Impact of environmental issues on tourism development

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Abstract.
The tourism business is one of the fastest growing sectors of the world economy and occupies an important place in the economy of most countries. In the EU and other industrialized countries, tourism revenues account for about 5.5% of gross domestic product. The tourism sector accounts for about 6% of the world’s gross national product, 7% of global investment, every 16th job, 11% of global consumer spending.

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Unfortunately, there are problems that affect the development of tourism. One of them is ecological. The state of the environment is deteriorating in both developed and developing countries, which is evidence of the formation of a global environmental problem. It manifests itself in the fact that biodiversity is declining on Earth, forests are being destroyed (a forest on an area of 125,000 sq. km is destroyed annually), the ozone layer is being destroyed, the maximum permissible levels of atmospheric and hydrosphere pollution are violated, etc.

Undoubtedly, all these problems have a negative impact on the development of tourism. The stock of minerals is reduced - resources for resort treatment are reduced. Plant and animal species are being destroyed - the impoverishment of national parks and reserves, air pollution - in industrial cities, due to smog, the tourist flow is reduced, etc.

In the course of the development of civilization, complex problems have repeatedly arisen before mankind, sometimes of a planetary nature. But still, it was a distant prehistory, a kind of "incubation period" of modern global problems. These problems manifested themselves in full measure already in the second half and, in particular, in the last quarter of the 20th century, that is, at the turn of two centuries and even millennia. They were brought to life by a whole complex of reasons that clearly manifested themselves precisely during this period.

In fact, never before has humanity itself grown by a factor of 2.5 in the lifetime of only one generation, thereby increasing the strength of the "demographic press". Never before has mankind entered a period of scientific and technological revolution, has not reached the post-industrial stage of development, has not opened the way to space. Never before has it required so many natural resources to sustain itself, and the waste it returns to the environment has not been so great either. Never before has there been such a globalization of the world economy, such a unified world information system. Finally, never before has the Cold War brought all of humanity so close to the brink of self-destruction.

All this drew attention to the global problems of not
only politics, but also science. The term globalistics itself entered scientific use at the turn of the 60-70s, when the first reports to the Club of Rome were published. In the USSR, global studies began to develop in the 80s and, in particular, with the beginning of the period of perestroika and the transition to the priority of universal human values. At the same time, the very concept of global problems was formed, which:

- firstly, they concern all mankind, affecting the interests and destinies of all countries, peoples and social strata;
- secondly, they lead to significant economic and social losses, and in case of their aggravation, they can threaten the very existence of human civilization;
- thirdly, they require for their solution cooperation on a global scale, joint actions of all countries and peoples.

The very number of global problems varies over a very wide range: from about ten to forty or more. But if we keep in mind the main problems, then there are no more than a dozen of them:

- The problem of peace and disarmament, the prevention of a new world war; Ecological problem; demographic problem; Energy problem; Raw material problem; food problem; The problem of using the World Ocean; The problem of peaceful space exploration.

But if, within the framework of the ecological problem, we separately single out, say, the problems of deforestation, desertification, pollution of the atmosphere and hydrosphere, within the framework of the demographic problem, aspects of the population explosion and demographic crisis, uncontrolled urbanization, resettlement of refugees, and even add to this, as independent problems, problems of combating drug addiction and drug trafficking, organized crime and terrorism, eliminating illiteracy, the crisis of culture and morality, and many others, the total number of such problems will increase three to four times.

In the 80s, the Russian scientist Yu. N. Gladkov classified and singled out, in a rather interesting way, the main provisions of global studies:

- The most “universal” problems of a political and socio-
economic nature (preventing nuclear war and maintaining peace, ensuring the sustainable development of the world community and increasing the level of organization and control over it);

- Problems of a predominantly natural and economic nature (environmental, energy, raw materials, food, oceans);

- Problems of a predominantly social nature (demographic, interethnic relations, crisis of culture, morality, lack of democracy and health care, as well as terrorism, to some extent);

- Problems of a mixed nature, the unresolved nature of which often leads to mass deaths of people (regional conflicts, crime, technological accidents, natural disasters, etc.);

- Problems of a purely scientific nature (space exploration, study of the internal structure of the Earth, long-term climate forecasting, etc.);

- "Small problems", again of a “synthetic nature", accompanying the entire development of human civilization (bureaucracy, egocentrism, etc.)

So, let's highlight, in my opinion, the main aspects of global problems and talk about them in more detail:

- The problem of war and peace;
- Ecological problems;
- Energy and raw materials problem;
- The problem of socio-economic backwardness of developing countries.

Air and road transport consolidate 85% of all traffic, with the following problems becoming particularly acute: damage to the atmosphere, the problem of CO2 emissions and ozone depletion. Experts estimate that half of the destructive impact on the earth's atmosphere in 2015 will be associated with air transport, in addition, from the point of view of sustainable tourism, in order to reduce the negative impact on the ozone layer from the tourism industry, it is necessary not to use or replace some types of freezers and air conditioners. The greenhouse effect and its consequences (rising of the world ocean level, flooding of coastal areas, and consequently the violation of many resort areas) are also related to tourism, in particular, 2.5% of CO2 emissions are
now associated with air transport, which is developing very rapidly. UNEP is implementing a program on the efficiency of energy use, the use of its alternative sources, the reduction of harmful emissions into the environment, including on various modes of transport directly related to tourism.

Since the early 1990s in the development of tourism, two interconnected global trends have become very noticeable. Firstly, the global spread of high-tech standardized tourist services and at the same time some diversification of demand, which manifests itself as a natural counter-trend. Secondly, a high growth rate in a relatively new market segment - ecological tourism. According to the WTO, its growth is from 5-7% per year. Ecotourism is one of the successful examples of implementing the principles of sustainable development in tourism.

The difference between ecological tourism is in the priorities of tourists who strive primarily for communication with nature, knowledge of its objects and phenomena, active outdoor recreation. Traditional entertainment and domestic comfort fade into the background. This makes conservation economically viable. The development of ecotourism is based on the desire to minimize environmental change. Due to the smaller volume of necessary tourist infrastructure (hotels, restaurants and other entertainment establishments), based on one tourist and per dollar of profit, this type of tourism is characterized by less resource intensity.

Ecological education is inseparable from ecological tourism. Knowing nature, tourists are imbued with the need to respect it. The contribution of ecological tourism to the formation of ecological culture is truly invaluable.

However, modernity requires investing in the concept of ecotourism a different, broader meaning, not limited to the goals of environmental education. The emphasis on environmental education and upbringing creates a temptation to refer to ecotourism all travel with natural history goals. For this reason, visiting nature museums is almost always equated with a form of eco-tourism. But real ecotourists are unlikely to be delighted with stuffed animals or hunting trophies. The main goal of an ecotourist is not natural
history education, but the consumption of environmental resources, incl. and information. Ecological resources are the properties of the natural balance of the components of the natural environment (animals, vegetation, soil, climate, relief, etc.), which was formed without the active influence of human activity. The main value of ecological resources is naturalness. It is she who attracts tourists from cities where people constantly feel the negative impact of polluted air and water, noise and social conflicts. By consuming ecological resources, vacationers receive a healing and educational effect.

At the same time, ecological tourism should contribute to the restoration and preservation of the traditional way of life of the local population, its culture and ethnographic features. The development of sustainable ecotourism is possible only with the creation of special ecotourism (landscape) parks in areas adjacent to nature protection areas, where the activities of local residents in the sale of tourist services for the reception and household products would have benefits and incentives. As for the Belarusian national parks, under such conditions they would be freed from the heavy burden of costs for organizing tourist accommodation and meals and would be able to reorient their meager funds only to the development of specialized services for tourists: excursion services, environmental seminars, rental of tourist equipment, organization of trips with the purpose of getting acquainted with unique natural places, selling firewood to tourists, etc. This would be more in line with the goals and objectives of national parks. Similar methods of organizing tourist services have long been used in Poland. For example, in the Polish part of Belovezhskaya Pushcha, the private sector serves more than 80% of the volume of tourist accommodation. At the same time, the national park services are entrusted with the functions of maintaining the road and footpath network in proper condition, organizing public events, and controlling the recreational load on natural complexes. This scheme of functioning of national parks is typical for all civilized countries. It is she who is able to create economic conditions for preserving the ethnic flavor of the peripheral regions of the country by
reducing the outflow of the rural population from them, their socio-economic development through tourism.

There are five criteria that eco-tourism must meet. Ecotourism should be:

1) addressed to nature and based on the use of predominantly natural resources;
2) not causing damage or minimizing damage to our environment, i.e. environmentally sustainable;
3) aimed at environmental education and enlightenment, at the formation of relations of equal partnership with nature;
4) those who care about the preservation of the local socio-cultural sphere;
5) cost-effective and sustainable development of the areas where it is carried out.

According to these criteria, even sailing on a liner in the Amazon can be considered an ecological tour, provided that the liner is technologically perfect, that tourists often leave the ship for hiking or horse riding routes, that they get acquainted with the local nature, indigenous culture and environmental problems of the region and will make a certain contribution to their solution, even if in the simplest way - by donations to environmental projects.

At the same time, the above example shows that it is advisable to distinguish between two interpretations of ecotourism: narrow (classical) and broad. This example obviously refers to ecotours in their broadest sense. A narrow interpretation of ecotourism dominates in countries with large territories - Canada, the USA, Australia. This interpretation is supported and developed, first of all, by representatives of the "green" movement. Tourism experts and its researchers from the countries of Western Europe, which has very limited resources of "wild nature", adhere to a broad interpretation.

So, ecotourism is a broad and developing direction in the tourism industry, it is not always understood in the same way in different countries, its forms are dynamic, it penetrates into areas of tourism activity that were previously far from ecological orientation and it is hardly possible to limit it with too strict limits and one single correct definition. reasonable.
Types of ecological tourism

In the literature there are several terms related to the field of ecotourism.

Biotourism is tourism, the object of which is any manifestation of wildlife, whether it be individual species or biocenoses.

Natural tourism is tourism, the object of which is any nature, both living and non-living (for example, caves, mountains, reservoirs, etc.). Natural tourism includes biotourism as one of the thematic areas.

The objects of ecotourism itself can be both natural and cultural attractions, natural and natural-anthropogenic landscapes, where traditional culture is integrated with the natural environment.

The World Tourism Organization uses the term adventure tourism as an even broader concept that includes ecotourism. However, ecotourism, although it has an adventurous element, does not always mean adventure in its purest form. Therefore, it is fair to assume that the concept of "adventure tourism" and "ecotourism" overlap in many ways, but the former does not absorb the latter.

The classification of ecotourism by means of transport has its own characteristics.

There are environmentally water tourism (kayaks, rafts, canoes, sailboats and others), hiking, skiing, horse riding, cycling, automobile (electric vehicles), aviation (gliders, balloons).

Agritourism, or agroecotourism, is becoming more and more widespread. This is tourism in the countryside, in which tourists lead a rural lifestyle on farms and hamlets during their holidays. The development of this type of tourism is most relevant for the countries of Western Europe (and partly the USA) with a small percentage of natural landscapes and a high level of agricultural development of the territory.

The synonymous terms sustainable or supporting tourism and "green" tourism are also widely used. They mean tourism with the use of technologies that have a minimal impact on the environment. But not every sustainable tourism can be considered ecological, since ecological technologies can be used in the organization of beach tourism, and in the hotel
business in large cities, and even in air travel. Usually, when traveling, a tourist hopes, on the one hand, to gain a certain amount of knowledge, and on the other hand, to relax in nature. According to the predominance of one or another goal, it is possible to distinguish scientific, educational and recreational types of ecotourism.

Almost every ecotour has educational goals. The objects of cognitive, as well as scientific, ecotourism are some of the most interesting biological species from the point of view of observation, the so-called star species, such as, for example, elephants, lions, and other large species of predators and ungulates in East Africa and Asia. Prior to the Round war, a purpose-built gorilla sanctuary was very popular among foreign tourists.

Ecotourists are often attracted by special attractions of inanimate nature, geomorphological, hydrological and other objects (mountains and canyons, caves, lakes and rivers). Here, in addition to the educational, a recreational element of ecotourism is implemented, which includes sports tourism, mountaineering, skiing, horseback riding, water and hiking trips and other types of active and passive recreation.

The object of ecotourism can be exotic plant communities, or biocenoses, for example, tropical foxes, blooming summer tundra and spring desert. But more often tourists are attracted by unique landscapes in general. Finally, in most cases, cultural, historical or ethnographic features that are inseparable from the natural environment are among the objects of cognitive ecotourism.

The most popular ecotourist activities are hiking, bird watching, film and photography, eco safaris, camping, mountain climbing and mountain climbing, fishing, water tourism, botanical excursions, archaeological and paleontological tourism, speleotourism, exotic butterflies.

Under the condition of competent development, ecological tourism can play a role in resolving the current socio-ecological crisis. It promotes the protection of nature and traditional cultures. The growing demand in this tourism sector leads to the creation of new specially protected natural areas, primarily national and natural parks. Ecotourism brings significant income to the state budget. This is especially true for developing countries. For their
weak economy, the several billion dollars that eco-tourism brings to the treasury of all developing countries is a lot of money. In many areas, eco-tourism can become an industry of specialization, representing a competitive alternative to nature-destroying economic activity.

The environmental situation in the world at the moment is not easy, this is evidenced by the statistics of air pollution, soil, water and other adverse aspects. Adding to these problems is the recent tragedy in Japan at the Fukushima nuclear power plant. (Appendix C) All this is reflected in people and their travel needs. All participants in the tourism market are adjusting to the current situation. What to prepare for, what to put up with, and what can be changed?

So, the main trends in the development of tourism in the context of the global environmental crisis are:
1. Emergence of eco-tourism
2. Growth of ecotourists
3. Expansion of the list of countries that have joined eco-tourism
4. Formation of a specific resource base for ecological travel. Emergence of special protected areas
5. Formation of environmental legislation and principles of behavior of tourists.

Let's look at each of the prerequisites in more detail.

As the globalization of the world economy grew, negative changes in the Earth's geosphere also grew:
- climate change;
- soil degradation;
- destruction of ecosystems and reduction of biological diversity;
- increased pollution of water, soil and air;
- natural disasters caused by human activity;
- uncontrolled population growth;
- food security and growing threats to public health;
- limited energy reserves and other natural resources;

In 1996, under the auspices of the WTO, the concept of sustainable tourism development in the 21st century was developed.

It is based on the following principles:
- travel and tourism should help people achieve harmony with nature;
travel and tourism should contribute to the conservation, protection and restoration of ecosystems;
- travel and tourism should be based on sustainable patterns of production and consumption;
- environmental protection should be an integral part of the tourism development process;
- the problems of tourism development should be solved with the participation of local authorities and interested citizens;
- states should warn each other about natural and man-made disasters that may affect the tourism sector;
- the tourism industry should be based on international law in the field of environmental protection.

Conclusion
Thus, the most pressing global problems of mankind are:
- The problem of war and peace;
- Ecological problems;
- Energy and raw materials problem;
- The problem of socio-economic backwardness of developing countries.

The environmental problem is one of the most acute. The Earth's biosphere is currently undergoing increasing anthropogenic impact. At the same time, several of the most significant processes can be distinguished, none of which improves the ecological situation on the planet. The most large-scale and significant is the chemical pollution of the environment by substances of a chemical nature unusual for it. Among them are gaseous and aerosol pollutants of industrial and household origin. The accumulation of carbon dioxide in the atmosphere is also progressing. Further development of this process will strengthen the undesirable trend towards an increase in the average annual temperature on the planet. Environmentalists are also alarmed by the ongoing pollution of the World Ocean with oil and oil products, which has already reached 1/5 of its total surface. Oil pollution of this size can cause significant disruption of gas and water exchange between the hydrosphere and the atmosphere. There is no doubt about the importance of chemical contamination of the soil with pesticides and its increased acidity, leading to the collapse of the ecosystem. In general,
all these factors, which can be attributed to the polluting
effect, have a significant impact on the processes occurring
in the biosphere.

Studies show that the ecological situation in developed
and backward countries is different.

The epicenter of the global environmental problem is
gradually moving to developing regions, which are on the verge
of an ecological crisis. Dangerous changes in the environment
of developing countries include the continued growth of
cities, degradation of land and water resources, intensive
deforestation, desertification, and increasing natural
disasters.

The leaders of world growth in tourism are the countries
of South America and Southeast Asia, which in January-February
showed an increase in the number of tourists by 15% compared
to the same period last year. They are followed by a small
margin: South Africa (+13%), as well as Central and Eastern
Europe (+12%). The mass unrest in North Africa and the Middle
East, the earthquake and tsunami in Japan have drastically
affected the tourism industry in these regions, but the
general trends in the tourism business in the world have not
changed.

The trend of development of ecological tourism has become
more noticeable. Ecological tourism - trips made for the
purpose of environmental education and education of tourists.
Under the condition of competent development, ecological
tourism can play a role in resolving the current ecological
crisis. It promotes the protection of nature and traditional
cultures.

There are several more trends in the development of
tourism in the context of the environmental crisis.
1. Emergence of eco-tourism
2. Growth of ecotourists
3. Expansion of the list of countries that have joined
eco-tourism
4. Formation of a specific resource base for ecological
travel. Emergence of special protected areas
5. Formation of environmental legislation and principles
of behavior of tourists.

The global environmental crisis will not affect the
tourist flows of the leading countries in international tourism. But on the other hand, one of the most popular types of tourism will be eco-tourism, which suggests that the environmental problem will not disappear anywhere.

In the course of the study, a questionnaire survey was conducted among potential tourists in order to identify their attitude to the global environmental problem and assess the impact of this problem on travel. The results were obtained: potential tourists quite often travel to nature, but the majority did not engage in eco-tourism and did not visit national parks. The respondents assess the ecological situation in the world as “it is possible to live”, but at the same time they predict deterioration of the state of the environment and an ecological catastrophe in the future. Most potential tourists have experienced environmental problems while traveling, in this regard, they see the future of tourism in the emergence of new forms of travel. A negative trend was also revealed – young people are little informed about the global environmental problem.

References: