

МІЖНАРОДНА НАУКОВО-ПРАКТИЧНА  
ІНТЕРНЕТ-КОНФЕРЕНЦІЯ

**«ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ РОЗВИТКУ  
НАУКИ І ОСВІТИ  
В УМОВАХ ГЛОБАЛІЗАЦІЇ»**



**ВИПУСК 104**

**30 квітня 2024 р.**

**м. Переяслав**

УНІВЕРСИТЕТ ГРИГОРІЯ СКОВОРОДИ  
В ПЕРЕЯСЛАВІ

Рада молодих учених університету

Матеріали  
Міжнародної науково-практичної інтернет-конференції  
**«ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ РОЗВИТКУ  
НАУКИ І ОСВІТИ В УМОВАХ ГЛОБАЛІЗАЦІЇ»**

30 квітня 2024 року

Вип. 104

Збірник наукових праць

Переяслав – 2024

УНИВЕРСИТЕТ ГРИГОРИЯ СКОВОРОДЫ  
В ПЕРЕЯСЛАВЕ

Совет молодых ученых университета

Материалы  
Международной научно-практической интернет-конференции  
**«ТЕНДЕНЦИИ И ПЕРСПЕКТИВЫ РАЗВИТИЯ  
НАУКИ И ОБРАЗОВАНИЯ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ»**

30 апреля 2024 года

Вып. 104

Сборник научных трудов

Переяслав – 2024

УДК 001+37(100)

ББК 72.4+74(0)

Т 33

Матеріали Міжнародної науково-практичної інтернет-конференції «Тенденції та перспективи розвитку науки і освіти в умовах глобалізації»: Зб. наук. праць. Переяслав, 2024. Вип. 104. 178 с.

**ГОЛОВНИЙ РЕДАКТОР:**

**Коцур В. П.** – доктор історичних наук, професор, академік НАПН України

**РЕДАКЦІЙНА КОЛЕГІЯ:**

**Воловик Л. М.** – кандидат географічних наук, доцент

**Гузун А. В.** – кандидат біологічних наук, доцент

**Євтушенко Н. М.** – кандидат економічних наук, доцент

**Кикоть С. М.** – кандидат історичних наук (відповідальний за випуск)

**Носаченко В. М.** – кандидат педагогічних наук, доцент

**Руденко О. В.** – кандидат психологічних наук, доцент

**Садиков А. А.** – кандидат фізико-математичних наук, доцент (Казахстан)

**Скляренко О. Б.** – кандидат філологічних наук, доцент

**Халматова Ш. С.** – кандидат медичних наук, доцент (Узбекистан)

**Юхименко Н. Ф.** – кандидат філософських наук, доцент

Збірник матеріалів конференції вміщує результати наукових досліджень наукових співробітників, викладачів вищих навчальних закладів, докторантів, аспірантів, студентів з актуальних проблем гуманітарних, природничих і технічних наук

*Відповідальність за грамотність, автентичність цитат, достовірність фактів і посилань несуть автори публікацій*

©Університет Григорія Сковороди  
в Переяславі

©Рада молодих учених університету

УДК 001+37(100)

ББК 72.4+74(0)

Т 33

Материалы Международной научно-практической интернет-конференции «Тенденции и перспективы развития науки и образования в условиях глобализации»: Сб. науч. трудов. Переяслав, 2024. Вып. 104. 178 с.

**ГЛАВНЫЙ РЕДАКТОР:**

**Коцур В. П.** – доктор исторических наук, профессор, академик НАПН Украины

**РЕДАКЦИОННАЯ КОЛЛЕГИЯ:**

**Воловик Л. М.** – кандидат географических наук, доцент

**Гузун А. В.** – кандидат биологических наук, доцент

**Евтушенко Н. Н.** – кандидат экономических наук, доцент

**Кикоть С. Н.** – кандидат исторических наук (ответственный за выпуск)

**Носаченко В. Н.** – кандидат педагогических наук, доцент

**Руденко О. В.** – кандидат психологических наук, доцент

**Садыков А. А.** – кандидат физико-математических наук, доцент (Казахстан)

**Скляренко О. Б.** – кандидат филологических наук, доцент

**Халматова Ш. С.** – кандидат медицинских наук, доцент (Узбекистан)

**Юхименко Н. Ф.** – кандидат философских наук, доцент

Сборник материалов конференции вмещает результаты научных исследований научных сотрудников, преподавателей высших учебных заведений, докторантов, аспирантов, студентов по актуальным проблемам гуманитарных, естественных и технических наук

*Ответственность за грамотность, аутентичность цитат, достоверность фактов и ссылок несут авторы публикаций*

©Университет Григория Сковороды  
в Переяславе

©Совет молодых ученых университета

## ТУРИЗМ І РЕКРЕАЦІЯ / ТУРИЗМ И РЕКРЕАЦИЯ

УДК 72.728.51

*Olga Volodko, Maria Bludova, Anna Berezka  
(Poltava, Ukraine)*

### CURRENT STATE AND PROSPECTS FOR THE DESIGN OF ENVIRONMENTALLY FRIENDLY ACCOMMODATION FACILITIES

*The current state and prospects of designing eco-hotels and eco-hostels are investigated. The expediency of development of ecological accommodation facilities in Ukraine has been established.*

*Key words: eco-hotel, accommodation, hospitality, environmental sustainability in the hospitality industry*

*Досліджено сучасний стан та перспективи проектування екоготелів та екохостелів. Встановлено доцільність розвитку екологічних засобів розміщення на Україні.*

*Ключові слова: екоготелі, засоби розміщення, готельне господарство, екосертифікація*

**Statement of the problem.** Ensuring environmental safety of human life is an integral condition for sustainable economic and social development of Ukraine. The high concentration of man-made objects in cities contributes to environmental pollution and reduces the comfort of life. Therefore, the improvement of the ecological environment, including the environment of hotel and restaurant facilities, remains an urgent issue that forces us to change old stereotypes and methods of work to new ones.

To solve this issue in the face of fierce competition, hoteliers around the world are looking for new strategies for their development. One of these promising strategies is the "green construction" of accommodation facilities, which includes a combination of measures aimed at increasing the energy efficiency of hotel facilities, reducing the negative impact on the environment, preserving the natural landscape, etc.

Given that this concept of hospitality is quite new, can even be considered «innovative», research in this direction is relevant and promising.

**Analysis of major research and publications.** To date, a significant amount of scientific research has been carried out in the field of green construction. The development of ecological tourism in Ukraine was dealt with by such specialists as Panchenko T.F., Zakrevsky O., Medina T., Popovych S. and others. In the CIS countries, attention to the issues of environmentally oriented design and architecture was first drawn to the works of A.N. Tetior, V.V. Vladimirov, S.B. Chistyakova, and later – K.K. Shvetsov, L.V. Peredelsky etc. The study of the issues of ecologization of hotel industry enterprises was carried out by Zagoryanska O.L., Bailyk S.I., Shuvar N.M., Zakalyk G.M., Udud I.R., Pankiv N.E., Gunko V.M. and others. At the same time, taking into account the rapid development of such a specific area of tourism as nature-oriented travel over the past decades, a number of issues regarding the design of environmentally friendly accommodation facilities remain unresolved.

**Statement of purpose.** Research of the current state and prospects for the design of eco-hotels and eco-hostels on the territory of Ukraine.

**Presentation of the main material of the research.** Despite the ongoing hostilities in many regions of our country and the restrictions imposed, the tourism sector continues to operate especially in relatively safe regions where there are no active hostilities. In the struggle for the consumer, hoteliers around the world are forced to develop strategies for their activities in order to offer a product that would most fully satisfy the needs and expectations of customers, be unique and better than others. Therefore, today accommodation facilities are beginning to use a new method of attracting consumers – the introduction of the concept of "ecological hotel", which is especially relevant during the global environmental and economic crises.

The first buildings built using environmentally friendly materials and technologies appeared in the 70s of the 20th century in the United States [1]. However, they were not widely used. The purpose of the construction of the first eco-houses was to demonstrate the efficiency of buildings and their advantages over traditional ones. The impetus for the active construction of such houses was the support for the principles of green construction at the level of state authorities. Already in the 90s of the 20th century, the first «green» building standards were developed (British BREEAM and American LEED), which laid the foundation for a new direction in construction. In 2002, the World Green Building Council (WGBC) was established, with the help of which it was possible to influence the international real estate market and introduce an environmental building assessment system into construction and develop special educational programs to promote the development of green building ideas around the world.

Organizations such as «British Airways Holidays» (BAH), «Certification for Sustainable Tourism» (CST), «Globe», «Green Key», «HAC Green Leaf», «HVS Eco Services», «Touristik Union International» (TUI), «Green Hotel» («The Green Hotel») [2].

Thus, the first certified eco-friendly hotel was opened in Milan. This is a four-star «Hotel Scala», which is located in a seven-story castle building near the La Scala Theater. To control the air temperature and hot water supply, the hotel uses a special energy recovery system using renewable sources. In Scandinavia, the hotel chain «Choice» has passed environmental certification, the purpose of which is to reduce the use of water and electricity, as well as the amount of garbage and chemical emissions. This work is carried out in hotels by special environmental coordinators with appropriate education [1].

The largest eco-hotel in New York is considered to be «Inter Continental». During its construction, recycled materials were used, toilets with low water consumption were built in the rooms, and green terraces were built on the 2nd and 7th floors.

At one time, the best certified eco-hotels in the world were designed in Switzerland, Great Britain, the Czech Republic and South Africa. For example, the «Forum Homini Hotel in Africa», whose project is distinguished by green roofs that create conditions for keeping the rooms warm during the winter and cool the interior space in the summer, reducing the need for electricity by 75%. 250 rooms of the «Park Hotel» in India, they have a perforated metal façade that reduces heat input from the outside, which significantly reduces air conditioning costs. In addition, this hotel has a system that purifies wastewater even before it is discharged into the city's sewer system. Five-star eco-hotel «Chateau Mcely» in the Czech Republic and others.

That is, the experience of designing a large number of foreign hotel chains, hotels and hostels, introducing an environmental concept of activity, developing various innovative projects for saving resources and preserving the environment, created the basis for the implementation of the idea of environmental management in the objects of domestic hotel industries. However, this idea is still poorly developed, which is mostly due to economic problems and lack of funding.

Taking into account the fact that the certification of hotel services in Ukraine is a voluntary procedure (since 05.09.2012), domestic hotels built using eco-technologies exist, but so far these are isolated projects. Among them is the «Radisson Blu Hotel Kiev (international eco-certificate «Green Key», hotel complex «Kovcheg» on Mount Megura in the Carpathians (environmental certificate «Green Crane» SOU OEM 059; «The Best Green Tourism Object» according to the Green Awards Ukraine, 2011), the mini-hotel «Maison Blanche» in Kyiv (international eco-certificate «Green Key» and others. Basically, they have an environmental certificate Green Key ("Green Key"), the program of which is one of the 5 projects of the international non-governmental independent Foundation for Environmental Education (International Organization for Environmental Education), headquartered in Copenhagen, Denmark. At the same time, there are no implemented projects in Ukraine that would be certified according to one of the evaluation systems such as BREEAM, LEED, DGNB [3].

Although some hotels and hostels position themselves as «eco» due to the implemented eco-technologies, they exist without going through the eco-certification procedure, their activities do not have an integrated environmental approach, that is, they provide only certain eco-criteria [4].

At the same time, Ukraine has all the necessary favorable conditions for an integrated approach to the implementation of the concept of «ecological hotel» in the construction of accommodation facilities that will be able to meet all environmental requirements such as the standard SOU OEM 08.002.30.059 «Temporary accommodation services. Environmental Criteria» and other standards. And it is Ukraine that has a number of advantages compared to neighboring countries in terms of investing in the eco-hotel business:

- availability of significant recreational resources and territories suitable for the location of eco-hotels;
- formation and development of production of environmentally certified construction products;
- availability of a significant number of educational institutions for the training of specialists in the field of hospitality;
- availability of scientific and research centers specializing in the development of energy-saving and water-saving technologies, training of specialists of the relevant specialization;
- establishment of production of environmentally friendly food products;
- availability of a wide range of additional services;
- easing the tax burden in the hospitality sector.

**Conclusions.** The development of the eco-hotel business is a promising direction for Ukraine, which has a significant number of territories suitable for the construction of eco-hotels, a relatively low level of industrialization of certain territories, and a demand for eco-services among both domestic and foreign tourists. Therefore, it can be considered that Ukraine has all the prerequisites for the successful functioning of certified eco-hotels in an environment that meets environmental requirements.

### SOURCES AND REFERENCES

1. Bohdanowicz P. Environmental Awareness and initiatives in the Swedish and Polish hotel industries – survey results. *International journal of hospitality management*, 2009. № 6. P. 36-52.
2. Green Key. Electronic resource. URL: <http://www.greenkey.global/>
3. Полянничко О. В., Катоніна Т. В. Екологізація готельно-рестораної сфери в Україні. *Туристичний бізнес: сучасні тренди та стратегії розвитку : Матеріали Міжнар. наук.-практич. Інтернет-конференції (Київ, 16 березня 2018 р.)*. Київ: КНЕУ, 2018. С. 160–163.
4. Паук О.Е. Інноваційні напрями розвитку готельного господарства України: екологізація засобів розміщення. *Науковий вісник НЛТУ України*. Львів, 2016. Вип. 26.2. С.29-32.

УДК 796.544

*Салтанат Ескендірова, Аруана Акишева  
(Астана, Казахстан)*

### ПЕРСПЕКТИВЫ РАЗВИТИЯ ГЛЭМПИНГА В КАЗАХСТАНЕ

*В условиях растущего туристского спроса в Казахстане наблюдается увеличение интереса к глэмпингу – роскошному отдыху на природе. Уникальные природные достопримечательности страны, поддержка экологически чистого отдыха и развивающаяся туристская инфраструктура способствуют расцвету этой формы туризма, привлекая как местных, так и зарубежных туристов. Перспективы развития глэмпинга в Казахстане остаются обнадеживающими, предоставляя новые возможности для инвестиций и развития туристской индустрии в стране.*

**Ключевые слова:** глэмпинг, культурные аспекты, туризм, культурное наследие, туристские инновации, экологическая устойчивость.

*In the context of the growing tourist demand in Kazakhstan, there is an increasing interest in glamping - luxurious outdoor accommodation. The country's unique natural attractions, support for eco-friendly leisure, and developing tourism infrastructure contribute to the flourishing of this form*