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## MANAGEMENT

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### PROSPECTS FOR THE DEVELOPMENT OF TOURIST BUSINESS IN UKRAINE

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**Abstract.** The urgency of analysing the tourism business in our country as a key element of the service system is due to the fact that it can help to form a positive image of the territory or its image, brand, the degree of development of infrastructure transport, services, the availability of recreational resources, the ecological component of the territory, as well as its overall investment attractiveness. The overall state of the economic development of the infrastructure of tourism services is more influencing the formation of a positive image of the territory. Our country may be more interesting than the countries of beach holidays, which are focused on tourism as one of the main sources of budget revenues, such as Tunisia, Egypt, Turkey, Cyprus and Dominican Republic. Without income, which gives a developed economy, it is impossible to achieve mass tourism, and, consequently, there is no subject of management. In contrast to the tourist places of a wide profile, visits to tourist places of a narrow profile are an end in themselves. This includes areas with various tourist attractions, which ultimately attracts tourists to a particular region. Analysis of the prospects for the development of tourism services in Ukraine allows us to represent the tourist region as a kind of system, a set of interconnected elements: the economy, the demand of the tourist market, infrastructure, the development of society, natural objects, tourist attractiveness, developed industry, politics. The **aim** of research is to study the state of the tourist business in Ukraine, identifying problems and prospects for the development of tourism services in our country. **Methodology:** during the study, an analysis of the state of the tourist business in Ukraine was conducted. The economic growth of tourist facilities, tourist regions, and the development of industries, coexist or depend on the tourist business depends on the path that the development of the tourist services industry will take today. The **scientific importance** of the work lies in the fact that on the basis of the conducted research it is possible to improve innovative projects for the development of the tourist business.

The **value** of the research is that it is increasingly necessary to attract youth start-ups, which should be created for a long time and with great potential in the tourism market. Professionals from various industries should be involved (IT technology, travel business, marketing, system and risk management ...)

**Key words:** tourism business, start-ups, efficiency, interest, development strategies

**JEL Classification:** L83, M21, O10

## INTRODUCTION

At the present time, tourism has become a phenomenon that included almost a third of the planet's population in daily life. In many countries and regions, tourism is the main source of income. By the number of workers, the tourism industry has also become one of the largest in the world – it employs more than 260 million people, that is, every 10th is working. Global tourism revenues amount to more than \$ 500 billion annually. The largest returns are from Western European and US countries (Kifyak, 2003).

For Ukraine, the tourism industry is very important and contributes to attracting investment and creating new jobs. Today in Ukraine's tourism 10% of the population is involved, providing activity of 40 spheres of the economy. The tourist market refers to the directions that will improve the country's economic and social performance.

The tourist industry is among the five branches of Ukraine, which bring the highest incomes, surpassing the coal and automobile industry. The World Tourism Organization has published information that, in the next ten years, tourism will take the leading position in the field of world exports. Ukraine, with its significant natural and cultural potential, has the opportunity to join the most visited countries (Martynenko, 2017).

The tourist industry is one of the most profitable branches of the economy. Given this, even in a difficult economic and political reality of life, this industry is very promising and can bring significant profits.

## LITERATURE REVIEW

The study of the problem and the study of tourism business development have important meaning today. The theoretical and practical aspects of the development of the tourism industry have been devoted to a large number of works by leading domestic and foreign scholars, among them: Yu.V. Arbusova and V.D. Yakovenko (2013), G.V. Gorin (2014), M.B. Onisco (2012), O.I. Trohymets (2012) and others.

However, despite the high level of interest from a large number of scientists, there are still a number of unresolved issues that hinder the development of domestic tourism. These are issues such as the imperfection of the management system in the field of tourism, the lack of funds for financing the reconstruction of existing and the construction of new tourist facilities, shortages of personnel who consider the management of tourism business as a comprehensive integrated system of general management services.

## PAPER OBJECTIVE

The modern tourism industry is one of the fastest growing sectors of the world economy. It is considered both as an independent type of economic activity, and as a sectoral complex. The purpose of the article is to study the state of the tourist business of Ukraine, to determine the problems and prospects for the development of tourist services in our country.

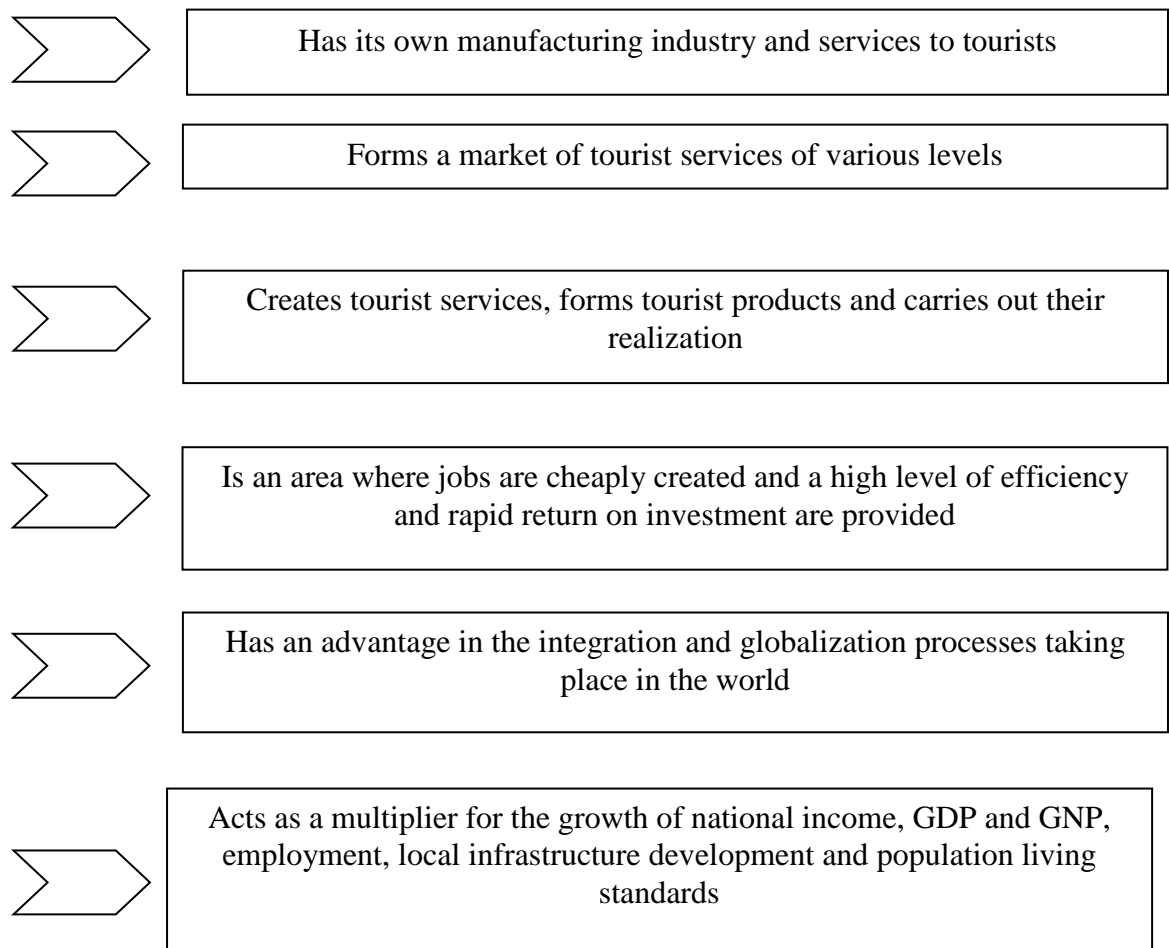
## RESULT AND DISCUSSION

According to the Law of Ukraine "On Tourism" tourism in our country is considered one of the priority directions of economic and cultural development.

In the literature, there is no single definition for the term "tourism". Thus, according to the Law, tourism is a temporary departure of a person from the place of residence for health, cognitive, professional, business or other purposes without having to carry out paid activities in the place where the person leaves.

In our opinion, the most complete definition is given by the Ukrainian scientist Kifiak V. F: "Tourism is a type of economic activity aimed at satisfying the needs of consumers who are temporarily out of place of permanent residence for a certain purpose during their free time" (Kifyak, 2015). After all, among a sufficiently large number of scientists, only Kifiak defines tourism as a type of economic activity, which, in turn, understands the fact of making a profit during a tourist trip.

Tourist business as a component of the economic complex of the country is characterized by certain properties and functions (Fig. 1).



*Fig. 1 Properties and functions of the tourist business*

*Source: compiled by the author according to the source (Dadechko 2007)*

Ukraine has a significant tourist potential and has all the prerequisites for the development of domestic, inbound and outbound tourism, namely: unique natural resources, a favorable climate, a unique complex of historical-cultural and architectural monuments, recreational facilities.

Today, tourism is a highly profitable industry. According to the State fiscal service of Ukraine, the amount of income from the tourist tax payment in 2018 amounted to 90.7 million UAH, which is 29.2% more than in 2017. At the same time, in 2017, compared to 2016, the increase in tourist fees was 30%.

The dynamics of tourist flows of Ukraine from 2009-2018 is shown in Table 1.

Table 1

*Dynamics of tourist flows of Ukraine from 2009-2018*

Year	The number of citizens of Ukraine who traveled abroad - total <sup>2</sup>	Number of foreign visitors who visited Ukraine – total <sup>2</sup>	Number of tourists served by tour operators and travel agents – total <sup>3</sup>	including		
				foreign tourists	tourists-citizens of Ukraine who traveled abroad	domestic tourists
2009	15333949	20798342	2290097	282287	913640	1094170
2010	17180034	21203327	2280757	335835	1295623	649299
2011	19773143	21415296	2199977	234271	1250068	715638
2012	21432836	23012823	3000696	270064	1956662	773970
2013	23761287	24671227	3454316	232311	2519390	702615
2014 <sup>1</sup>	22437671	12711507	2425089	17070	2085273	322746
2015 <sup>1</sup>	23141646	12428286	2019576	15159	1647390	357027
2016 <sup>1</sup>	24668233	13333096	2549606	35071	2060974	453561
2017 <sup>1</sup>	26437413	14229642	2806426	39605	2289854	476967
2018 <sup>1</sup>	27815678	14207134	3219849	34768	2767859	489543

<sup>1</sup> Not including the temporarily occupied territory of the Autonomous Republic of Crimea, Sevastopol and temporarily occupied territories in the Donetsk and Luhansk oblasts.

<sup>2</sup> Including one-day visitors (according to the Administration of the State Border Guard Service of Ukraine).

<sup>3</sup> 2000-2010 according to the data of the Ministry of Infrastructure of Ukraine, starting from 2011 according to the State Statistics Service.

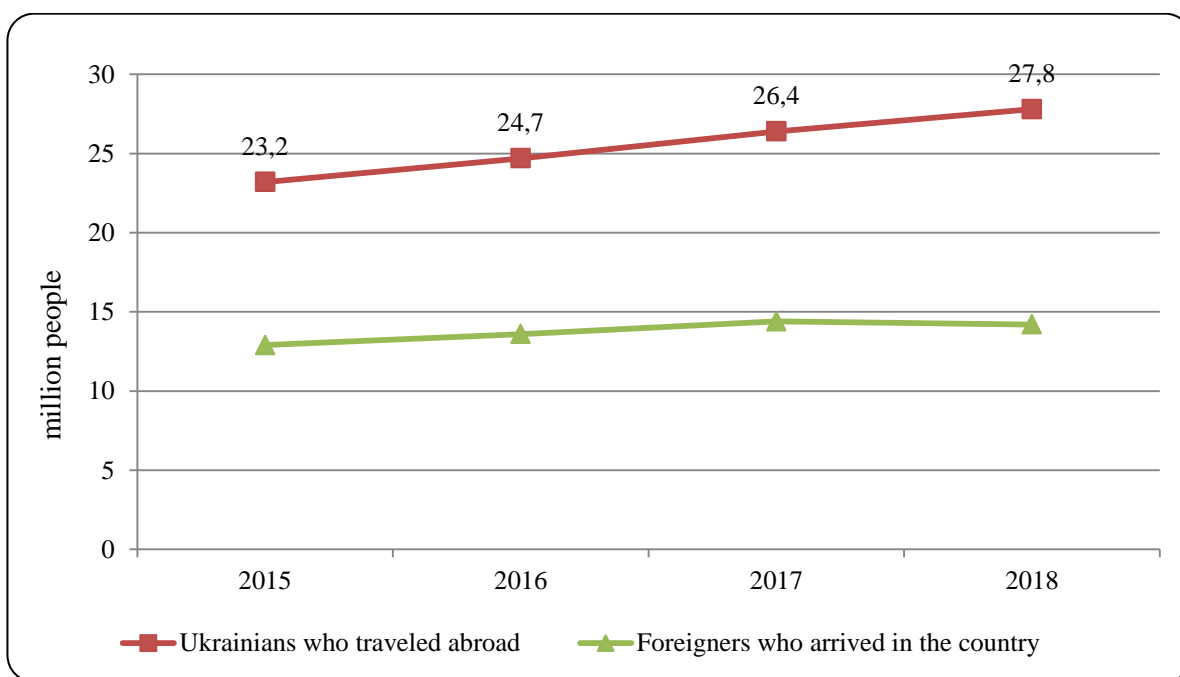
It is clear from the table that in 2011 the number of tourists increased by 2.9% compared with 2009. Foreign tourists in Ukraine are attracted by our national cuisine, historical and architectural heritage, world-famous monasteries, temples, theaters and museums. Thus, during 2011, Ukraine was visited by 21.4 million inbound (foreign) tourists, which is 1% or 212 thousand more than in 2010. First of all, foreign citizens visit Ukraine for private purposes. This segment occupies 89.6% of the total inflow of tourist traffic in 2011 and increased by 0.5% or 91.1 thousand people. The second place is a trip to organized tourism. During 2011, this segment grew by 11.7% or by 143 thousand people. And in the third place – trips for official purposes, which decreased by 7.1% or 49.6 thousand people compared to 2010 (UNWTO Tourism Highlights). In 2012, during the Euro-2012, Ukraine's entry into Ukraine of foreign tourists increased to 23012823 people. In 2014, the tourist flow of Ukraine has fallen by 20%. According to the State Statistics Service, the number of clients of travel companies during this period decreased to 2.4 million. In 2013, more than 3 million

Ukrainians used the services of tourism professionals. Market participants sold tickets in the year of 2014 for UAH 10.7 billion, although for the year the number of tickets purchased by Ukrainians fell by 50% (from 1.35 million in 2013 to 884 thousand in 2014), their cost increased by 15% (from UAH 9.33 billion in 2013). The main reason was the devaluation of the hryvnia, since the bulk of the costs incurred by the tourism market participants are in foreign currency. In 2014, the most significant part of the domestic organized tourism sector: the number purchased in travel companies vacation packages in Ukraine fell in the year by 45% - from 537 thousand to 322 thousand people. The number of Ukrainians who rested in the country's resorts increased by 30-45% (DELO.ua, 2017).

According to the Administration of the State Border Guard Service in 2016, 13.6 million foreigners entered Ukraine, which is 5.6% more than in 2015.

If you look at the period from 2015 to 2018 in more detail, then you should note the tendency to increase, although by 2018 the figure of inbound tourism remained at the level of 2017 (Fig. 2).

It should be noted that our country objectively has all the prerequisites for the intensive development of domestic and foreign tourism: the features of geographical location and relief, favorable climate, the value of natural, historical-cultural and tourist-recreational potential.



*Fig. 2 Entry of foreigners to Ukraine, and the departure of Ukrainians abroad (2015-2018 years)*

*Source: compiled by the author according to the source (Ministry of Economic Development and Trade of Ukraine, 2018).*

Against the backdrop of world tourism, which is gaining strength at a fantastically fast pace, Ukraine looks rather modest. Today Ukrainian citizens are original investors of foreign countries. The tourist business, according to experts' calculations, could only bring in the state treasury up to \$ 4 billion annually in taxes only (Krivoruchko, 2007). At present, the main tourist destinations of Ukraine are the Black Sea and Azov seas, the Carpathian Mountains, the cities of Kyiv, L'viv and Odessa (Ishchenko, 2016). There are a lot of beach resorts in Ukraine. Despite the loss of the Crimea, Ukraine has popular beach resorts on the Black Sea coast - Koblevo and Zatoka. Gulf in the Odessa region, has a reputation as the most noisy and youthful resort in Ukraine. The complete

opposite of the Gulf is a quiet resort in Sergievka, where there are balneological sanatoria. Also, sea resorts are also in other settlements of the Odessa region - in Primorsk, Lebedivtsi, Carolino Bugazi, Gribivtsi and even in the industrial city of Yuzhne. The main tourist destinations for winter recreation in Ukraine are the resorts of Ivano-Frankivsk, L'viv and Zakarpattia oblasts.

Tourists are attracted by scenic views of the Carpathians, crystal clear air, ski slopes. The popular ski resort Bukovel, famous for its modern infrastructure and its ski slopes. In Yaremche there are sanatoriums, developed infrastructure.

Slavskoe ski resort in the L'viv region is quite popular. There is a mass of ski slopes of different heights, lengths and reliefs. Slavske is considered to be the most visited winter resort in Ukraine, where they go skiing from all over the country. In recent years, Ukraine has opened ski resorts with artificial ski slopes in areas where there are no mountains. For treatment and rest in sanatoria of Ukraine go to Truskavets, Morshyn, Skhidnitsy and resorts of Carpathians. The trend of recent years has green tourism and agrarian tourism.

Residents of big cities go to the countryside, where they can not only breathe fresh air, but also live in rural life, get acquainted with traditions and culture, folk crafts and crafts of original regions of Ukraine.

After analyzing all of the above, we can say that Ukraine has a fairly large potential for tourism development, and the all-season tourism industry opens up great opportunities for profits.

But at the same time, there are many problems that hamper the development of tourism business in Ukraine. Tourist infrastructure is one such problem. Today in Ukraine there are more than 4,5 thousand establishments of tourist and vacation accommodation for 620 thousand places, but they require radical changes, as they do not correspond to international standards at all. Ensuring proper condition also requires recreation zones, cultural and architectural monuments of Ukraine.

In addition, the low level of service of tourists, the imperfection of the legislative framework and legal regulation, the difficult political situation, military actions on the territory of the eastern regions of the state, as well as high crime rates, especially in tourist regions of the country, also have a negative impact on the tourist attractiveness of Ukraine.

According to the World Tourism Organization, more than 800 million people travel annually. It is noteworthy that tourism in more than 40 countries of the world is the main source of national budget revenues.

For example, in Spain, the share of profits from foreign tourism in the total amount of revenues from exports of goods and services is 35%, in Cyprus and Panama – more than 50%, in Haiti - more than 70% (Orlova 2012).

According to the State Statistics Committee, in 2018 tourism services were offered by more than 3,500 companies. In total, almost 1.6 million trips worth over UAH 27 billion were sold. Turkey and Egypt are the most affected by the growth of the market - the most demanded destinations for Ukrainian tourists.

In summer, 60% Ukrainian travelers go to Turkey, and with the advent of winter – about 80% buy tours to Egypt. According to experts' forecasts, in 2019 the tourist flow should increase by 50% due to the increase of volumes in all mass directions. One of the favorable conditions for the development of tourism in Ukraine was the adoption of visa-free travel with EU countries. This considerably reduced the cost of vacation abroad, since previously the visa cost to the tourist at 40-60 euros, and for the family – 130-180 euros.

On trips in 2019 will have a global interest in social and political issues. For example, to human rights and equality in the workplace. Before deciding where to go, tourists will study the socio-political atmosphere in a potential place of relaxation in more detail. More than half of tourists from all over the world (53%) say that in the new year they plan to make short trips more often: for weekends and others.

Obviously, travelers will be more closely suited to constructing routes for their trips on a “less, but better” basis. In Ukraine, short-term trips on weekends will be facilitated by the noticeable

development of low-tasters. It is predicted that 2019 should be a turning point in the field of travel. Technological innovation, communication between people around the world, growing demand for new experiences prepare us for fundamentally new projects (Mandria.ua, 2018).

Ukraine is extremely rich in natural resort resources, therefore, in recent years, European tour operators have become interested in our sanitary and resorts base, but the availability of natural resources is not enough to attract the attention of foreign and domestic tourists. It is necessary to attract investments for reconstruction of existing and construction of new infrastructure: medical centers, sanatoriums, rehabilitation clinics. Along with this, an increase in the qualification level of personnel and equipment with modern equipment is required.

Despite the existing difficulties, the situation in Ukrainian tourism is changing for the better. The development strategy of tourism and resorts of Ukraine for the period up to 2022 is aimed at solving the problems of complex development of tourism, hotel industry, resorts, sanatorium and spa services, support for the creation and modernization of tourist infrastructure, the provision of proper quality of tourist and resort services, the effective use of the visible tourist the potential.

To formulate a strategy for the development of tourist regions it is necessary to concentrate on developing the following points:

- conservation of tourist resources;
- improvement of the regulatory framework;
- creation of economic conditions for the promotion of tourism development;
- granting of privileges for the organization of tourist work;
- attraction of investments in development of tourism industry; promotion of competition;
- security of tourists;
- participation in international tourism development programs.

In order to encourage foreign investors to expedite the investment of capital in the economy of Ukraine, it is necessary with the help of active marketing activities, it is necessary to inform foreign tourists about the availability of recreation. Priority target markets for attracting foreign tourists can be China, Qatar, UAE, Saudi Arabia, Kuwait, etc. In order to make the tourist business in Ukraine more attractive, it is necessary to provide state tax privileges for owners of objects of tourist infrastructure.

So, in many developed European countries there are reduced VAT rates just for this business. The investment attractiveness of Ukrainian objects will increase significantly if the VAT rate is about 5-10%. Such a change in tax legislation will not lead to a loss to the budget, but to its filling at the expense of attracting funds from investors (Kravtsova, 2016). Also, in order to obtain information about the most popular among tourists of the country, region, region, it is necessary to conduct continuous monitoring of tourist flows.

## CONCLUSION

Today the tourism business is one of the most significant sectors of the world economy. But at the present time, Ukraine has a number of problems that hinder the full use of tourism resources. The main problems that need to be solved are: improving legislation, updating the infrastructure, improving the qualification of existing personnel and training new staff, solving transport problems and overcoming the political crisis, which will allow the Ukrainian tourist market to move to a new, higher degree.

Analyzing the prospects for the development of the tourism industry in Ukraine, it should be emphasized that modern tourism is the sphere of economy and life of society as a whole, which in one or another degree integrates practically all branches. The production apparatus of the entire tourist business must produce only a set of services that is in demand by the consumer, and this range of services can be portrayed as a chain of services. Service chains from the consumer point of view, divide the full service into separate parts-elements and partial processes. The consumer

attributes the service and its quality to the region as a whole. Thus, regions, through all elements of the service chain, must strive for long-term development and meet the specific needs of tourists.

The travel business is moving forward. It is precisely from what way the development of the tourism industry will go today, the economic growth of tourist facilities, tourist regions, and the development of industries that co-exist together or depend on the tourism business depends.

It should be noted that the need to involve more youth startups that need to be established for a long time and with great potential in the tourism market. Should involve professionals of various fields (IT technology, tourism, marketing, systems and risk management ...)

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## ПЕРСПЕКТИВИ РОЗВИТКУ ТУРИСТИЧНОГО БІЗНЕСУ В УКРАЇНІ

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Актуальність проведення аналізу туристичного бізнесу в нашій країні, як ключового елементу системи послуг обумовлена тим, що це може допомогти сформуванню позитивного образу території або її іміджу, бренд, ступінь розвитку інфраструктури, транспорту, сфери послуг, наявність рекреаційних ресурсів, екологічна складова території, а також її загальна інвестиційна привабливість. На формування позитивного іміджу території більше впливають загальний стан економічного розвитку інфраструктури туристичних послуг. Наша країна може бути більш цікавою, ніж країни пляжного відпочинку, які орієнтовані на туризм як один з головних джерел доходів бюджету, такі як Туніс, Єгипет, Туреччина, Кіпр, Домініканська Республіка. Без доходів, які дає розвинена економіка, не можна досягти масового туризму, а, отже, і немає предмета управління. На відміну від туристських місць широкого профілю відвідування туристських місць вузького профілю є самоціллю. Сюди входять зони з різними туристичними визначними пам'ятками, що в кінцевому підсумку і приваблює туристів в той чи інший регіон. Аналіз перспектив розвитку туристичних послуг в Україні дозволяє представити туристичний регіон як свого роду систему, набір пов'язаних

між собою елементів: економіки, попиту туристичного ринку, інфраструктури, розвитку суспільства, природних об'єктів, туристичної привабливості, розвинутої промисловості, політики.

Метою є дослідження стану туристичного бізнесу України, визначення проблем та перспектив розвитку туристичних послуг в нашій країні.

Матеріали та методи: аналіз, синтез, емпіричні методи, логічний метод, узагальнення.

Результати. Важливим етапом роботи було визначення переваг, недоліків, умов для успішного розвитку туристичного бізнесу.

Висновки. В ході дослідження проведено аналіз стану туристичного бізнесу України. Від того, яким шляхом сьогодні піде розвиток галузі туристичних послуг, залежить економічний підйом туристичних об'єктів, туристичних регіонів, та розвиток галузей, які співіснують разом або залежать від туристичного бізнесу.

Наукова значущість роботи полягає в тому, що на основі проведених досліджень можливо вдосконалювати інноваційні проекти розвитку туристичного бізнесу.

Цінність проведеного дослідження полягає в тому, що все більш потрібно залучати молодіжні стартапи, які повинні створюватися на тривалий термін і з великим потенціалом на туристичному ринку. Повинні залучатися професіонали різних галузей (ІТ-технології, туристичного бізнесу, маркетингу, системного та ризик менеджменту..)

**Ключові слова:** туристичний бізнес, стартапи, ефективність, зацікавленність, стратегії розвитку.

## **ПЕРСПЕКТИВЫ РАЗВИТИЯ ТУРИСТИЧЕСКОГО БИЗНЕСА В УКРАИНЕ**

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Актуальность проведения анализа туристического бизнеса в нашей стране, как ключевого элемента системы услуг обусловлена тем, что это может помочь сформировать положительный образ территории или ее имиджа, бренда, степень развития инфраструктуры, транспорта, сферы услуг, наличие рекреационных ресурсов, экологическая составляющая территории, а также ее общая инвестиционная привлекательность. На формирование положительного имиджа территории больше влияют общее состояние экономического развития инфраструктуры туристических услуг. Наша страна может быть более интересной, чем страны пляжного отдыха, которые ориентированы на туризм как один из главных источников доходов бюджета, такие как Тунис, Египет, Турция, Кипр, Доминиканская Республика. Без доходов, которые дает развитая экономика, нельзя достичь массового туризма, а, следовательно, и нет предмета управления. В отличие от туристских мест широкого профиля посещения туристских мест узкого профиля является самоцелью. Сюда входят зоны с различными туристическими достопримечательностями, что в конечном итоге

и привлекает туристов в тот или иной регион. Анализ перспектив развития туристических услуг в Украине позволяет представить туристический регион как своего рода систему, набор связанных между собой элементов: экономики, спроса туристического рынка, инфраструктуры, развития общества, природных объектов, туристической привлекательности, развитой промышленности, политики.

Целью является исследование состояния туристического бизнеса Украины, определение проблем и перспектив развития туристических услуг в нашей стране.

Материалы и методы: анализ, синтез, эмпирические методы, логический метод, обобщение.

Результаты. Важным этапом работы было определение преимуществ, недостатков, условий для успешного развития туристического бизнеса.

Выводы. В ходе исследования проведен анализ состояния туристического бизнеса Украины. От того, каким путем сегодня пойдет развитие отрасли туристических услуг, зависит экономический подъем туристических объектов, туристических регионов, и развитие отраслей, сосуществуют вместе или зависят от туристического бизнеса.

Научная значимость работы заключается в том, что на основе проведенных исследований возможно совершенствовать инновационные проекты развития туристического бизнеса.

Ценность проведенного исследования заключается в том, что все более нужно привлекать молодежные стартапы, которые должны создаваться на длительный срок и с большим потенциалом на туристическом рынке. Должны привлекаться профессионалы различных отраслей (ИТ-технологии, туристического бизнеса, маркетинга, системного и риск менеджмента ...)

**Ключевые слова:** туристический бизнес, стартапы, эффективность, интерес, стратегии развития.