

УРБАНІСТИКА ТА ТУРИЗМ

*Smyrnov Ihor G., Dr.Sc. in Geography, Professor,
Professor of Regional Studies and Tourism Department,
Kyiv National Taras Shevchenko University*

LOGISTICS OF URBAN TOURISM AS PART OF CITIES' SUSTAINABLE DEVELOPMENT

Tourism is now one of the most dynamic components of regions and cities economy. The urgent problems in this regard include the task of ensuring the sustainable development of tourism industry in cities. It's especially true for the most popular tourist destinations, i.e. metropolitan and historic cities. This means tourist load increasing on the existing cities' resource base of tourism, as well as on the whole urban economy, population, development and nature. In this context the task of tourism sustainable development in cities requires the consolidation of efforts of various scientific and practical directions, including tourism logistics [1], that studies the flows phenomena in the tourism industry, highlighting the tourist traffic (flow of tourists) as the main stream, and financial, informational, commodity, personnel, material flows as servicing (additional) ones. The task of tourism logistics in travel industry sustainable development is to regulate the main flow (i.e. tourist traffic), in order to ensure the conservation of the tourism resource base in cities and in rural areas in order to tourism activities further development. This problem is now quite noticeable not only in cities - the world's largest tourist centers, but it's also acute in many cities of Ukraine. This concerns, first of all, Lviv, Kyiv, Odesa and other Ukrainian cities - popular tourist destinations. The problems of tourist overloading in Lviv are quite well-known recently, which was covered, in particular, in the author's publications [2, p.195]. So it's right time for working out the effective logistic strategy for tourism sustainable development in cities. This strategy, developed by the author, is based on two concepts. The first one is the concept of tourist decentralization, the second - the concept of reversible logistics. The first concept involves efficient logistic organization of the city's tourist area (LO CTA). The main components of LO CTA are: 1) geological identification of tourism resource base; 2) logistical planning of tourist flows; 3) logistical design of tourism infrastructure; 4) logistical design of supply chains for tourism infrastructure objects [2, p.200].

The first component covers the geographical and logistical identification of city tourist resources. Geographical identification of tourism resource base means geospatial localization of tourist objects of interest. They act as "tourist

magnets", which attract tourist flows to a certain city areas. So high territorial concentration of tourist resources (objects) causes the concentration and overlap of tourist flows there. These considerations should be taken into account when creating and placing new tourist objects (i.e. museums, monuments), which should not be "squeezed" to downtowns already overloaded with tourist objects. So instead of excessive spatial concentration of tourist objects, their spatial dispersion should be recommended. Logistical identification of tourist resources means the calculation of the logistical potential of each tourist object, that is, the maximum possible tourist flow, which will not affect tourism sustainable development and tourist resources state. One should distinguish between the simultaneous number of tourists at the object, their number per day (taking into account the rotation coefficient), per month, per season, finally, per year. Geolistical identification should be performed considering the division of tourist resources (objects) into such groups as: cultural-historical (monuments, museums, theaters, etc.), architectural (historical and contemporary), events (various activities of public-cultural-entertaining nature). The second component is based on determining the size and structure of tourist flows and their corresponding needs, which can be divided into first-order needs (benches, garbage cans, bio-toilets, street food, currency exchange etc.) and second-order needs (souvenirs, informational and advertising materials, press, touristic goods etc.). The third component involves the logistical design of tourism infrastructure network to meet the needs of tourists, in particular, first order needs (creating tourist infrastructure objects like points of street food, currency exchange offices etc.), second-order needs (creating tourist infrastructure objects like souvenirs shops, press and informational materials booths, tourist goods stores etc.) and the relevant logistics and transport infrastructure to serve them, as well as collection and removal of waste. The fourth component involves the logistic design of supply chains to provide needs of first and second-order tourism infrastructure with the logistics and transport components in their composition, taking into account the peculiarities of their location in the city.

These issues are very important for Kyiv, where the increased tourist load on the resource base of the city's tourism has already led to cases of physical destruction of some of the most visited tourist objects. As to Lviv, there are fewer such cases (perhaps due to the quality of historical Austrian construction). But there are many other problems in the city of Lviv, the main one is the removal of rubbish. After the fire at Grybovychy landfill in the summer of 2016, Lviv did not know where to remove its waste, the volume of which naturally grew with the growth of tourists number. No wonder, that the tourist record of Lviv (2.6 million tourists in 2017 - the first place among the Ukraine cities) coincided with the "rubbish crisis".

So the second concept, i.e. reverse logistics, aims to provide a full recycling of urban waste, in particular, solid household (SHW). It's necessary to separate the actual municipal waste and one that is the result of the tourists stay. The proof that tourist waste occupies a significant share in the citywide waste volume is its peak increases, particularly in cities downtowns, after any holidays (one third a minimum). For example, from the center of Kiev after the final match of the Champions League on May 26, 2018 more than 212 tons of garbage were taken in just one day!

Let's note that the tourists left behind a lot of waste, especially in the city center. It is a direct waste. In addition to it, there is indirect waste. It is a waste of hotels, restaurants, cafes. This waste also requires efficient collection, removal and processing technologies – such possibility is provided by "reverse logistics". In Lviv daily amount of waste in the city is 600 tons. It is possible to solve the Lviv garbage problem using two approaches, i.e. transport and logistics. Until recently, the first approach prevailed in the city, which was to find transport intermediaries (companies), which were obliged (for a very decent payments) to find suitable landfills and take out urban waste from Lviv. But, as experience showed, when Lviv garbage got into almost all areas of Ukraine, it did not solve the problem of waste removal. And only recently the city leadership turned to a logistic approach, i.e. the using of "reverse" logistics, when not only input streams to the city were analyzed, but also city output streams became subject for analysis, among them waste streams. Logistical science and practice developed proposals for efficient management of these flows and their deep processing at special waste processing plants. Such enterprises can be built in relatively short time and the necessary investments can be both international and internal. Such experience is represented by Kyiv, where the waste volume is 3000 tons per day, but its storage and processing is successfully carried out, firstly, at the landfill site near Pidhirtsi village; secondly, at the Bortnychy Aeration Station (BAS); and thirdly, at the incineration plant "Energy" in Darnitsa. Kyiv actively attracts international achievements and investments, so BAS is being modernized with the participation of Japanese companies, and in the town of Fastov (near Kyiv) plastic waste recycling plant was constructed with Chinese participation. The next idea of the new technology of street waste control Mayor of Kiev V.Klychko brought from his business trip to Berlin. This was the installation of underground garbage cans, which will gradually replace the usual old-style garbage containers. In such way, the old urns that are still "working" in the Ukraine capital and did not meet the needs of Kyiv residents and city guests will be replaced with new modern ones.

One more problematic aspect, connected with a sharp increase in the number of tourists in Lviv, is one that was warned by American experts who helped to develop "The Tourist Concept of Lviv": as soon as tourism begins to

develop dynamically, among the guests of the city there will appear those who came here for intimacy. A similar way was taken by many cities, which were relying on tourism. Annually, according to UNWTO, in the world more than 3 mln people travels in order to receive sexual services, and the turnover of this "industry" is estimated at an amount of up to \$ 100 billion. Of course, sex tourism develops mainly in poor countries, where rich tourists travel for the certain purposes [2, 241-250]. The popular Italian edition La Repubblica devoted an entire article to the sexual routes of the world, among which, along with Thailand, Brazil, Cambodia, Cuba, Bangladesh, Colombia and Bulgaria, Ukraine is also mentioned. And until recently, Ukrainian cities, where traditionally existed intim-tourism, were Odesa, Kyiv and Kharkiv. Lviv joined them relatively recently, although before the World War II it was a service city with hotels, restaurants, casinos. "This was a European Las Vegas" - says about Lviv the famous city restaurateur Andriy Hudo, co-founder of the Holding of Emotions "¡ FEST". With the development of tourism and resort infrastructure, the city of Lviv is once again returning to the pre-war economic structure, and this fact is of concern to some Lviv residents. A. Khudo also notes that the flow of sex tourists to Lviv has sharply increased since the last devaluation of hryvnia, when the rest in Ukraine became accessible even to foreigners with modest revenues [3]. "Promotes" this process the rapid development of the city's tourist infrastructure in recent years with many luxury hotels, clubs and restaurants, as well as its geographical proximity to the EU countries, their visa-free regime with Ukraine, increasing diversity of flights to Lviv from many countries, including budget airlines. Under these conditions, in our opinion, the task of the authorities and representatives of the national and regional tourism industry is that Ukraine (and particularly its largest cities like Kyiv, Lviv, Odessa, Kharkiv, Dnipro etc.) has to be associated first of all with its historical and architectural values, natural resources, gastronomy and culture.

So the logistic approach, applied in the "Concept of Tourist Decentralization of the City of Lviv", should be extended to all other aspects of the city's tourism industry, including waste management, using the latest technologies and attracting national and international investments. This opinion applies not only to Kyiv and Lviv, but also to other cities - significant tourist centers of Ukraine, namely, Kharkiv, Dnipro, Odesa etc.

References

1. Smyrnov I.G., Tourism Logistics: Text-book/ I.G.Smyrnov. - K. : Znannia, 2009. - 444 p.
2. Smyrnov I.G. Marketing in Tourism: Text-book / I.G.Smyrnov. - K. : KNU named after Taras Shevchenko, 2016. - 251 p.
3. Ivanova E. 50 shades of Lviv / E. Ivanova // Novoye vremia strany. - № 19. - May 24, 2018. - P.38-41.