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Tourism as a Factor in the Sustainable Development of Small Towns

Abstract. The article refers to the settlement category of “small town” and addresses problems of small towns in Ukraine, which have arisen during the reconstruction of social relations at the turn of the 20th and 21st century. The authors analyze the current state of tourism and its prospects, distinguishing different types of tourism development, including cultural and educational (town), environmental – focused on the use of natural resources (ecotourism), and certain types of event tourism. One particular approach which can be applied in small Ukrainian towns as a way of helping them position themselves in the tourist market is the concept of “smart city.” The idea can be used to increase the accessibility of small settlements for tourists and contribute to travel facilitation. It is assumed that town management which takes into consideration the needs of tourists may have a positive effect for the country as a whole.

Keywords: small town, tourism, sustainable development, smart-city, welfare state

Introduction

Since the second half of the last century mankind has recognized the paradigm of sustainable development, which is an alternative to the dominant system of ex-

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panded consumption. At the present moment this paradigm is becoming increasingly common in many areas of life. Sustainable development is implemented at the state and local administration levels as well as in various branches of economics.

Nowadays Governments, businesses and civil society together with the United Nations have started to mobilize efforts to achieve the Sustainable Development Agenda by 2030. The Agenda calls for action by all countries to improve the lives of people everywhere. United Nations define sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It is crucial to harmonize three core elements: economic growth, social inclusion and environmental protection [United Nations 2016]. These elements are interconnected and all are crucial for the well-being of individuals and societies.

Tourism is a global phenomenon, multifunctional, international in essence, which interacts with many sectors of the economy, affects different aspects of life. Abovementioned particularity has drawn considerable attention to the issues of sustainable development and its implementation in the tourism industry.

The principles of sustainable development are reflected in the activities of UNWTO (World Tourism Organization) on coordinating national and international efforts, the efforts of public organizations, tourism, scientific and educational institutions, and other members of the tourism process towards the implementation of sustainable tourism. Several documents with elements of sustainable development were adopted in 1980-1990's. The provisions of "The Charter of Tourism" (1985), "The Charter for Sustainable Tourism" (1995, Lanchères, Canary Islands), "The Bali Declaration on Tourism" (1996), "The Manila Declaration on the social impact of tourism" (1997) represented a milestone in the development of international tourism towards implementation of sustainable development principles. In 1997 the joint efforts of UNWTO (World Tourism Organization), WTTC (World Travel & Tourism Council) and of the Earth Council developed a document entitled "Agenda 21 for the Travel and Tourism Industry." The document emphasized practical steps that can make governments and private tourism business for the purposes of Earth Summit in Rio de Janeiro (1992). In the 1999 the General Assembly and the United Nations Commission on Sustainable Development adopted the "International Program on Sustainable Tourism Development." "The Global Code of Ethics for Tourism" (1999) became the resulting document on coordinating efforts towards establishment of sustainable tourism. This document was adopted by the UNWTO General Assembly in Santiago (Chile) and defined a set of guidelines for responsible and sustainable development of world tourism in the new millennium.

The beginning of the XXI century is marked by documents, which solve the problem of sustainable development of certain types of tourism (e.g. environ-

mental), issues of comprehensive environmental management based on sustainable tourism development (in the coastal zone, islands, especially coral islands and in mountainous areas) and cross-sectoral issues. Thus, developing the sustainable tourism trend, UNWTO works closely with UNCTAD (United Nations Conference on Trade and Development) in addressing the socio-economic problems (e.g. in 2002 the document “Sustainable tourism – the key to overcoming poverty” was designed), with UNESCO – to ensure sustainable approach to the management of World heritage and other international bodies. Moreover, the UNWTO International Network of Sustainable Tourism Observatories (INSTO) was established to monitor the state of recreational and tourism resources and the impact of tourism. In 2014 the UN General Assembly in its resolution marked the contribution of tourism to sustainable poverty reduction, community development, protection of biodiversity. All these are milestones towards the recognition of tourism not only one of the leading sectors of the economy, but also an important regulator of global social and environmental processes.

Given the achievements of tourism in addressing global sustainable development indicated in the “Agenda for Sustainable Development 2030”, the UN General Assembly during the International Tourism Exhibition in Spain, declared 2017 the International Year of Sustainable Tourism for Development.

The International Year of Sustainable Tourism will promote tourism’s role in the following five key areas:

- inclusive and sustainable economic growth,
- social inclusiveness, employment and poverty reduction,
- resource efficiency, environmental protection and climate change,
- cultural values, diversity and heritage,
- mutual understanding, peace and security [International Year of Sustainable Tourism for Development 2017].

At the present time tourism provides travel to nearly 1.2 billion international tourists and almost three times more domestic tourists, which composes 10% of world GDP and 7% of world exports, creating every 11th workplace in the world [UNWTO 2016]. Thus, tourism is considered as a factor in the stabilization of social and economic processes, the ecological state of the environment and can be used as a mechanism to stabilize the social processes in depressed areas, particularly in small towns that are experiencing significant demographic changes, economic and infrastructure decline, fall of the welfare state.

The sustainable development is the subject of interdisciplinary research. Among the first research the works of the Club of Rome can be mentioned. In the United States, research on various aspects of sustainable development is presented by International Institute and the World Resources Institute. Research is also carried out by the World Bank. In Europe, the International Institute for System Studies, The European Environment Agency can be named.

In the Commonwealth of Independent States the issue of balanced development are depicted by various researchers such as Budag Budahov, Rudolf Balandin, Lev Bondarev, Nikita Glazovskiy etc. There are a significant number of scientists, who present the issues of sustainable development in Ukraine. Among them are: Mykola Bagrov, Borys Burkinskiy, Mykhailo Grodzynskiy, Maryan Dolishniy, Sergiy Lisovskiy, Leonid Rudenko, Petro Shishchenko, Olexandr Topchiev and others.

Nevertheless Ukraine has dozens of internal problems concerning sustainable development. Among them are lack of adequate national regional policy which has increased negative trends such as: growing asymmetry in levels of regional development, rural degradation, crisis of urban settlement network, reduction and deterioration of the labor potential, increased migration of working population. Also there is a lack of regional development funding; significant economic, social, cultural, mental and other differences between the regions of Ukraine; low ecological culture of the citizens of Ukraine etc.

Over the years Ukraine has made significant progress in promoting its image as an attractive and dynamic country with great potential for cultural, natural and business tourism. The development of responsible, sustainable and universally accessible tourism is vital. According to Taleb Rifai Secretary – General of UNWTO this is particularly relevant as we celebrate 2017 as the International Year of Sustainable Tourism for Development [UITT 2017]. Abovementioned indicates that global tourism is sustainable and on regional level is a factor that has a positive effect on sustainable development of local administrations objects.

Actual problems of sustainable development of tourism in Ukraine are reflected in the papers of Olga Liubitseva, Mikhaylo Rutinskiy, Ihor Smal, Ihor Smirnov and many others scientists.

The problems of small cities and towns in Ukraine are discovered by Ukrainian researchers such as Nataliya Dnistrianska, Anatoliy Dotsenko, Dmitro Tkach and others.

However, research of opportunities for tourism development in small cities and towns are insufficient and therefore the authors have devoted their research to this problem.

In foreign studies this issue is examined in this sphere: the ecological state of small towns, the transformation of employment, tourist activity of residents of small towns, application of sociological methods in the development of marketing programs.

The purpose of this article is to study the development of tourism in small cities and towns as well as application of sustainable tourism approaches to improve living conditions in the settlements of this category, introducing in particular the idea of “Smart City” as the basic system of territorial administration.

1. Small Cities of Ukraine, their Development and Present

There are 460 cities in Ukraine. Nearly 75% of them are small cities with 50 000 inhabitants, 20% of which is urban population. By early XX century towns (*mis-techki*) were widely spread on Ukrainian lands. In the middle of 20's of XX century USSR political regime creating command – administrative economic system abolished small cities and introduced a new category of settlements – semi-urban settlement (SMT). These settlements were assigned a role primarily in the industrialization process with further expansion of their functions. Given the growth of urbanization as well as the positive dynamics of industrial development and population in urban areas the problem to systematize the categories of urban settlements arised. Thus, in 1981 a decree on the order of issues of administrative-territorial structure of USSR was adopted. This document which is valid until today revealed, in particular criteria for giving the settlement status of an SMT and cities. According to then state of ideology the focus has been made on economic features and employment structure.

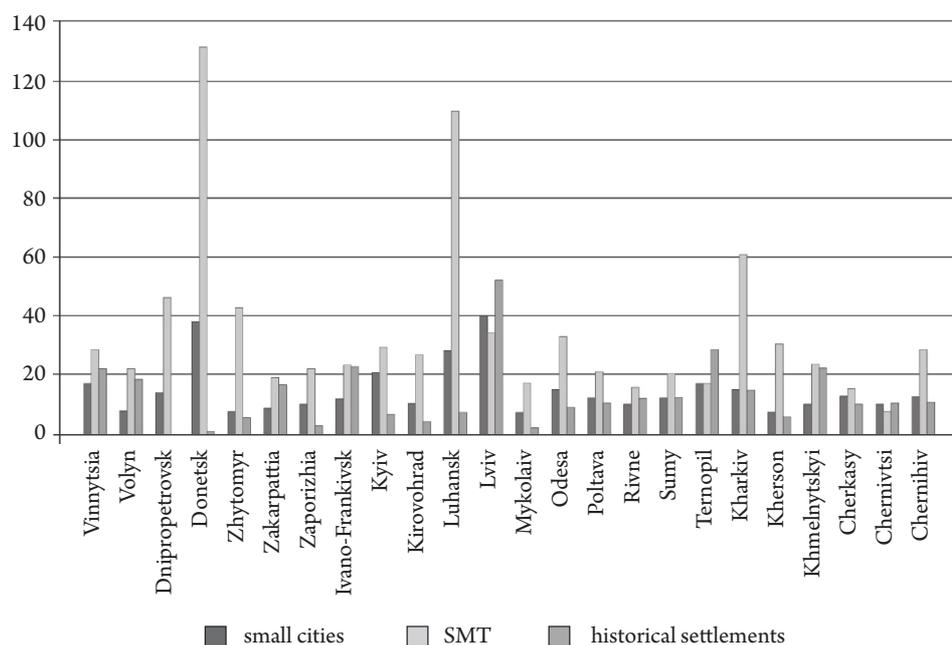
In terms of population small cities are divided, as follows: there are 15 of 5000 people, 66 of 5000 to 10 000, 160 of 10 000 to 20 000, and 109 of 20 000 to 50 000. There are 885 SMT in Ukraine (1.01.2017) which is a separate category of urban settlements [State Statistics Service of Ukraine 2017]. Historical name of these settlements in Ukraine were towns. Today this name that reflects their role as organizing centers in rural areas should be returned. These settlements have great historical and cultural potential (many of them joined the historical cities of the country), architecture, picturesque landscapes, satisfactory ecological situation, arts and crafts, traditions.

In 2001 the Cabinet of Ministers decree on Approving the List of historical settlements of Ukraine defined all settlements of Ukraine which have historical and cultural significance.

The largest number of historical settlements of Ukraine included in the list are located in such historical areas of Ukraine as Podilia (Ternopil, Khmelnytskyi, Vinnytsia regions) and Galicia (Lviv and Ivano-Frankivsk regions) (Chart 1). However, other towns that are not included in the list, especially crafts centers have significant historical and cultural potential as well. Such centers not only preserve and distribute traditions, but also attract tourists. Consumer goods and souvenirs that are made by traditional methods to some extent reflect the brand of the region and play the role of its visit cards. Traditions of pottery are preserved in such towns as Opishnia, Zinkiv (Poltava region), Ichnia (Chernihiv region), Boromlia (Kharkiv region), Dubrovytsia (Volyn region), Khust (Zakarpattia

region), Sokal (Lviv region), Bar (Vinnitsa region), Tovste (Ternopil region). Famous centers of wood carving is located in Smila, Dykanka, Khorol (Poltava region), Oster (Chernihiv region), Kosiv, Yavoriv (Lviv region), Vyzhnytsia, Putyla (Chernivtsi region). In the Carpathian area carvings and inlaid wood are presented in such towns as Verkhovyna and Yassinia.

Chart 1. An overview of the list of historical settlements of Ukraine



Source: own elaboration.

In 2004 “State Program of small cities development” was adopted. Nevertheless for dozens of small cities which have unique historic and cultural heritage and therefore great tourism potential the prerogative of tourism development is not defined.

Nevertheless these settlements also have a number of socio-economic and environmental problems. Today in small cities with population less than 20 000 inhabitants can either be a few small industries or one basic company of national importance. The vast majority of settlements suffer from close of city-forming enterprises, depopulation, high mortality rate, decline of urban infrastructure, unemployment, and outflow to larger cities. Thus, small towns are gradually losing their role of regulators migration and consolidating centers of social and economic development on local levels. Economic slowdown negatively affects the level of

transport and municipal infrastructure, increase environmental and man - caused dangers, reduce recreational opportunities.

The lack of small towns as a type of settlements became even more acute in the conditions of the appearance of market relations: monoprofile functional structure and weak development of urban economy, less employment of the able-bodied population and the possibility of realizing the social and cultural needs of the population. Monofunctional structure of the economy has a large dependence of small towns on fluctuations in the leading production. The reduction or total absence of a government order led to a drop in production volumes, thereby increasing social voltage (including a decline in the standard of living of the population). The demographic situation in the Ukraine's small towns is characterized by a high level of natural population decline. In 2014, the population of small cities of Ukraine decreased by 0.52% (until 2013) and amounted to 10 370 900 people. The highest rate of population loss was recorded in 12 small towns of the Sumy region (0.85%) and 13 small cities in the Cherkassy region (0.79%). The volume of natural decline in 2014 increased from 7 to 7.6 per 1000 people compared to 2013, which exceeds the average of 5.2 persons in Ukraine [National Institute of Strategic Studies 2015: 15-16]. The decline in the population was due to the excess of the number of deaths over the number of births. The main feature of changes in the age composition of the population of small cities in Ukraine is a stable decrease in the number of children and adolescents and an increase in the population of older age groups. As small cities don't have sufficient internal potential, nowadays they are currently losing support from the rural areas, the proportion of people over working age is growing, which is a gradual increase in the demographic burden. Also in Ukraine, the mortality rate in small cities remains high. Another manifestation of the decline in natural growth is migration outflows that tend to more "comfortable" cities. Small cities have ceased to be the centers of attraction of the population from their immediate environment. The imperfection of the health system poses a threat to the safety of the inhabitants lives of small towns. Against the backdrop of unfavorable demographic changes, there is a further deterioration in the health status of the population, with a significant increase in the incidence and prevalence of disease in all age groups. The following factors create the risks of social security for residents of small towns: insufficient level of staffing by primary care physicians, insufficient level of material and technical support of medical and preventive institutions in small towns with necessary medical diagnostic equipment and sanitation. All this are causes of a significant deterioration in the quality of the provision of medical services. The population of small towns neglects planned and medical inspections, which leads to a deterioration in health and an increase in the number of chronic diseases. In addition, medical institutions in most small towns work in conditions of budget deficit, underfunding, rising prices for medical care and medications.

A tendency to stabilize the socio-economic and demographic indicators can be demonstrated on the example of settlements, which develop recreational function. The most involved in tourism are small cities located in Lviv, Ivano-Frankivsk, Zakarpattia, Ternopil, Volyn and Rivne regions. Such cities are often included in the weekend tours within the region, as well as separate general and thematic routes. The most popular type of tourism is cultural and educational, that can be combined with ethnic, religious, gastronomic and enotourism. The most common form of tourism is an excursion, so that small cities and towns are involved as those having sightseeing attractions.

The most popular tourist routes are: in Lviv region („The Golden Ring” Olesko – Zolochiv – Pidhirtsi); in Ternopil region „The Castles of Ternopil – Zbarazh, Vyshnevets, Kremenets” (Zbarazh – Vyshnivets – Kremenets); in Ivano-Frankivsk region „The Journey to the Hutsulshyna region” (Yaremche – Vorokhta – Verkhovyna – Kosiv – Kolomyia); in Zakarpattia region „The Terms of Zakarpattia” (Kosyno- Beregove – Perechyn); in Volyn region „The Golden Diadem of Volyn” (Torchyn – Vladimir-Volynskiy – Ustylug); in Rivne region „The Tunnel of Love and Legends of Rivne region” (Koretz – Klevan – Kremenets – Dubno-Ostrog).

Resort and medical tourism is represented in Zakarpattia region (Vinogradiv, Svaliava, Berehove, Solotvyno), in Lviv region (Truskavets, Morshyn, Skhidnytsia, Nemyriv), and in Ivano-Frankivsk region (Kosiv, Yaremche, Dolyna, Verhovi-na). Recently eco-tourism (rural, green tourism) is gaining popularity, especially in Zakarpattia region (Yaremche, Ust-Chorna). The centers of mountain-skiing tourism are located in Lviv region (Skole, Slavske), in Ivano-Frankivsk region (Verkhovyna, Vorokhta) and in Zakarpattia region (Rakhiv, Zhdenievo). Ethnic and gastronomic tourism is spread in Ivano-Frankivsk region (Verhovyna) and in Zakarpattia region (Vinogradiv, Khust, Beregove, Mizhgir'ia) it is developing along with wine tourism.

Leisure tourism is represented with historical, gastronomy and music festivals, which each year attract more and more tourists in Lviv region (“The Slavske Rock” in Slavske, “The Galician crossroads” in Rava-Ruska, “Tu Stan” in Skhidnytsia), in Zakarpattia region (“The Beach fest” in Beregove, “The Ugochanska vine” in Vynogradiv, “The Hutsul Bryndzia” in Rakhiv) and in Ivano-Frankivsk region (“The Train to Yaremche” in Yaremche, “The Honey festival” in Dolyna). In Volyn and Rivne regions routes can include neighboring cities Belarus (“The Pearls of Volyn”). Given the complexity of the visa regime with the EU other border areas hardly develop common routes with neighboring countries.

In small towns of other areas which are not so actively involved in tourism the most developing types are cultural and educational tourism: Fastiv (Kiev region), Chuguiv (Kharkiv region), Mena (Chernihiv region) and others. In small towns of coastal areas the most developed is summer vacation and recreation

of children (Zatoka in the Odessa region, Gola Pristan - in the Kherson region, Primorsk – in the Zaporizhia region). Because of military actions in the eastern part of Ukraine and annexation of Crimea the situation in small towns of these regions remains difficult.

There are many Christian and Jewish centers of pilgrimage in small cities and towns in Ukraine. One of the most famous centers of Orthodox pilgrimage and religious tourism center is Pochaiv (Ternopil region), where one of the three lavras located in Ukraine can be found, and the holy sources in Kremenets (Ternopil region). Another lavra is located in Svyatogirsk (Donetsk region). There are another centers of religious tourism in Pryluky and Novgorod-Siverskiy (Chernigiv region), Putivl (Sumy region), Korets (Rivne region), Vladimir – Volynskiy (Volyn region). Grand sacred Catholic structure can be found in Zhovkva, Belz, Pidkamin (Lviv region), Vladimir-Volynskiy, Liuboml, Dubno, Klevan (Volyn region), Bar, Brailiv, Bershad, Buchach, Zbarazh, Terebovia (Podilia). There are also hasidic pilgrimage centers in Medzhybizh (Khmelnyskiy region), Belz (Lviv region), Vyzhnytsia (Chernivtsi region).

Nevertheless research shows higher levels of income and employment in towns which develop tourism. Artistic trades and crafts development positively affects the social and economic stability. The development of tourism is the economic mechanism that can partly solve social and economic problems of these settlements, at least slow down their decline.

2. Sustainable Tourism in Conjunction with the “Smart City” the Prospect of Revival of Small Towns

One of the key trends of revival of these settlements in Ukraine can be sustainable tourism development in conjunction with the concept of “Smart city”. In 2008, IBM of the United States put forward the concept of “Smart city” as part of the firm’s Smarter Planet initiative. Today the notion of smart city has become a global trend in the development of advanced cities in the XXI century. Due to the great variety of approaches to define smart city, it is difficult to distil a precise term. According to one of the most common definition it is an urban development vision to integrate multiple information and communication technology (ICT) and Internet of Things (IOT) solutions in a secure fashion to manage a city’s assets. The goal of building a smart city is to improve quality of life by using urban informatics and technology to improve the efficiency of services and meet residents’ needs [Mohammed 2016: 359]. Nowadays ICT and IOT are crucial in city development. Smart cities should base their smartness on human

capital, infrastructure/infostructure and information. Given the idea to support the development of Smart Cities strategies B. Cohen developed “Smart City Wheel” which includes 6 major components, namely Smart Governance, Smart Environment, Smart Mobility, Smart Economy, Smart People and Smart Living [Cohen 2012].

The first element is Human capital which is the core element to drive the city to be smarter. Infrastructure in the form of optical fibre networks that covers the whole city is as important because it roles as city backbone of sensors installation. Further, convenient access to an information flow for people is crucial to fuel their actions in optimizing city function and improve quality of life there. Thus Smart Governance that relates with aspect of transparency within governance systems through modernization of city administration by supporting data openness and public involvement [Buhalis 2014: 556]. Smart Environment is related to sustainable management of available resources. Smart Mobility means accessibility within and outside the city and availability of modern transportation systems. Smart Economy defines the implementation of economic strategies based around digital technology. Smart People refer to the qualification level of city’s human capital. Smart Living involves improvement to people’s living environment and quality of life through IOT and online social platforms.

Based on Boyd Cohen “Smart City Wheel” tourism applications in small smart cities can be diverse. For example, such elements as smart people and smart mobility can involve applications of Augmented reality which enables visitors to experience digital recreation of cultural sites, events etc. [Chillon 2012]. Also it can include QR codes which can be used for product and destination marketing, in-house guest engagement, interpretive signage, adding multimedia dimensions to self-guided tours, and linking online content to traditional print media. Smart environment provides ability for different infrastructure objects to predict energy demand for building and perform service expenses based on their environment management. Smart living and smart mobility is connected with transport information system which provides a real-time information of transport network and could be distributed to end-user devices. Smart living also involves Complaints Management System where tourists can register their complaints through various ICT channels such as SMS or mobile applications [Metric Stream 2013]. Smart economy and smart government can provide Cloud Computing, which are designed to provide convenient way to access solid web platform through certain network.

Examples of Smart City technologies and programs have been implemented in many cities, such as Southampton, Amsterdam, Barcelona, Stockholm, New York, Hong Kong etc. In the United States smart city concept is mainly implemented by respective local governments having regard to the environmental characteristics of their own cities, with particularly outstanding success achieved

for those taken forward in collaboration with civic bodies and the business sector. The European Union (EU) has developed a range of programs under “Europe’s Digital Agenda.” Placing a greater emphasis on top-down planning it focuses on strengthening innovation and investment in ICT services for the purpose of improving public services and quality of life. Like EU, in Asia, in particular Japan, Korea and Singapore adopted the top-down planning model for overall coordination in respect of strategic positioning, master planning and practical implementation.

Moreover, the EU has devoted constant efforts to devising a strategy for achieving “smart” urban growth in small cities. The European Innovation Partnership on Smart Cities and Communities (EIP-SCC) includes “The Small Giants Initiative”. It envisages to strengthen the uptake of smart city solutions for small and medium-sized European cities that have less than 250,000 inhabitants. Another example where smart city strategy is connected with tourism development is “Creative Clusters in Low Density Urban Areas” project, supported by the URBACT II Programme of the European Commission. The initiative has been coordinated by the Municipality of Óbidos (Portugal) under a partnership composed of INTELI and other small and medium sized cities of the EU : Enguera (Spain), Reggio Emilia (Italy), Barnsley (UK), Mizil (Romania), Jyväskylä (Finlandia), and Hódmezővásárhely (Hungary). The development of smart city facilitates access to value-added services, enriches tourist experiences and enhances city tourism competitiveness. Achieving these goals can be crucial especially for small cities which do not have developed industry, but do have remarkable cultural heritage. In EU small sized cities cultural, gastronomic and festival tourism is becoming a major market segment. Tourists are attracted by cultural and historic sites, special events (markets, fairs, festivals), as well as creative industries (handicrafts). Potentially, the benefits are more directly received by the population, as the residents are usually much involved in the provision of services, such as guided tours, accommodation, restaurants and activities. Thus in Óbidos with 10 875 inhabitants, 50% of the working population is part of the tertiary sector where tourism plays a main role. The number of foreign tourists has increased from near 90 000 in 2010 to almost 120 000 in 2015 [Musikyan 2016: 64]. In 2015 Óbidos was included in the Creative Cities Network (UCCN) created by UNESCO. Much of this success is owed to the inhabitants of the municipality, for the open mindedness and involvement in the innovative ideas that are presented to them.

Given abovementioned successful results, Ukraine can take some steps to improve current negative situation in small cities by implementing the smart city concept with the development of cultural, gastronomic and festival tourism. Traditional forms of government include actors representing local authorities, private sector and local community. As a first step local authorities should

improve their information regarding the role of tourism in their urban and regional economies. The next step involves launching strategic projects and management plans on tourism development. To coordinate it special board as well as quality control schemes must be created by local administration. It is vital to promote sustainability integrating technological tools and techniques to improve services efficiency and quality of life. Information support based on multiple ICT can provide data openness and data privacy. Local policies must assist the development of small and medium-sized businesses and support community interests. The key task involves establishing public-private partnership. Providing financial support both budgetary and extrabudgetary city can obtain necessary promotion. Also educational and learning programs for engaged citizens as well as training and retraining programs for tourism personnel are necessary. The main task of private sector is to improve the quality of products and services within the tourism industry including smart concept in all tourism-related accommodation, restaurants, tour operators, and other tourism-related service providers with IT improvements to booking systems. To enhance the accessibility it is necessary to launch social platforms featuring mobile applications with tourist information. It is important to promote competitiveness within the industry and provide valuable and reliable information on quality standards for the tourist and the travel industry. The last but not the least actor is local community who should actively participate in smart city development offering creative solutions to improve the quality of life in the city, attend educational and learning programs and initiate volunteer organizations and taking part in it.

Conclusion

To sum up, the development of cultural, gastronomic and festival tourism in small cities is important factor in the sustainable development of small towns since it depends on the infrastructure, utilization of information resources and development of the intelligence industry. Close public-private partnership is of great importance as different institutions place different emphasis on the management schemes. Thus local authorities and community itself tend to emphasize the needs of the city and its inhabitants, while private sector focuses on the needs of tourists. In addition, concept also requires interactions beyond tourism itself to other governmental departments, regional and local administrations, demanding smart strategy formulation at city or even regional levels. Therefore authorities can enable demand and supply to co - create pleasure and experiences for the tourist as well as profit and benefits for local community. Implementing above mentioned recommendations small cities in Ukraine may become tourist centers, and consequently receive more tourists and attract assets to local budgets.

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Turystyka jako czynnik zrównoważonego rozwoju małych miast

Streszczenie. W artykule omówiono kategorię „małego miasteczka”. Zidentyfikowano problemy społeczno-gospodarcze małych miast w Ukrainie, które pojawiły się pod koniec XX i na początku XXI wieku. Analizie poddano obecny stan turystyki i możliwości rozwoju małych miast. Zaproponowano rozwój turystyki koncentrujący się na wykorzystaniu dziedzictwa kulturowego (turystyka kulturalna i edukacyjna), zasobów naturalnych (środowiskowych) oraz Festiwalu (Event). Uznano, że warunkiem rozwoju małych miasteczek jest stosowanie zasad „Smart City”. Poprawi to organizację życia w małych miasteczkach, uczyni lepszym życie ich mieszkańców i sprawi, że będą one bardziej dostępne dla turystów.

Słowa kluczowe: małe miasteczko, turystyka, zrównoważony rozwój, państwo opiekuńcze