

Bondarenko Yu.
assistant
Stetsiv M.
student, MORm-11z group
Lviv Polytechnic National University

THE PLACE AND ROLE OF UKRAINE IN THE DEVELOPMENT OF INTERNATIONAL TOURISM

Rapid development of tourism in the second half of XX century led to corresponding changes in the scientific approach to the analysis of this direction. The peculiarity of the touristic business is its unbreakable connection to the related industries and appropriate interdependence between them. Nowadays tourism plays an important role in the formation of internal economic space of the state. Economic and social impact which is reflected by increasing the amount of currency income to the country's budget, creation of new workplaces and motivation of the development of national business system, refers tourism to the group of priority directions of state policy [1].

According to the representatives of the World Council, total contribution of touristic field to the GDP of Ukraine is 92,1 million UAH. Herewith the direct tourists' expenditures were 24,6 billion UAH or 26,7 %, the indirect contribution of touristic field in the economy was 56,4 % or 51,9 billion UAH, and induced contribution was 16,9 % or 15,6 billion UAH [2, p.6].

According to the data of the World touristic organization UNWTO, Ukrainian share of the tourists flows in Europe is about 4% and in general European revenues from tourism it takes 0,9 % [3, c. 7]. Such a considerable difference in the structure of natural and cash flows can be an evidence of the low efficiency of the Ukrainian touristic field and poor use of the available touristic resources. In 2011, the travel portal Lonely Planet has enlisted Ukraine in the top 10 countries to visit without great expenses. "A poor nation rich in colour-splashed tradition and warm-hearted people" – this is how this online-resource describes Ukraine [4].

For the Ukraine international tourism is a fairly young industry in the phase of settling, but it has all the conditions needed for an intensive foreign and domestic tourism development. First of all, being in the heart of Europe, at the crossroads of major international transport corridors, it has favorable climatic conditions, rich historical and cultural opportunities, human and material resources.

In the present conditions the realization of international tourist activity is related with the presence of large amount of risks. It can be explained by the feature of the tourist product, presence of various factors of risks that influence both on tourists and the activity of tourist enterprises. That's why in the modern conditions for the enterprises of tourist industry the important tasks are authentication, evaluation and optimization of risks [5, p. 72].

There are factors hindering the development of this tertiary industry, among which we can emphasize: insufficiently developed infrastructure, lack of skilled personnel, ecological and criminal risks, low level of domestic comfort and high prices for services. Besides, the containing factor of the touristic industry development and its material and technological base are the problems of the tax legislation of Ukraine. This primarily relates to the payment of value-added tax, land tax, hotel and resort fees. The mechanism of the incentive information and advertising activities taxation and promotion of investments in the touristic industry is undeveloped. The definition of tourism as the priority way of region development isn't supported by the favorable conditions that would be created by the government.

As you can see from the figure 1, in 2013 comparing to the previous two years the entry of foreign citizens in Ukraine was the larger share. It displays that an international tourism in Ukraine is developing.

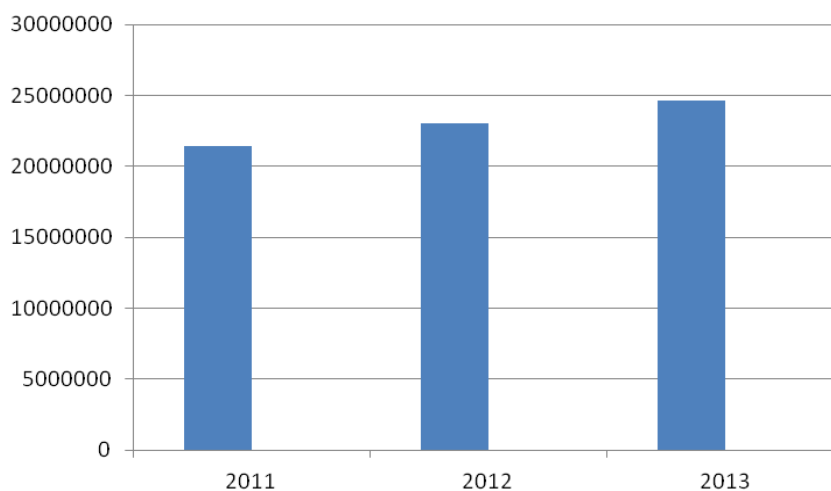


Fig. 1. Foreign citizens who visited Ukraine in 2011-2013

Source: based on [6]

Every entrance to the country had its definite purpose. In 2011 the majority of tourists, namely 19,180,171 people, drove to Ukraine with an aim of private tourism. About 1,225,954 tourists were visiting the country for tourism. The least tourists entered Ukraine with an educational aim, namely 59,169 foreigners. For the purpose of cultural and sports exchange 5,841,842 tourists have visited our country. In total in 2011, Ukraine was visited by 21,452,960 tourists. The biggest flow of the foreign tourists was coming from such countries as: Germany, Hungary, Israel, Slovakia, Moldova, Russia, Uzbekistan and others.

In 2012 the situation has slightly improved comparing to the year 2011. General number of tourists was 23,012,823 people, which is 1,597,527 people more than in previous year. Most of the foreign visitors were entering the country with the aim of cultural and sports exchange, diplomatic and private purposes.

In 2013, 18,167,742 people have visited Ukraine with a private touristic aims, which prevails the number of tourists in 2012. The majority of foreign visitors entered the territory of Ukraine for the cultural and sports exchange, namely 5,841,872 people. The smallest number of foreigners, namely 283 persons, entered the country for an educational purpose. Generally, 24,671,227 people have entered the territory of Ukraine in 2013, which are 3,255,931 people more than in 2011. The biggest flow of the foreigners was from such countries as: Belorussia, Germany, Hungary, Israel, Russia, Moldova, Poland and others [6].

The travel policy of Ukraine in the international tourism market is based on the active marketing strategy aimed at the stimulation of the international tourism by creating the positive image of the country as the one that is safe and comfortable for travelling.

From the figure 2 we can conclude, that the biggest number of the people travelling abroad was in 2013. According to the data of the State Statistic Service of Ukraine, most of them were leaving with the private aims, such as work search, business trips, or for permanent residence.

The amount of the outward flow in 2011 was 19,773,143 people. It had happened due to the growing number of the trips with a private aim (17,285,834 people) and by the organized tourism (1,590,182 people). The majority of the outward flow was from such countries as Belorussia, Czech Republic, Hungary, Russia, Poland and others.

In 2012 the general amount of the outward flow was 21,432,836 people, which is 1,659,693 people more than in previous year. Touristic trips abroad with a personal aim were made by 20,428,369 people, organized tourism contained 6,418,369 people, and business trips were made by 362,631 people. The biggest number of the outward flow went to such countries as Belorussia, Austria, Czech Republic, Hungary, Russia, Israel, Italy and others.

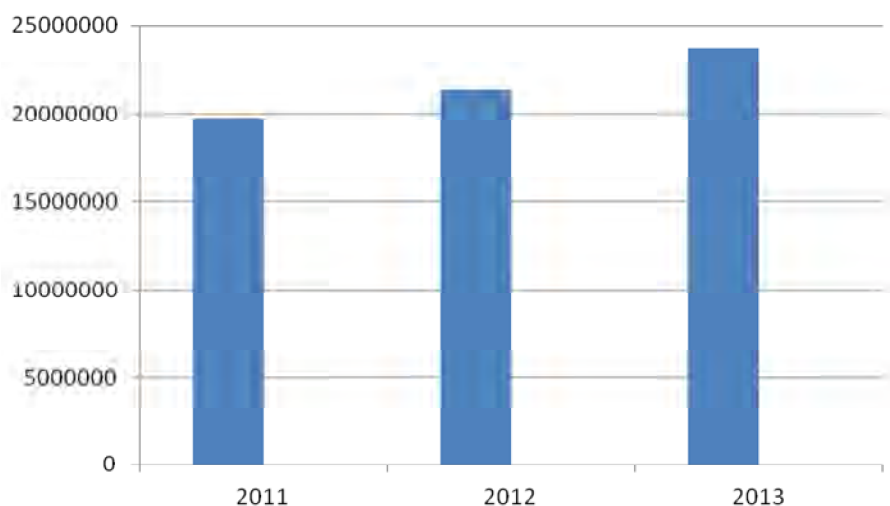


Fig. 2. Citizens of Ukraine who travelled abroad in 2011-2013

Source: based on [6]

In 2013 the general amount of the outward flow was 23761287 people, which is 2328451 more than in 2012. Trips abroad with a private aim were made by 23131296 people, organized tourism contained 354840 people, and business trips share was 275151 people. As you can see from the preceding, comparing to the year 2012 the number of the outward flow with an aim of the organized tourism has lessened in 2013 by 286996 people. The biggest share of the outward flow went to such countries as Belorussia, Germany, Greece, Austria, Czech Republic, Moldova, Poland, Hungary, Russia, Portugal and others [6].

Thus, our country belongs to the countries having considerable but unrealized touristic potential. In 2011, in the rating created by the experts of the World economic forum Ukraine took the 85th place by its Travel & Tourism Competitiveness Index among 139 countries, where Ukraine was left behind by such non-touristic for the first sight countries as Azerbaijan, Namibia and others. In the previous similar rating in 2009 Ukraine has got higher rating – it took 77th place. In 2008 and 2007 Ukraine had 77th and 78th place correspondingly [7, p. 8].

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4. *TOP 17 experiences in Ukraine* [Online]. Available: <http://www.lonelyplanet.com/ukraine/travel-tips-and-articles/76711> [Accessed: Apr. 7, 2014].

5. Bednarska O., Kulynyak I. *Actual Risks In the International Tourist Activity. Proceedings of the 3rd International Conference of Young Scientists EM-2013 [Economics & Management]*, (Lviv, 21-23 November, 2013). Lviv: Lviv Polytechnic Publishing House, 2013. Electronic edition on CD-ROM. Pp. 72-73.

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7. *The Travel & Tourism Competitiveness Report 2011 World Economic Forum / Geneva*. 501 p.