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## ТУРИЗМ У СИСТЕМІ НАРОДНОГОСПОДАРСЬКОГО КОМПЛЕКСУ УКРАЇНИ: СУЧАСНИЙ СТАН ТА ПЕРСПЕКТИВИ РОЗВИТКУ

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На основі комплексного аналізу проаналізовано сучасний стан туризму в системі народногосподарського комплексу України, висвітлено його особливості та відображено перспективи розвитку в майбутньому. Зокрема, зазначено, що туризм в Україні, як і світі загалом, набуває дедалі більшого значення для розвитку економіки та соціальної сфери. Визначено, що для розвитку туристичної сфери в Україні існують усі передумови. Зокрема, аналіз туристичних потоків свідчить про пріоритетний напрям розвитку в'їзного та внутрішнього туризму, який є важливим чинником підвищення якості життя в Україні, утворення додаткових робочих місць, поповнення валютних запасів держави та підвищення її авторитету на міжнародній арені. Узагальнено те, що незважаючи на значний потенціал, туристична галузь України має низку проблем, нагальне вирішення яких покращить перспективи її розвитку вже в найближчому часі. Перспективи розвитку туристичного бізнесу в Україні тісно взаємопов'язані з формуванням нового державного підходу до туризму як галузі, пріоритетний розвиток якої може позитивно вплинути на економічний та соціальний стан країни, стимулювати важливі галузі економіки, сприяти зміцненню позитивного іміджу України на світовій арені.

**Ключові слова:** туризм, туристичний бізнес, туристична галузь, туристичний сектор економіки, державна політика, державне регулювання.

## TOURISM IN THE SYSTEM OF NATIONAL ECONOMIC COMPLEX OF UKRAINE: CURRENT SITUATION AND DEVELOPMENT PROSPECTS

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Tourism is an essential sector of every country in contemporary conditions of management, because tourism is one of the most dynamic and profitable sectors of the world economy, which helps to increase and spread economic, social and culture relations.

The author has analyzed the current situation of tourism in the system of national economic complex of Ukraine, explained its peculiarities and showed the prospects of development in the future. In particular, the article tells that tourism in Ukraine, as well as in the world, becomes more important for economy and social sector. It has been defined that there were all preconditions for development of tourism industry in Ukraine. Analysis of streams of tourists indicates the priority line of development of incoming and domestic tourism, which is an important factor for improvement of the quality of life in Ukraine, formation of additional jobs, replenishment of currency reserves of the state and enhancing of its authority on international stage.

The author generalized the fact that despite considerable potential, tourism industry in Ukraine has many problems, the solution of which will improve the prospects of its development in the near future. The prospects of development of travel industry in Ukraine is closely related to formation of new state approach to tourism as sector, the priority development of which will positively influence economic and social situation of the country, stimulate important sectors of economy, contribute in enhancing of positive image of Ukraine on the global stage.

**Key words:** tourism, tourism business, tourism industry, tourism sector, public Policy, state Regulation.

**Statement of the problem.** Today tourism comes forward as one of the most high-profitable industries of menage, that in the modern terms of globalization continuously and develops dynamically, assisting the decision of whole complex vitally important socio-economic problems. On the whole, international tourism influences on the rates of the economy growing, improvement of indexes of balance of trade, reduction of unemployment and stability of rate of exchange in the state.

According to the World Travel and Tourism Council indirect income of the tourism industry in 2011 amounted to 3 trillion dollars USA and indirect revenue was 22,8 trillion dollars USA [1]. In 2012, according to the World Tourism Organization (UNWTO), tourism share of global GDP was 9,3 % (6630,4 billion dollars USA), in world exports – about 30 % and 6 % of total world trade. Employment in the industry has exceeded 260 million, and the number of travelers 1 billion people (in 2012 benefited from the services of the tourism industry 1035 million people, in 2013 – 1087 million people) [2; 3].

Thus, tourism in the modern world economic system has leading positions and serving an integral part of the global market.

**Analysis of recent research and publications.** Theoretical and methodological aspects of tourism in Ukraine and worldwide presentation of the works of many local scientists, including G. Balabanov, I. Vynnychenka, L. Vorotin, N. Hook, A. Korolchuk, T. Tkachenko, L. Shulgin and others.

**Formation purposes.** Although are large number of papers on the problems and trends of tourism in Ukraine, and some successes in the study of the tourism industry as an engine of socio-economic development of the country remains relevant research questions of the current state of tourism in Ukraine and prospects of his development in the future.

**The main material of research.** First of all, it should be noted that the tourism industry in Ukraine, as well as the world in general, has become increasingly important for the economy and social sphere.

In particular, the development of tourism in Ukraine significantly affect such sectors as transport, commerce, communication, construction, agriculture, production of consumer goods and is one of the most promising areas of economic restructuring, which supports national traditions, encourages the development of people's crafts, renaissance recipes exciting and tasty dishes, requires the preservation of nature and the creation of favorable social conditions for its operation.

For the development of tourism industry in Ukraine there are all prerequisites. So, having a favorable geopolitical location, Ukraine has significant recreational potential: a mild climate, varied topography, network transport links, cultural heritage and so on. In addition, in Ukraine is increasingly developing new routes developed hotel infrastructure, increased service levels and improved attendance tourists tourist sites. Together, these conditions also contribute to the dynamic development of tourism in Ukraine, as evidenced by the analysis of tourist flows. Actually, the latter showing the dynamic development of tourism, a relatively stable development of outbound tourism and stable internal dynamics of flows that may indicate a growing level of competitiveness of Ukraine in the international arena (fig. 1).



Fig. 1. Dynamics of tourist flows in Ukraine in 2000-2012 years

Source: compiled by the author according to the State Statistics Service of Ukraine

The dynamic development of tourism in Ukraine is represented tourist flows from nearby countries. Thus, according to the State Statistics Service, in 2012 Ukraine was visited by 23,0 million people. Most foreign tourists were from the nearest countries: Russia – 9,5 million people, Moldova – 4,8 million persons, Belarus – 3,1 million people, Poland – 1,4 million people [4].

The most part of Ukrainian tourists go to the neighbour countries. In particular, Russia was visited 5,9 million people, Poland – 5,8 million people, Moldova – 2,2 million people, Hungary – 1,8 million people, Belarus – 1,7 million people [4].

Significant Ukrainian tourist flows to Russia and Poland, primarily due to labor migration. As is known, majority of the citizens of Ukraine (85 %) going to work abroad not on the basis of corresponding visa, but by means of tourist, guest visas, vouchers or invitations. As a rule, on completion of term of action of such visa, workers do not advertise their presence in a foreign country, as moving to illegal position. To talk about exact estimations and counts in relation to the volumes of labour migration in the separately taken country not maybe. Migrants do not always work in the country where planning to travel or even go. So, Ukrainian departure to Poland does not necessarily mean that this is their final destination. Officially having entered the Schengen zone, the migrant may be illegal immigrants in any other country

party to this contract. That Poland, in many cases plays the role of a kind of transit point where people have been sent to Italy, Spain, Portugal and Austria. Russia has no visa regime with Ukraine.

In recent years, Ukraine remain quite common and internal flows. They, in a greater measure, presented by rural green tourism [5]. As practice shows, peasants continue to give in a lease to the tourists of room or whole dwelling-houses (cottages) for rest. The cost of one day of the leased premises is different depending on the region and the rest of conditions that are offered. For example, in Carpathians time of the leased room to the tourist will cost 50-100 hrn., and together with a meals – 150-200 hrn.

With every year rural tourism improves. The indigenous inhabitants of the village, with the aim of earnings, offer to the tourists the most various services of sporting, entertaining, in a civilized manner-elucidative character (hiking and horseback riding, autotrips, review of sights, visit of ancient rural houses, museums, historical places, supervision of wild nature, relaxation and other).

Analysis of maps of rural green tourism in Ukraine shows that tourist areas and routes gravitate to the most valuable elements of the ecological framework Ukraine – clean rivers, forests, coast, lakes and reservoirs, as well as the architectural complexes of small towns and villages. Today the main areas of rural green tourism in Ukraine is a resort area (Crimea and Carpathians). Particularly intense it develops in the Carpathian region.

Overall, the analysis of tourist flows indicates the priority line of development of incoming and domestic tourism, which is an important factor for improvement of the quality of life in Ukraine, creation of new jobs, replenish foreign exchange reserves of the state and enhance its prestige on the international arena.

Except it, this direction carries out positive influence on the increase of earnings in the budget of Ukraine from tourist activity (fig. 2) [6].

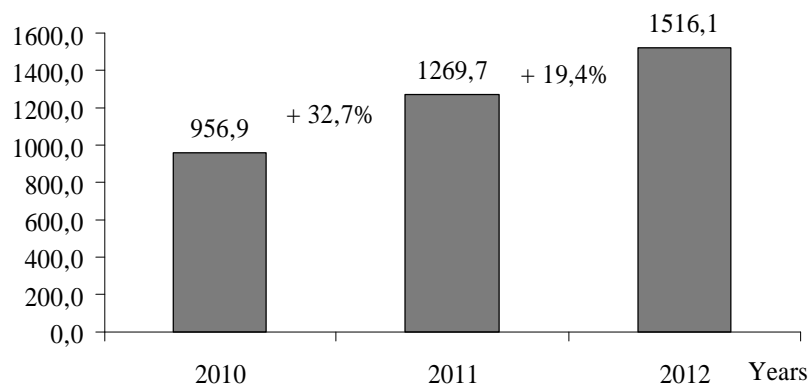


Fig. 2. Dynamics of earnings is in the budget of Ukraine from tourist activity in 2010-2012

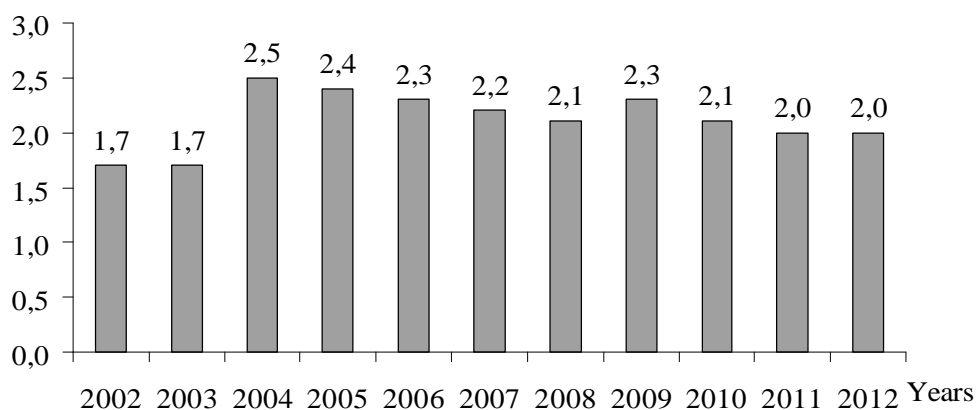


Fig. 3. The share of direct revenues from the tourism sector to the GDP of Ukraine in 2002-2012 years

Source: [2].

Despite the fact that in Ukraine has enjoyed steady growth as revenues from tourism and the number of tourists visiting the country, compared with developed countries, these figures in absolute terms, almost the lowest. For example, according to the World Travel and Tourism Council, in 2012, in Ukraine the direct contribution of tourism to GDP amounted to 3,6 billion dollars USA (60-th place), while the world average figure was 17,2 billion dollars USA. However, the share of direct contribution of tourism to GDP was 2.2 % (136-th place) [2]. Unfortunately, in recent years the share of the tourism sector in the GDP of the country remains very low, indicating an insufficient level of use of tourism potential in Ukraine (fig. 3).

An insufficient level of use of tourism potential in Ukraine also shows Travel and Tourism Competitiveness Index. The rating of the given index is based on about 80 indicators, grouped into 14 parts. These components form a sub-3: the regulatory environment in the tourism sector, the environment and infrastructure for businesses as well as human, cultural and natural resources sector in travel and tourism. Overall, this index in 2013 in Ukraine was rated at 3,98 out of seven possible points and was ranked 76-th place (the highest place that occupied Ukraine during the period of calculation of the index) among 140 countries of the world. However, particularly good score Ukraine gained indicators such as quality of railroad infrastructure (24-th place), the density of ATMs (26-th place), the density of the fixed and mobile connectivity (44-th and 43-th place) and the ratio of purchasing power (31-th place in the world). Together with that, the worst situation was observed with the constituent of public policy and adjusting. In particular, barriers to increased competitiveness of the tourism sector in the economy of Ukraine considered low property rights protection (131-th place) and the negative impact of the regulatory environment for foreign direct investment (128-th place), which in turn limited the number of foreign companies in the domestic market (123-th place). At the same time, relatively high visa restrictions (101-th place) and insufficient openness in bilateral agreements in relation to air traffics (114-th place) limited the inflow of foreign tourists to the country.

Negative influence is on the competitiveness of tourist industry in Ukraine, except the marked factors, carried out the indexes of quality of roads (135-th place) and environment (104-th place), marketing efficiency in attracted tourists (109-th place), efficiency of national legislation (111-th place) and his compliance (114-th place). According to this index, the reason for the low competitiveness of tourism in Ukraine, it is not a priority on the agenda of the government (126-th place in the world). The relative magnitude of the budget allocated for the development of the tourism sector, which is comparable world leaders (38-th place), indicating a lack of efficiency of these facilities. Based on the results of the index, also received low ranking index of amicable relation to foreign tourists (127-th place) [7].

On the whole, in the general rating of economic development of tourist sphere, Ukraine on all positions was below middle world indexes (fig. 4). Thus, by basic barriers that prevented to development of tourist industry is the factors of administrative, economic, ecological, social and cultural character came forward in Ukraine mainly.

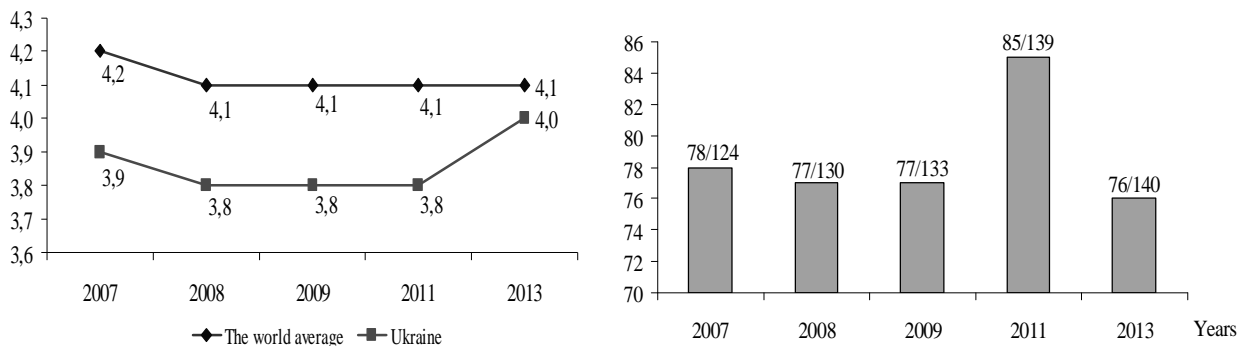


Fig. 4. Dynamics of the positions and values of the Ukraine in Travel and Tourism Competitiveness Index

Source: [4].

According to studies, one of the main obstacles to the effective development of tourism industry in Ukraine in recent years, remains weak tourism infrastructure. Statistical data confirm this. Thus, the number of tourists who are turning to business tourism in Ukraine is insignificant compared to the magnitude of inbound, outbound and domestic tourism (fig. 5). It is explained by the insufficient amount of hotel fund, even without regard to his annual increase.

In turn, the lack of hotel numbers predetermines very high on international standards prices on hotel services, which do not always meet the needs of international tourist flow. Actually, it assists the increase of amount of the specialized facilities of placing of tourists in Ukraine, that are cheaper in comparing to the hotels (in 2011, according to the State Statistics Service, in Ukraine there were 3162 hotels and 2720 specialized facilities of placing of tourists, in 2012 – 3144 hotels and 2897 specialized facilities of placing of tourists) [4].

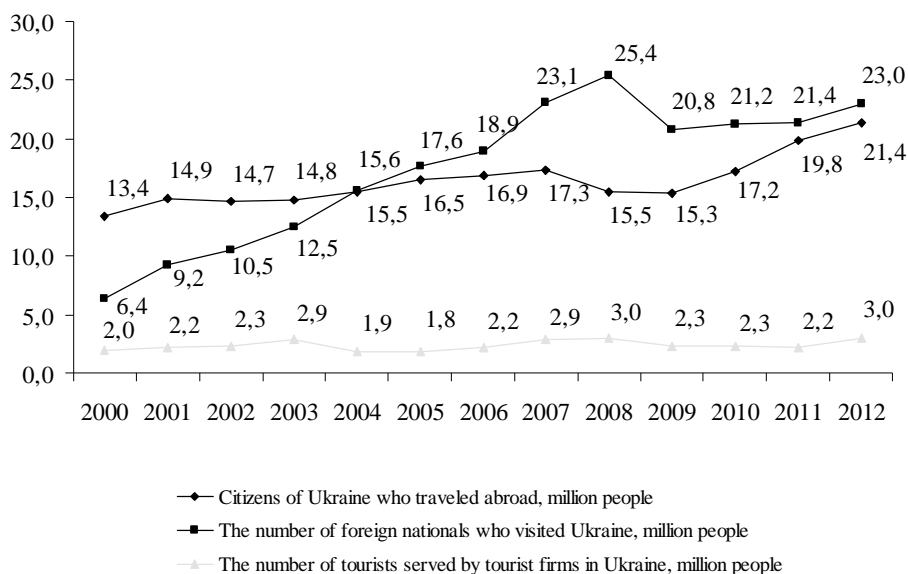


Fig. 5. Comparative dynamics of tourist flows in Ukraine in 2000-2012 years

Generally speaking, estimating current organization of recreational economy of Ukraine it is possible to assert that she is unsatisfactory and uncompetitive in the world market of tourist services.

The basic material and technical complex obsolete. 70 % in need of reconstruction and rehabilitation. The level of service does not answer international standards, absent industry of entertainments, monuments of culture and history abandoned, a number of issues of environmental, social and economic problems are not resolve.

The lack of advancement of tourist foods in the world market and corresponding information comes forward as another problem of the Ukrainian tourist sphere.

This entry shows the structure of tourist flows in Ukraine. Specifically, in 2012, 90,7 % of foreign tourists come from nearby countries (Russia, Moldova, Belarus, Poland, Romania, Hungary, Slovakia). hus 73 % of arriving tourists visited Ukraine with a private aim, for tourism only 4,1 % [4].

**Conclusions.** Thus, despite the large potential of tourism industry in Ukraine there is a number of problems which solution improves the prospects for its development now a days. In general, analyzing the development of tourism in Ukraine, first of all it must be emphasized that the modern tourism – is the sphere of the economy and of society, which is generally integrates in almost all sectors. This is what should be central to the formation of a new state approach to tourism as an industry priority development which may have a positive impact on the economic and social situation in the country, stimulate critical sectors of the economy, help strengthen the positive image of Ukraine in the world.

The strategic objective of the tourism industry in Ukraine will create a globally competitive tourism product that can satisfy tourist needs, provide the basis for this comprehensive development areas and their

socio-economic interests for the preservation of the ecological balance of historical and cultural environment.

The program of action focused on achieving this goal must be synchronized with the overall pace of establishing market mechanisms and consistent with the policy of structural reforms in the economy, take into account the accumulated experience of tourism in the world, which creates favorable conditions for studying and development of an appropriate regulatory framework for tourism.

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## УПРАВЛІННЯ ПРОМИСЛОВО-ФІНАНСОВИМИ ГРУПАМИ В РАЗІ ПІДПИСАННЯ УГОДИ ПРО АСОЦІАЦІЮ МІЖ УКРАЇНОЮ ТА ЄВРОПЕЙСЬКИМ СОЮЗОМ

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Розглянуто роль промислово-фінансових груп (ПФГ) у розвитку економіки, досліджено та запропоновано на прикладі науково-виробничої інвестиційної групи (НВІГ) “ІНТЕРПАЙП” механізм управління ними в разі підписання угоди між Україною та Європейським союзом, який є сьогодні перспективною міжнародною спільнотою для України. Сформовано стратегію діяльності НВІГ “ІНТЕРПАЙП” в разі підписання угоди між Україною та Європейським союзом. Подано етапи її реалізації, виокремлено основні проблеми, які повинні бути вирішені внаслідок її впровадження, встановлених цілей, переваг та недоліків під час її реалізації. Наведено переваги для функціонування ПФГ у напрямку співпраці з Європейським Союзом порівняно із співпрацею з Російською Федерацією. Підкреслено, що поетапне впровадження рекомендованої стратегії для НВІГ “ІНТЕРПАЙП” надасть можливість поступово, обдуманно та раціонально розвивати та впроваджувати стратегію ПФГ в умовах вступу до ЄС. Зазначено, що під час вибору стратегії будь-яка компанія за встановленими нею цілями, повинна дуже добре зважити на усі чинники, що впливають на діяльність ПФГ, та які наведені у розробленій стратегії.

**Ключові слова:** промислово-фінансова група, угода про Асоціацію, науково-виробничо-інвестиційна група (НВІГ) Інтерпайп