

PROBLEMS AND PROSPECTS OF TOURISM DEVELOPMENT IN UKRAINE

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Summary. Problems and prospects of tourism sector in Ukraine are studied. Expansion of tourism is an important factor for economic development. The purpose of the article is to give a detailed review of the current tendencies in the tourist sector in Ukraine. The results of the analysis of tourism flows inbound and outbound over 2000–2014 in Ukraine are given. The following data are covered by the analysis: tourism flows inbound in Ukraine in 2000–2014, tourism flows outbound in Ukraine in 2000–2014, foreign residents using the services of Ukrainian travel companies in 2000–2014, Ukrainian residents using the services of Ukrainian travel companies in 2000–2014, share of foreign residents using the services of Ukrainian travel companies (% of the inbound tourism), share of Ukrainian residents using the services of Ukrainian travel companies (% of the outbound tourism), revenues from tourism services. Results of the study show that while the inbound tourism in Ukraine was growing in 2000–2014, the services of Ukrainian travel companies were used by foreign residents by a lesser and lesser extent. This is a clear signal to Ukrainian travel companies on the need to improve marketing actions, especially in the segment of inbound tourism, in order to increase the inflow of foreign tourists to Ukraine.

Keywords: tourism, outbound tourism, inbound tourism, travel company, marketing of tourism.

Анотація. Стаття містить результати дослідження динаміки виїзного та в'їзного туризму в Україні, кількості громадян України та інших країн, що обслуговувалися суб'єктами туристичної діяльності України, протягом 2000–2014 рр. Представлено дані щодо кількості суб'єктів туристичної діяльності в Україні та сукупних надходжень від туристичної діяльності у 2014 році. Відмічено зниження доходів від надання туристичних послуг в усіх регіонах України. Результати дослідження свідчать про необхідність покращення маркетингових заходів у сфері туризму в Україні, особливо для збільшення в'їзного туризму.

Ключові слова: туризм, виїзний турпотік, в'їзний турпотік, суб'єкти туристичної діяльності, маркетинг туристичної діяльності.

Аннотация. Статья содержит результаты исследования динамики въездного и выездного туризма в Украине, количества граждан Украины и других

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стран, которые обслуживались субъектами туристической деятельности Украины, в течение 2000–2014 гг. Представлены данные о количестве субъектов туристической деятельности в Украине и совокупных поступлений от туристической деятельности в 2014 году. Отмечено снижение доходов от предоставления туристических услуг во всех регионах Украины. Результаты исследования свидетельствуют о необходимости улучшения маркетинговых мероприятий в сфере туризма в Украине, особенно для увеличения въездного туризма.

Ключевые слова: туризм, выездной турпоток, въездной турпоток, субъекты туристической деятельности, маркетинг туристической деятельности.

Problem setting. Expansion of tourism is an important factor for economic growth, enhancement of living standards, creation of new jobs, currency revenues and elevation of the country's international merit and recognition. Yet, Ukraine, with its heavy although unrealized capacities in tourism, has featured the declining indicators in the tourist sector. Searching for ways to attract more tourists and improve marketing policies of tourist enterprises is, therefore, an issue of special importance.

Review of latest studies and publications. Issues specific to developments in the tourism sector have been studied by national and foreign researchers: Sirenko K. V. [1], Kotler. P. [2], Primak T. O., Kudla N. Ye. [3], Kostyuchenko A. M. [4], , Zaburanna L. V., Tyelyetov O. C. [6], and others. Works on marketing studies of tourist services in inbound and outbound tourism have been increasing in numbers in Ukraine, being an evidence of the importance of the subject, which determines selection of this field of study in scientific and practical perspective.

The purpose of the article is to give a detailed review of the current tendencies in the tourist sector in Ukraine and find out the reserves for performance enhancement at tourist enterprises.

Results. Development of tourism, with its significant impact on economic sectors like trade, transport, communication, public catering, construction, leisure and entertainment, consumer goods, is a highly effective area for economic restructuring of Ukraine. The tourism sector in Ukraine has featured upward trend in both inbound and outbound tourism in 2000–2014 (see Fig. 1, 2).

The tourism flows inbound has been growing in Ukraine since 2000, and reached more than 25,000,000 persons in 2008. The global economic crisis of 2008–2009 suppressed the performance of tourism sector, including Ukraine, where both inbound and outbound tourism declined. The year of 2012 was a special one for Ukraine, the year of “Euro 2012” (the European championship on football), with the tourism flow inbound growing up to 25,000,000 persons and reaching the level of 2008. The political and economic situation in 2013–2014 aggravated the performance in the tourism sector, as the number of people looking forward to visit Ukraine drastically declined. In 2014, the tourism flow inbound fell down to 12,700 people. At the same time, the tourism flow outbound was being up, and reached 22,400 persons in 2014 (see Fig. 2).

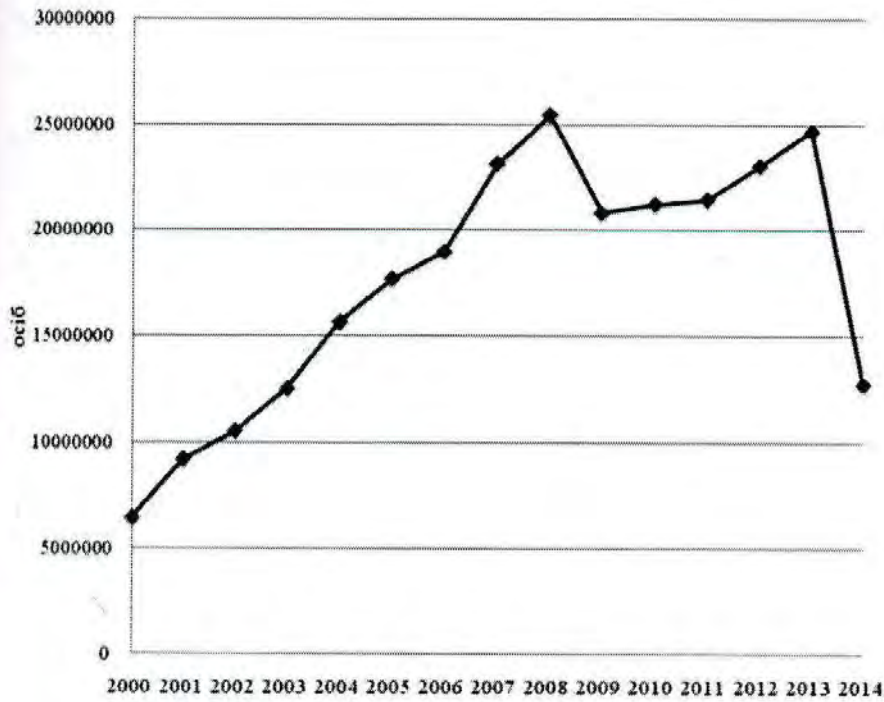


Figure 1. Tourism Flows Inbound in Ukraine, 2000–2014

Source: constructed by use of data from [5; 7]

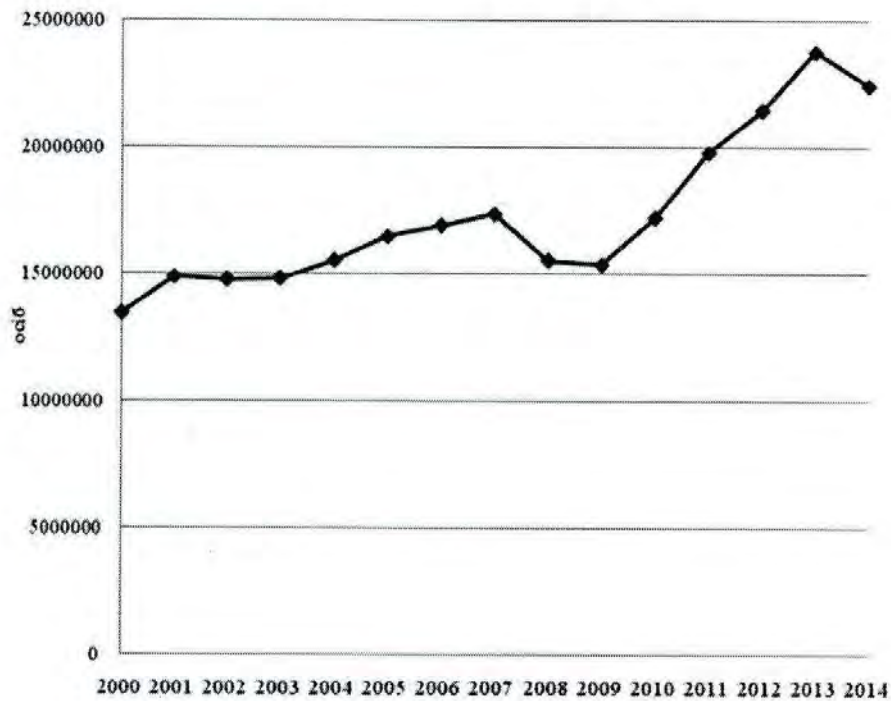


Figure 2. Tourism Flow Outbound in Ukraine, 2000–2014

Source: constructed by use of data from [5; 7]

By country of origin, the inbound tourism in Ukraine in 2014 looked as follows: Belarus (160,000 persons); Germany (more than 130,000), Hungary (900,000), Israel (102,000), Moldova (437,000), Poland (112,000), Romania (600,000), Russian Federation (236,000), Turkey (116,300), Uzbekistan (158,000) [5; 7].

However, data on inbound and outbound flows, given in Fig. 1, 2, are not related with marketing of tourist services, because not all the travelers used the services of travel companies.

Fig. 3 and 4 show numbers of foreign and Ukrainian residents using the services of Ukrainian travel companies in 2000–2014.

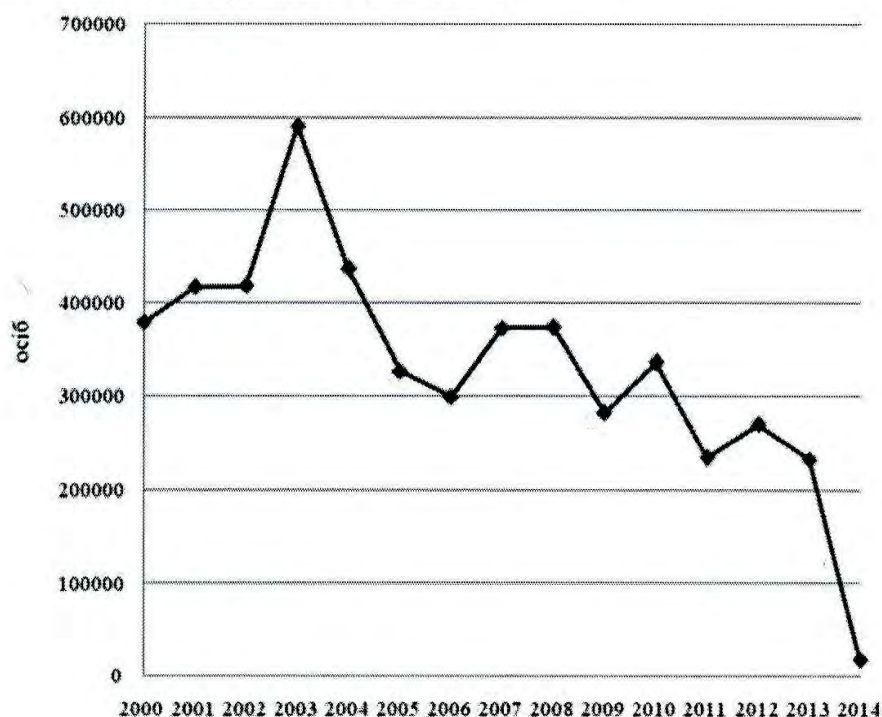


Figure 3. Foreign Residents Using the Services of Ukrainian Travel Companies in 2000–2014

Source: constructed by use of data from [5; 7]

As can be seen from data in Fig. 3, 4, the numbers of foreign residents and Ukrainian residents using the services of Ukrainian travel companies in 2000–2014 feature the reverse trends. The only exception is the year of 2014, when both figures declined. However, the share of foreign residents in the total number of persons using the services of Ukrainian travel companies declined more significantly, to 0.13% (see Table 1).

In 2014, the network of Ukrainian travel companies numbered 3885, which is 32% less than in 2013. By travel company category, the largest one is travel agents – 79% of the total number of companies. The number of tourists – Ukrainian residents, using the services of Ukrainian travel companies in 2014, was 2,400,000 persons,

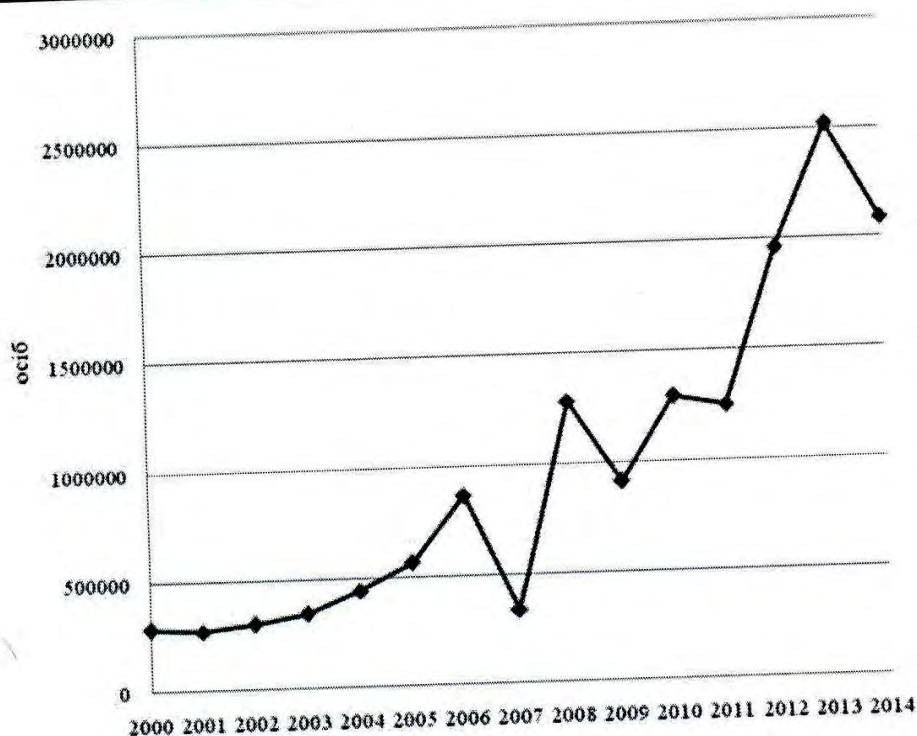


Figure 4. Ukrainian Residents Using the Services of Ukrainian Travel Companies in 2000–2014

Source: constructed by use of data from [5; 7]

Table 1

Shares of Foreign Residents and Ukrainian Residents Using the Services of Ukrainian Travel Companies, 2000–2014

Year	Share of foreign residents using the services of Ukrainian travel companies, % of the inbound tourism	Share of Ukrainian residents using the services of Ukrainian travel companies, % of the outbound tourism
2000	5.88	2.13
2001	4.54	1.83
2002	3.97	2.05
2003	4.72	2.33
2004	2.79	2.85
2005	1.85	3.45
2006	1.58	5.14
2007	1.61	1.94
2008	1.46	8.27
2009	1.36	5.96
2010	1.58	7.54
2011	1.09	6.32
2012	1.17	9.13
2013	0.94	10.60
2014	0.13	9.29

Source: constructed by use of data from [5; 7]

whereas the number of foreign tourists was 17,000 persons. The main travel purpose for the overwhelming majority of tourists (92%) was leisure and recreation.

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Revenues from tourist services in Ukraine in 2014 reduced by 930,000,000 UAH (14.3%) relative to the previous year, and made 5,566,700,000 UAH. The largest revenue from tourist services in 2014 were recorded in the city of Kyiv (3.1 percent growth) and several regions, Ivano-Frankivsk region (15.1 percent reduction), Lviv region (23.6 percent reduction), and Odesa region (9.1 percent reduction) [5].

Conclusions and future studies. Results of the study show that while the inbound tourism in Ukraine was growing in 2000–2014, the services of Ukrainian travel companies were used by foreign residents by a lesser and lesser extent. In 2014, the share of foreigners using Ukrainian travel companies was the smallest over 15 latest years (13%). This is a clear signal to Ukrainian travel companies on the need to improve marketing actions, especially in the segment of inbound tourism, in order to increase the inflow of foreign tourists to Ukraine [1; 3].

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