

**ECONOMIC ASPECTS OF MANAGEMENT OF COMPETITIVE  
DEVELOPMENT UKRAINE TOURISM**

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Tourism is one of the few branches of Ukraine economy, that able to restore more quickly its activities when creating favorable conditions. The development of tourism provides an opportunity to many countries of the world to receive significant funds to the state budget. This allows increasing revenues of related industries thanks to the multiplicative effect; improve the state of the infrastructure of tourist industry.

Tourism occupies a special place in the system of branches of the national economy. As a kind of active recreation it is one of the main needs of the population and the cost to them. Enterprises, that operating tourism represents a whole sector of the economy. It covers exactly the tourism industry, and those industries, which are connected with it indirectly. These include:

- transport;
- communications;
- trade;
- construction;
- agriculture;
- oil refining;
- communal services;
- food, light, local industry etc.

This is more than 60 different branches and sub-sectors of the economy, which give characteristic, accompanying and even non-specific tourist services, which they, however, can use.

Current state of Ukraine development characterized by a fundamental restructuring of the economic complex. Its main purpose is the formation of an effective national economy and its regional segments. In the context of constructing a socially-oriented model of the economy to national priorities belongs development of tourism industry, because it is characterized by high profitability, rapid return on investment and exclusively social orientation.

Potential tourist possibilities of Ukraine are limitless; however, the tourism industry for a long time feels the influence of such negative factors:

- neglect of international tourism development experience;
- absence of consistent state policy in the field of tourism, strategies and programs for the development of tourism and resorts;
- instability in political and economic life;

- multiple transformation of the central executive body in the field of tourism;
- territorial losses and military actions on the territory of the country.

All these factors negatively influenced on the flow of foreign tourists to Ukraine, which in recent years has decreased by half. As a result, there was a significant reduction in the share of tourism in the structure of the gross domestic product of Ukraine. Includes revenues from travel services and hotel services, tourist fees, currency receipts, investments in tourist infrastructure, workplaces.

Changes for the better in the economic situation in Ukraine and certain changes in the way of improving the material situation of the population created objective preconditions for the development of a favorable market environment.

Positive results were given by the state tourism policy, but in international tourism the situation remains unstable. There is a revival of tourism activity, alternating with recessions, reproducing in these fluctuations not only the state of the internal market environment, but also the world market situation, where the image of Ukraine remains uncertain.

The WTO experts define Ukraine as a tourist country with rapid growth of this segment of the market. According to WTO data, Ukraine ranked 7th in the beginning of the economic crisis by the number of tourist arrivals per year leaving behind Turkey, Germany and Mexico. The world leaders in this indicator are France, USA, Spain, China, Italy and United Kingdom.

Consequently, there are all possibilities for the admission of foreign tourists in Ukraine, but insignificant specific money travel revenues do not allow enough money from this industry. And this was caused that according to the volume of international money travel revenues, Ukraine was not entered among the ten world leaders (USA, Spain, France, Italy, China, Germany, the United Kingdom, Australia, Turkey, and Austria).

The "peak" of incoming flows to Ukraine falls on July-August, as the main purpose of visiting foreign tourists in Ukraine is recreation and rest (more than half of all visits) and business (almost 32 %). At the same time growing number of tourists arriving from the spa resort and health and fitness purposes, although the share of these segments remains relatively small. According to the motivation, the flow of foreign tourists is also distributed geographically: almost 66 % of it is directed to the Black Sea area (20 % – to the Odessa region), 23 % – to Kiev, and almost 7 % – to Lviv region (Fig. 1).

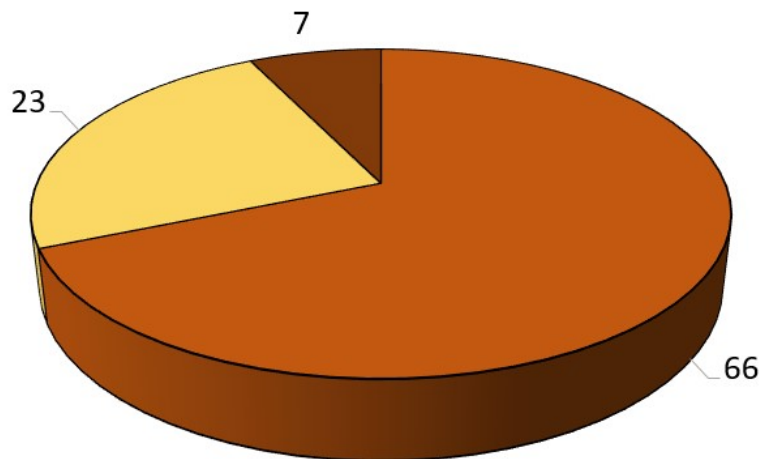


Figure. 1. – Territorial distribution of foreign tourists flow according to the motivation

In the last three years, tourist flows from 168 countries of the world have been sent to Ukraine. There is an increase in the inflow from the CIS countries (especially Kazakhstan, Moldova, Russia), from Turkey, Africa, East Asia and the Pacific, from South Asia. This, unfortunately, shows not so much about the tourist attractiveness of Ukraine, but about the use of tourism as a migration tool. The flow of former socialist countries in Europe (Czech Republic, Slovakia, Bulgaria, and Hungary) is decreasing, although almost one fifth of exchanges is a border exchange.

The importance of Ukraine as a transit state is increasing, and this affects the number of one-day visitors, whose number has steadily increased over recent years, exceeding 50 % of all visits. Transit flow through Ukraine from the CIS countries (Turkmenistan, Tajikistan, Russia, Belarus, Armenia, Georgia, and Kazakhstan) has increased especially.

The lack of awareness of Ukraine as a tourist country combined with underdeveloped infrastructure is a major obstacle to Ukraine becoming a leading tourist destination.

Analyzing tourist flows, it should be noted that 90 % of its volume falls on private tourism and by country of origin to the CIS countries – 73 %.

The motivational structure of Ukrainian tourist trips abroad is changing. The trips with a recreational and excursion purpose take the leading place. In the rhythm of the outflow flows, one can observe the presence of two “hot” seasons – pronounced summer and less pronounced winter. The streams of foreign tourism are closing mainly within Europe, although their geography is constantly expanding. Among the regions of Europe, Western European countries (especially France, Germany, Great Britain, Austria, and Switzerland) and the Mediterranean (Italy, Spain, Turkey, and Greece) are constantly popular. At the same time, thanks to the active market policy of partner countries, tourist flows to the countries of the Eastern Mediterranean (especially Cyprus) and North Africa (Egypt, Tunisia, Morocco) are growing.