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GREEN INFRASTRUCTURE AS A COMPONENT OF HOSPITALITY INDUSTRY DEVELOPMENT

One of the important issues today is to ensure the sustainable development of society. Different special tools are applied for this purpose. These tools allow achieving the results in a particular area of sustainable development: economic, ecological or social. However, today it is more actual to use new tools that will allow for improvements in all of these areas at the same time. An example of such an integrated tool is green infrastructure. Over the last decade, the practical implementation of its principles in various fields of human activity has made a significant step forward in the realization of the sustainable development concept. Confirmation of this fact is the positive experience of using green infrastructure in Germany, France, USA, Canada and other countries of the world.

Unfortunately, the principles of green infrastructure are hardly applied in Ukrainian hospitality industry today [1-6], which is caused by two key points: the concept of green infrastructure has no definition that is acceptable to Ukrainian realities; the lack of understanding of the importance of green infrastructure for the sustainable development of hospitality industry.

Let's analyse these moments in more detail. Indeed, the concept of «green infrastructure» has no well-established definition. It is reasoned by the fact that each country applying these principles sets in definition its emphasis, based primarily on its needs, economic and social opportunities.

Because of this, the definitions of the concept may differ significantly. Thus, green infrastructure combines a wide variety of activities that can address a wide range of problems of varying complexity, taking into account the needs and capabilities of a particular society. According to this, to apply the principles of green infrastructure in Ukrainian realities, it is necessary to consider the main advantages of its implementation and to identify among them the key elements that will be the basic content of this concept. Thus, the main benefits of applying green infrastructure principles in different fields of activity are: in the ecological field: the support of the natural landscape and the creation of artificial park and landscape areas in cities, which helps to reduce the content of pollutants in the air, water and soil, etc.; in the economic sphere: the application of such economic innovations as the usage of energy-saving technologies, increasing the share of electric transport, etc. It allows to improve economic indicators and save money, etc.; in the social sphere: the creation of green areas in cities, which are a place of rest, social and cultural activities. It improves the level of social interaction of people, reducing human morbidity through improved environmental conditions, etc.

Summarizing the above and taking into account the features of needs of the Ukrainian hospitality industry, it can be proposed the following definition: green infrastructure is a set of measures to minimize the negative impact on the environment and humans, which includes technical solutions (construction, landscaping, etc.), as well as social and psychological (development of the ecological culture of the population, the formation of ecological needs in people, etc.).

Consider the importance of green infrastructure for the development of hospitality industry: in the ecological field, it is an improvement of environmental indicators that will improve the health of the employees and increase its life expectancy; in the economic sphere, it is the save money through the implementation of energy-saving programs and rationalization of natural resources using; in the social sphere, it is the raise of the level of people awareness on environmental issues and, accordingly, increasing the level of their ecological culture.

Applying green infrastructure principles is a complex task that requires significant investment. However, even in current Ukrainian realities, it can

be started to gradually implement them within the local enterprises of hospitality industry. In future, this will allow hospitality industry:

- 1) to improve the ecological indicators;
- 2) to increase the level of safety at the enterprise;
- 3) to gain practical experience of applying these principles, which is important for their continued implementation on a larger scale.

Key words: green infrastructure, sustainable development, hospitality industry.

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