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SCIENTIFIC AND PRACTICAL BASIS OF MANAGING TRANSITION TO SUSTAINABLE TOURISM IN UKRAINE

The aim embraces determination of scientific and practical principles of transition to sustainable tourism in Ukraine, focused on recommendations for policy making and directing the activities of stakeholders in the tourism sector of the country.

Method. The study is based on general scientific methods, namely, analysis and synthesis, structural and logical systematization.

Results. The guidelines of the global recommendations on the relaunch of tourism UNWTO and

Vision One Planet on the responsible recovery of tourism grounds the essence of the imperative of sustainability in the restoration of tourism as a result of the COVID crisis. The outcome suggests the urgency of implementation of modern accents of the international recommendations concerning sustainability and tourism, actualization of the focuses of management of sustainability in tourism and the need for benchmarking of international approaches to monitoring and assessment of sustainability in tourism in the practice of the International Network of Sustainable Tourism Observatories of UNWTO, guidelines for sustainable growth of the World Travel and Tourism Council, criteria and parameters of the Global Council for Sustainable Tourism and the Institute of Responsible Tourism. The identified signs of practical steps of the State Agency for Tourism Development and the National Tourism Organization of Ukraine in the context of sustainability management in tourism confirm a lack of a strategic political vision for managing the transition to sustainable tourism - as called for at the global level - in Ukraine. The proposal to develop a roadmap for managing the transition to sustainable tourism in Ukraine includes recommendations on scientific and practical content of such a road map.

Scientific novelty. The substantiated directions of scientific and practical content of the roadmap for managing the transition to sustainable tourism in Ukraine and include: systematic scientific analysis and specification of the principles of managing the transition to a more sustainable model of tourism based on a retrospective analysis of international recommendations (including the EU); systematic updating in accordance with the recommendations of international institutions (including the EU); benchmarking of various corresponding programs and platforms; substantiation and introduction of models of monitoring and certification of sustainability in tourism and mechanisms of their and SDG integration into tourism policy and activity of stakeholders; coherence and coordination of activities on dissemination of knowledge and transfer of innovations; institutional support and evaluation of the effectiveness of the management of the transition to sustainable tourism in Ukraine.

Practical significance. Based on the study of current international guidelines in order to overcome the mostly declarative and, in fact, not concretized strategic vision in Ukraine of prospects for tourism post-COVID recovery on the basis of sustainability, the emphasis on the elaboration and introduction of a road map, given that the scientific and institutional support is systematic, systemic and thorough, will provide the necessary empirical and analytical evidence of effectiveness, benchmarking of specific practices, integrated models for policy decisions and actions, as well as tourism practices in the country.

Keywords: sustainability and tourism, post-COVID management, benchmarking, monitoring, certification, road map, Ukraine.

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