

SUSTAINABLE TOURISM INITIATIVES IN THE UK

The UN World Tourism Organisation defines sustainable tourism as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future.

One of the main aims of sustainable tourism is to retain the economic and social advantages of tourism development while mitigating any undesirable impacts on the natural, historic, cultural or social environment. To achieve these goals it's important to balance the needs of tourists with those of the destination.

Tourism can be seen to have a special relationship with the environment and society. This is because of its unique dependency on cultural distinctiveness and social interaction, security and wellbeing. On the one hand, if poorly planned or developed to excess, tourism can be a destroyer of these special qualities which are central to sustainable development. On the other hand, it can be a driving force for their conservation and promotion – directly through raising awareness and income to support them, and indirectly by giving an economic justification for the provision of such support by others.

The aim of sustainable tourism is actually threefold: to make optimal use of environmental resources, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; to respect the socio-cultural authenticity of host communities, conserve their cultural heritage and traditional values; to ensure viable, long-term economic operations, providing socio-economic benefits that are fairly distributed.

There are a number of terms in wider circulation which are often confused with sustainable tourism. They are responsible tourism, green tourism, ethical tourism, and ecotourism.

*Responsible tourism* is the closest definition to sustainable tourism; however, it tends to refer to the consumers' choice of destination and mode of transport based on their ethical, political and racial sensitivities as well as being concerned for the environment and local culture.

*Green tourism* means travel which is environmentally friendly or benign that in general does not concern itself with cultural or economic elements of the destination.

*As for ethical tourism*, it has evolved as a term that concerns social injustice, human rights, animal welfare or the environment. Ethical tourism is geared towards encouraging both the consumer and industry to avoid participation in activities that contribute or support negative ethical issues.

*And, finally, ecotourism* is a subset of sustainable tourism which focuses on ecology. Ecotourism tends to be encountered in destinations where flora, fauna, and cultural heritage are the primary attractions. The industry actively works towards conserving or improving the natural and cultural heritage through organising conservation projects, offering opportunities for volunteering and educating visitors.

For sustainable tourism to succeed, certain conditions should be met. The so-called VICE model for tourism illustrates interaction between the following factors: Visitors (visitor satisfaction), Industries (industry profitability, reinvestment and growth), Community (host community character) and Environment (preservation and protection).

Many UK citizens feel strongly about sustainability of tourism in their country and abroad. According to [nationalarchives.gov.uk](http://nationalarchives.gov.uk), which presents the results of a UK survey held in 2017, around a third of respondents claim that they would like to find out more about how tourism benefits the local economy of the next place they visit, while 27 % percent would like to know how it benefits the local community. 45 % of the respondents say they would avoid the use of single-use plastic and 44 % would limit water use while visiting a destination. 70 % agree that tourism industry in the UK has become more sustainable. Before going on holiday, British tourists would consider such factors as the use of water and energy, impact of flying to the destination, disposal of waste, wages and work conditions of staff. These figures highlight the awareness of the British citizens of sustainable tourism, which undoubtedly reveals itself through numerous national and local initiatives that support sustainability.

Transport is an important factor in sustainable tourism. Many British people nowadays are encouraged to avoid flying and take a holiday in England. There are many sustainable options for transport including rail, hybrid-engine buses, bikes and local green schemes.

Numerous online resources provide visitors with information about sustainable tourism initiatives nationally and locally. For example, the website [greentraveller.co.uk](http://greentraveller.co.uk) is a fine platform for Greentraveller's Guides. Researched, written and produced by a team of professional travel writers, photographers and videographers, the guides there have fresh content about locally run places to stay, seasonal food and drink, visitor attractions, heritage, craft and culture, towns and villages, flora and fauna, and low impact activities, including walks and cycle rides. The National Park website tells tourists how to get around England's national parks without a car.

More and more accommodation, attractions and events in England are becoming aware of green issues and are acting responsibly in their businesses. Tourists may look out for special green (or sustainable) labels, which are increasingly being used by businesses now. A number of reputable green accreditation certification schemes assess businesses for their green credentials. Any business displaying a special logo has undergone a rigorous verification process to ensure that they truly represent businesses that are sustainable. Any business that has a green label will have implemented initiatives that contribute to the environment and to responsible tourism. Many of these things may be behind the scenes, such as energy efficient boilers, insulated lofts or grey water recycling, but there are many fun activities too. For example, a green business should be able to advise a visitor about traditional activities nearby, the best places to sample local food or buy craft products, or even help enjoy a car-free day out.

There are many local initiatives that contribute to sustainability of tourism in the UK.

The Lake District National Park Authority looks after this unique corner of England encouraging people to enjoy and understand its beauty and helping those who live and work there. Their staff include rangers and field workers, advisers at visitor centres, planners and ecologists. The Lake District Foundation (a charity) delivers sustainable tourism programmes and messages across Cumbria, gaining national recognition. Among such programmes is *Love Your Lakes* – an initiative that encourages visitors, businesses and local people to reduce the amount of phosphates entering Lake Windermere. This will improve water quality and reduce toxic algal blooms.

*Low Carbon Cottages* is a scheme that aims to reduce carbon emissions and running costs of traditionally built holiday cottages without damaging any of their essential character. Working with holiday cottage owners and letting companies, they want to prove that cottages can meet the highest of environmental standards without costing a lot, both to the owners and holidaymakers.

*Go Lakes Travel* is a £6.9 million initiative (funded by the Department of Transport) that enables tourists to make greater use of sustainable modes of travel.

*Fix the Fells* deals with footpath erosion which is a serious threat to the mountain environment and consequently to the tourist industry. Walking is the most popular activity for visitors to the Lake District and 15 million pairs of feet are very damaging to the footpaths particularly on the high fells. The Fix the Fells project is a partnership of six organisations lead by the National Trust. It maintains and repairs the upland paths preventing further erosion. This is vital work without which access to the fells would be limited with severe impacts on the tourism industry.

The key objectives of suchlike initiatives include improving public transport services and traffic management to tackle congestion and reduce delays; creating a network of pay-as-you-go car fleets; developing safe, continuous networks for walking, cycling and wheelchair use; targeted marketing and information designed to change visitors' travel behaviour.

The United Nations designated 2017 the International Year of Sustainable Tourism for Development. As one of the world's largest economic sectors, travel and tourism creates jobs, drives exports, and generates prosperity across the world. The International Year provided an opportunity to further showcase the tremendous economic, social, cultural, environmental, and heritage value that the sector can bring.

**С. И. Шафаренко**

## ДРУИДИЧЕСКАЯ РЕЛИГИЯ ДРЕВНИХ КЕЛЬТОВ

Ни одна древняя культура не вызывает в последние три десятилетия столько всеобщего интереса и не кажется столь загадочно привлекательной, как кельтская. Кельтская цивилизация не оставила таких значимых мате-