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CURRENT STATE AND PROSPECTS OF TOURISM DEVELOPMENT IN UKRAINE

The development of tourism industry in Ukraine is one of the priorities of European integration in modern conditions. Experience of Euro 2012 has shown promising and problematic areas that need improvement in public policy and government activity in general. For independent Ukraine tourism has become not only a "window to Europe", but also political, social, economic and environmental phenomenon. According to statistics economically developed countries, international tourism is one of the most lucrative businesses, which is an important incentive for the development of cultural and recreational tourism in Ukraine.

Problems of development and improvement of tourism are not new, but require constant research. The above mentioned problem was solved in the research of scientists, as evidenced by the publications of Lyubitsevoyi O.O., O.O. Beydyka, Kifyaka V.F., A. Ilyina, A. Alexandrov, V. Quarterly, W. Kyfyak, F. Kolesnikova, I.A. Zorin IV, Malskyy M.P., Pankov E. B, Khudo V.V. and others.

This article is an attempt to analyze the current state of tourism industry in Ukraine, Poland for further integration trends, identify particular educational tourism and reveal its tendencies Ukraine.

Since the second half of last century the process of rapid development of international tourism has begun. From 1950 to 2012 the number of international tourists increased from 25 mln to 1.035 bln people, i.e. 40 times more. There are rapidly growing volumes and inter-folk tourism revenues, the amount of which in 2012 reached 1.075 billion dollars. In 2012, the tourism industry totaled 101.1 million jobs, and concentrated 3.3% of all employees. In the short term international development of tourism won't stop. Experts from the World Tourism Organization

(UNWTO), predict in 2030 the volume of international tourist arrivals will reach 1.8 billion people [1, 2].

In terms of the globalization the world process of tourism development could not avoid Ukraine, although the tourism industry of our country is still developing much slower than that in the world. According to the World Travel and Tourism Council (WTTC), in 2012 the tourism sector of Ukrainian economy totaled 386.0 thousand work places (1.9% of all employees), and formed 29.0 billion GDP (2.2% of the total GDP), the volume of export services in tourism totaled UAH 44.9 billion (6.2% of total exports of the country), Ukraine was visited by over 23 million foreign citizens (including one-day visitors).

WTTC forecast for the development of tourism industry in Ukraine is positive. It is expected that in 2023 the contribution of tourism in Ukraine's GDP will reach 49.2 billion UAH (at prices of 2012), amount of the workplaces will total 389.0 thousand; the number of foreign tourist arrivals will also increase [3]. These data indicate that tourism development is of great importance both for the state in general and the citizens of Ukraine, as they include the most important sectors of life: social-economic, cultural and security sector.

Tourism requires certain conditions, i.e. resource and territory conditions, for its effective development. In this context Ukraine is a rich country, washed by the Black Sea and the Sea of Azov, with mountain peaks of the Carpathians (table 1) and steppe areas, populated by wild birds and animals [4].

Table 1

The Tourist Potential of Ukraine

Territory	Places
The Black Sea coastline of Mykolaiv, Odesa and Kherson Regions	Ochakiv, Hopry, Skadovsk, Odesa group of resorts: Kuialnyk, Lermontovskyi, Arkadiia, Velykyi Fontan, Karolino-Buhas, Chornomorka, Zatoka, Hadzhybei, Luzanivka, Prymorskyi, Lebedievka, Mala Dolyna
The coastline of the Sea of Azov	Berdiansk, Kyrylivka

Mountain and foot-hill areas of Zakarpatska, Ivano-Frankivsk and Lviv Regions	Svaliava, Holubyne, Poliana, Syniak, Cherche, Vorokhta, Truskavets, Morshyn, Nemyriv, Liubin Velykyi, Kosiv, Yaremche
Resort areas of Vinnytsia, Donetsk, Kyiv, Poltava and Kharkiv Regions	Myrhorod, Berezivka mineral waters, Rai-Olenivka, Sloviansk, Slavianohirsk, Koncha-Zaspa, Pushcha-Vodytsia, Khmilnyk.

Besides Ukrainian unique territorial and cultural potential, there is a large number of Ukrainians wishing to travel, as listed in Table 2 [5].

Table 2

Streams of Tourists (thousands of people)

List of tourists	Роки					
	2000	2005	2010	2011	2012	2013
Citizens of Ukraine who traveled abroad *	13422	16454	17180	19773	21433	23761
Foreign citizens who visited Ukraine	6431	17631	21203	21415	23013	24671
Tourists, served by the subjects of tourism industry of Ukraine	2014	1826	2281	2200	3001	3454
Foreign tourists	378	327	336	234	270	232
Tourists, citizens of Ukraine who traveled abroad	285	567	1296	1250	1957	2519
Inland tourists	1351	932	649	716	774	703
Excursionists**	1644	1705	1953	823	865	658

Note: * including one-day visitors (according to the State Border Service of Ukraine data);

** In the 2000 - 2010 - According to the Ministry of Infrastructure of Ukraine data, since 2011 - according to the State Statistics Service of Ukraine data.

Table 2 shows that the number of citizens traveling abroad over the years is gradually increasing as the number of visiting foreign citizens. However, the negative dynamics is observed in foreign tourists, who were served by the subjects of tourism industry of Ukraine. This shows non-conformity of the demand conditions.

The most popular among the citizens of Ukraine in 2013 was Poland, Russian Federation, the Republic of Moldova, Hungary, Belarus, Romania, Turkey, Slovakia, Germany, Egypt, United Arab Emirates and Greece.

Among the foreigners, who visited our country, dominated citizens of the Russian Federation, the Republic of Moldova, Belarus, Poland, Romania, Hungary, Slovakia, Germany, Uzbekistan, Turkey and the US [6].

The experience of tourism development in Poland is quite important for implementation in Ukraine. The central state authority regulating tourism in Poland is the Ministry of Sport and Tourism, created as a result of the reorganization of public authorities in August 2005. In its structure operates the Department of Tourism, that is responsible for drafting legal and economic tourism mechanisms, determines directions and priorities, and controls carrying out tasks, related to the development of tourism in the domestic and foreign markets [7].

Financial support of the tourism sector is operated from the state budget and according to the Table 3, it is relatively stable, which indicates the efficiency of the state policy and interest of the Government.

Table 3

Dynamics of the Polish state budget expenditure [8]

Indicators, thousand ZL	Years				
	2009	2010	2011	2012	2013
Altogether on tourism, in particular:	44672,0	44635,0	47416,0	48955,0	49900,0
– on the needs of public administration	3258,0	3694,0	4473,0	4448,0	4400,0

- on the needs related to national security in tourism	4,0	0,0	10,0	5,0	10,0
- on the needs in the tourism industry	41410,0	42941,0	42933,0	44502,0	45400,0

Analyzing Table 3, we can observe the prevailing positive tendency in the allocation of funds for tourism. During the study period (in 2009 - 2013) Poland's state budget expenses on the development of tourism are annually almost proportionally distributed into three main areas.

Let's analyze the structure of expenses on the example of year 2013, when the expenses on tourism through the Ministry of Sport and Tourism of Poland was planned in the amount of 49.9 million zlotys. These funds were provided for the following tasks [9]:

- Public Administration of Tourism - 4.4 million zlotys (8.8%);
- National security – 0.1 million zlotys (0.2%);
- tourism development – 45.4 million zlotys (91.0%), in particular:
 - 1) expenses for the Polish Tourist Organization - 40.1 million zlotys (80.4%);
 - 2) carrying out tasks for tourism development - 1.9 million zlotys (3.9%);
 - 3) other activities in the field of tourism - 3.3 million zlotys (6.7%).

So one of the largest articles in the State budget of Poland about the tourism financing are expenses on the Polish Tourism Organization (Polska Organizacja Turystyczna (POT)), that is the State organization established January 1, 2000, under the Act of June 25, 1999 [10].

The main objective of POT is to promote Poland as a tourist destination for inland and foreign tourism, and foster the image of Poland as a modern country with a strong and diverse national identity, based on the rich cultural heritage and attractive properties of the environment. The organization achieves its objectives in specific markets through representation in 14 countries (Austria, Belgium, France, Spain, the Netherlands, Japan, Germany, USA, Russia, Sweden, Switzerland, UK, Italy and Ukraine) [11].

Adoption of state programs in the tourism of Poland contributes to the results. According to the accepted "Marketing strategy of the Polish tourism sector for 2012 - 2020 years" POT will work in the following directions:

1. Strengthening the role of online communication, particularly in the tourism sector.
2. Improving local and regional branding.
3. Vertical and horizontal integration on the creation of tourist clusters, consortia etc.
4. Activation of the public and private partnerships to increase the competitiveness of tourism in Poland.
5. Partnership strengthening in joint financing of promotional activities, marketing, etc. [12; 13].

Average tourism funding from state budgets in European countries varies between 10.0 - 50.0 million euros, and the direct contribution of tourism to GDP on average annually is 20.0 - 190.0 billion euros, that is much higher than the government funding (Table 4).

Table 4

Economic Indicators of Tourism Sector in 2011

Indicators	Poland	Ukraine
Tourism Funding from the state budget, million euros	10,4	0,2
The direct contribution of tourism to GDP, billion euros	6,3	2,2
The total contribution of tourism to GDP, billion euros	16,1	8,3

Data from the Table 4 show that economic indicators of Ukraine are much lower than those of Poland, which requires thorough analysis of the development strategy of European countries and its integration in Ukraine.

In Ukraine, the State Agency of Ukraine for Tourism and Resorts is a central executive body, which is directed and coordinated by the Cabinet of Ukraine by the Minister of Infrastructure of Ukraine, belongs to the executive branch and ensures the implementation of state policy in the sphere of tourism and resorts, as it is stated on the official site.

The State Agency of Ukraine for Tourism and Resorts is guided by the Constitution and laws of Ukraine, acts of the President of Ukraine and the Cabinet of Ukraine, orders of the Ministry of Infrastructure of Ukraine, other legislative acts of Ukraine, orders of the President of Ukraine and the Minister of Infrastructure of Ukraine.

The main objectives of the State Agency of Ukraine for Tourism and Resorts are the realization of state policy in the sphere of tourism and resorts, and proposals to the Minister of Infrastructure of Ukraine for its formation.

In an era of intellectual development tourism, despite the passive recreation, has also become an effective tool for perception of the world and intercultural dialogue. Aspiration to expand own horizons, combining recreation and education, by plunging yourself in the whirlpool of life into other countries and regions of the world, to increase your social mobility and professional universality, are becoming the main motivation for a new generation of tourists.

In the “Encyclopedic Dictionary of Tourism” the following definitions are given: scientific tourism – is a type of tourism, covering trips to attend meetings, congresses, symposia. This type of travel is relatively new in international tourism and its formation is associated with the development of foreign economic relations, STD, material and technological progress, the expansion of international contacts between the scientific communities of different states and the desire to use the best practices of other countries and peoples to create spiritual and material values.

Educational tourism - a trip, during which tourist combines leisure and learning. There are three kinds of educational tourism: language-learning, sports-learning and occupation-learning. Language-learning tourism is meant for people of all ages, and its aim is to learn a language on all levels. These trips can be individual and group, usually for 2 - 3 weeks. Sports-learning tourism means learning the game of golf, tennis, horseback riding, surfing, etc. During educational tourism training in marketing, management, computer technology, hotel industry etc. may be of use [12].

Educational tourism means trips in which a tourist combines leisure and learning: attends classes, goes on excursions to expand the outlook, satisfy curiosity and achieve other cognitive objectives. A distinctive feature of educational tourism is that it promotes creating social mobility, professional universality, skills of self-education, stimulates intellectual development. The World Tourism Organization defines tourism as “activity of people traveling to and staying in places outside their usual environment for a period not exceeding one consecutive year for any purposes other than activities, paid from sources in places of temporary stay”. Taking into consideration this definition, it can be affirmed that the area of educational tourism covers various types of training and education, started out of permanent residence and lasts not more than one year continuously. Reasons for the educational trips are very diverse: from a desire to spend time with the benefit for self-development while on vacation outside the usual environment, to the desire to realize their own cognitive interests, acquire new knowledge and skills, moving for this reason in those countries and regions where you can meet those needs with maximum efficiency.

The twentieth century brings mass into educational tourism. After the Second World War interstate relations in Europe intensified significantly. Integration processes stimulated migration and demanded greater social mobility from Europeans. EU policy in the field of education, namely promoting the learning of the EU languages, students and faculty exchanges, mutual recognition of diplomas and studying terms, promoting cooperation between institutions, development of distance learning, and eventually creating a single European educational space (convergence and harmonization of education systems in Europe within the Bologna process) and

the possibility of free movement within the visa-free Schengen area, resulted in expanding the range and geography of tours, which combined leisure with education program. In the UK and overseas educational tourism development acquired in that time form of the "field researches" i.e. trips to places where tourists could observe directly the subject of study and obtain the necessary knowledge and skills to its development were organized. An important step in the development of such trips was a combination of academic program with the offer of cheap accommodation facilities at the university dormitories. This tourist product became more available, especially for retirees. An American company Elderhostel founded in 1975, which was the first to offer product for people over 55 years in the market of educational tourism, is nowadays one of the largest tour operators in this market, representing more than 10 thousand educational programs in 100 countries worldwide [15].

Conclusions

Based on the above analysis of foreign experience and current situation in Ukraine there is an urgent need for a progressive organizational and management measures, improved public policy in the tourism sector. Priority actions should be: an increase in financial support and adequate control over their use; staff training and the development of effective strategic plans that will improve the tourism image, tourism activating economic activities and increase budget revenue.