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**IŠŠŪKIAI IR SOCIALINĖ ATSAKOMYBĖ
VERSLE**

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BUSINESS***

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RURAL TOURISM IN THE CONDITIONS OF THE PARADIGM OF SUSTAINABLE DEVELOPMENT

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ANNOTATION

Among the goals of sustainable development, the tourism industry is one of the largest global industries. The sustainable development of tourism is taking into account the current and future economic, social, and environmental consequences of tourism activities in accordance with the requirements of travelers, the specifics of the tourism industry, and environmental conditions. Rural tourism as a type of tourism satisfies society's needs for rest, recreation, knowledge of the environment and its harmless use, development of rural areas. Therefore, the question of studying rural tourism is relevant.

Keywords: *sustainable development, rural tourism.*

INTRODUCTION

Sustainable development of tourism means full consideration of the current and future economic, social and environmental consequences of tourism activities in accordance with the requirements of travelers, the specifics of the tourism industry, environmental conditions and host communities [1]. The Sustainable Development Goals (SDGs) or Global Goals are a set of 17 interrelated global goals formulated as a blueprint for a better and more sustainable future for all. In September 2015, the UN Summit on Sustainable Development was held in New York within the framework of the 70th UN General Assembly, at which the Post-2015 Development Agenda was adopted, which approved the latest development strategy. The final document of the summit "Transforming our world: the 2030 sustainable development agenda" adopted 17 sustainable development goals and identified 169 relevant tasks [2].

1. Presenting main material

It should be noted that in accordance with the Global Development Strategy, Goal 8 directly concerns the tourism sector and declares the implementation of the strategy to promote sustainable tourism by 2030 in the following way: to promote the creation of jobs, the development of local culture and the production of local products; promote economic growth and full and productive employment for all citizens; to contribute to maintaining the rate of growth of the gross domestic product of the least developed countries (at least 7% per year); maintain economic productivity through diversification, modernization and innovation [3]. In accordance with UN General Assembly Resolution 70/193, 2017 was declared the International Year of Sustainable Tourism to support this growth.

It is worth noting that in the final document of the UN conference "Rio+20" (2012), in paragraph 130 entitled "The future we seek", sustainable tourism can make a significant contribution "to all three components of sustainable development" thanks to close cooperation with other sectors and its ability to create decent jobs and trade opportunities. It is claimed that he can do this. In this

context, Member States need to support activities in the field of sustainable tourism and capacity building that contribute to environmental awareness, conservation and protection of the environment, wildlife, flora, biodiversity, cultural diversity ecosystem, increase the well-being and income of local communities, support local economy and improving the environment for people and nature as a whole [2].

Paragraph 130 of the Rio+20 conference document also calls on member states to "provide greater support for sustainable tourism activities and related capacity-building activities in developing countries to support sustainable development." Paragraph 131 of the same document recommends that Member States "encourage investments in sustainable tourism, including eco-tourism and cultural tourism, which may include the creation of small and medium-sized enterprises and the promotion of access to financial resources through microcredit initiatives for the benefit of poor, indigenous and local communities in regions with significant eco-tourism potential. She recommends that this could include facilitating access.' In this regard, Member States also draw special attention to "the importance of developing appropriate guidelines and regulations to promote and support sustainable tourism, where appropriate, in accordance with national preferences and legislation" [2].

It should be emphasized that Ukraine, like other member states of the United Nations (UN), participates in the global process of sustainable development. In order to establish the strategic boundaries of Ukraine's national development until 2030, a comprehensive process of adaptation of the Central Development Strategy has been launched, which is based on the principle that "no one will be left behind" [2].

The conceptual basis within which the development of rural tourism is implemented are regulatory and legal documents at various levels, in particular: at the international level (Global 17 Sustainable Development Goals by 2030 (2015) [3]; Paris Climate Agreement (2015) [4] ; United Nations Environment Program (1972) [5]); at the national level (Concept of promoting Ukraine in the world and ensuring its interests in the global information space (2016) [6]; Strategy for the development of tourism and resorts until 2026 (2017) [7]; Law "On Tourism" (1995, with amendments and additions) [8]; the Law "On Personal Farming" [9]; the Resolution on the Provision of Temporary Accommodation Services (2006, with amendments) [10]; facilities intended for the provision of temporary accommodation services (2009) [11]).

Also, in accordance with the Association Agreement between Ukraine, on the one hand, and the European Union, the European Atomic Energy Community and their member states, on the other hand (2017), and its Article 403, cooperation is carried out to promote the development of rural economy and rural areas, in particular through the gradual convergence of policy and legislation [12].

The influence of tourism as a powerful mechanism for ensuring the socio-economic development of countries and regions becomes possible thanks to the development of domestic and inbound tourism, the provision of tourist services that correspond to world and European trends, taking into account national and regional characteristics, the establishment of the latest requirements for the production of new tourist products [13].

It should be emphasized that the socio-economic importance of the development of rural tourism must meet the following conditions: encouraging the development of farmers; strengthening the development of the region's infrastructure; stimulating the labor market in the region, increasing employment of the population; support for the sale of agricultural residues; increase in additional income of farmers; contribution to local state finances; preserving the ethno-cultural identity of Ukrainians and relevant ethnic minorities; raising the cultural standards and environmental awareness of the rural population; creation of meaningful leisure time for the poor population.

As for the development of rural tourism and eco-tourism in Ukraine, the Association for the Promotion of the Development of Rural Green Tourism is currently dealing with these issues. The

association consolidates data on rural tourism in different regions of the country and organizes its promotion, conferences, thematic exhibitions, trainings and seminars [14].

Based on the above, it should be noted that although many years have passed since the adoption of the SDGs in September 2015, and despite many important achievements in raising awareness of the 2030 Agenda for Sustainable Development, no sector has yet met the deadline for achieving the Goals [15]. In view of this, the UN considers it important not only to implement relevant programs and policies, but also to build partnerships with governments, civil society and individuals to attract resources, develop innovative thinking and experience to implement the ideas reflected in the 2030 Agenda in reality. The UN Global Compact provides a unique opportunity to foster collaboration across industries and organizations to develop solutions to global challenges. This agreement calls on companies to align their policies and practices with ten overarching principles in the areas of human rights, labor, environment and anti-corruption, and to take measures to achieve social goals and the SDGs [15].

Bringing together thousands of companies large and small around the world representing various industries, the UN aims to create a truly global movement of responsible business, driven by the desire for sustainable development, with fundamental strategies and practices – not only for the well-being of society, but also for the benefit of individuals [12].

The ten key elements of the UN Global Compact, based on the Fundamental Conventions and the UN Charter, are recognized and documented in a number of intergovernmental resolutions and outcome documents, including resolutions of the General Assembly. Hospitality enterprises in rural tourism must follow these rules in their activities and in determining strategies for new developments and effective functioning [15]. So, let's clarify the content of the principles of the UN Global Compact, which are as follows: the protection of human rights declared at the international level must be supported and respected; business circles are obliged to: support freedom of association and the right to collective bargaining; strive for the elimination of all forms of forced and compulsory labor; strive for the elimination of child labor; must strive to eliminate discrimination in the field of work and occupations; maintain a precautionary approach to environmental issues; support initiatives aimed at increasing environmental responsibility; support the development and spread of environmentally friendly technologies; to combat corruption in all its forms, including extortion and bribery; should not be complicit in human rights violations [15].

CONCLUSIONS

1. Compliance with the provisions of the UN Global Compact provides the hospitality and tourism industry, including rural tourism, with the opportunity to develop a sound concept of sustainable development and competitiveness of the tourism industry in the market conditions of the business environment, based on productive corporate management, business ethics and a corporate culture of service provision in the tourism industry Provides a perspective for the development of the tourism industry. Today's forecasts for agribusiness are optimistic. Everyone understands that this is the only asset that needs to be protected during a crisis [16].
2. Integration into the global system of tourism and hospitality requires the transition of Ukrainian hotel, restaurant, and tourist enterprises to global standards of service, changes in the forms of organization and management in the hotel, restaurant, and tourist business [17].

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