

## **УСТОЙЧИВОЕ РАЗВИТИЕ ТУРИЗМА: ИСПОЛЬЗОВАНИЕ ЕВРОПЕЙСКОГО ОПЫТА В ТУРИСТСКОМ ОСВОЕНИИ АЛТАЙСКОГО РЕГИОНА**

**А.Н. Дунец, И.А. Колупанова, Х. Халкир**

Алтайский государственный технический университет  
им. И. И. Ползунова, г. Барнаул, Россия  
Ольборгский университет, г. Ольборг, Дания

В статье рассматривается использование концепции устойчивого развития в европейском туризме. Проводятся параллели устойчивого развития Альпийского региона и перспективы этого направления деятельности в Алтае. Особенно это важно у условиях трансграничности регионов. Предложены пять этапов развития стратегии устойчивого развития туризма в Алтайском регионе. Обосновывается, что создание региональной структуры туристских комплексов должно быть основано на принципах устойчивого развития.

Ключевые слова: устойчивое развитие, туризм, Алтайский регион.

## **SUSTAINABLE TOURISM DEVELOPMENT: EUROPEAN EXPERIENCE IN TOURISM DEVELOPMENT OF ALTAI REGION**

Alexander Dunets, Altai state technical university, Barnaul, Russia  
Irina Kolupanova, Altai state technical university, Barnaul, Russia  
Henrik Halkier. Aalborg University, Aalborg, Denmark

The article describes the experience of using the concept of "sustainable development" in the development of tourism in the mountainous region. The importance of international organizations defined on the sustainable development of tourism. UN WTO has worked out STD indicators reflecting the ecological, economic and social development. For substantiation and elaboration of sustainable tourism development (STD) strategy in Altai Region five stages have been defined.

Ключевые слова: sustainable development, tourism, Altai Region

Under current Russian conditions, new approaches to sustainable development of regional economics characterized by disproportion and asynchronicity, are of heightened interest. It is a matter of significance for Siberian regions being on the periphery of economic space and having deep disproportions in industrial structure of economy, natural, material and organizational support, people ware, financial provision and investment.

Active tourism development in Altai Region requires European experience implementation in sustainable tourism development.

The definition of "sustainable development" means not only stable, permanent growth but also narrow sense. It means "continual" de-

velopment that is non-contradictory to further human existence and development in the same direction [1].

During 1994-1997 European Council issued three references concerning sustainable tourism policy: "General course for sustainable and environmentally sound tourism development", "Policy for sustainable tourism development in protected areas", "Policy for sustainable environmentally sound tourism development in coastal areas".

Tourism makes a significant contribution to the sustainable development of the regions. Successful and sustainable tourism development (STD) is impossible without a comprehensive study of recreational area properties. UN WTO

has actively participated in the preparation of the World Summit on Sustainable Development which was held in Johannesburg in 2002, where a model of tourism sustainable development as a global world economy was considered [2]. STD provides a unity of three components: the development of tourism and recreation in relation to key environmental processes; economic stability is achieved by the role of tourism as a means of local economic development through the balanced resources management; social and cultural sustainability can improve employment and income, save the historical and cultural monuments, strengthen the local identity and the established way of life.

The most famous example of cross-border cooperation for sustainable tourism development is the activities of states bordering on the Alps. The Alpine Convention refers to varying intensity of tourism in the Alps, and recognizes the need to limit tourism and recreation activities, coordination of the tourist industry development with regional features and the integration of environmental and social requirements. At the Conference of the Alpine countries in Luzern (2002) UNEP created the Alpine-Carpathian partnership to share experience of international cooperation of Alpine countries (under Alpine Convention) on the other mountainous regions of Europe. The most important aspect of the Convention is the formation of approaches for sustainable tourism development.

Taking into account various documents of international tourism organizations, we can identify a number of mechanisms for sustainable tourism development management. These include the assessment of tourism impact on environment, environmental audit, certification and standardization, definition and regulation of permissible anthropogenic impact, corrective taxes and subsidies, the program of sustainable tourism development at the federal and regional levels, the use of indicators of sustainable tourism development, as well as evaluation and creation inventories of tourist and recreational resources and their subsequent monitoring, education and information programs on sustainable development, codes of conduct for tourism organizations and administrations, participation of public bodies in sustainable tourism development management, administration of investment activities in sustainable tourism, product marketing of sustainable tourism and others.

UN WTO emphasizes a number of reasons necessary for engaging in national and regional planning of tourism and recreation activities. They are connected with the fact that on the

one hand tourism contributes to economic development, social and cultural reproduction, environmental conservation, and on the other, you can select a list of significant negative impact of tourism. In the absence of a long-term science-based concept of tourism development adverse effects become more apparent: excessive resources consumption, environmental pollution; "aesthetic pollution", changing the traditional way of life and traditions; conflicts of tourists and local residents; an increase in crime, price increase, seasonality, economic dependence on tourism and much more.

STD supposes sustainable use of resources, due to the system implementation of careful use of water, energy, etc., maintenance of biodiversity, integration of tourism in territory planning in reliance on involvement of local communities responsible tourism marketing, which includes the public hearing of tourists, decrease of pressure of tourism and recreational activities on the environment that may be implemented by a uniform distribution of tourist flows in time and space.

UN WTO has worked out STD indicators reflecting the ecological, economic and social development. European tourist destination indicators have been tested and were made up of the main list, which includes indicators on groups: state realization of sustainable development concept; impact of human activities on the environment; social and cultural; economic. [1].

Recently the variety of tourism activities in the mountain area has increased in Altai region at the account of traditional ones (sightseeing, hiking, hunting, fishing and etc.) as well as new ones including extreme activities (gliding, glacier skiing and snowboarding and etc.). At present it is admitted that tourism sector uncontrolled growth pursuing fast profit-making often has negative consequences since it affects the environment and the population, damages functioning resource base.

Tourism is getting more important source of income for the Altai region population and provides rare possibility of their participation in the world economy. Nature and social and cultural resources are able to give the possibility of intensive tourist and recreation development.

For substantiation and elaboration of sustainable tourism development (STD) strategy in Altai Region five stages have been defined.

1. Analysis of sustainable tourism development prerequisites in mountainous area. For this purpose the peculiarities of tourist and recreation activity, its dynamics and seasonality are studied. Basic tendencies of tourist complexes

development and their interaction with natural and social organization are defined. Tourist and recreation resources are analyzed and estimated. Political, social and cultural, ecological and economic aspects of tourism impacts in the region are researched. Very important aspect of the research is regional management system.

2. Elaboration of SDT indicators system taking into account the peculiarities of mountain region. Assessment of legal, economic development of tourist complexes, tourism interaction with social and cultural environment, natural environment transformation degree (spreading, type, actuality of environmental problems). The most actual problems definition and their territorial differences.

3. Methodical background and TTRC sustainable development model elaboration. Tourist complexes regional models finding. Their cartographic, mathematical, simulation modeling. Determination of objective functions, parameters, limits. Development of geoinformation basis and determination of territorial connection of tourist complexes regional models.

4. Strategic decision making on regional tourist complexes development. Forecasting of sustainable development of tourist complexes of different types in the conditions of various situations development in the region. Selection and substantiation of development priorities. Substantiation of balanced development of different types of tourist complexes and tourism activities. Elaboration of recommendations on prevention of conflict situations with economic bodies of associated branches and local population as well as recommendations on balanced correlation between the processes of use and restoration of tourist and recreation resources. Substantiation of tourist complexes management mechanism.

5. Top management decisions realization, their updating taking into account possible situations, indicative monitoring and planning.

Sustainable development of tourism presents the whole set of processes characterized by space heterogeneity and manageability. It is important to develop functional model of tourist complexes management cycle. Only with the help of conscious regulation it is possible to approach to the balanced combination of compromises of tourist and recreation activities objects and subjects. The SDT conception has to be the

basis of the tourist complexes development program. Regional tourist policy should be determined in consideration of national strategy, international agreements, transboundary interests in the mountain region [3].

Thus, creation of regional structure of tourist complexes has to be realized on the basis of sustainable development principles and tourist complexes organization models adaptation to territorial and situation circumstances. It will contribute to social and economic cooperation, development of culture, preservation of biodiversity of transboundary mountain Altai.

It seems to be reasonable to elaborate regional variant of indicators of sustainable tourism development which will allow to monitor and more fully realize tourism activity planning and management.

#### BIBLIOGRAPHY

1. Indicators of Sustainable Development for Tourism Destinations A Guidebook. – World Tourism Organization, 2004. – 515 p.

2. Kruzhalin, V. I. Theoretical and methodological approaches to studying туристско-рекреационных территорий / Tourism and a recreation on a way of steady development. - M: Soviet sports, P. 7-14.

3. Miller, G. Monitoring for a Sustainable Tourism Transition : The Challenge of Developing and Using Indicators./ Miller G., Twining-Ward L. Wallingford, Oxfordshire, GBR: CABI Publishing, 2005. – 357 p.

**Дунец Александр Николаевич** – доктор географических наук, профессор кафедры «Сервис и туризм»

**Колупанова Ирина Алексеевна** – кандидат исторических наук, доцент кафедры «Сервис и туризм»

ФГБОУ ВО «Алтайский государственный технический университет им. И.И. Ползунова»  
(АлтГТУ), г. Барнаул, Россия

**Хенрик Халкир** – доктор наук, декан гуманитарного факультета Ольборгского университета, Дания