

Environmental management in tourism

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Abstract. Environmental management is used as a management system for various types of activities that can cause damage to nature, it promotes the creation and development of environmentally friendly industrial activities, as well as promotes the development of environmental culture among citizens. Environmental management is an important component of the management of a modern enterprise, allowing you to achieve balance in the system of relations " nature-production activity». The development of tourism based on the extraction of maximum profit has led to the emergence of various environmental, economic and social problems in tourist areas. The development of green tourism helps to reduce the level of negative impact of tourism on the natural environment. Agrotourism, in addition to environmental problems, allows us to solve a number of socio-economic problems in rural areas. Agrotourism contributes to the formation of a harmonious relationship between man and nature

1 Introduction

The complex ecological situation that has developed on our planet largely depends on the predatory attitude of people to nature, as well as human economic activity. Although it is possible to achieve some success in improving the environmental situation in a number of countries, nevertheless, in general, the overall situation leads to a deepening of the environmental crisis on the planet.

According to [1], environmental problems are the most important problems of modern humanity. Intensive technologies for the use of natural resources, along with the low stability of natural complexes, lead to adverse environmental consequences.

According to [2], one of the reasons for the existing environmental problems is the lack of effectiveness of existing methods of environmental control.

According to [3], environmental management can be used to assess the degree of efficiency of economic activity, taking into account the existing environmental risks.

According to [4], environmental management contributes to the possibility of justifying the environmental policy of the enterprise and ensuring its effective implementation.

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According to [5], environmental management is a reaction to environmental problems in order to find the optimal ratio between economic and environmental indicators in production.

Tourism, like any other human activity, can have a negative impact on the environment.

Among the factors of tourist activity that have a negative impact on the environment, in our opinion, we can distinguish (Figure 1):

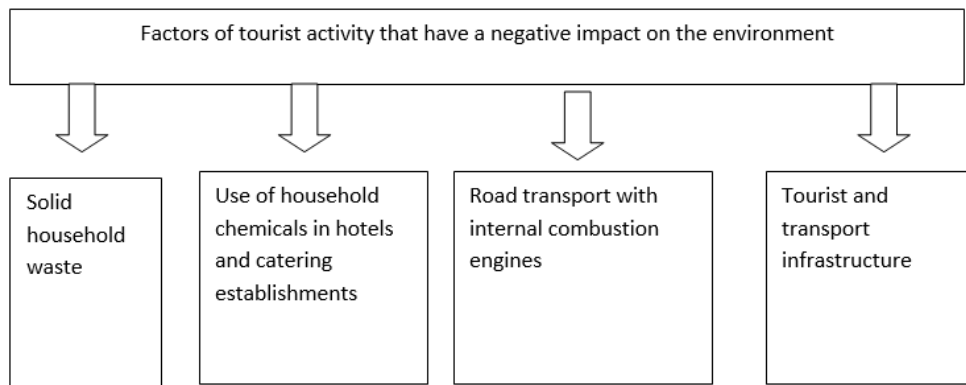


Fig. 1. Factors of tourist activity that have a negative impact on the environment

According to [6], the introduction of environmental management at enterprises allows:

- 1) Achieve lower energy and natural resource costs.
- 2) Reduce the amount of waste from production activities.
- 3) It is easier to comply with the requirements of environmental legislation
- 4) Improving the company's image
- 5) Attract new customers and partners who prefer to deal with enterprises that use elements of environmental management.

According to [7] rural green tourism is a scientific and educational type of tourism characteristic of natural parks, national parks and protected areas. For these territories, as a rule, there are certain restrictions on the number of tourists visited and there are regulated types of recreation.

According to [8], agrotourism is characterized by the predominance of natural tourist sites, a low level of stress on the environment, less consumption of natural resources and lower energy intensity.

According to [9], eco-tourism contributes to improving the level of environmental education among tourists.

2 Methods

When performing this study, the authors used an analytical method, which allowed us to study the problems considered in the article in their unity and development.

Taking into account the goals and objectives of this study, we used the structural and functional method of scientific cognition.

In the end, we were able to study a number of problems related to agro-management in tourism

3 Results

Due to the deterioration of the environmental situation in the cities, the interest in agrotourism increases every year

For the development of agrotourism and the expansion of demand for this type of service, in our opinion, it is necessary:

- 1) Popularization of the rural lifestyle.
- 2) Further development of regulatory documents and standards for the provision of services in the field of agrotourism
- 3) Promotion of a healthy lifestyle among the population.
- 4) Development of transport infrastructure in the area of agrotourism facilities.
- 5) Training of specialists for the field of agro-tourism
- 6) Implementation of state and regional programs aimed at stimulating the development of agro-tourism
- 7) Holding various exhibitions and conferences dedicated to the problem of agrotourism.

An additional impetus to the development of agro-tourism can be provided by state support for this type of activity.

In our opinion, this is facilitated by the interest in the socio-economic development of rural areas.

The development of agrotourism contributes to:

- 1) Increase the income of the rural population.
- 2) Reducing the level of unemployment in rural areas.
- 3) Development of social and transport infrastructure in rural areas
- 4) Creating conditions for active recreation for the general population
- 5) Increases the level of ecological culture of tourists.
- 6) Protection of natural resources.
- 7) Increase the income of rural budgets.

Thus, the implementation of the elements of environmental management in the field of tourism not only contributes to a more efficient use of natural resources, but also helps to solve the problem of the economic lag of rural regions.

In turn, the economic development of the village creates more conditions for the functioning of agro-tourism in rural areas.

Certification and standardization of rural tourism should be acceptable for rural residents, and small agricultural enterprises should be primarily interested in it, since it is an alternative source of income for them.

According to [10], the qualitative model of sustainable development is based on two characteristics:

- 1) Prevention of biosphere degradation
- 2) Recognition of equal rights to use the natural resources of present and future generations.

Ensuring favorable conditions for the sustainable development of society and nature requires the population to have an ecological worldview based on respect for the environment.

Agrotourism, in our opinion, contributes to the formation of an ecological culture among the population and an active life position in solving environmental problems.

In our opinion, ecological culture is based primarily on an ecological worldview, and ecological tourism contributes to the formation of an ecological worldview among the population.

4 Discussion

Environmental management is a system of management of activities that can harm the environment, it is focused on promoting the development of the ecological culture of the population of environmentally friendly industrial activities

Environmental management, on the one hand, is an important tool for the development of the enterprise, and on the other hand, it allows you to achieve some stabilization in the system of relations " external environment – production activity»

Due to the development of tourism based primarily on the extraction of maximum commercial benefits in tourist areas, many problems of a social, economic and environmental nature have appeared

The development of green tourism can be important to reduce the environmental impact of the tourism industry.

For modern people, the need for agrotourism is associated with the need to improve health due to the poor environmental situation in cities.

In rural areas, the quality and standard of living is lower than in the city, because of this, most of the rural areas are subject to degradation.

Agrotourism helps to reduce labor migration from the village to the city, reduces the level of social tension in the village.

5 Conclusions

Environmental management allows you to take into account the environmental interests of society and the economic interests of producers.

Environmental management is a system of management of production and economic activities in order to reduce the man-made burden on the environment.

Environmental management contributes to the formation of a harmonious relationship between man and nature.

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