



UKRAINIAN-AMERICAN
CONCORDIA
UNIVERSITY

19 Nov 2020
2nd Conference



Міжнародна конференція
International Conference

Сталий розвиток: погляд молоді
Sustainable Development: Youth View

*Рекомендовано до друку рішенням Вченої ради Українсько-американського університету Конкордія.
Протокол № 11 від 23 листопада 2020 р.*

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

Українсько-американський університет Конкордія (Україна)
Національний педагогічний університет імені М. П. Драгоманова (Україна)
Університет Конкордія Вісконсін (США)
Інститут інформаційних технологій і засобів навчання НАПН України
Карагандінський державний університет ім. академіка Е. А. Букетова (Казахстан)
Варненський вільний університет Чорноризця Храбра (Болгарія)
Національний університет харчових технологій (Україна)
Асоціація навчальних закладів України приватної форми власності
Інститут економіко-правових досліджень НАН України
Економіко-гуманітарний університет (Польща)
Академія наук вищої школи України
Київський палац дітей та юнацтва
Журнал БЕСЛІ (США-Україна)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Ukrainian-American Concordia University (Ukraine)
National Pedagogical Dragomanov University
Concordia University Wisconsin (USA)
Institute of Information Technologies and Learning Tools of NAES of Ukraine
Karagandy State University (Kazakhstan)
Varna Free University "Chernorizets Hrabar" (Bulgaria)
National University of Food Technologies (Ukraine)
Association of Ukrainian private educational institutions
Institute of Economic and Legal Research of NAS of Ukraine
University of Economics and Humanities (Poland)
Academy of Sciences of the Higher School of Ukraine
Kyiv Palace of Children and Youth
Journal BESLI (USA-Ukraine)

Сталий розвиток погляд молоді [Текст] : Матеріали II міжнародної науково-практичної конференції для студентів і молодих вчених (Київ, 19 листопада 2020 року) / за заг. ред. проф. О. О. Романовського, Л. В. Жарової, Т. В. Мірзодаєвої – К. ; Українсько-американський університет Конкордія, 2020 – 52 с.

Sustainable development: youth view [Text] : Proceedings of 1st international scientific youth conference (Kyiv, November 19, 2020) / Editors O. Romanovskiy, L. Zharova T. Mirzodaieva – K. : Ukrainian American Concordia University, 2020 – 52 p.

ISBN

У виданні представлені тези доповідей учасників першої міжнародної науково-практичної конференції для студентів і молодих вчених "Сталий розвиток погляд молоді" (19 листопада 2020 р., м. Київ), підготовлені за такими базовими напрямками: сталий розвиток як рушійна сила сучасної економіки; цілі сталого розвитку як основа державотворення; Євроінтеграційні процеси та їх потенціал для розбудови економіки; публічне адміністрування як інструмент сталого розвитку; міжнародне співробітництво як основа партнерства задля сталого розвитку; сфера гостинності: сучасні підходи до забезпечення сталого розвитку; освіта задля сталого розвитку – можливості, виклики, перспективи.

Для науковців, викладачів, аспірантів, студентів закладів вищої освіти, економістів.

The publication presents the proceedings of the first international scientific and practical conference for students and young scientists "Sustainable Development Youth View" (November 19, 2020, Kyiv), prepared in the following basic topics: sustainable development as the driver for modern economy; European integration and potential for economic development; public administration as a tool for sustainable development; international cooperation as a fundamental part of sustainable development; hospitality: current approaches to sustainable development; education for sustainable development – opportunities, challenges, prospects.

For scientists, teachers, graduate students, students of higher education institutions, economists.

НАУКОВИЙ КОМІТЕТ:

Романовський Олександр Олексійович, (голова) доктор економічних наук, професор, Українсько-американський університет Конкордія.

Морітц Гунцінґер, почесний професор в галузі зв'язків з громадськістю та комунікації і координатор Європейського Союзу УАУК почесний доктор філософії Національного педагогічного університету імені М. П. Драгоманова, почесний сенатор, генеральний директор компанії "action press".

Амалян Наталія Дмитрівна, кандидатка економічних наук, доцентка кафедри, Українсько-американський університет Конкордія.

Деліні Марина Миколаївна, докторка економічних наук, доцентка, Національний університет біоресурсів і природокористування України.

Єремєєва Наталія Валеріївна, кандидатка юридичних наук, завідувачка відділом, Інститут економіко-правових досліджень НАН України.

Жарова Любов Валеріївна, докторка економічних наук, завідувачка кафедри, Українсько-американський університет Конкордія.

Мірзодасєва Тетяна Вікторівна, кандидат наук, Національний університет харчових технологій (Україна).

Пінчук Ольга Павлівна, кандидатка педагогічних наук, заступниця директора з науково-експериментальної роботи Інституту інформаційних технологій і засобів навчання НАПН України.

Процун Наталія Михайлівна, кандидатка економічних наук, декан факультету менеджменту та бізнесу, Українсько-американський університет Конкордія.

Сапун Костянтин Володимирович, докторант, Варнінський вільний університет ім. Чернорізця Хробара (Болгарія).

Сєрова Людмила Петрівна, кандидатка економічних наук, доцентка кафедри зовнішньоекономічної діяльності підприємства, Національний Торгово-економічний університет.

Міхаель Слезак, ректор Економіко-гуманітарний університет (Польща)

Страшинська Лариса Володимирівна, докторка економічних наук, професорка, Національний педагогічний університет імені М. П. Драгоманова.

Шевченко Олександр Юхимович, доктор технічних наук, професор, проректор з наукової роботи НУХТ.

Хусаїнова Жебек Сейтовна, кандидатка економічних наук, професорка, декан економічного факультету, Карагандинський державний університет ім. академіка Е. А. Букетова (Казахстан).

SCIENTIFIC BOARD:

Dr. **Oleksandr O. Romanovskyi** (head of the board), Dr. of Sci., Ukrainian-American Concordia University (Ukraine).

Dr. **Moritz Hunzinger**, Honorary Professor of PR and Communication and European Union Coordinator at Ukrainian-American Concordia University, Honorary Doctor of Philosophy of the National Pedagogical Dragomanov University, Honorary Senator, SEO of action press.

Dr. **Natalia D. Amalyan**, PhD, associated professor, Ukrainian-American Concordia University (Ukraine).

Dr. **Marina M. Dielini**, Dr. of Sci., associated professor, National University of Life and Environmental Sciences of Ukraine.

Dr. **Natalia V. Eremeeva**, PhD, Head of Department, Institute of Economic and Legal Research of NAS of Ukraine.

Dr. **Liubov V. Zharova**, Dr. of Sci., Head of Department, Ukrainian-American Concordia University (Ukraine).

Dr. **Tetiana V. Miezodajeva** PhD, National University of Food Technologies

Dr. **Olga P. Pinchuk PhD** (in Pedagogics) Deputy Director for Scientific Experimental Work of Institute of Information Technologies and Learning Tools of NAES of Ukraine.

Dr. **Natalia M. Protsun**, PhD, Dean of Management and Business Faculty, Ukrainian-American Concordia University (Ukraine).

Kostiantyn V. Sapun, PhD student, Varna Free University "Chernorizets Hrabar" (Bulgaria).

Dr. **Liudmyla P. Sierova**, PhD, associated professor, Kyiv National University of Trade and Economics.

Michał Śleziak, rector University of Economics and Humanities (Poland)

Dr. **Larysa V. Strashynska**, PhD, professor, National Pedagogical Dragomanov University.

Dr. **Oleksandr Yu. Shevchenko**, Dr. of Sci., professor, scientific provost, National University of Food Technologies (Ukraine).

Dr. **Zhebek S. Khusainova**, PhD, professor, Dean of Economic Faculty, Karagandy State University (Kazakhstan).

ЗМІСТ / CONTENT

Sustainable Development as the Driver for Modern Economy <i>Emmanuel Apprey (E. A.)</i>	5
Пізнавальний туризм в розвитку внутрішнього туризму України	
<i>Басараб Анна-Марія, студентка 2 курсу ОП "магістр" спеціальності "Туризм".</i>	6
Education for Sustainable Development – Opportunities, Challenges, Prospects <i>Bakare Sandra</i>	7
Розвиток туристичного потенціалу тернопільської області <i>Борисенко Н.</i>	8
Туристичний потенціал тернопільської області: характеристика та оцінка перспектив <i>Гайдук О.</i>	9
Sustainable Development and its Social Component <i>Dielini M. M., Okhrimenko Ya.</i>	10
SD Education "Tow to" <i>Dermkiv O.</i>	12
Комп'ютерні технології як складова сталого розвитку <i>Думенко Ю. В.</i>	13
Sustainable Development Basic Principles Nowadays <i>Filipov A.</i>	14
Sustainable Development as a Driving Force of the Modern Economy <i>Fliahina A. K.</i>	15
Importance of Sustainable Development in Modern Economics <i>Gilbert Annan M.</i>	17
Sustainability of Pandemic Induced Adaptive Business Practices <i>Herve Gnidehoue</i>	18
Online Team Building As a Labor Productivity Booster During Quarantine <i>Hryhorieva T. S.</i>	19
Features of Product Design Process in Manufacturing <i>Ishchenko Mariya, Bielova Olena</i>	20
Reduction of Carbon Emissions in Hospitality Industry <i>Konon Yuliia.</i>	21
Circular Economy as a Driving Force for Sustainable Development <i>Ladyzhenska Julia</i>	23
IT як складова частина розвитку нашого суспільства <i>Літус А.</i>	24
Strategic Role of Technology in Operational Management of Modern Enterprises <i>Lubkina Marina, Bielova Olena</i>	25
Challenges and Opportunities of the Labor Market in the Conditions of Digitalization of the Economy	
<i>Makeienko Pavlo</i>	27
Regenerative and Sustainable Tourism: Similar and Different <i>Minenkova Kateryna</i>	29
Historical Development of Operational Management and its Impact on the Formation of Modern	
Approaches in Operations <i>Nabhan Muhammed, Bielova Olena.</i>	30
Education for Sustainable Development – Opportunities, Challenges, Prospects <i>Omolola Oluwataya</i>	31
Hospitality: Current Approaches to Sustainable Development <i>Opeyemi Lawrence Olaosebikan.</i>	33
Студентський молодіжний туризм: тенденції розвитку <i>Опанасенко Анастасія, Верес К. О.</i>	34
Preventing Violent Extremism Through Education Using Nigeria My Country as a Case Study	
<i>Oyebanre Emmanuel Olayinka</i>	35
Ukrainian Potencial Inside European Union <i>Perevoznyk M.</i>	36
Essentials of Sustainable Development <i>Popova Alina</i>	37
Peculiarities of Resource Planning in Operational Management of Modern Enterprises	
<i>Pritulenko Maksym, Bielova Olena</i>	38
International Cooperation as a Fundamental Part of Sustainable Development <i>Rybka Vladyslava</i>	39
Hospitality in the Framework Sustainable Development <i>Sanni Abdul Rafiu</i>	40
Peculiarities of Supply Chain in Operational Management of International Enterprises	
<i>Sandubra Anastasia, Bielova Olena.</i>	41
Business Ethics as a Guarantee of Sustainable Development of the Company <i>Sikorska Iryna</i>	43
Public Administration as a Tool for Sustainable Development <i>Taylor Eric Aidoo</i>	44
Sustainable Development in the Framework of Current Economic Situation <i>Theophilus Cynthia</i>	45
Education for Sustainable Development – View to the Problem <i>Tsakhlo Dmytro</i>	47
Sustainable Development as a Ground For Socio Economic Raisen <i>Mohammad Nasir Walizad</i>	48
Sustainable Development as the Driver for Modern Economy <i>Roxy Yarema</i>	50
Education for Sustainable Development – Opportunities for Economic Development <i>Zhuravlov Viacheslav.</i>	51

UDC 33.339

JEL Q01

SUSTAINABLE DEVELOPMENT AS THE DRIVER FOR MODERN ECONOMY

Emmanuel Apprey (E. A.)

American Concordia University, Ukraine. (Wisconsin).

Sustainable development is an integration of human resources, technology and natural resources to eradicate already existing negative practices and activities which causes harm to the environment (lands, household, health, river bodies, air, etc.), and rather, well-develop the environment to be more conducive and be a good adaption for humans or humanity for years, decades and centuries. The idea of sustainable development is back by the wants and desire of humans, to always satisfy their needs and wants with new inventions, or with the high gratification to use something new all the time without stress. Again, at the environmental level, sustainability prevents nature from being used as an inexhaustible source of resources and ensures its protection and rational use.

Sustainable development is indeed the driver of modern economy, as it tends to stabilize the economy, by producing a conducive environment, a well-establish and transparent systems in societies and countries as a whole, as well as make living cheaper and more flexible, thereby, raising the standard of living of individuals.

An example of sustainable development is the use of wind and Solar energy. Solar energy, as the name implies, energy from the sun, provides electrical energy from the sun. Same with wind energy, as produced by wind. To conclude about solar and wind energies, they are completely free and available in limitless supply, once stored in its panels or storage machinery. Mostly importantly, these natural energies do not come with side effects, compared to nuclear energy's radioactive and pollu-

tion threats. It again could be used for farming purposes, as it reduces emissions which could have been caused by coal power plans, and also eliminates pollutants like Sulphur oxides and mercury. This provides a healthy environment, as well as reduce financial cost on electric energy, allocating these finances to a different area or sector. Economically, it has a strong positive impact.

Another area of goal of sustainable development that tend to drive modern economy is the improvement in gender equality. Gender equality, as simply could be explained as the equal rights, freedom, opportunities and incentives for both genders (male/female), really have a significant impact on modern economy. Equality in the education, industrial and governing sectors have significantly improved the economies of countries, as it has expanded production, labor force and increased the Gross Domestic Products of countries. The dependency ration of men in the labor force has reduced, as women are now given the freedom and opportunity to work in certain business sectors. This has significantly improved economies. Now, profitable innovations are not only from men anymore. Examples of popular inventions by women by women includes car heater, and a combined clothes and dish washer by Margaret A. Wlicox, Florence Parpart invented the modern electric refrigerator.

With sustainable development ensuring and promoting healthy lives, economy is well-promoted, stabilized, as well as improved. With health and well-being of individuals improved, individuals in the labor force tend to be more ready and active at their work, as

they are disease-free. Thus, ensuring a stable in the economies. Individuals tend to be more and more focused on their job without worrying about any other thing, as their well-being in assured and improved. Once labor force is active, the economy is also either stable or keeps on improving. In the nutshell, an improvement in the health sector and the wellness of individuals, being a significant part of sustainable development is key to modern economy.

Business equality on the international level, as part of sustained development in the business world, has improved and will continue to improve the modern economies on the global stage. When businesses have equal rights and opportunities in the global market, irrespective of its country of origin, businesses are well sustained and developed. Through this, jobs are also created, and as well economies of countries are improved, especially less-developed countries. On the other hand, opportunities for private entities also help improve the economy. Thus, with sustained development, economies are well assured to blossom, once business are freely allowed to operate both on the local and international levels.

With all being said, sustainable development is believed to be the main framework of modern economy, as when development is sustainably improved or assured, businesses blossom, and labor output improves.

References

1. <https://www.buzzfeed.com/hannahjewell/inventions-by-women-that-changed-the-world>
2. <https://www.acciona.com/sustainable-development>

ПІЗНАВАЛЬНИЙ ТУРИЗМ В РОЗВИТКУ ВНУТРІШНЬОГО ТУРИЗМУ УКРАЇНИ

Басараб Анна-Марія, студентка 2 курсу ОР “магістр” спеціальності “Туризм”

Науковий керівник к. геогр. н., доц. Сологуб Ю. І., доцент кафедри туристичного та готельного бізнесу

Національний університет харчових технологій (НУХТ), м. Київ.

Сьогодні туризм майже у всіх країнах, незалежно від місцезнаходження, клімату, територіальних розмірів – на почесному місці, оскільки він приносить більший прибуток та формує імідж держави.

Розвиток туризму є одним з пріоритетних напрямків соціально-економічного розвитку України.

В державі багато зроблено і робиться органами державного управління для розвитку туризму: розвивається законодавча і нормативна база (прийняті Закони України “Про туризм”, “Про курорти”, Укази Президента та постанови Кабінету Міністрів України), розвивається за світовими стандартами національна індустрія туризму (в березні 2017 р. прийнята Стратегія розвитку туризму та курортів на період до 2026 року), що дозволяє істотно впливати на формування національного туристичного продукту.

Пізнавальний туризм слід трактувати як подорожі, основною метою яких є ознайомлення туристів із культурними об’єктами та ресурсами місця тимчасового перебування, а головною формою організації – екскурсія. Пізнавальний туризм може поділятися на багато видів залежно

від того, що саме має на меті той чи інший турист.

До видів власне пізнавального туризму належать такі:

1. Міський туризм (ознайомлення з містом як об’єктом туризму).
2. Етнографічний туризм (ознайомлення з культурою, традиціями, народними ремеслами, способом життя населення певної території).
3. Історичний туризм (ознайомлення з місцями історичних подій певної території, особистостями, які пов’язані з певними історичними подіями або відігравали визначну роль в історії певного регіону)¹.

Наш час – це період розвитку нових тенденцій у культурному житті, відроджуються раніше забуті імена, пам’ятники та події, а також переоцінюється історична спадщина. Тому в більшості регіонів України орієнтація на пізнавальний туризм стає однією з реальних можливостей економічного, соціального та культурного розвитку. Виявлення його потенціалу, як ресурсу розвитку регіону, пов’язане з потребами управлінської практики, необхідністю допомоги територіальним співтовариствам оптимізувати процеси залучення широких

верств населення до співробітництва з іншими культурними співтовариствами, а також процесами, пов’язаними з довгостроковим прогнозуванням розвитку території².

Розвиток пізнавального туризму в Україні набуває великих темпів розвитку, щорічно пізнавальними турами користується все більше і більше туристів з інших міст, або з найближчих країн – сусідів.

Ключовим принципом організації пізнавального туризму є принцип сталого розвитку, тобто підтримка місцевої культури, збереження культури, пізнання та природних об’єктів та підвищення рівня життя місцевих жителів

Висновки

Держава на законодавчому рівні повинна вживати заходів щодо збереження і відновлення історико-культурної спадщини, яка є основою для розвитку пізнавального туризму, зберігати і розвивати традиційну українську культуру, адже саме внутрішній туризм може стати потужним стимулом для розвитку всіх регіонів країни.

¹ Dutchak S. V. Deiaki aspekty vydilennia sehmentiv spetsializovanoho turizmu ta yikh stan na terytorii Chernivetskoï oblasti / S.V. Dutchak, M.V. Dutchak // Turystsko-kraieznavchi doslidzhennia.– 1999.– Vyp. 2.– S. 123–136.

² Holovko O. M. Orhanizatsiia hotelnoho hospodarstva: navch. posib. / O.M. Holovko. – K.: Kondor, 2011. – 410s.

EDUCATION FOR SUSTAINABLE DEVELOPMENT – OPPORTUNITIES, CHALLENGES, PROSPECTS

Bakare Sandra

Ukrainian-American Concordia University (Ukraine).

Definition

Education for sustainable development promotes the development of the knowledge, skills, understanding, values and actions required to create a sustainable world, which ensures environmental protection and conservation, promotes social equity and encourages economic sustainability.

BACKGROUND The concept of ESD was born from the need for education to address the growing environmental challenges facing the planet. In order to do this, education must change to provide the knowledge, skills, values and attitudes that empower learners to contribute to sustainable development. At the same time, education must be strengthened in all agendas, programmes and activities that promote sustainable development. In short, sustainable development must be integrated into education and education must be integrated into sustainable development. ESD is holistic and transformational education and concerns learning content and outcomes, pedagogy and the learning environment (UNESCO, 2014). With regards to learning content such as curricula, the complex sustainability challenges facing societies cut across boundaries and multiple thematic areas. Education must therefore address key issues such as climate change, poverty and sustainable production. ESD promotes the integration of these critical sustainability issues in local and global contexts into the curriculum to prepare learners to understand and respond to the changing world. ESD aims to produce learning outcomes that include core competencies such as critical and systemic thinking, collaborative decision-making, and taking

responsibility for present and future generations. In order to deliver such diverse and evolving issues, ESD uses innovative pedagogy, encouraging teaching and learning in an interactive, learner-centred way that enables exploratory, action-oriented and transformative learning. Learners are enabled to think critically and systematically develop values and attitudes for a sustainable future.

Developing key competencies: the UNECE report.

In this context, the United Nations Economic Commission for Europe (UNECE) report proposed an array of critical competencies that future teachers need at their command in order to help transform non-sustainable societies into sustainable ones (UNECE, 2013). The acquisition of these competencies provides a framework for the professional development of educators and helps them to play vital roles in transforming their societies towards sustainability. The competencies framework consists of three main essential characteristics of ESD, namely:

1. A holistic approach that promotes integrative thinking and practice.
2. Envisioning change as a means to explore alternative futures, learn from the past and inspire engagement in the present.
3. Achieving transformation in the way that people learn and in the systems that support learning.

The competencies within these essential characteristics are subdivided into four groups to reflect the wide range of learning experiences:

- learning to know: understanding the challenges facing local and global societies and the potential role of educators and learners;

- learning to do: developing practical skills and competencies for action in relation to ESD; 134 135 Chapter;
- learning to live together: contributing to the development of partnerships and acquiring an appreciation of interdependence, pluralism, mutual understanding and peace;
- learning to be: developing personal attributes and the ability to act with greater autonomy, judgement and personal responsibility in relation to sustainable development. (Delors, 1996).

EDUCATION: PROMISE & PARADOX

- two major issues: Population and Resource Consumption. Increase in both jeopardize a sustainable future;
- link between education, and fertility rate and resource consumption;
- Eg. Educating females reduces fertility rates/population growth, hence facilitates progress towards sustainability;
- opposite for education and resource use: Educated people with higher incomes consume more resources;
- Eg. In U.S.A. high education rate, but per capita energy use and waste generation among the highest in the world.

Challenges and barriers to education for sustainable development

Facing the complexity of sustainable development:

- sharing the responsibility, Popular thinking promotes the myth that an

informed society is solely the responsibility of the ministry of education. In reality, however, the ministries of environment, commerce, state, and health also have a stake in ESD, just as they have a stake in sustainable development. By combining expertise, resources, and funding from many ministries, the possibility of building a high-quality, successful education program increases;

- building human capacity by involving in Inservice training and pre service trainings;
- Increasing awareness that ESD is essential: First step of the re-orienting process;
- structuring and placing ESD in the curriculum: Need to decide method of implementation according to context;
- linking to existing issues – educational reform and economic viability: Reform instead of over-bur-

dening; Changes should prepare a workforce that will make a country economically viable in the changing economy of the future;

- facing the complexity of sustainable development concept: Challenge is to derive messages that illustrate the complexity without confusing or overwhelming the learner;
- developing an ESD program with community participation: International or even national curriculum may not be relevant; Communities need to determine what would be applicable in their context; Typical pitfalls;
- engaging traditional disciplines in a transdisciplinary framework.

CONCLUSIONS; ESD must be locally relevant and culturally appropriate, reflecting the environmental, economic and social conditions of the community, SD should be created through a process of public participation in which stake-

holders from across the community can express their visions for a sustainable community and what an education re-oriented to address sustainability should include, Each discipline, teacher and administrator can contribute to ESD, Communities and school systems should work together to achieve community.

Education is our greatest hope for a sustainable future. By contemplating and taking on important task for implementing ESD one can bring the possibility of more sustainable future to his/her community and nation.

References

1. Education for Sustainable Development Toolkit" (McKeown, R. 2002).
2. <http://www.esdtoolkit.org>
3. [https://www.slideshare.net/VENIEPESITO/education-for-sustainable-development#:~:text=Education%20for%20sustainable%20development%20\(ESD,environmental%2C%20economic%20and%20social%20issues](https://www.slideshare.net/VENIEPESITO/education-for-sustainable-development#:~:text=Education%20for%20sustainable%20development%20(ESD,environmental%2C%20economic%20and%20social%20issues)

УДК 33.48

JEL Z32

РОЗВИТОК ТУРИСТИЧНОГО ПОТЕНЦІАЛУ ТЕРНОПІЛЬСЬКОЇ ОБЛАСТІ

Борисенко Наталія, студентка 2 курсу ОР "магістр" спеціальності "Туризм"

Науковий керівник к.геогр.н., доц. Верес К. О., доцент кафедри туристичного та готельного бізнесу

Національний університет харчових технологій (НУХТ), м. Київ.

Туризм сьогодні вважається одним із перспективних напрямків соціально-економічного розвитку країни, регіонів, міст. Аналіз ситуації в Україні показує, що туристичне господарство поступово розвивається, хоча не характеризується стабільним зростанням. Туризм в Україні динамічно розвивається і щороку відкриваються нові напрямки. Сучасна Україна зберегла велику низку історичних

пам'яток різних культурних епох, які добре збереглися до наших днів і валять туристів з Європи. Великий інтерес у туристів завжди викликають лікувальні санаторії з унікальними мінеральними джерелами, мальовничі вершини Карпат та музеї з винятковими історичними знахідками давніх століть.^[1]

Вінницька область надзвичайно приваблює місце для подорожей.

Вінниччина має всі передумови для інтенсивного розвитку внутрішнього та зовнішнього туризму: особливості географічного положення та рельєфу, сприятливий клімат, багатство природного, історико-культурного та туристично-рекреаційного потенціалів. Вінниччина туристична с кожним днем набирає оберти щодо подальшого розвитку свого потенціалу у даному напрямку діяльності, що дає

¹ Вінницький туризм. Там, за горизонтом... / голов. ред. Любов Загородня. – Вінниця : ПРАДА АРТ, 2014.

можливість в подальшому генерувати значний інтерес як вітчизняних, так і іноземних туристів до туристичних цікавинок регіону [2].

Сьогодні найбільш популярними видами туризму за метою подорожі на Вінниччині є:

- культурно-пізнавальний;
- лікувально-оздоровчий, рекреаційний;
- сільський зелений туризм;
- подієвий;
- спортивний та активний туризм;
- релігійно-паломницький туризм та паломництво.

Проблемні питання в сфері туризму необхідно вирішувати комплексно із застосуванням системних рішень на довгострокову перспективу, враховуючи майбутні реформи в державі та кон'юнктуру на туристичному ринку. На сьогодні відбувається переорієнтація туристичного ринку, зростає попит на внутрішній туризм через наслідки пандемії спричиненої COVID-19. В цей час необхідно комплексно розвивати території, при цьому створюючи якісний локальний туристичний продукт. Але без спіль-

них зусиль громад, бізнесу та влади досягти цього неможливо¹.

Можливими напрямками розвитку туризму Вінниччини можуть стати:

1. Діловий туризм, сучасний туризм із діловою метою розцінюється найбільш перспективним видом туризму через свою позасезонність, можливість планування, орієнтацію на клієнта з високим рівнем доходу.
2. Сприятливі умови має Вінниччина для розвитку пригодницького туризму та екстремальних видів екотуризму, що об'єднує всі подорожі, пов'язані з активними способами пересування та відпочинку на природі, які мають на меті отримання нових відчуттів, вражень, поліпшення туристом фізичної форми та досягнення спортивних результатів.
3. Рибальський та мисливський (єгерський) туризм. Область має вагомий ресурсний потенціал для розвитку зазначених видів туризму через багату флору та фауну, лісостепову місцевість та велику кількість відкритих водойм (річки, ставки, озера тощо).

4. Соціальний туризм. Напрямок туристичного бізнесу, клієнтами якого є громадяни, які мають соціальні пільги (пенсіонери, студенти, люди з обмеженими властивостями, малозабезпечені багатодітні сім'ї). Цікава ідея для розвитку внутрішнього туризму в регіоні. Це може бути щотижнева рекреація, де основні зусилля мають бути спрямовані на тури вихідного дня із центром (початком та закінченням маршруту) у м. Вінниця та тури з районних центрів до міста та/або організація екскурсій в довколишні міста, а можливо навіть всередині окремого міста.
5. Гастрономічний (кулінарний) туризм може стати ще однією складовою привабливості Вінниччини з огляду на етнографічно-історичні ресурси нашого регіону. Гастрономічний туризм як різновид туризму пов'язаний з ознайомленням із виробництвом, технологією приготування та дегустацією національних страв і напоїв, а також з кулінарними традиціями регіону².

² Вінницька обласна державна адміністрація – Режим доступу: <http://www.vin.gov.ua>.

УДК 911.3

JEL Z32

ТУРИСТИЧНИЙ ПОТЕНЦІАЛ ТЕРНОПІЛЬСЬКОЇ ОБЛАСТІ: ХАРАКТЕРИСТИКА ТА ОЦІНКА ПЕРСПЕКТИВ

Гайдук Ольга, студентка 2 курсу ОР "магістр" спеціальності "Туризм"

Науковий керівник к. геогр. н., доц. Верес К. О., доцент кафедри туристичного та готельного бізнесу

Національний університет харчових технологій (НУХТ), м. Київ.

Туристичний потенціал території – ємне, багатоаспектне поняття, що охоплює сукупність природних, етнокультурних та соціально-історичних ресурсів, а також наявної господарської і комунікаційної інфраструктури території, що служать чи можуть слу-

жити передумовами розвитку певних видів туризму.

Туристичний потенціал включає [1]:

- природні ресурси (клімат території, рельєф, ландшафти, унікальні екосистеми);

- пам'ятки культури, історії та археології;
- інфраструктуру туризму;
- матеріально-технічну базу.

Для здійснення правильних, економічно обґрунтованих заходів, що стосуються туристичної сфери в регі-

оні, необхідним є проведення комплексних аналітичних досліджень, що стосуються кількісної оцінки рекреаційного потенціалу регіону шляхом використання різноманітних методичних підходів.

Саме на основі результатів комплексної діагностики останнього можливим є визначення ключових проблем, що існують у регіоні стосовно рекреаційної галузі, формування конструктивних управлінських рішень щодо їх вирішення, а відтак й подальшого вибору шляхів, методів та інструментів досягнення збалансованого розвитку туризму [2].

Тернопільська область має чи не всі передумови для того, щоб увійти до складу найрозвинутіших у туристському відношенні регіонів України та Європи, зокрема: вигідне геополітичне розташування, багату культурно-історичну спадщину, комфортні кліматичні умови, мальовничі ландшафти, унікальні флору і фауну, розвинуту мережу транспортного сполучення, достатні людські і матеріальні ресурси тощо. Область є однією із найбагатших на заповідні території і об'єкти, які займають майже 8,5% її площі¹.

Територія області (заселеної понад 100 тис. років тому) побувала в складі різних державних та адміністративних утворень – Галицької, Волинської та Київської земель, Тербовлянського та Шумського удільних князівств, Галицько-Волинського князівства, Речі Посполитої, Королівства Галичини і Лодомерії Австро-Угорської імперії, Російської імперії та Радянського Союзу. Це, зокрема, позначилось на кількості й розмаїтті того, що приваблює туристів, насамперед – пам'яток матеріальної та духовної культури. Перших на території області взято на державний облік понад 6,2 тисячі об'єктів, у тому 1587 пам'яток археології (6 – національного значення), 2513 – історії (1 – національного значення), 1315 – архітектури та містобудування (180 – національного значення), 309 – монументального мистецтва. До Списку ж історичних населених місць України включено 30 населених пунктів області².

В області набули розвитку такі види туризму:

- культурно-пізнавальний, що ґрунтується на зацікавленості пам'ятками історії, культури та природи

як вітчизняними споживачами (в основному у форматах освітнього туризму, поїздок вихідного дня тощо), так і іноземними гостями;

- паломницький (Зарваниця та Свято-Успенська Почаївська лавра);
- сільський зелений туризм (24 діючих садиби в 13 районах);
- подієвий (гастрономічні, військово-історичні та інші фестивалі місцевого, національного та міжнародного статусів);
- екологічний;
- міський туризм (шопінг, дозвілля й розваги), у першу чергу для жителів Тернополя.

Висновки

Загалом правильно розроблена та аналітично обґрунтована методика оцінки рекреаційного потенціалу та подальших тенденцій його розвитку може також сприяти відстеженню негативних тенденцій, що його стосуються, та дасть можливість здійснювати прогнози щодо можливих змін розвитку туризму в регіоні.

¹ Дашук, Ю. Є. Методичний підхід до оцінки рівня розвитку рекреаційного потенціалу регіону // Економічний аналіз : зб. наук. Праць.– Тернопіль : Видавничо-поліграфічний центр ТНЕУ "Економічна думка", 2013. – Том 14. – №1. – С. 64–70.

² Городиський, Ю., Манько, А. Проблеми та перспективи розвитку туризму у Тернопільській області // Вісник Львівського університету. Серія міжнародні відносини. 2012. Випуск 29 ч.1.С. 36–47.

UDC 330.3

JEL Q01

SUSTAINABLE DEVELOPMENT AND ITS SOCIAL COMPONENT

¹Dielini M. M., ²Okhrimenko Ya.

¹Doctor of Economics, Associate Professor Associate Professor of the department of production and investment management.

²Master Student National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine.

Nowadays preservation of human habitat has become one of the most important problems of humanity. En-

vironmental problems are arisen now in most countries of the world. It was caused by the current level of scientif-

ic and technological progress and the rapid increase of the world's population, especially in the second half of the

twentieth century. For these reasons, many countries around the world were characterized by the rapid development of industrial and agricultural production, construction, transport, and services. This, in turn, was accompanied, firstly, by the emergence of large cities, urban agglomerations and technopolises with qualities that are not inherent in the natural environment, and secondly, required the involvement of additional resources in production. The result has been a reduction in some vital resources – forest, land and water, as well as excessive pollution in many parts of the world. Based on this, the world community has long been concerned about the problem of overcoming this situation. In the last third of the twentieth century, the idea of sustainable development was formed and officially proclaimed at the World Conference of Heads of State and Government in Rio de Janeiro in 1992.

Scientists noted that there is no alternative to the strategy of sustainable development of mankind. Thus, sustainable development is a model of economic growth in which the use of resources is aimed at meeting human needs while preserving the environment, so that these development needs can be met not only today but also for future generations.

It should be emphasized that the strategy of sustainable development includes not only ecological or environmental component (preservation and improvement of the natural environment), but also economic (further harmonious development of production, productive forces of society); social (steady increase in the welfare of peoples, equalization of their living standards – internal and external, steady improvement of social conditions and standards). As we see, the social component is included not as a subsystem of economic and environmental, but as a separate, self-sufficient. Scientists

note that the social component is focused on human development, preservation of social and cultural systems, mitigation of social tensions, achieving stability.

The main condition for sustainable development is to achieve market equilibrium, i.e. such symmetry of processes that balances destruction and recovery, disintegration and merger, distribution and integration. Under the socio-economic development we could understand changes in social and economic indicators under the influence of the implementation of decisions on the use of socio-economic potential, i.e. connects the achievements of socio-economic development with the results of the relationship between socio-economic potential and decisions of managers on its use. The concept of sustainable development has emerged as a result of combining three abovementioned components: economic, social and environmental.

We also can summarize that the concept of sustainable development is a socially oriented system of knowledge. It aims to preserve social and cultural stability, including reducing the number of destructive conflicts. Globally, it is also desirable to preserve cultural capital and make fuller use of the sustainable development practices of economically non-dominant countries. To achieve sustainable development, modern society will have to create a more effective decision-making system in the fields of economic activity, which will take into account historical experience. It is the understanding of the paramount importance of solving social problems and was the impetus for the creation of the Club of Rome and, ultimately, to the emergence of the very concept of sustainable development.

A necessary socio-political condition for the transition to sustainable development is an open civil society and the rule of law. The experience of

developed countries shows that the functioning of civil society institutions can provide optimal conditions for economic growth, management of social conflicts and balanced use of natural resources. One of the important elements of the social component of sustainable development is also education, which is a prerequisite and at the same time a priority means of achieving sustainable development. Under the 21st Century Agenda, education, including formal education, public awareness and training, should be recognized as a process by which individuals and societies can reach their full potential. It is crucial to ensure environmental and ethical awareness, value formation and approaches, inculcation of skills and encouragement of behavior compatible with sustainable development. This is the manifestation of the social component of sustainable development.

A necessary socio-political condition for the transition to sustainable development is an open civil society and the rule of law. The experience of developed countries shows that the functioning of civil society institutions can provide optimal conditions for economic growth, management of social conflicts and balanced use of natural resources. One of the important elements of the social component of sustainable development is also education, which is a prerequisite and at the same time a priority means of achieving sustainable development. Under the 21st Century Agenda, education, including formal education, public awareness and training, should be recognized as a process by which individuals and societies can reach their full potential. It is crucial to ensure environmental and ethical awareness, value formation and approaches, inculcation of skills and encouragement of behavior compatible with sustainable development. This is the manifestation of the social component of sustainable development.

UDC 37.37.03

JEL Q01

SD EDUCATION “TOW TO”

Demkiv O.

Ukrainian-American Concordia University.

Sustainable development is a challenge not only in terms of education but in proceeding as a whole, as well. Nowadays SD, at least in Ukraine, doesn't have that much attention to add it to Ukrainian education. It is not enough just to tell students that it is important to recycle any wastes, because it will be taken as obligation. One of the points is making people believe that it is needed themselves but not forcing them to believe in it.

Despite the absence of desire to be involved in sustainable development, Ukraine has a huge progress in this matter: poverty reduction (from 58.3% to 43.2% in 3 years), educational reforms, development of the internet accessibility. Those are the consequences of bad performance in previous years and Ukrainians have already realized the sustainable development is significant factor of country wellbeing. It is a brilliant period to push the importance of SD to the minds of younger generations.

If we refer to education, then we are talking about the young generation, mostly. Education of younger generation is built on informational cause. For

example, any breakthrough results in science are followed by increased interest in the sphere the results refer to (appearance of Artificial intelligence will create a demand on the studying of this phenomenon). The more successes are shown to the market the more demand and, as a result, supply will appear.

Accordingly, the challenge to increase the interest in the subject might be the case. The less population or, in our case, young generation is interested in development the less is the chance informational cause creation. Even in case the development has taken a place, it is needed to present it in appropriate way. That is a problem, because nowadays the most popular source of information is internet and internet is mostly filled with entertaining materials. Any announcements that refer to development that are presented in a simple and not creative way won't be accepted by society. That's the reason why people are waiting for the release of new MacBook, but not the technology that will change the environment to the better.

If to sum up previous points, Ukrainian perception of sustainable

development can be changed if the presentation of each technological breakthrough is presented by charismatic person, the person who will lead the young generation. Unfortunately, it is not present in nowadays Ukrainian reality. Ukrainian mentality in terms of SD will be developed as soon as serious scientific approach is changed by collaboration of charisma and entertainment. Still, scientific approach is necessary in such activities, but it shouldn't be expressed that much as two factors that were expressed before.

The question is: "How can it be done?". Before we deep dive into the answer we need to figure out who is the representation of charisma. In 2020 charisma can be measured by the number of followers on various platforms. That can be twitter, YouTube, Instagram and other platforms that refer to the one way flow of information between people. Thought leaders can lead people to any point with different ways.

The last question is by which thoughts young generation should be leaded?

КОМП'ЮТЕРНІ ТЕХНОЛОГІЇ ЯК СКЛАДОВА СТАЛОГО РОЗВИТКУ

Думенко Ю. В.

Українсько-Американський Університет Конкордія.

Індустріальна модель суспільного розвитку, що панувала у XX столітті, призвела до порушення рівноваги в біосфері, виснаження ресурсів, перенапруги та руйнування екологічних систем, несприятливої демографічної ситуації, що спричинило проблему виживання та подальшого існування людства. Необхідність подолання таких кризових явищ, як високі темпи споживання природних ресурсів, виснаження та забруднення середовища, соціальні суперечності між країнами створила передумови для формування альтернативної ідеї подальшого розвитку людства в умовах посилення глобалізаційних процесів – це ідея сталого розвитку. Освіта є вирішальним чинником таких суспільних змін. Сучасну освіту вважають основною рушійною силою трансформації суспільства до сталості. Метою освіти відповідно до Закону України “Про освіту” (2017) є “всебічний розвиток людини ... задля забезпечення сталого розвитку України та її європейського вибору”¹, а в Законі України “Про вищу освіту” (2014 р.) першим принципом державної політики у сфері вищої освіти проголошується сприя-

ня сталому розвитку суспільства шляхом підготовки конкурентоспроможного людського капіталу та створення умов для освіти протягом життя².

Особливе місце в освіті сталого розвитку займають комп'ютерні технології навчання. Комп'ютерна технологія навчання – це використання комп'ютерів під час усіх видів навчальних занять та контролю знань, для індивідуального навчання, розвитку інтелектуальних і творчих можливостей людей різного віку. У початковій школі потрібно закласти дітям первинні навички інформаційної культури, початки комп'ютерної грамотності, забезпечити поступальність у навчанні. Необхідно підготувати мислення учнів до сприйняття ними сучасних інформаційних технологій. Ці інформаційні технології володіють рядом прийомів і методів, що дозволяють аналізувати і моделювати навколишній світ. Опановуючи ці прийоми, дитина вчиться мислити логічно, системно і складно³.

Доказами необхідності впровадження комп'ютерних технологій у навчально-виховний процес в освіті сталого розвитку є: величезні дидактичні

можливості комп'ютера, наявність на ринку численних програмних продуктів для школи, наявність у багатьох сім'ях комп'ютерів, що сприяє тому, що в дітей формується готовність (психологічна, мотиваційна, практична) до використання комп'ютера у навчанні на різних навчальних предметах.

Комп'ютерне навчання можна вважати новою освітньою галуззю, і для школи це є дуже актуальним, бо саме тут виховуються майбутні спеціалісти, що працюватимуть в інформаційному суспільстві. Саме вони будуть керувати процесом переходу суспільства до нового якісного стану, за якого забезпечується його сталість (*sustainability*) – довготривалий синергетичний розвиток таких систем, як “Суспільство” та “Біосфера”. Комп'ютер стає звичним засобом пізнання навколишнього світу, таким як для попередніх поколінь була книга.

Можливості комп'ютерних технологій, які забезпечують сучасну освіту сталого розвитку, це:

1. Неперервний характер, що забезпечує можливість постійного оновлення знань, розвитку навичок, інтелекту, формування цін-

¹ Закон України “Про освіту” від 05.09.2017 № 2145-VIII, прийнятий Верховною Радою України // База даних “Законодавство України” / ВР України. – Режим доступу: <http://zakon5.rada.gov.ua/laws/show/2145-19> (дата звернення: 18.11.2020).

² Закон України “Про вищу освіту” від 01.07.2014 № 1556-VII, прийнятий Верховною Радою України // База даних “Законодавство України” / ВР України. – Режим доступу: <http://zakon2.rada.gov.ua/laws/show/1556-18> (дата звернення: 18.11.2020).

³ <https://sno.udpu.edu.ua/index.php/naukovo-metodychna-robota/> “Формування комп'ютерної грамотності в учнів початкової школи на уроках інформатики” Мініна Карина, Уманський державний педагогічний університет імені Павла Тичини (дата звернення 18.11.2020).

нісних орієнтацій протягом усього життя людини.

2. Поєднання різних напрямків освіти, а також діяльності різних організацій, установ, секторів суспільства. Так, в освіті сталого розвитку ідеї екологічної освіти доповнюються такими напрямами освіти, як глобальна освіта, громадянська освіта, правова освіта тощо.
3. Безмежні можливості для формування трансверсальних навичок. До них належать аналітичні навички (системне та критичне мислення, креативність тощо), технічні навички (знання роботи комп'ютера, вміння використовувати складні машини, програмне забезпечення, здатність до вдосконалення механізмів та їхнього ремонту тощо), організаційні на-

вички (здатність планувати й розподіляти проекти, ресурси, координувати діяльність, здійснювати тайм-менеджмент, тощо) й навіть особистісні якості (здатність ухвалювати рішення, наполегливість, старанність, чесність, охайність тощо).

4. Інклюзивність як одна з характеристик ОСР полягає в охопленні всіх громадян освітою для сталого розвитку без фокусування на расових, статевих, класових, вікових, географічних та інших відмінностях осіб та соціальних груп, що з легкістю можуть забезпечити комп'ютерні технології. Адже збільшення ступеня участі всіх громадян в процесах суспільного розвитку дасть можливість якнайкраще використовувати їхні

таланти й навички, швидше допоможе трансформувати несталі способи життєдіяльності на безпечні та збалансовані.

5. Додатковий вплив на ціннісно-мотиваційну сферу особистості. Так як формування системи цінностей, відповідних до ідеї сталого розвитку, є основним завданням освіти для сталого розвитку, оскільки тільки "внутрішня", не нав'язана зверху, регуляція поведінки є більш стійкою та дієвою¹.

Отже, комп'ютер є неодмінною, а подекуди ключовою складовою освіти сталого розвитку, допомагає виховувати необхідні якості та формувати в дітей універсальні уміння і здатності: соціальні, комунікативні, інформативні, когнітивні, загальнокультурні, спеціальні.

¹ http://nbuv.gov.ua/j-pdf/ukrpj_2018_2_16.pdf Коренева Інна Миколаївна, (дата звернення 18.11.2020).

UDC 33.339

JEL Q01

SUSTAINABLE DEVELOPMENT BASIC PRINCIPLES NOWDAYS

Filipov A.

Ukrainian-American Concordia University.

The Global Sustainable Development Goals were approved in 2015 at the UN Summit.

The basis of sustainable development is the economic and environmental interests of society. The imbalance between them affects the deterioration of quality of life. In the 50's and 60's of the 20th century. development was associated only with economic progress and increased economic efficiency. In the early 1970s, due to the unfair distribution of income and the growing number of poor in developing countries, issues of social justice were rec-

ognized as important as the issues of increasing economic efficiency.

I am not an expert in the field of ecology, so I can not say much about it, I can only note the terrible policy of Ukraine in recent years in the field of energy, this policy in the long run will have the worst impact on people in the next 10–15 years, as they will have to pay all international debts, as well as to feel the results of balancing energy sources, which are taken not at nuclear power plants, but at coal.

In general, the goals of sustainable development are those that cannot be

reached simply by state intervention, but the state can act as a leader, as a "night watchman" and a third controlling person. The goals of sustainable development include a change in the whole philosophy of mankind, not simple changes in politics or policies.

The first thing that needs to change in public administration is the approach. I am not a supporter of many ideas of the institutional school of economics, but it is quite obvious that we need to move from relying on writing laws or thousands of bureaucratic papers to changing entire institutions. In Ukraine,

first of all, this is a huge problem, here you can often see the existing *de jure* laws, to which the state does not invent an approach to promotion or implementation in everyday life. Here we have the sorting of garbage without sorting warehouses, and the territory of sovereign Ukraine, which for decades of possible policies have not been able to become Ukrainophile. And here, too, we can see the opposite of ideas that are quickly taking root *de facto*, but such a bureaucratic machine does not have time to spin quickly, and does not have time to catch up it to make new legal institutions or legislative initiatives, such as regulating the movement of electronic scooters, which waited more than a year.

It is also necessary to abandon cumbersome state centers, as the rapid evolution of liberal ideas has long shown that no center can calculate every detail of people's lives due to lack of information, and this is not just about regulation, but about participation in people's lives. Without decentralization of power, there will be no rapid development, as

the flow of regional information to the center can be too complicated. If we say that we want democracy, then we need to clearly divide what kind of democracy we are talking about. I myself do not like an elected democracy, where people elect an authorized person every 5 years, and that's all the politically active life on it. In my opinion, the approach to sustainable development itself implies greater involvement in public administration processes, greater power over communities and greater activity of the average population in the regions. Interesting statistics, for example, show that on average a resident of the United States belongs to 2–3 different associations, such as trade unions or a public organization, and a resident of Ukraine does not reach.

As for economic policies, the ideal state for me is a supervisor. One that provides independent courts and responds to the urgent needs of the population as a whole, while giving full control over themselves and their property effectively. I could describe here exactly

how I see the ideal state in terms of sustainable development goals, although I myself do not support many of them, but it would be too long. I just want to say that if you need a good system where development is really sustainable, and at the same time eliminates the main shortcomings of the market system, then in terms of regulation of economic relations, I would leave the system that worked in the US in the 20th century. efficient redistribution of resources between producers and non-producers, and in the economy as a whole. Trump's policy, for example, deviates far from such ideals, as the large national debt formed by him to make greater use of fiscal methods of stimulating the economy, will hit the pockets of future generations who will give it away, even though this debt at a very small percentage. As for pensions and other social benefits, I would like to refer to the experience of the system in Singapore, to affordable and quality education, the Danish or Norwegian system, and to medicine, Germany.

УДК 332

JEL Q01

SUSTAINABLE DEVELOPMENT AS A DRIVING FORCE OF THE MODERN ECONOMY

Fliahina A. K.

Ukrainian-American Concordia University.

It is widely accepted that sustainability is beneficial for environment and societies. And its benefits are quite often restricted to these ones. However, it is extremely favorable for economy and its growth. And this topic is now accurate and relevant more than ever. It might not be evident from the first glance, but it is noticeably beneficial to the whole economy in the long perspective.

To begin with, currently job growth is not very rapid, and during the pandemic it got even slower. What is

more, fiscal constraints are now quite substantial. That is the reason why sustainable development currently may not have evident reasons to be paid attention to. Especially currently – at the times of COVID-19. However, we should remember that there is life after this period of time and current situation it will be over sooner or later, so we need to think not only about current benefits, but also take into consideration what we are going to leave for next generations.

Taking this into account, it is worth starting to look in the direction of sustainability already now. Especially provided that successful examples are present by now in various communities. Their citizens on their own example experienced that strategies and actions aimed at achieving sustainability have potential to benefit not only financial health of local people, but also that of businesses on site.

Having a closer look at benefits that sustainability brings to financial sector,

those can be split into fiscal benefits and those of economic development.

Let us start by analyzing fiscal ones.

First of all, establishing sustainable approach decreases costs and thus increases profit. Of course, some actions aimed at being sustainable do require some investments on the initial stage, but they usually have either immediate results or long-term consequences on fiscal state of a company or a household. And they start from such a simple thing as reduced bills for water, electricity, gas and heating. What is more, sustainable approach is able to decrease costs for development of infrastructure and its maintenance.

What is more, such reduction of maintenance costs and bills lowers operating costs, which reduces liabilities in the long run. Thus, the profitability of the company, if we are speaking about an enterprise, grows, as expenses lower.

Another benefit and reason to go sustainable is opportunity to stay more stable in the times of uncertainty. The reason for that lies in the fact that sustainable entities are less dependent on the maintenance costs, including water and energy consumption. They simply consume less and do that in a more efficient way, that generally results in smaller bills to pay every month.

And a logical consequence of such actions aimed at turning a home or a firm into an example of sustainable organization is a particular sum of money additional to what was usually at the disposal of owners. And the widest way to use this so to say extra income is to invest. Doing this, providing that those

investments were taken with caution, will yield even additional revenue.

And the most inspirational point in all this, at least for me, is that there is no need to work more or produce more. The only thing that is really needed is to once reorganize and rearrange the way things are done at the production, in an office or home.

So, these were fiscal benefits of sustainable development mainly for local entities, them being separate households or companies. All of them one way or another lead to people having more money at their disposal than they used to have prior to implementing sustainable development practices. And this means that they have more free money to spend not just on paying bills for living, but for shopping, entertainment, travelling or many other things, that are important for economy's growing.

And now that we came to the benefits of economic development – the second part of the advantages that sustainability brings, it should be mentioned that they lay in the sphere of economic growth, healthy competition and lifting the energy and spirit of a community.

Implementing sustainable development strategies into life can improve financial position of an enterprise, motivate construction and by this move economic activity into places like forests, lakes and fields. And these actions will play a crucial role in motivating local residents and visitors to spend locally, driving further economic development even more.

And mentioned economic results can have many manifestations. First of all, as it was already mentioned, implementing

sustainable practices saves quite a sum of money for residents, which they have available to spend, and most of the time for entertainment – meaning in the local area. This, in its turn, again motivates economic development.

As mentioned above, sustainability is also about effective, as well as efficient infrastructure. And especially nowadays cities with well-developed transportation are not that common and will definitely attract investments. What is more, transportation system is of great importance to small and medium-sized enterprises, as their workers, as well as operations rely quite substantially on transportation system. And as it is well known, SMEs are creators of largest number of jobs.

And the last but not least benefit of sustainability is that it creates facilities for a healthier lifestyle, thus motivating residents to take care of themselves. And it is important for the economic development overall, as it reduces healthcare costs both for businesses and residents, as well as increases productivity and activity of people.

To sum up, I find the topic of sustainability extremely important in the modern world. And as it was discussed in the work, it has not only ecological benefits, but also very clear, visible and desired for the society outcomes in fiscal and economic areas. In my opinion it is one of the areas to which citizens and leaders might pay their attention, in order to improve the quality of life worldwide, at the same time benefiting the economy.

UDC 33.339

JEL Q01

IMPORTANCE OF SUSTAINABLE DEVELOPMENT IN MODERN ECONOMICS

Gilbert Annan M.

Ukrainian-American Concordia University.

Sustainable development, no matter how small is the driving force to a better future for all of us. Alternatively, I can confidently say small progress is much better than no progress at all in any circumstance. The world of over 7 billion people with limited resources needs improved ways to produce goods and services so that it shall benefit all. Over the years there has been several innovations in the way things are done and yes, we have come a long way but I will still mention, there are still room for improvement. In the contemporary world which we live in, with its high technologies, constantly developing and improving production processes and globalization, the issue of sustainable development is present in the agenda of the whole world. Moreover, the international world of business in all its variety of forms and operations, is an integral part of the economic life of each country. They add to the increment of the gross domestic product of developed countries and for the economic progress of developing countries. In this summary, what becomes very necessary is not only raising the level of economic growth, but also the various ways it is achieved. That's exactly where the concept of sustainable development comes into play. The various ideas of sustainable development are by far, getting economic growth with care for the environment, reaching the highest living standard while protecting all the natural resources are extremely popular at the beginning of this century, when environmental disasters and economic crises caused by the scarcity of certain resources are a reality and are not limited to one specific coun-

try but affect the whole world. These problems inevitably lead to changes in the economic life, as it has to respond to the need of finding a new approach to achieve economic prosperity. Such changes in the economic and social life, for example, are the emergence of new economic sectors such as ecomanufacturing, bio-products, provision of environmental services, changes in some state policies such as initiating green procurement, green public-private partnership, green supply chains etc. This article is dedicated to revealing some of these changes which result from the current trend for sustainable economic development.

Lately, issues of sustainability are present everywhere around us and it is unavoidable. Whether we realize it or not, every action and inaction we do in our daily life – at work or at home – in one way or another is influenced by the ideas of sustainable development.

The literature contains a lot of information about what sustainable development is and what its features are. Some authors see it as a package of development programs that will help solving the problem of scarcity and lack of natural resources as well as the social equality. Other authors accept it as a system of activities and mechanisms whose main purpose is to ensure optimal growth of the economy through the use of natural resources in the most efficient way and preserve them for future generations (Pearce, Barbier, Markandya, 1990). Still others present it as achieving a balance between social and environmental principles in a socially justified and environmentally sound economic devel-

opment (Gechev, 2005). Moreover, the essence of sustainable development is expressed in the fact that "every generation must satisfy its needs complying with the needs of the future generations". The most widely used definition of sustainable development is the one given in the report titled "Our Future" prepared in 1987 by the World Commission on Environment and Development, led by Gro Brundtland, better known as the Brundtland Report. According to this report, sustainable development is the one that "satisfies the needs of the present without jeopardizing the ability of future generations to meet their needs." The concept of sustainable development is built upon the three most important aspects in the life of every society – economic development, social equity and environmental protection. In the context of sustainable development, they are known as the "pillars" of sustainable development. The report formulates the following basic principles of sustainable development: consideration of public priorities, not only with the needs of today but also the needs of the future generations; even distribution of efforts to reasonably use of natural resources and restoration of ecological balance; linking the economic to the environmental effectiveness; equal environmental responsibility and cooperation between countries in solving global problems facing humanity. This definition together with the basic principles of sustainable development leads to the conclusion that its main characteristic is to achieve society development and economic prosperity in harmony with nature. Based on this

conclusion quite a lot of actions have been taken on global level to achieve this main goal. As a consequence of these actions some visible changes can be elaborated in the societies mostly of the developed countries but in the developing world as well. Some of these changes have been summaries in the next sections. Sustainable development and the economic activity. In the last decades of the XXth century on international level quite some actions have been taken to protect the environment

and to stimulate both the business and the people to be more environmentally and socially responsible. These processes are even more intense in our century. Thus, step by step, by the means mostly of legal requirements and prohibitions but also through a numerous number of initiatives the economies of the countries started to change. All economic participants, from the business and governments up to the ordinary people, started to see the sustainable development not only as a cost but also

as an opportunity – business or social or financial but still an opportunity. New economic sectors The activities carried out within the sustainable development agenda, lead to changes in the economic life of the people. Economic operators for various reasons (whether under certain legal pressure, in search of new markets or competitive advantage) gradually change their way of working. This results in the emergence of new economic sectors and the production of new types of products.

UDC 33.339:330

JEL Q01

SUSTAINABILITY OF PANDEMIC INDUCED ADAPTIVE BUSINESS PRACTICES

Gnidehoue Herve

Ukrainian-American Concordia University.

The year of 2020 will be forever remembered as that period in time when a pandemic called COVID-19 shook the world to its core by disrupting our routine daily life. This pandemic caused by the novel coronavirus is an infectious disease that is believed to be transmitted through sneeze, coughing droplets and contaminated surfaces by that virus. As death toll started rising worldwide and healthcare professionals scrambled to find ways to cure and ultimately defeat it, governments and countries around the world have taken drastic actions to protect their citizens. First, countries started by shutting down their airports and borders whereby preventing movements in and out. This was followed by what has come to be known as “lockdown” or “quarantine” where people were required to stay in their homes and could only venture out for necessary activities such as grocery shopping, hospital visits, banking activities and the likes. As a result, several businesses were ordered to close their doors. Public gatherings were banned

including class attendance for schools and universities.

All these measures have brought the global economy to a standstill. Many business activities have been disrupted as a result. Even though as some of these preventive measures have been relaxed as time goes by, it's too late for many businesses that have already filed for bankruptcy. Some businesses just cut down their staff or seized some of their operations all together. Several businesses have emerged out of the pandemic, some have simply blossomed. The pandemic came as an “opportunity” for the world and several businesses to review their model, cut cost and adapt to this “new way of life” going forward even when a vaccine becomes available or there is an approved treatment. How can these new created businesses and adapted business practices become the new normal? Can they be sustainable? How? That's the topic of this paper.

When governments across the globe issued mandates to quarantine

in their respective countries, they did so at a time when the academic year was already in full swing. The lockdown started mostly in mid-March 2020 and by early April, it was observed almost everywhere. Given that public gatherings were forbidden, or in some cases restricted, students were forced to attend lectures from the comfort of their homes. This situation forced schools and universities to move their entire classes online. By moving classes online video conference applications such as Skype and Zoom became even more popular as they are capable of accommodating several participants. Delivering lecture through these platforms has become the de facto way of teaching to the point where students have gotten so used to it and returning to a traditional classroom is no longer appealing. We can now attend classes without leaving the comfort of our homes. Isn't that great? At some point in the future, there will be a vaccine and social distancing will no longer needed. When a

treatment is found, why should we rush to go back to pre-covid-19 life?

In the United States of America, where education is still expensive, students who are taking classes online now demand their universities lower tuition costs. The investment in building new structures and other unnecessary activities are mainly the reason why tuitions are so high. Students are arguing that they should not pay the same tuition fees while studying online as someone going to a regular classroom. Students are now winning this battle and universities across the country will have no choice but to yield. Many classes will move online, barring of course, laboratory activities that would require students' presence to use the equipment. On one hand, learning from home saves transportation cost for the student. On the other hand, the student will reduce his/her carbon footprint by not driving to school every day. [The majority of students in the United States drive to school]. This collective action taken by students across the country by forcing universities to lower their tuition will force these educational institutions to stay online. The underused physical

spaces on campuses can serve other purposes.

At a time in our history when global warming has been proven to be a threat to our planet, reducing our personal carbon footprint is the least that we can do. Moreover, companies across the globe, due to the restrictions imposed, have come to realize that there are tasks that can be done from home and workers do not need to go onsite to their traditional workplace. Governments across the globe can legislate remote working while giving incentives to people and companies that conduct business in that fashion. I believe it is sustainable and should be our way of life going forward.

Another type of business that has emerged out the pandemic is the home delivery service where people can order not only foods but also their grocery over the Internet. As more and more people do this, there will be less need to drive several miles to the store or the supermarket. As we drive less, we will need less gasoline in our car. As the demand for gasoline [petrol] diminishes, oil corporation such as Exxon Mobil, Chevron, Total etc... will be forced to re-

duce their exploration activities around the globe. A worldwide slump in demand for oil will not be good news for the OPEC (Organization of the Petroleum Exporting Countries) but I am sure they will find a way to adapt their local economy to the new reality. Oil and gas are still essential energy sources that we need to power our homes, machinery and industries but a reduction in their personal usage in our cars, by driving less, will undoubtedly contribute to reducing the emission of pollutants in the atmosphere.

Virtual shopping was already in the works in some technology companies, at least in the United States, before the pandemic hit. The pandemic is an opportunity to invest more and develop virtual shopping technologies, which at one point developers viewed as just another fancy technology and therefore were not so committed and excited about it. They dreaded that the public may not embrace it. The pandemic and the subsequent stay-at-home order mandated by government officials should hasten the development of that kind of service that I am sure the world will embrace, if made affordable.

UDC 33.339

JEL D24; Q01

ONLINE TEAM BUILDING AS A LABOR PRODUCTIVITY BOOSTER DURING QUARANTINE

Hryhorieva T. S.

National University of Food Technologies, Kyiv, Ukraine.

Introduction

Lots of companies all around the world were forced to work remotely due to the quarantine measures. Remote work feels different for everyone and the worst case is loosing of motivation without usual working pace and environment. So, the issue is increasing of productivity as a sign of competitiveness.

Materials and methods

The basis for researching the concept of methods of labor productivity increasing at the enterprises were used such general scientific and special methods as systems analysis, expert assessments and sociological calculations based on Internet surveys, also Gallup surveys were reviewed.

Results

One of the biggest struggles for companies is to make online communication and collaboration smooth and natural for their team. Also, a lack of teamwork can kill company productivity and negatively impact employee image.

Online team building event makes the most of innovative technology,

problem solving skills and management techniques to host team building activities online when your employees can't physically be together.

Such events are existing in a variety of forms: interactive games, charity exercises or education seminars – each can improve engagement for both small and large teams. By ensuring employees stay connected and engaged, virtual team building events help remote teams feel as tight-knit as those based in a physical office.

Online team building events are intended to increase communication skills, promote teamwork and creativity in a fun, lighthearted and social environment.

By implantation of open communication and teamwork, virtual team

building events result in a range of benefits for employees' motivation and company's competitiveness.

These include:

- healthy and friendly work environment;
- improved employee engagement;
- higher staff retention;
- increased productivity;
- better communication, collaboration and creative problem solving;
- increasing the level of competitiveness of the company.

Conclusions

Modern situation among different enterprises is complicated but it still competitive so enterprises have to keep

their level and improve everything to stay in line. It is important to remember that the success of an enterprise and even its existence directly depends on the productivity of the employees. Team building as crucial non-material method of employees' motivation can be successfully provided via Internet. There are lots of ways to keep in touch with every employee and have a feedback which is important and being equal to in-person communication. Taking into account lots of advantages of regular of hosting such events online it is clearly that virtual team building is one of the most important elements of well-coordinated remote work.

UDC 338.4

JEL D20

FEATURES OF PRODUCT DESIGN PROCESS IN MANUFACTURING

¹Ishchenko Mariya, ²Bielova Olena

¹*Student at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.*

²*PhD (in economics), associate professor at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.*

Manufacturing is a vital part of the economy growth development, especially in the developing nations, therefore, the process of product design becomes crucial in order for a new product to meet customers' needs and expectations. A new product can be defined as a tangible product, service or an idea, which are perceived by the potential audience as new. The newness of a product can be classified differently, for example, a completely new product, a product with improved features, a product, new application of a product, a product with additional features, a product with a new design or simply the same product that has been repackaged and rebranded. The newer a product actually is, the more risk is associated with its development. De-

spite the risk, designing new products is particularly important in saturated markets with a large number of competitors to gain competitive advantage¹.

In order to create a new product, an enterprise needs to either develop it on its own or to purchase the rights, license or the patent. For a product to be successful and competitive it needs to be attractive, function and of high quality². A crucial part of the product development is setting the objectives and requirements. Firstly, a target audience needs to be identified. If an

enterprise is planning to target a wide audience, it is difficult to set specific requirements. Afterwards, the developing team needs to determine what factors will determine whether the objectives had been achieved, what values will determine product's usefulness and functionality. The process of product design for manufacturing consists of the four main phases, idea generation, product screening, preliminary design and final design.

The phase of idea generation, first of all, involves definition of the problem

¹ D., Y. (2020, July 1). Product Design Process: Ten Steps. Digital Product Design Agency – Qub-studio. <https://qubstudio.com/blog/ten-steps-of-the-product-design-process/>

² Illés, A. (2020, October 12). Product Design Process: 4 Steps To Design A Product People Will Love. UX Studio. <https://uxstudioteam.com/ux-blog/product-design-process-steps/>

that will be solved with the creation of this new product, then the team members can brain storm and share all of their ideas, select the most optimal ones. Also, it is vital to understand the needs of the potential customers, research the market, competitors, suppliers and distributors. To create a product that will be well perceived by the target audience surveys and questionnaires can be conducted for the developing team to get deeper into the roof of the problem customers are facing and to find a perfect solution for it that will stand out on the market³.

The product screening phase consists of market, economic and technical analysis. Firstly, the size, structure and nature of the target market are determined and the positioning of new the product is performed. Additionally, potential sales volume, market share, price and profit are estimated, distribution channel are selected as well using economic analysis⁴. Of course, in most cases these forecasts are very tentative and can be inaccurate. However, using a rough estimate

is better than not estimating at all. When the concept of the product is created, it can be shared with potential customers in a form of an illustration or verbally via focus groups to receive feedback. Lastly, technical analysis is conducted in order to determine whether the company is technically capable to manufacture the future product.

The preliminary design phase involves turning the concept of a new product into a tangible product. The goal is to turn the product idea into a working prototype. Product development is broader than Research and Development and it also includes turning new product concepts into real products through a completed presentation. This method can be converted into a quantitative measure. To do this, you need to quantify each rating on a scale to determine a cumulative rating for each product, evaluate the criteria, and then add a weighted rating for each criterion⁵.

The last phase, final design, uses the created prototype to test the previous

stage, the evaluation can be conducted using various techniques. Products are tested under conditions that simulate real-world conditions. Simultaneously, it provides consumers with advertising and other ways of promoting a variety of products, including test products. In pilot marketing of industrial products, product samples are sent for a limited time to identify potential customers. Products can be tested at trade shows and demonstrations organized by traders, distributors and dealers.

Thus, Design for Manufacturing, is a concept, which can be used in the final design phase, it consists of various strategic tasks, that transforms an idea into a tangible product for commercial purposes. The main aim of it is to produce a product fast, efficiently, with lower costs that will be up to the utilization standards with ease. Design for Manufacturing uses three techniques, simplification, standardization and modularization.

³ New Directions in Design for Manufacturing. (2004). New Directions in Design for Manufacturing, 1–2. <https://doi.org/10.1115/DETC2004-57770>

⁴ Rasmussen, K. (2018, September 17). Four Phases of the Engineering Design Process – Knowles Teacher Initiative. <https://knowlesteachers.org/kaleidoscope/four-phases-engineering-design-process-math-science-classrooms>

⁵ Ravasi, D., & Stigliani, I. (2012). Product Design: a Review and Research Agenda for Management Studies. *International Journal of Management Reviews*, 14(4), 464–488. <https://doi.org/10.1111/j.1468-2370.2012.00330.x>

UDC 33.339:330

JEL Q01; Q50

REDUCTION OF CARBON EMISSIONS IN HOSPITALITY INDUSTRY

Konon Yuliia

Ukrainian-American Concordia University.

Do you know that according to Global Carbon Atlas platform, CO₂ emissions to the atmosphere scored 36,573 Mt in year 2018 which is almost four times more than 50 years ago¹ and that hospitality industry sector accounts for almost 1% of global emissions?

Nowadays the issue of sustainability is one of the most crucial and acute problems facing the world. And the key issue affecting everyone is cli-

mate change, which is mainly driven by greenhouse emissions increasing day by day, and has already led to irreversible consequences such as increase in glob-

¹ Global Carbon Atlas. (n.d.). Retrieved, from <http://www.globalcarbonatlas.org/en/CO2-emissions>

al temperatures and extreme weather events. The World Economic Forum has ranked climate action failure as the top global risk, demonstrating the urgent need for governments, businesses and people to act². And the hospitality industry has its own damaging contribution to the global carbon dioxide (CO₂) emissions and environmental pollution.

According to United Nations World Tourism Organization (UNWTO) the number of international tourists have reached 1.5 billion in 2019 and the economic impact of hospitality industry has increased to 10.3% of global GDP³. Not only does this industry make great contribution to global economy, but it is also causing an indelible damage to the environment.

The hospitality industry has always had a dramatic environmental impact on the Earth owing to enormous energy and water consumption, use of durable and consumable goods, hazardous waste creation by the disposal of batteries, bulbs, equipment, and other objects that require long period of time to decompose, as well as carbon emissions⁴. This sector accounts for almost 1% of global CO₂ emissions according to UNWTO.

As claimed in the research commissioned by International Tourist Partnership, hotel industry must decrease its greenhouse emissions by 66% by year 2030 and by 90% by year 2050 to be able to stay within the 2°C threshold agreed at COP21⁵. It is why lots of hotels are concerned with their carbon footprint and have become more interested in sustainability reporting. Although, significant and concrete improvements in the industry are quite limited. The reason is mainly that most of the customers do not seek sustainable and green technology in hotels they come to, and additionally, hotels are not obliged to implement innovative solutions for a better sustainability. Currently, very few tourists give their preference to eco-friendly green-centric hotels, because they care more about value for money than the environmentally friendly practices⁶. So, the problem is not only in the hotel industry itself, but in customer preferences and the lack of political concern over the environmental sustainability.

However, there is a rising trend of switching to much more ecological and greener way of operating, especially in terms of renewable sources of energy, like wind, biothermal or solar energy, which is considered to be not only sustainable, but also much cheaper than standard energy sources. For instance, the demand on renewable energy sources increased by approximately 1.5% in the 1st quarter of 2020, especially in countries like Germany and US, which are considered as major environmental pollutants by carbon emissions they produce. But most of the players of hospitality industry still use electricity generated by environmentally hazardous primary energy sources. And I suppose, that for hospitality industry alternative energy sources would be a great solution on the way towards 'going green'.

Also, there is a Green Hotels Association that encourages hotels to move toward more environmentally friendly operations and it gives its members the information on ways to conserve and save. This association has a list of Green Hotels which have already begun making positive changes by energy and water saving. It includes such famous hotels as Hyatt, Hilton, Inter-Continental, Marriott, Radisson, and many others⁷. But still there are numerous hotels that do not care about the environment and carbon footprint they leave behind. And the modernized alternative for them would be to accept sustainability as a business goal and include it in the company mission.

For hospitality industry to become more ecological and cause less harm to

the environment, it is crucial to understand and be aware of all possible irreversible consequences that are already starting to show. Leaders in this sector can play a key role by integrating sustainability concepts into their business goals and strategies, and then others will follow the example. First, hospitality leaders can put energy management programs into place involving creation of a team responsible for setting up energy conservation plans with specific goals. Also, leaders should determine how their businesses use energy, which will allow them to identify areas for improvement. Besides that, they can reduce their business' carbon footprint by embracing renewable sources of energy. And most importantly, they should focus on educating employees and raising awareness about sustainable practices⁸.

Additionally, I have found several great solutions on how hospitality sector can reduce its carbon footprint.

Firstly, hotels should find ways of composting all food waste, which can help hugely in terms of reduction of the amount of greenhouse emissions and cost efficiency. Also, this compost will serve as an organic fertilizer that will kill two birds at once: improve local ecosystem and enrich the exterior of the hotel.

Secondly, it is important to adopt energy efficient modern technologies. It can be LED lightning, energy management software, like in Hilton⁹, or even smart windows. Additionally, usage of water saving technologies, such as water efficient washing machines, can save as much as 80% of hotel's water usage. One more

² Climate action – reducing emissions across the hospitality industry. (2020). Retrieved from <https://sustainablehospitalityalliance.org/our-work/climate-action/>

³ The Authority on Travel & Tourism. (n.d.). Retrieved from <https://wtcc.org/>

⁴ Stottler, T. (2018) Importance of Sustainability in Hospitality. Retrieved from <https://www.danacomunications.com/importance-of-sustainability-in-the-hospitality-industry/>

⁵ UN Works with Global Hotel Industry to Reduce Emissions. (2018). Retrieved from <https://unfccc.int/news/un-works-with-global-hotel-industry-to-reduce-emissions>

⁶ Climate Emergency And The Hospitality Industry: Are We On Track? – Hospitality Net World Panel. Retrieved from <https://www.hospitalitynet.org/panel/125000020.html>

⁷ Why should hotels be green? (n.d.). Retrieved from <http://greenhotels.com/index.php>

⁸ Sustainability in Hospitality: How Industry Leaders Can Help. (2020). Retrieved from <https://www.ucf.edu/online/hospitality/news/sustainability-in-hospitality-why-it-is-important-and-how-industry-leaders-can-help/>

⁹ Hotels save on energy with in-room tech. (2019). Retrieved from <https://hotelnewsnow.com/Articles/295171/Hotels-save-on-energy-with-in-room-tech>

interesting way of reducing water waste is to install water fountains for guests instead of providing them with bottled water; it helps to lessen the amount of plastic that goes into the ground and into the ocean. And all of this is going to contribute to the lower amount of waste produced and water used.

Thirdly, it will be rational and rather conscious for hotels to recycle and reuse supplies. It means not only using cloth napkins instead of paper ones, but using containers or furniture from recycled plastic or wood. And I am sure

it is a perfect way for a hotel to start a recycling. Furthermore, it will result in cost efficiency, better reputation in the eyes of guests and greater social responsibility. For example, as I have already mentioned before, there is even a list of hotels on The Green Hotels Association website, which have already started making changes in favor of environment.

Finally, transportation of food to the hotel takes a lot of time and fuel. And buying from local sustainable small businesses can notably minimize hotel's

carbon footprint by reducing food miles and reliance on long-distance delivery. Buying locally and sustainably reduces the amount of waste generated and boosts the local area in terms of employment¹⁰.

Now it is vital to be environmentally conscious and do the best to at least maintain current ecological situation in the world. And especially it applies to businesses that have to be pioneers in everything connected to the ecology and being green, because they are one of the biggest pollutants as of today.

¹⁰ 5 Ways To Reduce Your Hotel's Carbon Footprint. (2019). Retrieved from <https://ecoburner.com/5-ways-to-reduce-your-hotels-carbon-footprint/>

UDC 330:33.339

JEL Q56

CIRCULAR ECONOMY AS A DRIVING FORCE FOR SUSTAINABLE DEVELOPMENT

Ladyzhenska Julia

Ukrainian-American Concordia University.

Produce-consume-throw away. "The social market economy has been based since the first industrial revolution on this linear triptych. However, this model has reached its limits: the withdrawal of resources exceeds the rate of their natural renewal, especially in the context of pressure demographic and growth. The intertwining of the economy, society and the environment makes it necessary to materialize a new paradigm: a closed economy based on the optimal use and restoration of resources. This "new sustainable development" centered around the management of local resources must also take full advantage of the innovation brought about by digital growth and involve all actors and sectors of society: governments, ("smart") cities, industry, agriculture, consumer-users.

1. Turning waste into resources

Companies and cities are increasingly aware of the potential to reduce their environmental impact. Many companies provide technological and organizational solutions for their tasks: recovery of waste from the agri-food industry by anaerobic digestion, which allows heat recovery; remote reading to optimize collection of recyclable waste, management of lighting networks or detection of water leaks; dismantling ships, airplanes or trains at the end of their service life, etc. To systematize this type of solution and identify other equally effective ones, it is necessary to create an agreed regulatory framework that is sufficiently stimulating, economically realistic and socially acceptable.

2. Harmonization of waste water reuse

Finally, the growing shortage of drinking water has become a reality. There is an urgent need for a harmonized legal framework for the development of wastewater reuse practices. Only the optimal management of resources will allow to use them more widely and longer. The necessary "circularization" of the economy will occur only through an organized economic and behavioral revolution with the participation of all players.

3. Optimization of production and distribution of heat energy

Companies need to be encouraged to reduce CO₂ emissions. Methane emissions to the atmosphere should also be

taken into account in terms of their role in global warming. Control of discharges depends, first of all, on the efficiency of resource use, including heat energy. Half of the energy consumption corresponds to the heat consumption.

References

1. <https://ecodevelop.ua/russkij-utilizatsiya-othodov-pri-pomoshhi-biogazovyh-kompleksov/>
2. https://www.onaft.edu.ua/download/konfi/2020/all-3.ukrainian_student_scientific_works_tep/Annotations_Environmental_technologies.pdf
3. <http://ecopeterburg.ru/2018/12/11/%D1%86%D0%B8%D1%80%D0%BA%D1%83%D0%B-D1%8F%D1%86%D0%B8%D0%BE%D0%BD%D0%BD%D1%8F-%D1%8D%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D0%BA%D0%B0-%D0%B4%D0%BB%D1%8F-%D1%81%D1%82%D0%B8%D0%BC%D1%83%D0%BB/>
4. <https://core.ac.uk/download/pdf/162871886.pdf>

UDC 330:33.339:337

JEL Q56, M15

ІТ ЯК СКЛADOVA ЧАСТИНА РОЗВИТКУ НАШОГО СУСПІЛЬСТВА

Літис А.

Українсько-американський університет Конкордія.

Вступ

Кожна людина яка зараз живе на нашій планеті бачить цей неймовірний стрибок, який наше людство зробило за останні 30 років. Безперечно, технології характеризують та створюють наш прогрес. Без них нашому суспільству було б дуже складно контролювати не тільки процес глобалізації а й продуктивне та максимально корисне використання природних ресурсів¹. Тож як ІТ допомагає нашому соціуму контролювати корабель прогресу та розвитку?

Основна частина

Технології та джерела відновлювальної енергії:

По-перше, неодмінною складовою сталого розвитку є охорона природи та раціональне використання природних ресурсів. Це є однією з найбільших галузей по використанню новітніх технологій. У пошуках джерел альтернативної енергії, людство створило сонячні батареї, вітряки та греблі, які виробляють електричний струм. Модернізуючи ці винаходи, ми спроектували такі конструкції як

PS10 Solar Power Plant (spanish: *Planta Solar 10*)², на прикладі яких ми можемо зрозуміти яку важливу роль здійснюють технології. Саме ця споруда розташована неподалік Севільї в Андалусії, Іспанія. Спершу здається, що це просто гігантське дзеркало та сонячні панелі навколо нього де все вже порахували та воно просто стоїть і створює струм, але це не так. Завдяки комп'ютерам які підключені до метеорологічних станцій та супутників, працівники обирають яку частину PS 10 вмикати сьогодні, що б отримати максимальну користь та не втрачати енергію. І це ще не наголошуючи на тому, які новітні технології та обчислювальні машини були використані при будівництві та плануванні цього об'єкту. Це не єдиний приклад, по всьому світу існують такі

монументальні споруди: Гребля "Три ущелі лини" (кит. 三峡, 三峡, *Sānxiá*)³ у Китаї на річці Янцзи, ВЕС Уолні (англ. *Walney Wind Farm*) в Ірландському морі біля узбережжя Камбрії, СЕС Тенгер (англ. *Tengger Desert Solar Park*)⁴ у Китаї у пустелі округу Чжунвей та багато інших. І всіх їх об'єднує те, що за гігантською спорудою стоїть комп'ютер та обчислювальні машини без яких людині було б дуже складно керувати цим.

Технології як допомога для людей з обмеженими фізичними можливостями:

По-друге, технології допомагають людям з обмеженими фізичними можливостями ставати повноцінною частиною суспільства. Соціальна нерівність перетворилася на дуже гостру проблему у наші дні. Різні гадже-

¹ Абрамова, Мария Алексеевна Высокие технологии: влияние на социальные институты и применение в профессиональном образовании [Электронный ресурс] : монография / М. А. Абрамова, Р. В. Каменев, В. В. Крашенинников. - Новосибирск : Манускрипт, 2018. - 222 с. : - Библиогр.: с. 195–221.. - ISBN 978–5–93240–297–9

² <http://news.bbc.co.uk/2/hi/science/nature/6616651.stm>

³ <https://businessviews.com.ua/ru/tech/id/top-7-krupnejshih-elektrostantsij-mira-1690/>

⁴ <https://nag.ru/articles/article/102443/krupneyshie-solnechnye-elektrostantsii-v-mire.html>

ти та пристрої зараз можуть дуже допомогти людям із захворюваннями або інвалідам, якщо навіть не повністю замінити втрачені здібності. Першим прикладом такого винаходу є дуже проста річ, а саме годинник⁵. Це розумний годинник зі шрифтом Брайля для людей з вадами зору, який синхронізується з телефоном. Гаджет розроблений південнокорейським брендом *Dot Incorporation* і надійшов у продаж в 2017 році. Він подає тактильну інформацію, дозволяє виставляти таймер або секундомір і завжди бути на зв'язку з близькими. Кожне текстове повідомлення, яке приходить на смартфон, миттєво перекладається на шрифт Брайля і пересилається в *Dot Watch*. Коли людина отримує дзвінок, годинник вібрує і відображає ім'я абонента. Сама компанія спеціалізується на таких гаджетах. Наступна неймовірно проста та одночасно геніальна технологія це стабілізатор столових приборів для людей із хворобою Паркінсона. Пристрій був винайдений американською компанією *Lifeware*. Він являє собою ручку до якої можна під'єднати виделку або ложку. Мікрокомп'ютер аналізує кожен рух та робить антиколивання, допомагаючи звести

результати рухів хворого до мінімуму. Завдяки одному маленькому пристрою *Lifeware* позбавило необхідності перебування іншої людини поруч при прийманні їжі, що ідеально показує, яку роль технології відіграють у нашому житті.

Роль технологій у розвитку країн Третього світу:

Також, завдяки технологіям наш світ рухається у напрямку зрівняння усіх існуючих країн. Технології вже багато років посилюють економіки африканських держав. Гарним прикладом є дуже цікавий сервіс *MainOne*, який, до речі, був створений у Лагосі, Нігерія⁶. *MainOne* – популярний провайдер. Компанія надає телекомунікаційні послуги і мережеві рішення по всій Західній Африці. З моменту свого запуску в 2010 році *MainOne* почав надавати послуги великим операторам зв'язку, інтернет-провайдерам, урядовим агентствам, малим і великим підприємствам і освітнім установам в Західній Африці. *MainOne* також володіє дочірньою компанією центрів обробки даних MDX-i. MDX-i в рамках першого в Західній Африці центру обробки даних Tier III і єдиного центру розміщення з сертифікатами ISO 9001, 27001, PCI DSS і SAP

Infrastructure Services надає гібридні хмарні сервіси всередині країни. Компанія фокусується на доступних цінах та запровадженні якісного зв'язку для всіх. Відходячи від конкретних прикладів, не можна не наголосити наскільки ж технології впливають на глобальний розвиток Африки. Завдяки Інтернету кожен день Бурунді, Ліберію, Нігер, Малаві та багато інших країн відвідують волонтери, вчителі та будівники. За допомогою телекомунікації, благодійні фонди дізнаються де знаходяться найбільш потребуєючи допомоги поселення.

Висновок

Отже, технології і справді є невід'ємною частиною розвитку сучасного суспільства. За допомогою них, людство охороняє природу, зберігає ресурси, долає соціальну нерівність та допомагає розвивати економіки країн Третього світу. На мою думку, без того технологічного стрибка, який людство зробило за останні 30 років, ми би мали такий світ тільки у приблизно 2080 році. Саме тому технології – один із найголовніших компонентів, які вже протягом кількох десятиліть рухають корабель нашого розвитку.

⁵ <https://invlab.ru/tekhnologii/tekhnologii-dlya-invalidov>

⁶ <https://invlab.ru/tekhnologii/tekhnologii-dlya-invalidov>

UDC 338.4

JEL D20

STRATEGIC ROLE OF TECHNOLOGY IN OPERATIONAL MANAGEMENT OF MODERN ENTERPRISES

¹Lubkina Marina, ²Bielova Olena

¹*Student at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.*

²*PhD (in economics), associate professor at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.*

At the current stage of development, all enterprises use information technologies to solve a number of tasks: from

taking management decisions to operational management of the enterprise.

Becoming a leader in the market, increasing the efficiency of the work of the staff, and creating an optimal man-

agement structure are the first tasks of the head of the enterprise. To management of an enterprise, accounting must provide complete and timely information that requires its proper organization. Accordingly, this has led to the widespread use of accounting packages and applications that improve the timeliness of data processing and the reliability of business information, and lead to more objective financial and management decisions. Today, however, not all enterprises, institutions and organizations have automated tasks related to the specifics of their activities and personnel management.

Quality has traditionally been identified as one of the most important factors for sustainable development and business value growth, and the priority given to the implementation of enterprise innovation programmes is to: Improving the ability of an enterprise to offer new or improved products, processes or techniques to market participants.

The main purpose of new technologies is to improve the efficiency of enterprise management.

Modern business process management systems allow to integrate different software around them, forming a single information system. In this way, the problems of coordinating the activities of staff and units, providing them with the necessary information and monitoring are resolved, and management is given timely access to reliable data on the progress of the production process, having the means to manage operations and implement decisions¹.

The relevance of modern technologies in all spheres, including the operational management system, is becoming more and more obvious. Technology is the technical means to produce the specific product that the organization generates, it is an import-

ant resource not only for the individual operations of the production process, but also for the growth and efficiency of the firm as a whole.

Traditionally, it is accepted to consider operational management as something related to production activities, therefore it is defined primarily as the activity of managing the processes of acquiring materials and turning them into a finished product and supplying this product to the consumer. Operations management is about effectively managing any operations. The most important and relevant is the consideration of the main directions of development of operational management technologies.

It is necessary to design a general concept for the development of an operational management system in order to create an effective management system. Let's consider a number of the most relevant development directions that will allow us to modernize this structure.

The production management system should include 3 spheres: the sphere of strategic management, the sphere of operational management and their sphere of interrelation².

Increasing the level of information and technology support. The active usage of information and technology allows to minimize costs, reduce the labor intensity of management operations, and also optimize the process of developing and making management decisions.

In nowadays world, a tendency is developing to further accelerate the process of creating and developing new technologies. The general principles for the implementation of modern approaches to operational management are based on the widespread use of information technologies. The strategic model, the most important part of busi-

ness engineering technology, includes a sequential series of concepts from a carefully designed mission to building a scorecard that forms the correct motivation of employees for developing a strategy.

The concept of innovation is incredibly closely related to the concepts of "technology" and "invention". Technology in the process of innovative development of operational management is not only a method of implementing a process or activity, but also the use of systematic knowledge for the implementation of innovations. The improvement of technology occurs due to the introduction of fundamental strategic changes in the production process and equipment, on the basis of which the company builds its activities. Therefore, an innovation in operational management can relate not only to a product or service provided by a company, but, for example, to new methods of interaction between people in the production process.

Modern conditions necessitate the application of systemic transformations in strategic and operational management, and in particular the development of such functions as planning, forecasting, accounting, analysis and control, which are subject to the most frequent changes under the influence of factors of the rapidly changing external and internal business environment. The task of operational management is to ensure the ability of the company's personnel to implement technological innovations, the willingness to support personnel in the process of changing technology.

Currently, not only the means and methods of achieving goals in the business environment are changing, but also the goals themselves as a result of changes in the main priorities of operating activities.

¹ <http://feb.tsatu.edu.ua/wp-content/uploads/2019/05/Materiali-konferentsiyi-CHastina-2.pdf#page=217>

² <https://cyberleninka.ru/article/n/o-voprosah-transformatsii-ekonomiki-i-modernizatsii-technologicheskikh-protsessov-v-rossii>

UDC 338.28:(004.08+621.377.6)

JEL J10, J31, L23

CHALLENGES AND OPPORTUNITIES OF THE LABOR MARKET IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY

Pavlo Makeienko

Ukrainian-American Concordia University.

Today, the labor market is undergoing fundamental changes. Most professional tasks become automated, and people's jobs are occupied by jobs. Companies' expectations of employees, who challenge HR services and create obstacles in the search for talent, push for unexpected decisions and force them to work in conditions of unprecedented risks, are also changing.

The pace of these dynamic changes is growing, as is the fierce competition in the struggle for vacant talent. Therefore, companies face a difficult task of preparing for the future, about which no one has a clear idea. There is no time to remotely observe the current transformation of the labor market and wait for answers. Therefore, to be ready for the challenges of the future, it must be understood.

None of the studies of the future labor market gives guarantees, because surprises happen much more often than we want. When thinking about the future of work, you should first answer the question of the place of technology, automation and artificial intelligence.

One of the determining factors of the future labor market in the world and in Ukraine is scientific and technological progress, development of technologies. Their impact on human resources is predictable, and that is why it is necessary not only to understand innovative technologies, but also to realize all the possibilities of their use¹.

WEF experts believe that in 5 years the amount of work that will be performed by artificial intelligence and work will increase significantly. Today,

this figure is at 29%, and in a few years will reach more than 50%. WEF experts do not yet provide forecasts on the type of training for new vacancies in demand in today's labor market. Such training depends on an approach based on data analysis and understanding of trends that determine the future of the labor market².

The European Center for the Development of Vocational Education Cedefop has identified key trends in the development of the workforce in Europe, the implications for certain occupations, the mismatch of qualifications and skills to the needs of the labor market and changes in the content of job responsibilities until 2030³. The modern labor market is characterized by dynamism, and therefore the main factor is to invest in the skills and competencies of citizens.

Most labor market experts argue that the determining factor here is education and lifelong learning, which have become a conscious choice for people. At the same time, education must adapt

and anticipate changes that affect the economy and society and, consequently, the labor market.

Of course, investments in education and training pay off and pay off over the years. According to Cedefop forecasts, the working age population as a whole will grow, but in different countries. It is expected that in 2020–2025, total employment will grow by 0.5% annually, and then this growth will slow down as a result of long-term demographic trends.

Cedefop also forecasts a reduction in work-related responsibilities and an increase in intellectual tasks. The result will be an increase in the number of jobs in the field of management (professions that require mental work), food and hotel industry, retail.

Competencies such as business literacy, math skills, creativity, problem-solving, information gathering and evaluation, ICT knowledge, and programming skills are expected to be required in the future. Social skills such as care, sales, training, management, autonomy and

¹ Kraus N. M., Kraus K. M., Manzhura O. V. (2020). Economic vocational education of a generation of digital people in the conditions of functioning of innovative and entrepreneurial universities. *BUSINESS INFORM*, No 3. P. 182–191. URL: https://www.business-inform.net/article/?year=2020&abstract=2020_3_0_182_191 (date of appeal: 07.06.2020).

² Kyrylenko O. (2018). By 2025, artificial intelligence and robots will perform more than 50 % of tasks. *Hromadske*, 17 September 2018. URL: <https://hromadske.ua/posts/do-2025-roku-kilkist-roboty-iaku-vykonuie-tekhnika-zroste-z-29-do-50-doslidzhennia> (date of appeal: 26.04.2020).

³ The official website of the "Trade Unions of Workers of Education and Science of Ukraine" (2019). Labor Market Forecast until 2030: employment growth in the educational sphere will be limited. *News*, April 9, 2019. URL: <https://pon.org.ua/novyny/7018-prognoz-rinku-prac-do-2030-roku-zrostannya-zaynyatost-v-osvtny-sfer-bude-obmezhenim.html> (date of appeal: 20.04.2020).

teamwork will also remain important for many people-related tasks⁴.

Today's global trends are an extremely powerful force for changing society, along with the work environment. Changes in the distribution of labor in the economy lead to a redistribution of power, material wealth, competitive advantage and opportunities around the world; breakthrough innovations, bold ideas, new business models and scarcity of resources affect all walks of life⁵.

The main trends that determine the current and future (for the next 5–10 years) labor market have become widespread automation, a significant gap in the skills of the specialist and the needs of the market, as well as independence in the implementation of labor activity.

Automation is already transforming the economy and the workforce, but over time its effects will accelerate even more, technologies will become more developed and accepted. It is estimated that by 2022, a change in the division of labor between humans and machines (robots) will displace 75 million jobs worldwide. At the same time, there may be more than 133 million new vacancies, more adapted to the new division of labor between people, machines and algorithms.

As for the gap in the skills of professionals and the needs of the mod-

ern labor market, these gaps in skills will be further exacerbated, as activities with low and medium skills will be automated, the shortage of talent for high skill will continue. Competitive advantage in the labor market will depend on the ability to anticipate skills gaps. The highest skills of specialist development today are: deep (comprehensive) training, effective use of mobile applications and cybernetics.

Another current trend in the labor market is independent professional activity, the growth of which is expected due to demographic, technological and political changes. It is projected that in a few years the market will have more than 90 million independent workers in the EU-15, which is 26 % of the total workforce. This, in turn, will lead to the emergence in the global labor market of millennials, who will be the main ones until 2025 due to their independence, flexibility and purpose; increase the number of remote employees; increase cost efficiency.

The described megatrends determine what the labor market will look like in the future, but it does not depend on them what features it will acquire at a particular time. The specifics will determine how people will respond to the challenges and opportunities posed by global trends.

The portrait and profile of the specialist of the future is formed as a result of the complex influence of a number of variables opposing factors. The action of some of them is inevitable, while the speed of impact remains unpredictable⁶.

With the gradual automation, more and more functional responsibilities are being performed with artificial intelligence and sophisticated algorithms. That is why a third of the world's population is already worried about keeping their jobs. Automation, of course, will lead to massive changes in job classification and balancing. Some professions and even entire industries will disappear, but new ones will appear.

Automation will affect not only the types of vacancies, but also their number and credibility. By replacing employees who perform routine methodological operations, machines will be able to complement the potential of those engaged in conflict management, management, in positions that require manifestations of emotional intelligence, compassion and creativity. Employees who perform tasks beyond the reach of their jobs become especially valuable, and therefore, creativity, good imagination, innovation and design skills will continue to be in demand by employers.

⁴ The official website of the "Trade Unions of Workers of Education and Science of Ukraine" (2019). Labor Market Forecast until 2030: employment growth in the educational sphere will be limited. News, April 9, 2019. URL: <https://pon.org.ua/novyny/7018-prognoz-rinku-prac-do-2030-roku-zrostannya-zaynyatost-v-osvtny-sfer-bude-obmezhenim.html> (date of appeal: 20.04.2020).

⁵ The future of the labor market (2020). Countering trends that will shape the working environment in 2030. PricewaterhouseCoopers. URL: <https://www.pwc.com/ua/uk/survey/2018/workforce-of-the-future-ukr.pdf> (date of appeal: 27.04.2020).

⁶ Kraus N. M., Kraus K. M., Manzhuha O. V. (2020). Economic vocational education of a generation of digital people in the conditions of functioning of innovative and entrepreneurial universities. BUSINESS INFORM, No 3. P. 182–191. URL: https://www.business-inform.net/article/?year=2020&abstract=2020_3_0_182_191 (date of appeal: 07.06.2020).

УДК 338.48

JEL Z32

REGENERATIVE AND SUSTAINABLE TOURISM: SIMILAR AND DIFFERENT

 Kateryna Minenkova, 4th year student of the bachelor's degree in Tourism

Scientific adviser Candidate of Economic Sciences, Assoc. Mirzodaieva T. V., Associate Professor of Tourism and Hotel Business

National University of Food Technologies (NUHT), Kyiv.

According to a recent report from The New York Times, it's time to add a new phrase to our 2020 lexicon: regenerative travel.

Tourism has inherent negative environmental impacts and is extractive in nature when it's not well-managed. Sustainable tourism is oftentimes focused on sustaining current tourism activities and or limiting environmental damage and negative impacts on host communities. Avoiding the use of plastics, hiring and buying locally, using renewable energy and the like are all well-known examples. It's not enough.

Tourism can regenerate cultural heritage, communities and degraded ecosystems, and support their recovery. Sustainable tourism is a kind of first level. Regenerative tourism calls for: do better for future generations. So, if being "green" is about doing less damage and "sustainability" is about reaching net neutral, "regeneration" is about making things better.

Regenerative tourism or leaving a place better than you found it seeks to balance the economics of tourism with the well-being of its natural resources and communities. It is better and smarter than sustainable tourism which typically aims to reduce the social and environmental impacts associated with travel, but often fails to consider to actively 'give back' and contribute to a destination¹.

If we are to resuscitate a dying economy and the natural systems that sustain all life, we have to take a completely different approach to tourism development and management. Regenerative tourism

has quickly emerged as the solution, but it's no silver bullet. It is a complete deviation from the industrial production and consumption tourism model. Embracing and fostering such change requires a shift in mindset to understand how tourism and hospitality, and the heritage, economy, and ecology of a place work together as a living system².

There is no globally accepted definition for regenerative tourism. It's focused on how tourism can make destinations better for both current and future generations. It involves tourism businesses, communities, donors, and government collectively drawing upon tourism to holistically make net positive contributions to the well-being of visitors, residents, host communities, and the environment to help them flourish and create shared prosperity.

It makes sense to look at how to scale regenerative tourism at a destination level from the perspective of travelers, tourism enterprises and communities.

Eco-progressive tourist profile: experienced traveler; structured ecotourist; FIT; has higher education; income from medium to higher; age (27–55).

Preparation before the trip:

- willing to pay an additional 5% for the guarantee of environmental ethics;

- spends more time planning and researching the route and destination;
 - uses companies that pursue an active environmental policy;
 - expects environmental knowledge and awareness from tour operators.
- Travel behavior:
- respects social distance;
 - expects "safe travel protocol" to be followed by tour operators;
 - leaves no trace of his presence;
 - spends time studying local culture and traditions.

Communities have always been at the heart of tourism, but haven't been treated that way. There is a need to move the power to the people by investing in community building and developing their capacity to use tourism to improve resident well-being. This requires a shift from centralized power to inclusion and decentralized empowerment.

We want to stress the importance of providing the travelling public with the tools to make informed, responsible travel choices. We believe that the private sector has a role to play in sensitizing people to the social and environmental considerations of the local destinations they are visiting. It is the narratives and stories that draw people to a destination, and it is job as tour operators and travel promoters to work with local communities to tell these stories.

¹ <https://www.itmustbenow.com/feature/our-big-questions/regenerative-tourism-better-smarter/>

² <https://www.euronews.com/2020/11/09/can-travel-save-the-world-regenerative-travel-and-why-it-s-important>

HISTORICAL DEVELOPMENT OF OPERATIONAL MANAGEMENT AND ITS IMPACT ON THE FORMATION OF MODERN APPROACHES IN OPERATIONS

Nabhan Muhammed, Student at the Department of International Economic Relations, Business and Management

Bielova Olena, PhD (in economics), associate professor at the Department of International Economic Relations, Business and Management

Ukrainian-American University Concordia, Kyiv, Ukraine.

As a separate scientific direction, operational management appeared in the early twentieth century, as a subsection of general management, when Frederick Taylor in the USA and Henri Fayol in France developed key concepts in the field of operational management. In 1913, Henry Ford introduced a conveyor system for the production of cars, starting to put operational management into practice. And in the early 1970s, the concept of process-oriented management (Business Process Management) was finally formed, which supplemented operational management with many approaches and tools related to modeling, analysis, reengineering and continuous improvement of business processes¹.

At the same time, the focus of the operational management has shifted from the effectiveness of individual operations to effective cross-functional interaction, both within one company and between interacting companies (counterparties). The application of a process approach in the interaction of organizations turned out to be especially effective in logistics, where supply chains collect a large number of participants.

Although operations management is more often associated with production processes, recently, operations management has begun to be interpreted somewhat more broadly and to capture all the activities of the organi-

zation, both in terms of basic and supporting business processes.

A serious breakthrough for improving the operational efficiency of organizations was the emergence of information technologies that made it possible to automate many business processes, adding many interesting IT solutions to the operational management toolkit, such as ERP, BI, BPM, CRM, SCM systems².

The field of operational management is relatively young, but its history is rich and interesting. The role of discipline is strengthened by the fact that operational activities are complicated with the development of innovative technologies, the role of the individual in achieving production efficiency is increased.

Optimization of complex production projects and operation plans is associated with the development of "network optimization" methods: CMP (Critical Path Method) – a critical path method, PERT (Program Evaluation and Review Technique) – an evaluation program and revision technique. The CMP and PERT methods focus on the time aspect of plans. Both methods define the project schedule. The difference is that in the

CMP method, the duration of operations is deterministic quantities, and in the PERT method, random variables. Both methods constitute a single method of network planning and management (SCP)³.

The emergence of computers and computer science is a turning point in the history of human society. It is believed that the creation of computers revolutionized computer science. These include methods of mathematical programming (linear and nonlinear, integer, dynamic and stochastic programming), analytical and probability-statistical methods, network methods, methods of mass service theory, game theories (conflict theory) and a number of others. One of the main achievements of operation research theory is the typification of control models and problem solving methods. For example, a transport task, inventory management tasks, scheduling and volume planning, equipment replacement, and other important tasks. Around the same time, a breakthrough occurred in the philosophy of management and in production methods, which became possible thanks to the development of the just-in-time approach (JIT). The formation of a universal quality

¹ Chase, R. (1999). Fundamentals of Operations Management. Boston. Irwin McGraw- Hill.

² Evans, J. (2005). Principles of Operation Management. New York. Barnes & Noble.

³ Jacob, B. (2001). Operations Management for a Competitive Advantage. Ninth Edition, McGraw-Irwin.

management system (TQM) after this gave very significant results both in operational management and in management practice as a whole. The main idea behind reengineering is that organizations need to identify their key processes and make them as skinny and effective as possible. Secondary processes (and therefore workers associated with these processes) must be exempted⁴.

It has made it possible for organizations to control and make necessary improvements to the program's effectiveness. The manufacturing classification scheme has made it possible for manufacturers to produce a designated amount of units for specific customers at a fixed cost and time, which is beneficial for both the supplier and the company. Manufacturing processes, where the manufacturing system works in vast quantities in terms of inputs as well as outputs, is one of the main impacts of operations management. This has been largely made possible by the developments in machinery in which the machinery is arranged in a configuration that allows for automated production processes. This has also enabled design and operating to integrations of value.

The difficult economic situation of many countries in the 1990s, forced specialists to pay attention to innova-

tions aimed at improving production management processes, which led to the reengineering of business processes based on revolutionary, rather than evolutionary (as in TQM) changes. Its characteristic feature is that all business processes of the organization are considered and analyzed in a fundamentally new light: operations that do not create additional consumption costs are abandoned and switched to automating the remaining business processes⁵.

In several factories today, mass production has been introduced, especially those that require large quantities of production within shorter periods of time. However, the flow of raw materials should become continuous to ease that process of managing and preparing manufacturing operations in order for mass production to be cost efficient. In power utilization, mass manufacturing has also been advantageous as machines are often described in a reasonable fashion, this allowed companies to use only a limited space, but created large quantities of goods that led to higher profits.

Production process, encouraged by the systematic organization of machines and other processing equipment, is another significant impact of the growth of operational management in manu-

facturing enterprises. This has made the production process quicker than it used to be and this has helped many manufacturing firms fulfill the standards and orders of their clients in time.

However, the manufacturing process is not versatile, which has made it difficult for manufacturing companies to accommodate changes in product manufacturing, especially in terms of quantity. Operations management has affected the global business environment with growing competition in businesses particularly in manufacturing firms. Owing to the competitiveness of products arising from developments in operations management, manufacturing products (both goods and services) are now being shipped to distant locations.

As a consequence, many companies have practiced foreign manufacturing globalization of activities with many heavy industry companies that manufacture products exclusively for foreign markets instead of sell them domestically. With many corporations acquiring their economic inputs all over the world, the supply chains have also been impacted. Specific production lines for products were built to meet the ever rising population for these products because of the complexities working in the finance sector today.

⁴ Finch, B. (2006). *Operations Now*. Boston. McGraw-Hill Irwin.

⁵ Chopra, S. (2006). *Managing Business Process Flows: Principles of Operations Management*. Upper Saddle River, NJ: Prentice Hall

UDC 330:33.339

JEL Q56; I25

EDUCATION FOR SUSTAINABLE DEVELOPMENT – OPPORTUNITIES, CHALLENGES, PROSPECTS

Oluwataya Omolola

Ukrainian-American Concordia University.

Definition

Education as a tool that empowers people to change the way they think and

work towards a sustainable future. It enables upward socioeconomic mobility and is a key to escaping poverty.

In a growing economy, the effect of education can't be undermined in order to attain any height in any generation.

Background

Education is an essential tool for achieving sustainability. Current economic trends are not sustainable and public awareness, education and training are necessary to move society towards sustainability. Difficult to envision a sustainable world, easier to identify what is unsustainable in our societies, eg inefficient use of energy, lack of water conservation, increased pollution, human rights abuses, overuse of personal transportation, consumerism, etc. However, like other concepts, such as democracy and justice, sustainability is hard to define and have multiple expressions in different cultures.

What is sustainable development

The concept of sustainable development emerged as a response to a growing concern about human society's impact on the natural environment. The concept of sustainable development was defined in 1987 by the Brundtland Commission (formally the World Commission on Environment and Development) as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (Brundtland, 1987). This definition acknowledges that while development may be necessary to meet human needs and improve the quality of life, it must happen without depleting the capacity of the natural environment to meet present and future needs.

Approach/Role of Education in Sustainable Development

Education has been an eye opener for every nation who has invested into it. It has also proven to be the base of every development and innovation in the world cutting across every sector of life.

Education has also been the backbone for every governmental decision that has led to every development at every level both nationally and internationally.

Education for sustainable development (ESD) promotes the development of the knowledge, skills, understanding, values and actions required to create a sustainable world, which ensures environmental protection and conservation, promotes social equity and encourages economic sustainability. The concept of ESD developed largely from environmental education, which has sought to develop the knowledge, skills, values, attitudes and behaviors in people to care for their environment. The aim of ESD is to enable people to make decisions and carry out actions to improve our quality of life without compromising the planet. It also aims to integrate the values inherent in sustainable development into all aspects and levels of learning.

Education: Promise & Paradox

- two major issues: Population and Resource Consumption. Increase in both jeopardize a sustainable future;
- link between education, and fertility rate and resource consumption;
- Eg. Educating females reduces fertility rates/population growth, hence facilitates progress towards sustainability;
- opposite for education and resource use: Educated people with higher incomes consume more resources;
- Eg. In U. S.A. high education rate, but per capita energy use and waste generation among the highest in the world.

Challenges and Barriers to Education for Sustainable Development

Facing the complexity of sustainable development i.e. Increasing awareness that ESD is essential: First step of the re-orienting process. Structuring and placing ESD in the curriculum: Need to decide method of implementation according to context, Linking to existing issues – educational reform and economic viability: Reform instead of over-burdening; Changes should pre-

pare a workforce that will make a country economically viable in the changing economy of the future, Facing the complexity of sustainable development concept: Challenge is to derive messages that illustrate the complexity without confusing or overwhelming the learner, Developing an ESD program with community participation: International or even national curriculum may not be relevant; Communities need to determine what would be applicable in their context; Typical pitfalls

Process for Changes:

- prepare goals and milestones;
- establish accountability and methods of programmatic evaluation;
- analyzing the nature of change required for reorienting education.

Conclusions

ESD must be locally relevant and culturally appropriate, reflecting the environmental, economic and social conditions of the community, SD should be created through a process of public participation in which stakeholders from across the community can express their visions for a sustainable community and what an education re- oriented to address sustainability should include, Each discipline, teacher and administrator can contribute to ESD, Communities and school systems should work together to achieve community.

Education is our greatest hope for a sustainable future. By contemplating and taking on important task for implementing ESD one can bring the possibility of more sustainable future to his/her community and nation.

References

1. Education for Sustainable Development Toolkit* (McKeown, R. 2002),
2. <http://www.esdtoolkit.org>
3. [https://www.slideshare.net/VENIEPESITO/education-for-sustainable-development#:~:text=Education%20for%20sustainable%20development%20\(ESD,environmental%2C%20economic%20and%20social%20issues](https://www.slideshare.net/VENIEPESITO/education-for-sustainable-development#:~:text=Education%20for%20sustainable%20development%20(ESD,environmental%2C%20economic%20and%20social%20issues)

UDC 330:33.339

JEL Q56; Z32

HOSPITALITY: CURRENT APPROACHES TO SUSTAINABLE DEVELOPMENT

Opeyemi Lawrence Olaosebikan

Ukrainian-American Concordia University.

What is Hospitality?

In layman terms, hospitality is the act of caring. In every works of life and industry, hospitality is involved. How much we care will determine how far our business will grow.

What is Sustainable Development?

According to the World Commission on Environment and Development, sustainable development is defined as 'any kind of development that meets the needs of the present population without compromising the ability of future generations to meet their own needs' (WCED, 1999). Sustainable development is based on the principles of intergenerational solidarity, equity, ethics and precaution, promoting responsibility in the actions of each generation to avoid risks for other individuals and communities (Capron & QuairelLanoizelée, 2007) and requiring a review of each organisational members' values and beliefs.

Role of Hospitality in Sustainable Development

The adoption of sustainable development (SD) practices in the hospitality industry is meant to limit the negative impacts of this industry's activities on natural and social environments, and to increase its benefit to host populations. The study aims to address the following research questions: What are the antecedents of customer satisfaction in the hospitality industry including those related to the SD practices adopted by hotels?

Satisfying the growing needs of tourists, however, can have many negative impacts such as the degradation of forests and coastal areas and the destruction of mountain areas by the construction of new villages, hotels and entertainment facilities (Middleton & Hawkins, 2011). Therefore, a sustainable development orientation is an important strategy for tourism organisations – mainly in terms of hospitality practices – to minimise the negative impacts of these organisations' activities on natural and social environments (Barr, Carpentier & Clegg, 2003) and, thus, to counter this industry's self-harming activities.

In this context, corporate hospitality, in the wake of corporate disasters in many organisations, is gaining importance as a management tool to avoid the risks of environmental damage claims and economic scandals. Until recently, the concept of corporate hospitality was summed up in what companies can offer to communities through campaigns and community grants. Currently, this concept is expanding and becoming more comprehensive, incorporating other important factors such as environmental preservation and appreciation of developers as a part of companies, as well as a concern for creating measures to ensure quality of life within organisations. From a social perspective, corporate social responsibility is a social contract between organisations and the society in which they operate, with the aim of integrating the interests of all stakeholders. According to Moretti and Toledo (2015), "the commitment of companies to environmental issues, from the 1990s

onwards, was a strong incentive for business engagement, mainly because it incorporates new consumers who are ecologically conscious in their purchases". For this reason, organisations involved in these changes have had to adjust to a new reality (Leonidou & Leonidou, 2011; Lopes & Pacagnan, 2014). In recent years, researchers have found a positive relationship between sustainability approaches and the resilience of companies in times of economic crisis (Claro & Claro, 2014). Customers in this new business environment expect to interact with organisations that are ethical and that have a good corporate image in the market and act in an environmentally responsible manner. In this environment, hospitality practices have emerged that emphasise a commitment to sustainability.

Conclusion

Environmental practices in hospitality industries are a mean to improve customer loyalty (Gao et al., 2016). Some scholars identified that guests are more likely to patronize when hotels adopt environmentally responsible practices, suggesting a positive relationship between green hotels and customer loyalty.

References

1. Barr, J., Carpentier, C.L., & Clegg, Y., (2003). De la théorie à la pratique: Recueil d'information sur le tourisme durable en Amérique du Nord. Document d'information préparé pour la Commission de coopération environnementale. Retrieved March, 22, 2015. Available at: <http://www.cec.org/files/pdf/ECONOMY/tourism-8f3 FR.pdf>. Accessed on: June 21, 2014

2. Capron, M., & Quairel-Lanoizelée, F. (2007). La responsabilité sociale d'entreprise. Coll. Repères, éd. La Découverte.
3. Claro, P. B. O., & Claro, D. P. (2014). Sustentabilidade estratégica: Existe retorno no longo prazo? Revista de Administração, 49(2), 291–306. doi: 10.5700/rausp1147
4. Leonidou, C. N., & Leonidou, L. C. (2011). Research into environmental marketing/management: A bibliographic analysis. European Journal of Marketing, 45(1/2), 68–103
5. Middleton, V.T.C. & Hawkins, R. & (2011). Sustainable Tourism: a marketing perspective. Routledge. New York.
6. Moretti, S. L. A., & Toledo, G. L. (2015). Marketing and sustainability academic production in Brazil: An analysis in leading management journals during the period of 1994–2012. Business Management Review (BMR). v.4, p.616 – 630

УДК 930.85:346.7:338.48(477)

JEL Z32

СТУДЕНТСЬКИЙ МОЛОДІЖНИЙ ТУРИЗМ: ТЕНДЕНЦІЇ РОЗВИТКУ

Опанасенко А., студентка 4 курсу ОР “бакалавр” спеціальності “Туризм”

Верес К. О. к. геогр. н., доц. кафедри туристичного та готельного бізнесу

Національний університет харчових технологій (НУХТ), м. Київ.

Студентська молодь наразі є найбільш динамічно активним сегментом у туристичному секторі. У період навчання у вищих навчальних закладах молоді люди мають більше можливостей реалізувати себе через подорож. Особливо це стало можливим після приєднання України до Балонської системи освіти. Збільшення міжнародних молодіжних поїздок за останні десятиріччя викликало пильну увагу науковців, котрі окреслили головні проблеми молодіжного та студентського туризму [1].

Світові тенденції розвитку туристичних подорожей свідчать про збільшення частки молодіжного туризму. Молоді люди становлять більше 57% від усіх туристів. Нині у світі функціонують понад 300 організацій молодіжного туризму. Щорічно до міжнародного молодіжного туристичного обміну долучаються понад 25 млн. представників молоді [2].

Згідно з даними, опублікованими UNWTO, більше 20% світового туристичного ринку припадає на молодіжний та студентський туризм. Оцінки експертів свідчать, що цей вид туризму динамічно зростає: щорічно збільшується на 3–5% (UNWTO, 2018). Отже, молодіжний та студентський

туризм за темпами розвитку випереджає всі інші види туризму й потребує ретельного вивчення [2].

Наразі немає чіткого визначення поняття “молодіжний туризм”. У своїй роботі ми будемо розуміти молодіжний туризм як сегмент туристичного ринку, орієнтований на дітей, юнацтво та молодь, туристичні послуги та продукти для якого створюють і реалізують його суб'єкти: туроператори (такими можуть бути навчальні заклади всіх рівнів акредитації, позашкільні установи, дитячо-юнацькі організації, дитячі оздоровчі та молодіжні спортивно-оздоровчі табори, туристичні бази, притулки, клуби, федерація спортивного туризму тощо), екскурсійні бюро та тур агенти¹.

В свою чергу, необхідно виділити наступні під категорії молодіжного туризму (відповідно до вікового розрізу):

- дитячо-юнацький (14–17 років);
- студентський (17–23 років);
- молодіжний (23–35 років).

Розглянемо студентський молодіжний туризм.

Прийнято вважати, що студентська молодь – це категорія туристів, яка найменшу увагу приділяє рівню сервісу та якості продуктів. У той же час приділяє велику увагу помірним цінам, ергономічності та програмі культурного спрямування, що здатна забезпечити задоволення туристичних потреб даної вікової категорії туристів. У свою чергу, даний вид туризму може бути як і комерційним та і соціальним водночас, зважаючи на характер ціноутворення послуг. Тому студентський молодіжний туризм у переважній кількості випадків сегмент туристичного ринку, який орієнтується на молодь. Беручи до уваги мету даного виду туризму, то головною його метою є розвиток особистості та оздоровлення, планування дозвілля тощо. Для кращого розуміння студентського молодіжного туризму необхідно розглянути оптимальні варіанти отримання основних туристичних послуг споживачами аналізованої вікової категорії. Звісно, одним із головних факторів розвитку будь-якого

¹ Зінченко В. А. Актуальні проблеми розвитку дитячого та молодіжного туризму // Туризм у XXI столітті : глобальні тенденції і регіональні особливості: Матеріали 1-ї Міжнарод. наук.-практ. конф. (10–11 жовтня, 2001 р.) / Редкол. : Цибух В. І. (голова) та ін. – К. : Знання України, 2002. – С. 234–236.

виду туризму є заклади розміщення туристів. Прихильники молодіжного туризму найчастіше у своїх поїздках користуються послугами хостелів².

Нині найпоширеніший спосіб просування молодіжного студентського туризму – пропозиції знижок на поїздки. Зниженню вартості подорожей сприяє розміщення молодих людей у хостелах або молодіжних гуртожитках.

Серед найпопулярніших форм організації студентського обміну можна виділити [2]:

1. Стиль самостійних поїздок “бекпекінг”.
2. Молодіжне волонтерство.
3. Творчий туризм.
4. Мовний туризм.
5. Культурний обмін.

У багатьох країнах діють молодіжні та студентські знижки, які надаються за спеціальними картками: студентські картки *ISIC (International Student Identify Card)*, молодіжні картки *IYTC (International Youth Travel Card)*, молодіжні картки EURO.

Можна стверджувати, що студентський туризм має значний вплив як на студентів, так і на туристичну галузь. Поліпшення освіти створює економічні можливості для міст, пам’яток і малого бізнесу. Молодіжна подорож стимулюється бажанням молодих людей контактувати з іншими культурами й налагодити нові дружні відносини. Це свідчить про те, що така форма туризму є необхідним потенціалом для сприяння миру і взаєморозумінню між країнами.

² Божко, Л. Д. Молодіжний та студентський туризм : сучасні тенденції розвитку // Харків: Культура України. Випуск 58. – 2017. С.166–176.

UDC 330:33.339

JEL Q56; I24

PREVENTING VIOLENT EXTREMISM THROUGH EDUCATION USING NIGERIA MY COUNTRY AS A CASE STUDY

Emmanuel Olayinka Oyebanre

Ukrainian-American Concordia University.

Violent extremism

Violent Extremism as we know it is one of the global problems facing our world. The USAID defines it as “advocating, engaging in, preparing, or otherwise supporting ideologically motivated or justified violence to further social, economic or political objectives”

Education is a potent soft power that can be harnessed to enlighten every citizen about the global threat that Violent Extremism poses to the stability of our world. It can also be used to liberate the shackles of ignorance and poverty which are the main root causes of violent Extremism.

Nigeria my country has been battling with Violent Terrorism in the hands of an Islamic sect called ‘Boko Haram’ which translates as ‘Western Educa-

tion is forbidden’. This has been ongoing for the past 10 years mostly in the North-Eastern part of Nigeria where the literacy level is relatively low compared to other regions of the country.

Research has shown that lack of access to quality education breeds individuals who have very little or no tolerance to pluralism. It breeds individuals who only sees the world in black and white.

There are various ways Education can be used to stem the tide of rising violent extremism throughout the world. As the saying goes, ‘Prevention is better than cure’. Education prevents young lads and girls from being indoctrinated into extremism by disabusing their minds about the weapon of religion that extremists use to cause violence.

One way of doing this is by including subjects on religious tolerance in

the academic curriculum of middle and high school children. By studying such subjects, young children can easily view religion from a broader perspective. They can realize that there are not just one religion of their own but rather there are many religions practiced elsewhere by good people who do not deserved to be killed through Terrorism.

As a case study, the city of Maiduguri in Nigeria my country has been facing series of attacks in the hands of Boko Haram who have succeeded in brain washing kids as young as 5 years old into their sect. They have been using the weapon of illiteracy and poverty to indoctrinate these kids. The region lacks basic schooling infrastructure due to many years of neglect by the Nigerian Northern Political Elites. To combat this problem, the Nigerian government

commenced various efforts to encourage parents send their children to school by providing free education, free school meal programmes and the likes. These initiatives have shown to reduce the number of kids recruited into the dangerous sect of Boko Haram thereby lowering the case of incessant attacks

by terrorist on the city for the past 1 year or more now. This is a good evidence that Education indeed is a potent tool that used to prevent Violent Extremism.

The United Nations Educational, Scientific & Cultural Organization (UNESCO) on its own has also emphasized on the Importance of Education in Pre-

venting Extreme Terrorism all around the world. Its doing this through its recommended programme known as 'Global Citizenship Education'

As it is widely known, Poverty and lack is another breeding ground for Extreme Terrorism. Education is a viable tool that can groom responsible young men and women in the society who are able to be self-independent and self-sustaining.

Although education on its own may not be sufficient to dissuade members of any society from violent terrorism, it can be said to be at least able to reduce the incident.

In Conclusion, it needs to be stated clearly that Education has the potential to nurture students with the necessary knowledge, socio-emotional and behavioural skills to empower them and build their capacity to resist violent behavior which most often than not lead to Psychopaths and sociopaths that ferment trouble though extreme terrorism in any society.

References

1. Unesco.org – Preventing Violent Extremism through Education.
2. Researchgate.net – Preventing Violent Extremism through Education: International & German Approaches.

UDC 330:33.339

JEL Q56

UKRAINIAN POTENCIAL INSIDE EUROPEAN UNION

Perevoznyk M.

Ukrainian-American Concordia University.

In 2014 after Revolution of Dignity Ukraine became a close partner of European Union. There was \$15B of total financial support given during 7 years, which proves good intentions of Europe. Also we have unique conditions of NATO partnership, which allows us to purchase military equipment. It proves European desire for joining us the Western World

At the same time there is few countries, which block our accession into European Union. It is Hungary, which claims our territory and provides own policy on our territory, and Russia, which provides territorial expansion and blocks our joining either.

By joining European Union, we should keep in mind, that we won't get

fast economic growth, because no foreign business will invest in such an unstable country with a widespread corruption. Also we've got a widespread smuggling on our borders, which won't allow our economy to grow. We will probably lose most of our factories and productions due to huge competition

on European market, which would make our unemployment rate much higher

That is why I'm pretty sure that our future annual economic growth would be restricted by 3–5%, which won't allow us to catch up even our neighbors such as Romania and Slovakia, and our demography would keep falling apart because of attractiveness of prosperous countries. Also our economy won't be based on manufacturing own products such as rockets, planes, cars. Instead of it most our export would contain wood, food, wheat and other raw materials.

Foreign mass media, such as Deutsche Welle Ua and Radio Freedom Ukraine which mostly belong to citizens of USA, are providing a destructive policy, by promoting childfree values and nudging our people to immigrate. It damages economy, crosses national interest and divides our people between few ideologies. In my opinion that is one of the threats by closing ties with EU.

European politics doubt about giving taxes of own citizens to bailout such countries as Greece and Bulgaria, where was a critical situation inside local economy, and I think they will doubt even more about giving a credit to such a corrupted and unstable country as

Ukraine. Also European politics are using our huge debts to manipulate our policies. For example they use their influence to replace some Ukrainian politics and force our government to increase utility prices.

However, there are also a lot of benefits of joining a European Union. For example Poland in 90's was a very poor country with a high recession and corruption level. But thank to high natural patriotism level of polish people inside government, which was interested in turning Poland into a developed country they fought corruption and foreign influence very well. Despite current tendencies of reducing European population polish politics are expanding social welfare and trying to expand own popularity. Thank to that polish tax income increases every year. Also their strategic goal is to develop own space program to become a world power. I think we could repeat their experience. But by current tendencies to catch up Polish economy Ukraine need near 50 years.

According to the director of World Bank for Ukrainian affairs, to accelerate Ukrainian economic growth we need:

- to open land market (what is already done);

- divide natural monopolies inside energy sector;
- strengthen governance inside public banks;
- reach tangible progress with fighting corruption.

In his opinion it would raise investors' confidence either.

If key reform's will be provided, annual economic growth of Ukraine will become 3.8%.

If they won't be provided, annual economic growth of Ukraine will get lower than 2%, because investors' confidence is getting lower all the time and our macroeconomy will become more vulnerable.

By joining European Union ukrainians would get opportunity to work and get education abroad, which would give them opportunity to share their experience here with local businesses and make them equal to the European ones.

As a conclusion I can say, that it is really useful for us to join European Union, But at the same time Ukrainian politics should keep in mind all risks are threats of closing ties with it to stay independent, save own production and workplaces.

UDC 330:33.339

JEL Q56

ESSENCIALS OF SUSTAINABLE DEVELOPMENT

Popova A.

Ukrainian-American Concordia University.

1. Sustainable development as the driver for modern economy Generally, sustainable development is defined based on three elements: environmental, which aims to improve human welfare through the protection of natural capital and places emphasis on how business can achieve positive economic outcomes without doing any harm, in

the short- or long-term, to the environment; economic, which aims to maintain the capital intact, to improve the standard of living, and refers to the efficient use of assets to maintain company profitability over time; and social which aims to preserve social capital by investing and creating services that constitute the framework of our society.

2. European integration and potential for economic development Economic and Monetary Union takes the EU one step further in its process of economic integration, which started in 1957 when it was founded. Economic integration brings the benefits of greater size, internal efficiency and robustness to the EU economy

as a whole and to the economies of the individual Member States.

3. Public administration as a tool for sustainable development Sustainability and sustainable development are concepts that are increasingly used in the field of public administration. In considering long-run planning, intergenerational equity, reduction of risk, and conservation of resources in administrative planning, sustainability may have a significant contributory role. Sustainable development may be applied to much of the work of the public sector, including to the provision of transportation, public housing, human services, and environmental protection.
4. International cooperation as a fundamental part of sustainable development Economic policies of indi-

vidual countries and international economic relations both have great relevance to sustainable development. The reactivation and acceleration of development requires both a dynamic and a supportive international economic environment and determined policies at the national level. Increasing scarceness of natural resources, aggravating poverty and decrease in national competitiveness are the problems which must be solved by joint efforts made through active cooperation between all the countries in the world.

5. Hospitality: current approaches to sustainable development The adoption of sustainable development practices in the hospitality industry is meant to limit the negative impacts of this industry's activities on

natural and social environments, and to increase its benefit to host populations. Sustainable hospitality requires hotels to reduce their consumption of resources like energy and water. Naturally, this tends to lower costs for hotels.

6. Education for sustainable development – opportunities, challenges, prospects Education for Sustainable Development allows every human being to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future. Providing the right information and education can change people's values and behaviours, encouraging them to adopt more sustainable lifestyles. It can also break the cycle of poverty, malnutrition and disease that affects so many worldwide.

UDC 338.4

JEL D20

PERCULARITIES OF RESOURCE PLANNING IN OPERATIONAL MANAGEMENT OF MODERN ENTERPRISES

¹Pritulenko Maksym, ²Bielova Olena

¹Student at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.

²PhD (in economics), associate professor at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.

To begin with, we need to have a precise understanding of the term enterprise resource planning. Resource planning and also abbreviated (ERP) this is the process that all companies use to manage the various sectors of their business. Modern companies and firms are not only a team of employees and a set of goals, it is a complex organizational system that includes not only labor and material resources, but also working capital. All these factors require complex automation of the management of all labor resources as well as techno-

logical and production processes. The current market economy leads to an increase in the complexity and volume of tasks within enterprises. Relations with suppliers and consumers of products, various financial work, as well as planning and analysis processes, all this today is impossible to imagine without an automated information system. For all modern enterprises, resource optimization is a very important aspect of

doing business, and a number of ERP applications are available to accomplish these tasks¹.

It's time to figure out how the ERP system works. We already know that ERP is an organization and consolidated business data collection process that operates with a built-in software package. ERP relieves the burden from all departments of the company, whether it is the automation of the information

¹ Base of ready-made marketing research and reviews of industry markets [Electronic resource] / (date of access: 08/10/2015) http://marketing.rbc.ru/reviews/it-business/chapter_2_1.shtml

base or the hours of work of human resources. In general, the ERP system is divided into MRP: MRP1 and MRP2².

MRP stands for Material Requirements Planning. The essence of the concept lies in the fact that the program allows you to optimally regulate the supply of components to the production process, and also controls the stock in the warehouse and the technology of the work process. MRP is planning the material needs of not only a single sector of the company but also the enterprise as a whole.

The main task of MRP1 is to ensure the availability of the required amount of materials for production, despite the constant depletion of stocks of raw materials and components. This means that this program constantly replenishes and regulates the stock of materials in the warehouse at the right time and in the right quantity.

As for MRP2, this is a modified version of MRP1. Its essence lies in the

fact that this program does not plan and replenishes the stock of materials in one of the production sectors, and it monitors all indicators and stages of production. That is, this program monitors all stages of production from raw materials to the final product that falls into the hands of the consumer. This system also contains tools that help to form financial estimates and forecasts and cash flow management, which in turn helps to determine the possibility of implementing the production plan in terms of the company's cash.

The ERP system, in contrast to MRP and MRP2, pays attention not only to production, but also to comprehensive financial planning. An essential feature of the ERP system is the ability to use it at absolutely any enterprise, regardless of the specifics of the work, including those who are not involved in production activities. Another of the main functions of the ERP is synchronized reporting and automation. It is not nec-

essary to force employees to maintain separate databases and spreadsheets and do it manually, ERP allows employees to receive reports from one system. Let's consider how does it work in practice³.

It's simple, when orders for the sale of goods are automatically entered into the financial system without manual intervention in the process, the order management department can process orders more accurately and quickly, and the sector that deals with finance can close the ledgers faster.

As a conclusion, it can be summarized that this resource planning system is a great breakthrough for the business as a whole. This entire automated system works with one goal – to facilitate human labor. But technologies do not stand still and are developing every day, all that remains for us is to accept it and keep up with the times, otherwise such automated systems will leave many people without work.

² <https://www.netsuite.com/portal/resource/articles/erp/what-is-erp.shtml>

³ https://en.wikipedia.org/wiki/Enterprise_resource_planning

UDC 330:33.339

JEL Q56; F20

INTERNATIONAL COOPERATION AS A FUNDAMENTAL PART OF SUSTAINABLE DEVELOPMENT

Rybka Vladyslava

Ukrainian-American Concordia University.

Global adoption of the new United Nations Sustainable Development Goals and the Paris Climate Change Agreement in 2015 has decisively positioned sustainability as a core value of the international community. Implementing these ambitious commitments to environmental, economic, and social progress will require, however, deeper integration of sustainability into the international trade and investment regime.

In order to meet the challenges of environment and development, nations have decided to establish a new global partnership. This partnership commits all countries to engage in a continuous and constructive dialogue, inspired by the need to achieve a more efficient and equitable world economy, keeping in view the increasing interdependence of the community of nations and that sustainable development should be-

come a priority item on the agenda of the international community. It is recognized that, for the success of this new partnership, it is important to overcome confrontation and to foster a climate of genuine cooperation and solidarity. It is equally important to strengthen national and international policies and multinational cooperation to adapt to the new realities. Economic policies of individual countries and internation-

al economic relations both have great relevance to sustainable development. The reactivation and acceleration of development requires both a dynamic and a supportive international economic environment and determined policies at the national level.

The strengthening of the framework to finance sustainable development and the means of implementation for the 2030 Agenda is ensured by the Addis Ababa Action Agenda. The Addis Agenda is the outcome document adopted at the Third International Conference on Financing for Development in July 2015. With the adoption of "Future We Want", the outcome document of the Rio +20 conference, held in 2012, Member States decided "to establish a universal intergovernmental high-level political forum, building on the strengths, experiences, resources, and inclusive participation modalities of the Commission on Sustainable Development, and subsequently replacing the Commission. The high-level political forum shall follow up

on the implementation of sustainable development and should avoid overlap with existing structures, bodies and entities in a cost-effective manner."

One of the important issues of ensuring sustainable economic development in the global context is the establishment of a legal framework that can ensure the sustainable development of the economy. In this case, laws should comprehensively cover and address global and environmental, financial and economic, social and economic problems. Based on the law, it is important to ensure that the country's economic development processes are global.

Every country should try to identify measures against objective reality stemming from sustainable development horizons globally and address the challenges of developing their economic systems. At the same time, modeling and rational use of resource use should be at the center of attention and placed as a conceptual approach to the development of the national economy

Reference

1. Esty DC. Toward a Sustainable Global Economy: an Initiative for G20 Leadership. *Journal of Self-Governance and Management Economics*. 2017;5(2):46–60. <https://search-proquest-com.mutex.gmu.edu/scholarly-journals/toward-sustainable-global-economy-initiative-g20/docview/1917647130/se-2?accountid=14541>
2. Institutional Frameworks and international cooperation for Sustainable Development: Sustainable Development Knowledge Platform. <https://sustainabledevelopment.un.org/topics/institutionalframeworks-international-cooperation>
3. Jafarli H. Macroeconomic Aspects of Sustainable Development of National Economy in the Context of Global Problems. *Economic and Social Development: Book of Proceedings*. 2020; 3:269–278. <https://search-proquest-com.mutex.gmu.edu/conference-papers-proceedings/macroeconomic-aspects-sustainable-development/docview/2424115640/se-2?accountid=14541>
4. Report of the United Nations conference on environment and development. <https://sedac.ciesin.columbia.edu/entri/texts/a21/a21-02-sd.html>

UDC 330:33.339

JEL Q56; Z53

HOSPITABILITY IN THE FRAMEWORK SUSTAINABLE DEVELOPMENT

Sanni Abdul Rafiu

Ukrainian-American Concordia University.

Purpose

The purpose of this paper is to offer some personal reflections on sustainability within the hospitality industry.

Introduction

Sustainability is one of the most important issues currently facing our world. The hospitality sector has historically had a dramatic environmental impact through energy and water consumption, use of consumable and durable goods, and

solid and hazardous waste creation. The adoption of sustainable development (SD) practices in the hospitality industry is meant to limit the negative impacts of this industry's activities on natural and social environments, and to increase its benefit to host populations; Sustainable hospitality requires hotels to reduce their consumption of resources like energy and water. Naturally, this tends to lower costs for hotels. For example, Holiday Inn in Vancouver, Canada, was able to reduce 28% of its energy consumption after installing an energy management system.

However, "Sustainable hospitality contributes to a balanced and healthy economy by generating related jobs, revenues, and taxes while protecting and enhancing the destination's social, cultural, historical, natural, and built resources for the enjoyment and well-being of both residents and visitors.

Approach

the paper begins by identifying sustainability as a teasing paradox for the hospitality industry and a short discussion of

the characteristics of sustainability. Then explores the growing interest in corporate sustainability and offers a review of the range of academic research into sustainability within the hospitality industry.

Firstly, the definition of sustainability within the hospitality industry can be interpreted as being constructed around business imperatives rather than an ongoing commitment to sustainability. the hospitality industry may need to examine how it defines sustainability, to extend its sustainability reporting to embrace materiality and external assurance and to address the issues of sustainable consumption and continuing economic growth if it is to demonstrate a worthwhile and enduring commitment to sustainability.

Originality/Value

The paper provides some accessible personal reflections on, sustainability

within the hospitality industry and as such it will be of interest academics, students and practitioners interested in the hospitality industry and more widely within the business and management community.

Conclusion

In concluding these personal reflections on sustainability within the hospitality industry the authors offer a brief summary of their findings interwoven with a number of thoughts on some of the challenges companies currently face in their corporate sustainability reporting: on the evolution of research of sustainability research; on the future research agendas within the hospitality industry; on how hospitality scholars can contribute to broader research agendas within the business and management fields; and on research methods: and on a number of practical and theoretical im-

plications. During recent decades the concept of sustainability has become increasingly popular within society and across all sectors of the economy.

References

1. Bonilla-Priego, M.J., Font, X. and del Rosario, P.O. (2014) 'Corporate sustainability reporting index and baseline data for the cruise industry', *Tourism Management*. Vol. 44, pp.149–160
2. Boons, F. and Lüdeke-Freund, F. (2013) 'Business models for sustainable innovation: state-of-the-art and steps towards a research agenda', *Journal of Cleaner Production*, Vol. 45, pp. 9–19.
3. CSR Europe (2008) 'CSR Assurance Statements', http://www.csreurope.org/data/files/2008_csr_assurance_statements__csr_europe_helpdesk.pdf

UDC 338.4

JEL D20

PECULIARITIES OF SUPPLY CHAIN IN OPERATIONAL MANAGEMENT OF INTERNATIONAL ENTERPRISES

¹Sandubra Anastasia, ²Bielova Olena

¹Student at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.

²PhD (in economics), associate professor at the Department of International Economic Relations, Business and Management Ukrainian-American University Concordia, Kyiv, Ukraine.

The main peculiarity of Supply Chain in Operational Management of International Enterprise is that it involves a high number of intermediaries who must follow Business Ethics rules to have good results, so to make their business profitable one. The main objective so, is to link all the systems together with trust and loyalty to gain the highest possible profit.

Goods or services flow control, defined by transportation and storage, by inventory and shipping schedules,

from the procurement of raw materials to the supply of the finished product to the final customer. In addition, companies can outsource a wide range of functions to companies located abroad and obtain their primary materials for production of their products from suppliers that are not from their country. Considering all these aspects, it is easy to understand that the demand for international supply chain management has increased considerably in recent years. This particular trend is not going

to stop because in the end consumers discover that geographic boundaries do not exist when it comes to getting the products they want.

International supply chain management greatly benefits international trade as it stimulates the growth of various economies, helps to raise living standards, create new jobs, meet people's needs and customer service improves. All these aspects grow and improve with the development of lo-

cal markets, facilitated by international supply chain management¹.

The international supply chain is not perfect, and problems can always arise. The most common operational problems can arise in areas such as inventory, transportation, purchasing, marketing, green logistics (which aim to protect the environment and reduce logistics-related consumption), and consumer behavior-related transactions.

One of the peculiarities of Supply Chain in Operational Management of International Enterprises is that firstly they need to find the logistic strategy. To organize effective planning, an enterprise must have a planning system. The main requirements for such a system are documentary support; standardization; organization; accuracy; consistency; continuity; flexibility; cyclicity; completeness.

In addition, to build an effective Supply Chain for an International Enterprise, they need to focus on the planning of the infrastructure elements placement.

One of the specific challenges which organizations face is choosing a good location. Placement is about finding the best geographic location for the elements of the supply chain. Location decisions are extremely important as they affect the performance of the organization over several years, that is, they are long term.

If an organization makes a mistake and opens a facility at an unsuccessful location, invests significant money in it, then moving to a new location will not make it so easy to fix the situation, because it requires large financial, la-

bor, time Costs will be required, lead to loss of customers, freezing of capital, competition. A good location does not guarantee success itself in business but is a necessary condition.

One of the other peculiarities is caused by continuous change of the world. Even the most perfect economic system requires constant adjustment, which is caused by changes in internal and external environments. The external environment is actively changing under the influence of market conditions, innovations, development of new technologies, etc. Internal changes, such as changing participants in the supply chain, adjusting the relationship between them, improving information technology, developing a new product, etc., also necessitate the implementation of organizational changes in supply chains.

In order for the supply chain to comply with these changes, it is necessary to use system analysis that allows you to take into account emerging circumstances and evaluate options for future development. Implementing organizational change in a system consisting of an integral set of organizations is a large-scale task that requires detailed study, meaning serious time and financial investment. Nevertheless, continuous improvement of processes occurring in the supply chain is an essential business strategy in a competitive market.

Research shows that major companies are able to reduce their operating costs by focusing on the following aspects of Supply Chain in Operational Management²:

1. Improvement in demand forecasting based on the use of modern software applications. This helps reduce the amount of materials purchased and increase their turnover, which, in turn, allows you to free up working capital and reduce the cost of warehouse operations.
2. Reducing procurement prices due to close contact with suppliers and exchange of information on planned quantities of purchased materials.
3. Optimization of warehouse operations through the use of modern IT-technologies.
4. Simplification of procurement processes through the use of online orders.
5. Reducing the cost of purchasing various materials through the use of standardized materials. It also leads to a reduction in scheduled time for a certain technical process.
6. Improve the quality of goods and reduce the number of manufacturing defects.
7. Introduction to lean manufacturing methods to reduce waste.
8. Optimization of logistics processes to reduce transportation costs.

To sum everything up, Supply Chain in Operational Management of International has many peculiarities, such as logistic base, all systems link, high attention on infrastructure, and Business Ethics. Otherwise, the business entity won't be so profitable as it could be.

¹ <https://www.emerald.com/insight/content/doi/10.1108/eb014601/full/html?skipTracking=true>

² <http://lib.madi.ru/fel/fel1/fel11E094.pdf>

УДК 330.161, 338.1

JEL A13, L29, Q01

BUSINESS ETHICS AS A GUARANTEE OF SUSTAINABLE DEVELOPMENT OF THE COMPANY

Sikorska Iryna

Ukrainian-American Concordia University.

Moral choices in business are influenced by a wide range of problems that employees and managers face. Theoretical options for systematizing ethical issues are based both on individual areas of business (ethics in the areas of finance, advertising, marketing, accounting, etc.), and on the study of individual aspects of unethical behavior (fraud, information manipulation, bribery, conflict of interest, product safety). Both approaches are aimed at developing programs to ensure compliance with accepted norms. But there is a separate category of ethical problems – dilemmas¹.

Dilemmas arise when two or more ethical imperatives or legitimate interests conflict. Features of the ethical dilemma:

1. The individual must perform two or more actions at the same time.
2. He cannot fulfill them at the same time.
3. None of the requirements can be neglected.

For example, an attempt to improve the safety of a product for the consumer entails increasing costs to develop and manufacture such a product, which, in turn, can lead to either lower wages or lower profit for the owner, or an increase in the price of the product. It is difficult to find a reasonable balance between conflicting expectations.

The peculiarities and diversity of cases with which ethics must deal makes it impossible to develop a system of universal principles. Indeed, the differences between economic systems, industry, cultural, social and political life cannot be explained as a result of differ-

ent applications of common values and principles.

Ethics are moral principles that guide a firm's behavior. These morals are shaped by social norms, cultural practices, and consumers and other influences. All decisions have an ethical or moral dimension for a simple reason – they have an effect on others. Managers and leaders need to be aware of their own ethical and moral beliefs so they can draw on them when they face decisions. They can then effectively think through an ethical issue with the same types of approaches they use for other decisions².

Business ethics focuses on identifying the moral standards of right and wrong as they apply to behavior within and across business institutions and other related organizations. Corporations sometimes behave unethically, having a harmful effect on people or the environment. Unethical behavior is typically not caused by a single "bad apple," but is a result of complex interactions between individuals, groups, and organizational cultures. Ethical behavior can be defined either as behavior that maximizes happiness and minimizes harm or as behavior that is motivated by principles of duty. While behaving unethically may have some short-term benefit for a

company, in the long term it will harm stakeholder support. Long-term sustainability comes from concentrating on the triple bottom line: social, environmental, and financial performance.

Given the increasing social impact of business, business ethics has emerged as a discrete subject. Business ethics is concerned with exploring the moral principles by which we can evaluate business organizations in relation to their impact on people and the environment³.

Choosing to be ethical can involve short-term disadvantages for a corporation. Yet in the long term it is clear that behaving ethically is the key to sustainable development. Another role of business ethics is to ensure that the power wielded by large corporations is used to good effect. With a good code of conduct, a company can work to repair possible damage caused by its success and even work proactively to help others. When making decisions, an ethical company will consider how its behavior will affect all individuals who have a stake in the business of sustainable development. The philosophy is that while it is legal for a company to act in its own best long-term interests, it is moral to also consider the needs of those who support it.

¹ Crane, Andrew, and Dirk Matten. "Business ethics: Managing corporate citizenship and sustainability in the age of globalisation." Aufl. New York (2010).

² Carroll, A.B., J. A., Brown, and A.K. Buchholtz, 2015, Business & Society: Ethics, Sustainability, and Stakeholder Management. Tenth Edition. Cengage Learning. Singapore.

³ Trevino, L.K. and K.A., Nelson, 2011. Managing Business Ethics. 5th Edition. Hoboken, NJ, USA: John Wiley & Sons, Inc.

An organization that is guided by the criteria of moral choice in its activities meets the following aspects:

1. Organizations should want to be ethical: Senior management has to get involved. They have to show desire and commitment – “tone at the top” leading by example.
2. Gather the facts on what is the problem, and what are the potential solutions.
3. Define the ethical issues.
4. Identify the various stakeholders involved.
5. Set what is expected: Organizational values should be set and each one should live up to them. They should be clearly communicated to external as well as internal stakeholders.
6. Find out how things are working and make changes.
7. Think through the consequences of each solution.
8. Identify the obligations and rights of those potentially affected.
9. Every individual should check his/her gut feeling.

Modern representatives of economic ethics K. Homann and F. Blome-Dress highlight that the main contradiction lies which in the core of business ethics is a conflict between moral consciousness of an entrepreneur and inner logic of a commercial activity. According to the authors, the morality should not impede the development of economics. They consider that the main task of business ethics is a search of moral norms or ideals which make a difference to modern economy and society. These norms and ideals determine the person's orientation and the subsequent innovative development of morality in the society. That is the reason why the entrepreneur should be focused on a professional activity in order to accomplish own moral aspirations according to the law. The scientists claim that economic and business ethics should avoid moralizing, appealing and postulating, i. e. suggesting or assuming facts without reasoning⁴.

Morality and ethics in business are represented by standards which any or-

ganization uses in order to define what is acceptable and what is unacceptable for both subordinates and managers. Big corporations often fix their moral norms and rules in a form of statutes for all employees to keep within bounds. In small companies it is the head of an organization who strikes the keynote of ethical and moral conduct.

This paper outlines the importance of such a component in business as ethics as a guarantee of sustainable development of the company. After all, business today will not be successful without the appropriate culture in its activities. Entrepreneurship today is a separate type of business and therefore requires the application of the most advanced and proven ethics. That is, entrepreneurship is an element of business and at the same time has an independent meaning as an entrepreneurial business. Its main subject is an entrepreneur who carries out this type business. He invests money in the business he organizes, takes personal risk.

⁴ Homann K., Koslowski P. Globalisation and Business Ethics (Law, Ethics and Economics): Routledge, 2007. – 256 p.

UDC 330:33.339

JEL Q56; H83

PUBLIC ADMINISTRATION AS A TOOL FOR SUSTAINABLE DEVELOPMENT

Taylor Eric Aidoo

American Concordia University, (Ukraine).

Sustainability and sustainable development are concepts that are increasingly used in the field of public administration. In considering long-run planning, intergenerational equity, reduction of risk, and conservation of resources in administrative planning, sustainability may have a significant contributory role.

In the application of broad-based sustainable development, it finds the

reflection of efficiency, effectiveness, and citizen participation. By asking, are the goals of sustainable development a match with public administration practice?

It finds that sustainable development may be applied to much of the work of the public sector, including to the provision of transportation, public housing, human services, and envi-

ronmental protection. It suggests the unique contribution of sustainability to the field of public administration.

Three pillars of public administration have been identified: efficiency, effectiveness, and social equity (Svara and Brunet, 2004).

Bartle opens with the observation that sustainable development has had limited influence on air transportation.

He examines how U.S. air transportation practice meets the four dimensions of sustainability – environmental, economic, financial and social – and finds current practice to be unsustainable and likely to continue to get worse. Neither current pollution control policies nor technological progress are sufficient to solve the problem. Shifting from air travel to other modes of travel is an option; however the goals of mobility and speed of travel would be inhibited.

Taxes could reduce the external costs caused by air pollution; however

there are administrative and political barriers to this. Institutional reform seems to be the logical solution, and some of the options that have been used in Europe and elsewhere to achieve this reform are described. Any U.S. policy to address these issues would have to be consistent with our political, economic, social, and cultural institutions. Bartle and

Devan examine sustainability issues in the area of highway travel. As with air travel, highway travel is forecasted to increase steadily worldwide in ways that

are likely to be unsustainable along all dimensions: environmental, economic, financial and social. Federal legislation, in particular the Intermodal Surface Transportation

Reference

1. Hempel, L. (2001). Conceptual and analytical challenges in building sustainable
2. Leuenberger, D. Z. and J. R. Bartle. (2005). Un-sustainable Development: Hurricane

UDC 330:33.339

JEL Q56

SUSTAINABLE DEVELOPMENT IN THE FRAMEWORK OF CURRENT ECONOMIC SITUATION

Theophilus Cynthia

Ukrainian-American Concordia University.

The importance of sustainable development cannot be overemphasized. In this contemporary world, where high technologies are constantly developing and improving production processes and globalization, the issue of sustainable development is has become a global one.

These days the subject of sustainability is everywhere around us. Whether or not we realize it, every action we perform in our daily lives, whether it is at work or at home, these actions are somehow influenced by the ideas of sustainable development.

What is Sustainable Development?

Sustainable development according to the Oxford dictionary can be defined as economic development that is conducted without depletion of natural resources.

In general, the concept of sustainable development is centered on the development that meets the needs of

the present without compromising the ability of future generations to meet their own needs. These needs go beyond simply material needs and goes on to include values, relationships, freedom to think, act, and participate, that all amount to sustainable living.

Sustainable development is very essential to the contemporary world as it reflects the next generation of economic development thinking. It is generally encouraged and driven by the concern for resources and the environment by combining environmentalism's protection of natural systems with the new thinking on how companies can deliver core business strategies while delivering essential goods and services that serve various goals of the economy.

As an approach to economic planning, sustainable development attempts to foster economic growth while preserving the quality of the environment for future generations.

Sustainable development is becoming a driver of progress in modern

societies and inevitably affects them. The whole concept of sustainable development is based on the three most important aspects in the life of every society which are, environmental protection, social equity, and economic development.

Economic development, on one hand, brings higher material welfare by increasing the national output of goods and services, however, it has polluted the environment badly by overuse and misuse of natural resources.

In the course of economic development, the environment has experienced more damage in the form of land degradation, soil erosion deforestation, and air and water pollution that may exceed the benefits of getting more output of products and services.

Also in the process of developing the economy and raising the standard of living in developed and developing countries, more attention has been brought to the environmental issues and as a result, companies have been

forced to develop and implement innovative environmental strategies and begin to work with the thought of environmental protection. (Martin-Tapia, Aragon-Correa, Senise-Barrio, 2008).

Sustainable development has given rise to a whole new sector in the economy of developed countries, namely the sector of providing services in the field of environment. This sector helps companies to live and manage their environmental impact, to regulate their pollution, and to treat their waste in an environmentally sound manner. Some of the new engineering companies that emerge, create, market, install, and apply environmentally friendly techniques and technologies. Many companies that are already established and successful also change and enrich their activities by offering nature-friendly equipment and technology.

Companies offering services within the field of environment expand their activities beyond the borders of their own countries and direct their attention to the developing world. The developing countries import from the developed world equipment that harms nature in order to improve their own economic indicators. Rich countries on other hand export their polluting industries within the developing world to wash up their own environment. This disparity opens new market functions and provides many opportunities for the firms from the developed countries providing services in the field of environment, to enter and permanently stay within the economic life of developing countries by providing know-how; consulting services; importing new or used, environmentally friendly, production equipment; providing technical assis-

tance to the private sector and public institutions, etc. Thus the sustainable development ideas lead to the development of a new economic sector namely the sector to provide services in the field of environmental protection.

The activities administered within the sustainable development agenda, cause changes within the economic life of the people. Economic operators for various reasons (whether under certain legal pressure, in search of the newest markets, or competitive advantage) gradually change their way of working. This leads to the emergence of the recent economic sectors and therefore the production of the latest sorts of products.

It is quite evident that sustainable development has come into our lives and has inevitably led to some changes. These changes could be summarized in short as follows: thanks to the actions taken on the international level to change the way the economies function nowadays new sectors in the economic life occurred such as the provision of services in the field of environmental protection, Eco-production, bio-production, etc. Different "voluntary" standards for quality management and environment protection have been developed; a new tax in the fiscal policies of the countries has been introduced – Eco-taxes; governmental practices such as the public procurement and public-private partnership became "green"; new types of products called "green" products, services or goods appeared; the supply chain within the production processes also got "green"; even the international trade, despite the constant aim for liberalization, approves barriers so as to

guard the environment. All these new trends in the economic activities worldwide undoubtedly show that sustainable development is not another good idea that might be applied somewhere in the distant future. They illustrate that the long-years efforts dated back to the seventies of the last century are meaningful and already give results. But they also indicate that there is still quite a lot of work to be done in order to achieve the main goal of sustainable development to preserve the resources and nature for our children.

References

1. <https://www.brookings.edu/wp-content/uploads/2016/07/07-sustainable-development-infrastructure-v2.pdf>
2. <https://pdfs.semanticscholar.org/52fe/cddd4eb4ebe826b69e919bc151f9ed089543.pdf>
3. <https://www.unrisd.org/social-drivers-note>
4. <https://www.oecd.org/innovation/inno/2105727.pdf>
5. <https://www.britannica.com/topic/environmental-law/Sustainable-development#ref750231>
6. <https://www.yourarticlelibrary.com/economics/importance-of-sustainable-development-for-the-economic-growth-of-a-country/38417>
7. <https://www.economicsdiscussion.net/articles/economic-development-and-sustainable-development/2119>
8. https://www.researchgate.net/publication/345668919_Circular_Economy_and_Sustainable_Development_Journal
9. https://www.researchgate.net/publication/344511073_Experience_Economy_in_the_Context_of_Sustainable_Development
10. <https://www.brookings.edu/wp-content/uploads/2016/07/07-sustainable-development-infrastructure-v2.pdf>
11. https://www.academia.edu/38327296/Sustainable_Development_and_the_Changes_in_the_Modern_Economic_and_Social_Life_pdf

UDC 330:33.339

JEL Q56; I30

EDUCATION FOR SUSTAINABLE DEVELOPMENT – VIEW TO THE PROBLEM

Tsakhlo Dmytro

Ukrainian-American Concordia University.

One definition of education for sustainable development is an interdisciplinary learning methodology that encompasses the integrated social, economic and environmental aspects of formal and informal curricula. This academic approach can help graduates nurture their knowledge, talents, and experiences to play a role in environmental development and become responsible members of society. The Brundtland Commission defined sustainable development as meeting the needs of the present generation without compromising the ability of future generations to meet their own demands. The idea of sustainable development comes from the United Nations Conference on the Human Environment in Stockholm, Sweden (1972). Since then there have been two other global events. These are the 1987 United Nations World Commission on Environment and Development (our common future report) and the 1992 United Nations Conference on Environment and Development (Rio Summit).

For UNESCO, education for sustainable development includes:

Integrating key sustainable development issues into teaching and learning. This may include, for example, instruction on climate change, disaster risk reduction, biodiversity, poverty reduction and sustainable consumption. It also requires participatory teaching and learning methods that motivate and empower learners to change their behavior and take action for sustainable development. Thus, ESD promotes competencies such as critical thinking, imagining future scenarios, and collaborative decision-making.

The pursuit of sustainable development requires us to address common challenges and tensions and to recognize new horizons. Economic growth and wealth creation have reduced global poverty, but vulnerability, inequality, exclusion and violence have increased both within and across societies worldwide. Unsustainable patterns of economic production and consumption have contributed to global warming, environmental degradation, and increased natural disasters. Moreover, while the international human rights framework has been strengthened over the past few decades, the implementation and protection of these norms remains a challenge. For example, despite the gradual empowerment of women through increased access to education, they continue to face discrimination in public life and employment. Violence against women and children, especially girls, continues to undermine their rights. Again, while technological development has fostered greater interdependence and offered new opportunities for exchange, cooperation and solidarity, we also see a rise in cultural and religious intolerance, political mobilization and identity-based conflicts.

Education must find ways to respond to such challenges, given multiple worldviews and alternative knowledge systems, as well as new frontiers in science and technology, such as advances in neuroscience and developments in digital technology. Rethinking the purpose of education and the organization of learning has never been more urgent.

A foundation is being laid for sustainable education around the world. Recent changes in service-learning, the emphasis on literacy and skills, standards that support interdisciplinary thinking, and the role of systems thinking have all increased the visibility of the movement. Different approaches to ESD encourage people to understand the complexities and synergies between issues that threaten planetary sustainability, and to understand and appreciate their own values and those of the society in which they live in the context of sustainability. ESD seeks to engage people in negotiating, deciding, and making decisions about a sustainable future. While it is generally agreed that sustainability education should be configured for individual students, the following skills are necessary for ESD:

- anticipation – the ability to envision a better future. The premise is that if we know where we want to go, we can better figure out how to get there;
- critical thinking and reflection – examining the question of our current belief systems and recognizing the assumptions underlying our knowledge, perspective, and opinions. Critical thinking skills help people learn to examine economic, environmental, social, and cultural structures in the context of sustainable development;
- systems thinking – recognizing complexity and looking for connections and synergies when trying to find solutions to problems;

- creating partnerships – facilitating dialogue and negotiation, learning to work together;
- participatory decision-making – empowering people.

Climate change education for sustainability aims to improve understanding of key sustainability concepts and blood of these four areas:

- provide basic education as drought, floods, high temperatures and others affect the rate: attendance of students in basic education;
- redirect education toward critical thinking that reaches local and global solutions to climate change such as the ozone hole;
- raise awareness of education to rationalize energy consumption;
- sustainable Development Goals (SDGs).

ESD is clearly recognized in the Sustainable Development Goals (SDGs). Sustainable Development Goal 4.7 of the SDGs:

By 2030, ensure that all students acquire the knowledge and skills needed to promote sustainable development,

including, in August 2015, 193 countries agreed to the following goals:

No poverty. End poverty in all its forms everywhere. Not for hunger. End hunger, ensure food security, improve nutrition, and promote sustainable agriculture. good health. Ensuring healthy lifestyles and improving well-being for all ages. Quality Education. Ensuring universal and equitable quality education and increasing opportunities for lifelong learning for all. Gender Equality Ensuring gender equality and empowerment of all women and girls. Clean and healthy water. Ensure abundant and sustainable water and health management for all. Renewable and affordable energy. Ensure affordable, reliable and sustainable access to energy for all. Good jobs and economy. Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent jobs for all. Innovative and good infrastructure. Create flexible infrastructure and promote inclusive, sustainable manufacturing and innovation. Reducing inequality. Reducing inequalities within states and

between states and each other. Cities and sustainable communities. Make cities and human settlements inclusive, safe, flexible, and sustainable. Responsible use of resources. Ensure sustainable consumption and production patterns. Climate movement. Actions to address climate change and its impacts. Sustainable oceans. Sustainable and sustainable use of oceans, seas and marine resources for sustainable development. Sustainable use of land. Protect, restore and promote the sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, stop and restore land degradation and halt biodiversity loss. Peace and Justice. Promote peaceful and inclusive societies for sustainable development, ensure access to justice for all and build effective, accountable and inclusive institutions at all levels.

Partnerships for Sustainable Development. Strengthen the means of implementation and revitalize the global partnership for sustainable development.

UDC 330:33.339

JEL Q56; O20

SUSTAINABLE DEVELOPMENT AS A GROUND FOR SOCIO ECONOMIC RAISEN

Mohammad Nasir Walizad

Ukrainian-American Concordia University.

Sustainable development is an approach to economic planning that attempts to foster economic growth while preserving the quality of the environment for future generations.

In the last decades of the twentieth century more and more important becomes the question about the continuously diminishing natural resources and the environment in all its compo-

nents – air, soil, water, etc. The countries in Europe and the United States began its rapid economic development right after World War II and constantly develop and improve their production processes. At that time however the consequences of these actions on the environment and human health have been highly neglected.

Gradually, after achieving economic growth and building strong social rules and norms developed countries start focusing on issues like scarcity of the production resources and their exhaustibility, pollution of the surrounding nature, social inequality etc. Nowadays these problems stand as the main item on the agenda of each country and of the world as a whole. They are also

embedded in the heart of one of the leading for the XXI century concepts, namely the achievement of growth and prosperity through sustainable development. Sustainable development is becoming a driving force of progress in modern societies and inevitably affects them.

The Sustainable Development Goals (SDGs) aim to encourage sustained economic growth by achieving higher levels of productivity and through technological innovation. Promoting policies that encourage entrepreneurship and job creation are key to this, as are effective measures to eradicate forced labor, slavery and human trafficking. Decent work is one of 17 Global Goals that make up the 2030 Agenda for Sustainable Development. An integrated approach is crucial for progress across the multiple goals.

- sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries;
- achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labor-intensive sectors;
- promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services;
- improve progressively, through 2030, global resource efficiency in

consumption and production and endeavor to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmers on sustainable consumption and production, with developed countries taking the lead;

- by 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value;
- take immediate and effective measures to eradicate forced labor, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labor, including recruitment and use of child soldiers, and by 2025 end child labor in all its forms;
- protect labor rights and promote safe and secure working environments for all workers;
- by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products;
- strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all;
- increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries.

In the contemporary world, with its high technologies, constantly developing and improving production processes and globalization, the issue of sustainable development is present in the

agenda of the whole world. Moreover, the international business in all its variety of forms and operations, is an integral part of the economic life of each country. It contributes to the increase of the gross domestic product of developed countries and for the economic progress of developing countries. In this context, what becomes important is not only achieving economic growth, but also the ways it is achieved. That's where the concept of sustainable development comes. The ideas of sustainable development, getting economic growth with care for the environment, reaching higher living standard while protecting the natural resources are extremely popular at the beginning of this century, when environmental disasters and economic crises caused by the scarcity of certain resources are a reality and are not limited to one specific country but affect the whole world. These problems inevitably lead to changes in the economic life, as it has to respond to the need of finding a new approach to achieve economic prosperity. Such changes in the economic and social life, for example, are the emergence of new economic sectors such as Eco manufacturing, bio-products, provision of environmental services, changes in some state policies such as initiating green procurement, green public-private partnership, green supply chains. It is quite clear that the sustainable development has entered our life and inevitable leads to some changes. Thanks to the actions taken on international level to change the way the economies function nowadays new sectors in the economic life occurred such as the provision of services in the field of environmental protection, coproduction, bio production etc.

SUSTAINABLE DEVELOPMENT AS THE DRIVER FOR MODERN ECONOMY

Roxy Yarema

Ukrainian-American Concordia University.

In the contemporary world, with its high technologies, constantly developing and improving production processes and globalization, the issue of sustainable development is present in the agenda of the whole world. Moreover, the international business in all its variety of forms and operations, is an integral part of the economic life of each country. It contributes to the increase of the gross domestic product of developed countries and for the economic progress of developing countries. In this context, what becomes important is not only achieving economic growth, but also the ways it is achieved. That's where the concept of sustainable development comes.

The ideas of sustainable development, getting economic growth with care for the environment, reaching higher living standard while protecting the natural resources are extremely popular at the beginning of this century, when environmental disasters and economic crises caused by the scarcity of certain resources are a reality and are not limited to one specific country but affect the whole world. These problems inevitably lead to changes in the economic life, as it has to respond to the need of finding a new approach to achieve economic prosperity. Such changes in the economic and social life, for example, are the emergence of new economic sectors such as ecomanufacturing, bio-products, provision of environmental services, changes in some state policies such as initiating green procurement, green public-private partnership, green supply chains etc.

Successfully dealing with change in today's volatile and complex global business landscape is more important than ever. While the coronavirus pandemic has reshuffled global priorities, we cannot stave off our efforts to fight the climate crisis. These times are giving us an unprecedented opportunity to collectively hit the reset button and make changes to build back a better, more resilient world.

Nowadays the issue of sustainability is present everywhere around us. Whether we realize it or not, every action we do in our daily life – at work or at home – in one way or another is influenced by the ideas of sustainable development.

Businesses are constantly faced with new challenges. Whether it's reacting to new technologies or foreseeing new trends, their capacity to change is put to a test every day. Companies in all sectors need to invest now to keep pace with rapid technology development and to make their business models more resilient, factoring in their impact on the environment and societies. Our sector series delve into the role of new technologies in the transition to sustainable business models in sectors such as food and agriculture, energy, and transportation and logistics.

The concept of sustainable development is built upon the three most important aspects in the life of every society – economic development, social equity and environmental protection. In the context of sustainable development, they are known as the “pillars” of sustainable development.

In the last decades of the XXth century on international level quite some actions have been taken to protect the environment and to stimulate both the business and the people to be more environmentally and socially responsible. These processes are even more intense in our century. Thus, step by step, by the means mostly of legal requirements and prohibitions but also through a numerous number of initiatives the economies of the countries started to change. All economic participants, from the business and governments up to the ordinary people, started to see the sustainable development not only as a cost but also as an opportunity – business or social or financial but still an opportunity.

The analysis of the different views on sustainable development and the resulting changes somehow leads to the conclusion that the driving force behind these changes is mostly the activity of the State. This conclusion should not raise any bewilderment. It concerns one of the State's functions to take care of public goods, including the protection of the resources and the environment. The State implements this function by taking various measures. In the developed market economies, however, together with the State regulations there are quite a lot of activities initiated by the business itself. It is therefore appropriate to consider another approach to the changes in the economic life resulting from the initiative of the companies themselves.

UDC 330:33.339

JEL Q56; I25

EDUCATION FOR SUSTAINABLE DEVELOPMENT – OPPORTUNITIES FOR ECONOMIC DEVELOPMENT

Zhuravlov Viacheslav

Ukrainian-American Concordia University.

I would like to start with the answer to the questions. What is education? What is Sustainable development?

According to Wikipedia, education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Sustainable development is the organizing principle for meeting human development goals while simultaneously sustaining the ability of natural systems to provide the natural resources and ecosystem services on which the economy and society depend. The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system.

As we all know, education leads us to our goals at self-development, career growth and social development. So, we may say that education is everywhere. We all know that the more questions you have the more answers you find. So, let's take into account that there are thousands of teaching systems and even more methods, but all of them are helping people to memorize information which leads to further achievements.

The aforementioned phrase that there are thousands of methods is related to the big gap between some graduates. This gap is in understanding human development goals and sus-

tainable development as a must. We all know that there are public, private, mixed schools all around the world that have different approached for helping students in their lives. But not all give a hand with the understanding of sustainable development.

Let's consider the desire of earning money among high school students. Most of them are willing to get money from anywhere, but what if they knew that it is possible to make money and rescue the World. It sounds like a joke, but let's take English educational system. When students study Science they have to cover topics like deforestation, poverty, pollution and other disasters that are caused by people. There are interesting approaches in teaching that like visiting sanctuaries where they can learn about endangered species and causes. One more instance is visiting recycling factories where students can see that "reduce, reuse and recycle" are not just words. These are the words that may change our world into a better place to live in.

We have a lot of opportunities to introduce sustainable development principles into our lives. Firstly, let's start with advertising. There are a lot of product and service advertisings, but what if there were some with sustainable principles.

Secondly, educational system in Ukrainian considers theoretical material

more the practical. What if secondary or high school students could visit rubbish dumps or recycling factories. It could change their opinion about wasting food, clothes, toys and many more.

Thirdly, students should have more practical lessons at schools with projects and practical lesson on environmental topics.

There are some obstacles as well. First is the benefit that all factories have. The more people waste, the faster they buy the new thing. Second and the most important that is the obstacle of changing the educational system to be more sustainable, because it starts with creating a syllabus, teaching people how to implement sustainable development into their classes and how to hold lessons. Unfortunately, now most countries concentrate on making profits and building new town facilities. Luckily, we have a lot of private schools and universities, where students can get information about sustainable development.

To conclude, I would like to say that we should start with elementary school students. Providing them with interesting information about sustainable development. While they are studying, they are having interactive classes, visiting factories and learning from documentaries. In the end we'll have clever and grateful generation of people who will be thinking about the surrounding and the environment.

Наукове видання

СТАЛИЙ РОЗВИТОК: ПОГЛЯД МОЛОДІ

Матеріали II Міжнародної науково-практичної конференції для студентів і молодих вчених
(Київ, 19 листопада 2020)

SUSTAINABLE DEVELOPMENT: YOUTH VIEW

Proceedings of II international scientific youth conference
(Kyiv, November 19, 2020)

Відповідальність за достовірність фактів, цитат, власних імен та інших даних несуть автори статей.
Думки, положення і висновки, висловлені авторами, не обов'язково відображають позицію редакції.

Редактор *С. І. Мазур*
Комп'ютерна верстка: *О. С. Парфенюк*

Підписано до друку 16.11.20. Формат 84×108/16. Папір офсетний.
Гарнітура Segoe UI. Друк офсетний. Ум. друк. арк. ??? . Наклад 200 прим.
Зам. № 2035.

ПП "Нова Книга"
21029, м. Вінниця, вул. М. Ващука, 20
Свідоцтво про внесення суб'єкта видавничої справи
до Державного реєстру видавців, виготівників
і розповсюджувачів видавничої продукції
ДК № 2646 від 11.10.2006 р.
(067) 6562650, (063) 5270178
E-mail: info@novaknyha.com.ua
www.nk.in.ua