

INTERNATIONAL TOURISM IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT: PUBLIC-DIPLOMATIC DIMENSION

Iryna Verkhovtseva

State University of Information and Communication Technologies, Ukraine

Corresponding author: verkhovtseva@ukr.net

Abstract. *Research attention is focused on the public-diplomatic dimension of international tourism as a powerful factor in the sustainable development of Europe. Its important role in overcoming the consequences of Russian aggression against Ukraine in the conditions of a full-scale war in 2022-2023 and preventing the spread of military conflict in Europe is emphasized. It is emphasized that, having received the status of a candidate country for EU membership, defending the values of Euro-Atlantic civilization and global democracy in the confrontation with the Russian aggressor, Ukraine has prospects and must join the pan-European processes in the field of public diplomacy. In view of this, the spread of such measures as audio guides in Ukrainian in European tourist centers, the cultural segment of public diplomacy in the field of popularization of Ukrainian culture, green tourism within the framework of a pan-European relevant network with the inclusion of Ukrainian regions, in particular, the Carpathians and the Black Sea region, will serve as a task of European public diplomacy and contribute to the sustainable development of Europe, strengthening contacts with European countries that provide unprecedented humanitarian and military assistance to Ukrainians in the fight against the Russian aggressor. It is summarized that this is not fully answered by the Public Diplomacy Strategy of the Ministry of Foreign Affairs of Ukraine, which significantly limits the competences of the structures of the domestic tourism industry.*

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Introduction. Public diplomacy plays an important role in international relations. One of its directions is tourism - a peaceful form of contact between peoples, which promotes intercultural communication and the authority of states as democratic. The development of the tourism industry is especially relevant for Ukraine and Europe as a whole in the context of Ukrainians' counteraction to full-scale Russian aggression, launched on February 24, 2022, not only because of promoting the reconstruction of the Ukrainian economy, strengthening relations of our state with friendly democratic countries that provide unprecedented support to Ukrainians in winning freedom and independence, but no less important is the potential of international tourism because of the need to prevent the spread of war in Europe.

The researchers state that, the impact of tourism as an instrument of public diplomacy and the assessment of the possibilities of its use in terms of ensuring the foreign policy interests of countries and regions remains a poorly studied topic (Parfinenko, 2016). We should add: the least studied is the public-diplomatic dimension of international tourism in the context of sustainable development under the conditions of globalization, the components of which are the processes of European integration. This caused the authors to turn to this problem.

Materials and Methods. The basis of the study was the processes of public and diplomatic activity in the segment of international tourism within the European space. The article is aimed at analyzing international tourism activities in the context of sustainable development. In addition to the

used general scientific research methods, such as logic, analysis, synthesis, etc., the method of structural and functional analysis has become the leading one. Using this method we clarified the role of international tourism as a component of public diplomacy in the context of the tasks of sustainable development of Europe, including the situation with Ukraine in this context.

Results and Discussion. Public diplomacy, being an instrument of soft power that relies on cultural achievements and is aimed at creating a friendly and favorable international environment, helps the state to influence events and processes that are seemingly beyond its influence. Protection of certain social or legal standards by the state, increase of its moral authority, observance of the principles of the rule of law, creation of a harmonious domestic political system within the country, together with activity in the international format – all these factors affect state's image and help to achieve its goals. As scientists emphasize, in the era of globalization, which is accompanied by the emergence and improvement of electronic means of mass communication, the emphasis on international interaction shifts in the direction of influencing a wide range of target audiences. Together with the expansion of the range of “actors” and the strengthening of the role of non-governmental entities that are “included” in public and diplomatic activities, this contributes to the consolidation of democratic institutions in countries and regions (Sukhorolska, 2015). Besides, which is equally important, it contributes to sustainable development, as it strengthens the foundations of peaceful relations between nations.

In the almost 60 years that have passed since the ideas expressed by the American scientists J. Nye and E. Gulion regarding public diplomacy as one of the tools of soft power (although the first actions of a public-diplomatic nature took place in the second half of the 1940s, and the term itself was used for the first time in 1878 (Misiuk et al., 2011)), public diplomacy was understood and is understood in different categories and dimensions (Western scientists J.Nye, E.Gulion, R.Armitage, J.Brown, K.Ross, U.Nills, V.Lippman, S.Anholt, W.Olins; Ukrainian scientists A.Makarenko, O.Kuchmiy, S.Hutsal, I.Matyash, V.Tsivaty, Ya.Turchyn, I.Sukhorolska, P.Sukhorolsky, K.Balabanov, M.Trofimenko, N.Zemzyulina, M.Zakharchenko, O.Vysotsky, etc.). Most scholars define public diplomacy as an international activity aimed at public representation of the interests of states or legitimate institutions (government agencies, non-state communities, organizations and individuals) in international relations (Ukrainian diplomatic encyclopedia, 2004). Complementing classical diplomatic activity with new tools and including in the diplomatic dialogue/ political scientist of the society of countries that communicate with each other, public diplomacy, according to V.Tsivaty, contributes to the promotion of a positive image of the state on the principles of human rights, tolerance, intercultural communication and culture of the world, necessary for general sustainable development and the search for ways of preventive and peaceful resolution of conflicts and wars (Tsivaty, 2023).

At the same time, American scientists, depending on the subject of measures in public diplomacy, distinguish two main types of it: 1) activities carried out by the state, under its leadership or at public expense within the framework of the state's foreign policy to realize the national interest – public/public diplomacy; 2) activities carried out by various individuals and legal entities, civil society institutions independently of the state in the interests of the state, society or all mankind (civil / public diplomacy, civil diplomacy). Within both directions, the goal is to establish permanent contacts between civil society institutions of different countries, develop international networks and participate in their activities in conditions of weakening state control and creating an atmosphere of trust and equality. In the United States, in particular, according to the concept of citizen / civil

diplomacy, every citizen has the right or even the duty to help the state implement foreign policy. The subjects of such diplomacy can be students, teachers, scientists, athletes, business representatives, etc. – in this way, public interests are lobbied (Misiuk et al., 2011).

The main means of public diplomacy is communication with the target audience. Moreover, the nature of this communication in public diplomacy is specific. This is communication with the foreign public by state and non-state players in order to indirectly influence public opinion and political decision-making processes in the partner country, to prevent the emergence of a civilizational and cultural split between states and peoples. In the system of strategic communications, public diplomacy creates opportunities for interaction by defining the sphere of common interests and creating a space for dialogue at the international level in order to build and strengthen long-term friendly relations between the countries participating in the dialogue, taking into account the traditions and specifics of the development of these countries. The times when all world affairs were resolved only in a narrow circle and secretly are over. Today, thanks to the media, the Internet, social networks, etc., ordinary people in any country of the world can directly observe the most important events in international diplomatic life and influence political processes and political decision. Non-governmental organizations, private corporations, international organizations are becoming active subjects of public diplomacy. In order to effectively achieve its goals, the state actively interacts with representatives of the non-state diplomatic sector. Focusing on relevant strategies in the context of certain areas of public diplomatic activity, British researchers S. Anholt and V. Olins emphasize that a consistent, coordinated and continuous flow of useful, visible, world-class and relevant ideas, products and policies gradually increases the reputation of the country that produces them. One of the effective tools in this context is tourism (Anholt, 2011; Olins, 2005) - a social phenomenon and at the same time a complex dynamic system that includes objects, phenomena, conditions and processes of geographical, economic, organizational, legal, sociocultural, environmental, psychological content related to safe travel and tourist services.

The perception of tourism as a form of social and cultural activity in the sphere of public diplomacy became possible thanks to developments in which social institutions and social groups are considered as independent subjects of international relations (J. Rosenau, R. Keohane, J. Nye, C. Alger, M. Foucault etc). These works laid the foundation for the formation in the early 2000s the concept of non-state-oriented public diplomacy, consisting of many "actors" and networks that interact in a global environment. In this context, in addition to stating the loss of the state's absolute power monopoly in international political processes, the active role of actors "outside sovereignty" is recognized, and television, cinema, music, theater, sports, social networks, tourism, etc. are among the tools for strengthening foreign policy influence. Transparency of national borders, universalization of value orientations, dissemination of new information and communication technologies expand the range of non-state actors capable of communicating with the foreign public, increase the number of actors outside sovereignty, each of which affects the scale and pace of construction of "horizontal bridges", increasing the level of trust in a particular society. According to this approach, world tourist flows represent a global space of socio-cultural interrelations with corresponding economic and foreign policy influences, within which the tourism activity of countries is one of the practices of spreading the value orientations of peoples. Thanks to this, the world becomes interdependent, and mass tourist flows create a special space of social networks, social ties and interactions, the basis for appropriate political decisions and determination of geopolitical influences is formed.

In 1975, in the final act of the conference on security and cooperation in Europe, known as the Helsinki Final Pact of 1975, tourism was defined as a means of promoting international contacts and developing trust between peoples. In 1980, the Manila Declaration of the World Tourism Organization (hereinafter - WTO) declared tourism a factor in peace, moral and intellectual basis for international understanding and cooperation. According to the WTO data, the number of international tourist arrivals during 1950-2015 increased from 25.3 million persons to almost 1.2 billion. Cash receipts from the tourism sector are calculated by trillions of US dollars. In 2017, for example, international tourism mastered 12% of world GDP (Gross Domestic Product), and revenues from tourism, in general, exceeded 1340 billion US dollars. In this context, 2018 was a record year with its 1.7 trillion US dollars. At the same time, the first places in the world in terms of the number of foreign tourists are taken by European countries, in particular, France and Spain. The impressive globality of international tourism is manifested in the steadily growing number of international tourist arrivals, the widespread spatial expansion of tourism, and the formation of world centers of tourist attraction. More than 900 million tourist trips are made per year. Every 15th person in the world is somehow connected with the tourism industry (Parfinenko, 2016; Prokopenko, 2020; Sychova, 2019; Onyshchuk, 2021).

International tourism is at the forefront of global trends. As an activity, it implies the obligatory involvement in the production process of factors of different state affiliation, requires the creation of a unified informational, legal and cultural field. In terms of sustainable development, as pointed out by the WTO, in a global dimension, international tourism contributes to environmental sustainability (guarantees compatibility with tourism development by maintaining basic ecological processes, biological diversity and biological resources), socio-cultural sustainability (ensures development compatible with the culture, identity and life values of the local population), economic sustainability (contributes to the economic efficiency of tourism development and the situation in which the chosen method of resource management ensures the possibility of their use by future generations) (Parfinenko, 2016; Sychova, 2019).

As for Europe, it should be emphasized that during 2009-2022, as the researcher Tsivatiy points out, a new institutional model of public diplomacy of the European Union emerged. In accordance with various variants of its sectoral focus, it allows to ensure comprehensive international cooperation, realizing the EU's potential in various fields - education, science, security and protection of citizens, culture, medicine, sports, ecology and human rights, etc. Public and diplomatic influence on public opinion is exercised to promote the interests of the EU, in particular through interaction with individual citizens, groups, institutions and media in the public European space (Tsyvatiy, 2023). This is especially important now, when Ukraine, having obtained the status of a candidate country for EU membership, is fighting for its independence in the confrontation with the Russian aggressor and defending the values of democracy, becoming a shield for European countries. From the point of view of the need to prevent the spread of hostilities on them and promote sustainability in this part of the world, the slogan "Tourism is a passport of peace" is not only questioned but also perceived primarily in the context of intensifying the processes of European integration. The development of international tourism, of course, is one of its effective tools.

In the context of the European sustainability competence framework and the European Green Deal as a catalyst for promoting environmental sustainable development of society, the European Commission has identified certain tasks. According to these tasks, in the field of implementation of sustainable development values, the formation of the following competencies should be promoted:

the value of sustainable development, support for justice, promotion of nature. In the sphere of covering the complexity of the process of sustainable development – respectively, systemic thinking, creative thinking, the formation of problem tasks. In the field of forecasting the future of sustainable development – sustainable literacy training, adaptation process, analytical thinking. In the field of activity on the formation of sustainable development – respectively, political management of the process of forming sustainable development, collective actions of society, personal initiative of each member of society (Green Competences, 2022). Taking into account the above given information, it should be summarized: most of these competencies are formed through international tourism, and the most favorable conditions are created by public-diplomatic interaction within the European space.

Logically, everything that has been mentioned above leads to the fact that Ukrainian tourist destinations of any direction should become links of the relevant pan-European destinations, merge into them, integrating not only from the point of view of proximity in terms of physical space, but also from the point of view of European socio-culturality. Cross-cultural relations in the context of international tourist activity, green tourism and historical and cultural segments as components of this activity, in addition to economic efficiency, contribute to public and diplomatic communications of European countries in general and deeper integration of Ukraine into the European space, being a powerful factor of peaceful relations within its framework, therefore - a factor of sustainable development.

Having accepted refugees from Ukraine, providing the country with humanitarian and military aid, friendly European countries prove by their actions that Ukraine is an integral part of Europe. In view of this, the spread of such measures as implementation of audio guides in the Ukrainian in tourist centers, popularization of Ukrainian culture in the context of pan-European public diplomacy (not only in the context of the purely relevant activities of Ukraine), green tourism within the framework of a pan-European relevant network with inclusion in it Ukrainian regions (in particular, the Carpathians, Black Sea recreation areas, etc.), will contribute to the unification of Europe, strengthening the base of its sustainable development and important public and diplomatic functions. However, because of the importance of such tasks, the process of institutionalizing public diplomacy in Ukraine was started rather late. In 2015–2020 the Department of Public Diplomacy of the Ministry of Foreign Affairs of Ukraine (hereinafter the MFA) was established; Ukrainian Institute; international marketing campaign "Ukraine now", media project "Ukrainian" and other projects. In 2021, the "Strategy of Public Diplomacy of the Ministry of Foreign Affairs of Ukraine for 2021-2025" was published. There public diplomacy is defined as a system of measures through which the state communicates with the public of other states and influences the formation of public opinion of the population of other countries to promote its national interests and realize foreign policy goals. The functions of public diplomacy, respectively, are the establishment of a dialogue "state-to-person" with the consideration of the diversity of national and global audiences, the promotion of interpersonal contacts "person-to-person". The principles of public-diplomatic activity of the MFA of Ukraine are project management, innovation, cultural expansion, people-centricity, sustainability, and strategic goals and objectives, obviously, are the growth of the economy and the best understanding of Ukraine among foreign audiences; to stand by its European and Euro-Atlantic choice; active and successful defence of Ukraine against hybrid threats, disinformation and fakes from the side of the Russian Federation; active promotion of Ukrainian sovereign identity in the world (Public Diplomacy, 2021).

Taking into account the limited resources, the strategy of “niche” public diplomacy has been determined to be optimal for Ukraine, in the context of which the advantage or niche that the country can fill due to a favorable geographical location, expertise in a certain field or a unique product has the potential to become a useful and creative solution for the world. Such advantages for Ukraine, as determined by its Ministry of Foreign Affairs, are the agricultural potential of Ukraine, the domestic IT sector, as well as the creative potential and experience in countering hybrid threats. For effective communication, paying attention to the target audience, it is recommended to select appropriate tools and formats. Among those defined in this list, the following correspond to the tourism industry, in particular: communication campaigns and projects; ads and advertising campaigns (advertorials); cooperation with media and online platforms with a wide international audience; cultural and scientific exchange of students, scientists, intellectuals and artists; press tours, visits of journalists to Ukraine; participation in world events and leading international exhibitions, fairs, salons, film and art festivals, exhibitions, sports competitions, etc.; cooperation with foreign mass media, journalists, bloggers and opinion leaders; work of cultural centers; publication of books, brochures, catalogs; souvenirs with the identity of Ukraine, etc. However, the defined subjects of public diplomacy are the apparatus of the MFA, foreign diplomatic institutions, and the Ukrainian Institute. Non-state subjects of public diplomacy can also participate in the implementation of the Strategy with the aim of forming a holistic positive image of Ukraine in the world (Public Diplomacy, 2021).

In terms of the functioning of the domestic tourism industry, this completely subordinates its structures to state bodies and narrows the field for public-diplomatic activity in the field of international tourism, therefore, slows down the inclusion of Ukraine in the European processes of sustainable development, although now, on the battlefields and in the rear, Ukrainians courageously defend the values of western democratic world.

Conclusions. The public-diplomatic dimension of international tourist activity is an important factor in promoting the sustainable development of Europe. During 2009–2022, a set of measures of the European Union was implemented in this direction. Having received the status of a candidate country for EU membership, defending the values of Euro-Atlantic civilization and global democracy in the confrontation with the Russian aggressor, Ukraine has prospects and must join these pan-European processes. However, this is not fully answered by the Public Diplomacy Strategy of the Ministry of Foreign Affairs of Ukraine, which significantly limits the relevant competencies of the structures of the domestic tourism industry.

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