

празднования Крещения, аскетические славянские традиции Великого Поста, фитотерапевтический акцент в празднике Купалья и др.).

Сотрудничество стейкхолдеров позволит сформировать уникальное предложение турпродуктов, характеризующихся аутентичными туристическими впечатлениями, обеспечить предпринимательскую активность в регионе с акцентом на устойчивом развитии.

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ENVIRONMENTAL IMPACTS OF TOURISM

ЭКОЛОГИЧЕСКОЕ ВОЗДЕЙСТВИЕ ТУРИЗМА

Раскрывается связь загрязнения окружающей среды и туризма: индустрия туризма вносит существенный вклад в социально-экономический рост и развитие экономики, но существует и обратная связь между туризмом и загрязнением окружающей среды. Развитие туризма оказывает экологическое и социальное давление, приводит к увеличению уровня загрязнения, связанного, в частности, с уровнем выбросов углекислого газа.

The recent rapid development of international tourism is potentially very impacting on economic growth and poverty reduction. However, besides these possible, positive, economic outcomes, tourism might also bring severe negative consequences. Actually, rapid tourism development means environmental and social pressure, stressed infrastructure, overcrowded major attractions and capacity constraints in major cities. Moreover, since most tourism-related activities involve energy consumption from fossil fuels, tourism development is expected to boost pollution associated, in particular, to the level of carbon dioxide emissions (CO₂). In this respect, it is generally agreed that tourism contribution to CO₂ emissions is increasing over time.

According to a recent research (University of Sidney-Nature Climate Change), emissions generated by the tourism sector are at around 8 % across the globe and increased from 3,9 to 4,5 billion between 2009 and 2013. Moreover, calculations point that 75 % of tourism sector CO₂ emissions depend on transportation (40 % air transport, 30 % car transport, and 3 % other transport) while 21 % and 4 % of those by accommodation and tourist activities (UNWTO, 2008). Thus, it is air transport which represents the major threat for the environment. It is estimated that for long travel, per capita CO₂ emissions are around 120 gr/Km, whereas they increase to 200 gr/Km for short trips.

Gossling was the first to propose a methodical approach to examine the consumption of energy and emission of carbon due to the tourism industry (Gossling, 2000). After his first contribution, many others appeared and they touched several aspects of the tourism-pollution relationship (Gossling, 2002).

However, energy consumption of the tourism industry is not the only link between tourism and pollution. Tourism generates CO₂ also because of its role in leading economic growth. Theoretical literature discusses the role of tourism for growth according to the *Tourism Led Growth Hypothesis*, firstly introduced by Balaguer and Cantavella-Jorda (2002). From an empirical viewpoint, most of this research is framed within the

Environmental Kuznets Curve (EKC), revisited to include the hypothesis of tourism development (De vita et al 2015).

In an attempt to develop the EKC model beyond growth, some authors have extended the conventional EKC framework by including additional variables, such as energy use (Apergis and Payne, 2009), trade (Ang 2008; Halicioglu 2009) and population density (Akboostanci et al. 2009). Despite these extensions, little attention has been paid to the tourism sector (Katircioglu, 2014a, b); Katircioglu et al., 2014; Lee and Brahmarsene, 2013). However, evidence from these recent empirical studies is in favour of a strong contribution of tourism to CO₂ emissions.

Contextualising the role of tourism in the EKC framework is important not only to establish the extent to which CO₂ emissions depend on tourism development, but also to investigate if tourism development, by leading economic growth, might help the economy to achieve faster the level growth after which CO₂ emissions are expected to decline.

It is not possible to develop tourism without incurring environmental impacts but it is possible, with correct planning, to manage tourism development in order to minimize the negative impacts while encouraging the positive impacts.

An increasing number of studies reveal that tourism industry makes a substantial contribution towards socioeconomic growth and development of tourism led economies. However, tourism steered economic growth and development is achieved at the cost of environmental pollution and degradation. The empirical results reveal that tourism has a significant positive effect on environmental pollution. However, an inverse relationship between tourism and environmental pollution is observed all over the world. Empirical findings suggest that sustainable economic growth and development should be ensured by implementing prudent public policy where host governments must strive to promote socially and environmentally responsible tourism industries in their respective countries.

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ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКОЕ И ИНФОРМАЦИОННОЕ СОДЕЙСТВИЕ РАЗВИТИЮ МЕЖДУНАРОДНОЙ ТОРГОВЛИ

В современных условиях ужесточения международной конкуренции возрастает роль организационно-экономического и информационного государственного содействия национальным экспортерам и импортерам в освоении новых рынков, увеличении стоимостных объемов экспорта и повышении эффективности основных и вспомогательных внешнеторговых операций.

С экономической и организационной точек зрения национальные системы организационно-экономической и информационной поддержки внешнеторговой деятельности различных стран имеют схожую структуру, которая включает в себя следующие элементы:

1. Государственные органы власти всех уровней. Каждый из таких органов имеет сайт в сети Интернет, который содержит контактные данные и характеристику функциональных обязанностей структурных подразделений органа, приоритеты и методы реализуемой внешнеторговой политики.

2. Заграничные представительства государств. Сайты таких представительств содержат сведения об экономике, культуре и политике страны. У Республики Беларусь