ability of biological systems to preserve and develop biodiversity.

According to L. Mantatova: “The process of development proceeds in at least two opposite ways: variability and stability, chaos and order, involution and evolution. In this unity and mutual transition of opposite moments of development, the concept of sustainable development emphasizes evolution, coherence and direction of change. The process of such development is characterized by order and security, survival and preservation of structures, as opposed to chaos and catastrophism. In a word, sustainable development is such a *creative evolution of a system* in which no transformations within the system, no external disturbing factors can bring it out of a state of dynamic equilibrium” [6, p. 25].

A. Gizyatova, considering sustainability, uses a *dialectical approach* from the perspective of macro- and microeconomics. “From a methodological point of view, the sustainability of an individual tour operator is in the same dialectical interaction with

³ <https://ru.wikipedia.org/wiki/%D0%A3%D1%81%D1%82%D0%BE%D0%B9%D1%87%D0%B8%D0%B2%D0%BE%D1%81%D1%82%D1%8C>

the sustainability of the tourism industry, as is the sustainability of the tourism industry with the sustainability of the national economy as a whole, and then the world economy" [7, p. 64].

O. Shimova defines *stability* in organization theory as the ability of a system to function in states close to equilibrium, under conditions of constant external and internal disturbing influences. At the same time, *stability of the first kind* is the property of a system to return to its original state (static equilibrium) after leaving the state of equilibrium, and *stability of the second kind* is the transition of systems to a new equilibrium state (dynamic equilibrium), which is generally due to the statics of phenomena and the dynamics of processes in complex socio-economic systems [8, pp. 41–42]. For the first time, the study of economic systems in statics (constancy of systems) and dynamics (changes of systems in time and space) was carried out by Amer. economist J. B. Clark.

Equilibrium, a narrower concept than stability, is its prerequisite. Equilibrium in nature is a state of homeostasis (dynamic equilibrium), continuous material and energy renewal with the preservation of basic qualitative characteristics and quantitative parameters until the transition to a qualitatively new state or phase of destruction. Therefore, *sustainability* is the ability of systems to function successfully under the continuous influence of the external and internal environment.

The stability of the development of the system is characterized by a constant increase in the result, no less than the permissible minimum and no more than the objectively determined maximum. In this regard, the concepts of "sustainable growth" and "sustainable development" should be observed. Obviously, the first concept presupposes positive changes in the parameters of the phenomenon, and the second allows for changes other than growth, subject to qualitative improvement, which in the long term leads to generally positive development.

In the second half of the 20-th century, the world community became concerned about the consequences of an irrational strategy for the use of natural resources, framed in the concept of limited resources, increased competition, labor productivity and profits, which formed the "consumer society." Meanwhile, the transition to a new economy does not reduce the growth of resource consumption, social inequality and poverty. This can be seen from the world statistics of oil consumption by the world economy. Thus, our calculations based on data from open sources show that in 2022, in the USA there was 2 555 kg of oil per person, in Japan – 1 523 kg, Russia – 1156 kg, China – 396 kg, India – 138 kg. Consumption has been growing over the past 30 years, mainly due to the Asian region (2.4 times). If developing countries tried to approach the economic level of the United States, the production of oil and other types of raw materials would have to be increased hundreds of times. And this is already a dead end for sustainable development.

To reduce conceptual ambiguity and terminological confusion of sustainable tourism, S. Zhang and E. S. W. Chan, as a result of research based on etymology and gender differentiation, built a clarifying theoretical definition of sustainable tourism. Sustainable tourism has been defined by the authors as a resource-based tourism development ethic with human needs for growth, ideology of continuity and global context as core constructs. This conceptual framework positions sustainable tourism as a tourism development issue rather than a specific form of tourism [9].

S. Grishin defines sustainable development as one of the main factors ensuring the progressive functioning of the tourism industry of any country and a basic element in the formation of the competitiveness of a tourist destination [10, p. 7].

I. M. S. Amerta, I. M. Sara, K. Bagiada agree that sustainable tourism will be achieved through the continuous use of natural, cultural and human resources in addition to economic sustainability based on fairness and equity. In their opinion, sustainable tourism development should always benefit and give good effect to local communities, governments and investors, as stakeholders of tourism in the present and future [11].

S. Matiku, J. Zuwarimwe and N. Tshipala, considering the sustainability of tourism [12], pay a lot of attention to local communities and their sustainable livelihoods and, in addition to the three components of sustainability, add such an indicator as tourism management. With the recognition that if communities are to benefit from tourism, their participation in tourism development is key. From the authors' point of view, for community projects to be successful, all stakeholders must be involved in their work. Therefore, guided by sustainable tourism indicators, they propose a stakeholder-oriented management model for community tourism projects that places the community at the center. The management of community tourism projects must be people-centred, holistic and inclusive.

O. Zabelina, D. Zabelin presented the concept of sustainable tourism development as a holistic economic strategy for the industry through the prism of social capital analysis. Their work [13] outlines an approach to the role of social capital in tourism. Given the diverse interests for the formulation of strategies for sustainable tourism development, expressed in self-organization, public dialogue and activity of participants at all levels, a large number of participants in the process requires the establishment of close trusting relationships within the framework of discussion and development planning. Despite the value of this approach, many unresolved problems remain, such as the specifics of the social structure in tourism, the interaction of organizations in the formation of common competitive advantages, technology transfer and sustainable development, network models for developing policies for sustainable tourism development, the use of social capital for the development of adaptive capacity and social learning as a response to the pandemic crisis. It is also necessary to study the behavioral aspects of the formation of civil initiatives to address issues of sustainable development.

A. Kuzior, O. Lyulyov et al. [14] see the adopted Goals for Sustainable Tourism Development as the basis for the economic and social growth of industrial regions. In connection with the crisis and profound transformation of national economies, one of the ways to restore the investment attractiveness of the region, according to the authors, is the development of post-industrial tourism, which can contribute to the achievement of the Sustainable Development Goals, in particular SDG 8.9, SDG 11.4 and SDG 12b.1. Thus, the introduction of digital marketing tools in the promotion of post-industrial tourism services, namely, cloud technologies and artificial intelligence, will become the main drivers of individualization of post-industrial tourism services, environmental awareness, computerization and modernization of the tourism business. At the same time, the state must control and stimulate the development of sustainable tourism with the help of economic and fiscal instruments.

M. M. Morozov also formulated and substantiated the proposal that, taking into account the emergence of a new category of digital tourists, the concept of sustainable tourism development needs to be supplemented with an information and communication component as the most important attribute of the global digitalization of society [15, p. 37].

Due to the fact that the descriptive style predominates in the literature on sustainable tourism and since it is multidirectional, Butowski L. made an attempt to build a theoretical model of sustainable tourism that would reflect both its essence and main characteristics. It was developed on the basis of the desire to achieve a balance between the needs of tourists and the needs of the local community while preserving the values of the natural and socio-cultural environment that arise in the receiving territories in the short term [16].

Later, L. Butowski presented an alternative approach to sustainable tourism based on a "human-centric point of view." A model approach was used to conceptualize intragenerational (short-term) and intergenerational views (long-term) on tourism sustainability [17].

Tarasenok A. I. notes that aspects of the tourism industry and the intersectoral tourism complex in Belarus appear only starting from the NSDS-2030 (section "Tourism"), however, the indicators contained in it are far from the parameters of sustainable tourism development. "There is an obvious underestimation of tourism as a factor in the country's socio-economic development, despite the fact that the Belarusian development model declares a commitment to a noospheres' economy, the priority of which is human potential" [18, p. 14–15]. Later, the NSDS-2035⁴ (6.3.5 Tourism industry) already includes some aspects of sustainable tourism development ("promoting a positive image of Belarus as a stable and safe tourist country, with a unique nature and culture", inclusivity, "development of new tours and excursions taking into account the requirements of a green economy", "implementation of IT technologies"). At the same time, the evaluation criteria are not related to sustainable tourism again.

Grechishkina E. A. proposes a conceptual framework for sustainable tourism development that includes the tourism product, destination, destination resources, stakeholders, destination marketing and people (destination visitors). Notes that "sustainable tourism development should be based on the principles of maintaining environmental quality, preserving and protecting cultural heritage, creating benefits for local people and tourists, harmony between local communities, the needs of tourists and the environment, and conscious joint efforts of all stakeholders" [19].

The analysis of a number (by no means all) of conceptual approaches to sustainable tourism development allowed us to draw the following conclusions: the slogans proclaimed at the world level are ideologically correct, but in practice they show opposite results; the thinking of the population (stereotypes of collective consciousness) is at a very low level in order to be far-sighted and care about the future of the planet; Research scientists for the most part see economic growth or environmental safety in sustainable development, talk less about social sustainability and practically do not talk about the place and role of Man in this system. In the pursuit of material wealth, on the path to technological civilization, they forgot about the morality and moral values of humanity. In this regard, the missing factor in the model of sustainable development is "psychological stability" – the ability to anticipate and prevent disturbances in mental balance, and, if it is lost, to minimize efforts to restore it. In other words, psychological stability is the ability to withstand external influences, following one's intentions and goals, which are formed depending on the state of the person as a whole (under the influence of the environment of his formation and development).

⁴ <https://economy.gov.by/uploads/files/ObsugdaemNPA/NSUR-2035-1.pdf>

In our opinion, sustainable development is a dynamic development in a spiral, based on a change in the level of consciousness (thinking) of a person, caused by changes at the biological, physical, psychological and energy levels.

This definition is given on the basis, firstly, of the conceptual theory of emergent cyclic levels of existence by Claire Graves, which was developed in the works of D. Beck and K. Cowan as theory of spiral dynamics [20]. I agree with the authors that “constancy in our lives is illusory – only change is real”. Changes in a person’s consciousness can occur under the influence of both internal and external factors (different times create different thinking). Man, as an open biological system, is not something static or finite. In turn, when the conditions of existence change, he is able to create new systems at a new level, accepting new value systems and adapting to new conditions.

It is obvious that today we are witnessing an increasingly complex world around us, chaos and turbulence in the external environment. This forced people to act and make non-standard decisions in order to survive, transforming a complex system, while developing human thinking within a fairly clear framework. Human consciousness is capable of developing and plays an important role in shaping reality. In our opinion, the planet will be destroyed by “beige”⁵ people, who are the absolute majority. And the strategic way out of this is the transition to the level of an “orange” person and a “green” organization, since it is from this level that a creative society and sustainability begin.

Graves K. is one of the first psychologists to realize that we live, make decisions, act and change through complex systems (bio-, psycho-, socio-). And therefore, the second basic component of our conceptual approach to this definition is synergetics or the theory of self-organization. The 21st century is the century of man, and synergetic represents an unusual view of the world and man. Synergetic provides answers to many of the challenges facing humanity.

Awareness of shared values and assessment of the level of spiral development of self-organizing systems will allow us to develop strategies for advanced management and marketing of the tourism industry, as well as an economic mechanism for ensuring sustainable development of tourism, taking into account the theories of optimal management and theories of dynamic chaos management, theories of consumer behavior.

Thus, the inclusion of the psychological factor in the concept of sustainable development clarifies its meaning: for whom all the efforts expended are necessary (preservation of nature, prosperous and happy life of all people).

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⁵ Terminology by K. Graves here and further in the paragraph.

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TAX INCENTIVES FOR EDUCATION ACTIVITIES AS A FACTOR OF SUSTAINABLE DEVELOPMENT STATES

The article discusses the problems of improving the education taxation system for the purposes of sustainable development of the Republic of Belarus. The role and importance of