

UDC 338.48

*Volodymyr Mazur, PhD (Economics), Associate Professor*  
*e-mail: mazur\_volodymyr@ukr.net*  
*Ternopil National Economic University, Ukraine*

## INTERNATIONAL PARTNERSHIP AT TOURIST SERVICES MARKET

The article deals with the following levels of realization of stages of the development of forms of international economic relations: international economic interaction, international economic contacts, international economic cooperation and international economic integration.

Publications of modern scholars – investigators of issues of forming and development of partnership relations and the aspects of partnership in international relations. They made a great contribution in the definition of the importance and actuality of the similar way of realization of economic activity and investigation of the forms of its usage. However, it is necessary to emphasize that there is the difference of opinions of scientists concerning theoretical base of forming of partnership relations. The considerable quantity of scientific works was dedicated to the investigation of partnership relations of enterprises with commercial banks, state institutions on the level of foreign economic activity of economic subjects.

The development of tourism in Ukraine has been investigated as creating of favorable organizational and legal and economic surrounding of the development to of the sphere, forming competitiveness at the world market of national tourist product on the base of the use of natural and historical and cultural potential of Ukraine and support of its social and economic interests and economic security.

**Key words:** international tourism, partnership relations, competitive advantages, world market, world economy, tourist product, structure, infrastructure.

### *Володимир Мазур. МІЖНАРОДНЕ ПАРТНЕРСТВО НА РИНКУ ТУРИСТИЧНИХ ПОСЛУГ*

У статті розглянуто динаміку туристичного бізнесу і його місце в глобальній економіці. Проаналізовано сучасні технології його конкурентних переваг, вплив глобалізації і структурних змін на умови його ведення в кризових умовах, особливості етапів розвитку форм міжнародних економічних відносин для різних країн та регіонів світу. Проведено оцінку чинників розвитку міжнародного туризму і туризму України в тому числі та вплив туристичної діяльності на навколишнє середовище. Зроблено порівняння понять: партнерські відносини та партнерство. Проаналізовано основні тенденції розвитку індустрії туризму як однієї з найбільших форм міжнародної торгівлі, що розвивається досить динамічно. Проаналізовано конкретні туристичні регіони і прогноз розвитку туристичної галузі до 2030 року.

**Ключові слова:** міжнародний туризм, партнерські відносини, конкурентні переваги, світовий ринок, світова економіка, туристичний продукт, структура, інфраструктура.

### *Владимир Мазур. МЕЖДУНАРОДНОЕ ПАРТНЕРСТВО НА РЫНКЕ ТУРИСТИЧЕСКИХ УСЛУГ*

В статье рассмотрена динамика туристического бизнеса и его место в глобальной экономике. Проанализированы современные технологии его конкурентных преимуществ, влияние глобализации и структурных изменений и условия его ведения в кризисных условиях, особенности этапов развития форм международных экономических отношений разных стран и регионов мира. Проведена оценка факторов развития международного туризма и туризма Украины в том числе и влияние туристической деятельности на окружающую среду. Произведено сравнение понятий: партнерские отношения и партнерство. Проанализированы основные тенденции развития индустрии туризма как одной из крупнейших форм международной торговли, которая развивается достаточно динамично. Проанализированы конкретные туристические регионы и сделан прогноз развития туристической отрасли до 2030 года.

**Ключевые слова:** международный туризм, партнерские отношения, конкурентные преимущества, мировой рынок, мировая экономика, туристический продукт, структура, инфраструктура.

**Problem statement.** International tourism is one of prospective direction of economic partnership of the world countries. In case of good organization of tourist activity, it is possible to solve social and economic problems of modern world cooperation and increase the speed of the development of directions of achievement new level of social and international development.

**Scientific background.** The following scholars investigated partner relations: R. Coase, B. Reisberg, A. Tomson, A. Ihnatyuk, S. Banashova, N. Mikula, P. Syedov, H. Fylyuk, O. Yastremska, Ye. Savelyev, S. Sokolenko and others.

Some aspects of partnership in international relations were investigated by P. Tsyhankov, D. Feldman, K. Hadzhiyev, I. Hladiy, Yu. Melnyk and others. They made a great contribution to the definition of importance and actuality of the similar method of realization of economic activity and investigation of its forms of use. However, there is the difference of these scholars' opin-

ions concerning theoretical base of forming partner relations.

**Research objective** is to investigate the dynamics of the development of international partnership at tourist services market, the influence of globalization and structural changes in modern economic conditions.

**Main material.** Nowadays, we can say that international partnership is a new show of a global competition because each company wants to have a maximal profit using common world resources of its forming. It causes a global competition, which is a form of competition of subjects at world market where they develop, produce and realize their goods and services all over the world.

Global competition develops under the influence of such main tendencies: free movement of technologies, decrease of differences between countries, more aggressive competition of companies of new industrial countries, new big markets etc. The obstacles in the development of global competition are the next: insufficient demand

at the world market, different tasks in the sphere of marketing, logistic costs and storage, different needs in goods in different countries, sensitivity to time delay, quick technological changes, obstacles caused by the government etc [ 2, p.18-22].

The speed up of global processes and structural changes at world markets had a considerable influence on economic conditions of enterprises and formed new requirements to functioning of economic entities.

Today, the majority of entrepreneurs who want to develop their business are forced to work in global economy. Modern technologies give opportunity for organizations to be competitive at any market. Transnational companies, which have considerable resources, qualified specialists and some experience, can exclude small companies and cause a severe competition between them. To work effectively, companies should develop new business models on the base of partner relations. Forming of models of interaction of subjects on the base of partner conditions can cause improvement of balance in the world economy. Nowadays, there are such spheres where without partnership relations it is impossible to have business. Tourism belongs to such sphere.

Peculiarities of stages of the development of forms of international economic relations, the meaning of which is not similar on different levels for different countries and regions of the world, they occur clearly on the levels of their realization. Thus, we can say about the levels of realization of stages of the development of the forms of international economic relations:

- international economic interaction;
- international economic contacts;
- international economic cooperation;
- international economic integration.

In scientific literature, the concepts "partner relations" and "partnership" are interchangeable.

The theme of cooperation with partners for a long period of time signed in collaboration agreements and creation of new values are investigated in scientific works written by M. Trott, P. Temporal, P. Doyle, F. Stern and Yan Gordon [15, 16, 18, 20].

V. Katenov, S. Polonsky and O. Yuldasheva [14] combine partnership relations with the development of net forms of business.

The majority of scientific works is dedicated to the investigation of partnership relations of enterprises with commercial banks and state structures on the level of foreign economic activity of economic entities.

F. Kotler [17] analyzing the levels of mutual relations uses the term "marketing of partnership relations" for the sixth, the highest level, which is characterized by a continuous cooperation with consumers and other partners in search of methods of support of higher quality.

The issue of cooperation with partners on the base of long term collaboration agreement signed to get mutual benefit and creation of new values are found in the investigations done by M. Trott, P. Teporal, P. Doyle, F. Stern and Yan Gordon [15, 16, 18, 20]. In particular, German scholars P. Doyle and F. Stern write that during continuous signing agreements during long period of time, each party begin to trust one another and it saves costs, time and transaction becomes less and the risk

decreases.

Some scholars define partnership relations as economic process, during which all participants: companies, consumers, investors and countries make some choice. R. Coase [19] writes that economics is a science about choice emphasizing that fact that a right choice of the main directions of cooperation, forms and methods of their realization on the base of mutual benefit and equal rights of each party is the main goal of partnership relations between enterprises.

Canadian scholar Yan Gordon [15] characterizes partnership relations as a continuous process of definition and creation of new values together with individual consumers and then common getting and dissemination of benefit between parties. One can pay attention to management of mutual activity of suppliers and consumers for mutual creation and use of values owing to mutual dependence and adaptation of organizations.

Characteristic of partnership relations from economic point of view is considered as the definition of the role of long-term collaboration agreements, contacts during their forming at the level of enterprises, state structures and foreign economic activity of business entities on the base of mutual benefits and equal rights making right choice in the directions of cooperation.

Partnership is a term widely spread in foreign literature created to do economic operation and it characterizes combination of two and more persons who are responsible for debts of enterprise.

Most foreign scholars understand partnership as the combination of two and more independent business entities on the base of long-term interaction to achieve by mutual efforts of those goals and tasks, which are difficult to realize alone.

National scholars H. Makhova and O. Hrebeshkova [3] characterize partnership as interaction of two (and more economic organizations) predicting creation of common values with the division of results between partners. S. Zhdanenko identifies that partnership interaction is characterized by equality of autonomous subjects, their mutual recognition and trust, mutual responsibility and good will.

The dictionary of foreign words explains partnership as "one of the most important legal form of organization of enterprise; ... joint enterprise of some persons who take part not only using their own capital but their own personal work".

Thus, on one side, partnership is recognized as a form of organization of common economic activity of physical and legal persons on the base of agreement about regulation of part in common costs, distribution of profit, division of property; on the other side, as cooperation of firms, companies signed by corresponding agreement, minutes about corporate partnership.

In dependence from motives of cooperation, companies choose some form or model of partnership relations what is correspondent to the strategy of the development of enterprise, its goals, tasks and taking into consideration of available of resources.

Thus, let us consider the main tendencies of the development of international tourism.

Nowadays, the tourist industry is one of the biggest

forms of international trade, which dynamically develop. During last 20 years, the average year rates of the development of the number of incoming tourists in the world is 5.3%, currency profit is 16%. According to the data of the World Tourist Organization, in 2015 in the world 1186 million tourists is registered and profit from international tourism achieved \$1260 billion (€1136 billion). In the whole, the volume of currency profit from tourism during 1950-2015 increased in 273 [1].

International tourism belongs to the third of the biggest spheres-exports giving way before oil industry and automobile building, the part of which in the world export is 11 % and 8.6 %. The total profit from international tourism of the world countries is 7 % from the common volume of the world export and 3 % from the world export of services [4].

The part of tourist business is about 6 % of the world GNP, 7 % of the total capital investment and 5 % of all taxation services. It causes the special attention to the development of this sphere of business. Tourism is not good of the first need that is why it becomes the human need when people have corresponding profit and on some level of social wealth [4].

In the base of the development of international tourism are the following reasons:

- development and social progress caused the widening of the volume of business travels and tourist travels;
- improving of all types of transport and making cheaper transport services;
- increase of the quantity of hired employees and clerks in developed countries and improvement of their financial and cultural level;
- intensification of job and long vacations for employees;
- development of connections between countries

and cultural exchange to widen interpersonal connections;

- development of sphere of services stimulated the development of sphere of transit and technological progress in the sphere of telecommunication;

- weakening of limits on export of currency in many countries and simplifying of process of border crossing.

The most developed tourism is in western European countries. For this part of this region are more than 70% of the world tourist market and about 60% currency profit. About 20% is in the USA, less than 10% is for Asia, Africa and Australia.

According to the Statute of the World Tourist Organization, the goals of its activity is encouragement of tourism as the means of economic development and international mutual understanding for the support of peace, welfare, respect and observance of human rights independently of race, sex, language and religion and observance of interests of the developed countries in the sphere of tourism [10].

The World Tourist Organization in its classification distinguishes countries, which are suppliers of tourists (USA, Belgium, Denmark, Germany, Netherlands, New Zealand, Sweden, Canada, Great Britain) and countries, which host tourists (Australia, Greece, Cyprus, Italy, Spain, Mexico, Turkey, Portugal, France, Switzerland, Bulgaria, Ukraine, Egypt, Caucasus region).

Tourism in Ukraine is important economic branch. Every year, more than 12 million of tourists visit Ukraine (12428286 foreign citizens in 2015), first of all, from Eastern Europe, Western Europe and the USA), and 13 millions of tourists visited Ukraine in 2016. According to the results of investigation, the data about tourist flows of Ukraine was received and shown in Table 1.

Table 1

*Tourist flows of Ukraine during 2005-2015*

Year	Quantity of citizens of Ukraine, which went abroad	Quantity of foreign citizens visiting Ukraine	Quantity of tourists, which was served by subjects of tourist activity of Ukraine	From total quantity of tourists			Quantity of excursionists
				Foreign tourists	Tourists-citizens of Ukraine, which went abroad	Internal tourists	
2005	16453704	17630760	1825649	326389	566942	932318	1704562
2006	16875256	18935775	2206498	299125	868228	1039145	1768790
2007	17334653	23122157	2863820	372455	336049	2155316	2393064
2008	15498567	25449078	3041655	372752	1282023	1386880	2405809
2009	15333949	20798342	2290097	282287	913640	1094170	1909360
2010	17180034	21203327	2280757	335835	1295623	649299	1953497
2011	19773143	21415296	2199977	234271	1250068	715638	823000
2012	21432836	23012823	3000696	270064	1956662	773970	865028
2013	23761287	24671227	3454316	232311	2519390	702615	657924
2014	22437671	12711507	2425089	17070	2085273	322746	1174702
2015	23141646	12428286	2019576	15159	1647390	357027	125471

We can see from the given Table that in 2015 is characterized by decrease of foreign tourists (in 283221 persons less than in 2014), which come to Ukraine to organize tourism.

Such data give the possibility to evaluate the current situation as unsatisfied and not competitive. It caused by that the main material and technical complex is old, infrastructure needs to be reconstructed and renewed, the

level of service is not correspondent to international standards, industry of entertainment is not developed and organized, many cultural and historical monuments are in bad condition, some ecological, social and economic problems [11, p. 76]. The tense political situation in Ukraine influences negatively the development of tourism. The annexation of Crimea and political events on the east and south of Ukraine caused changes in the structure and volume of entrance and inner tourists flows. Occupation of Crimea caused the loss of 30% recreation and tourist potential. Accordingly, the part of Ukrainian tourists preferring the rest at the seaside had to go abroad and refuse from such type of rest. There is tendency of exceed international flow than entry flow in the structure of international tourism.

The goal of the development of tourism in Ukraine is creating of favorable organizational and legal, and economic surrounding for the development of this branch, forming of competitive national tourist product at the world market using natural, historical, and cultural potential of Ukraine, support of social and economic interests and ecological security [6].

To achieve this aim, it is necessary to decide the following main tasks:

- to introduce the effective mechanisms of financial and economic regulation of the development of tourism industry;
- to identify the ways, forms and methods of stimulation of the development of enterprise in this sphere;
- to create taking into account state social and economic interests and effective model of investment policy in tourism industry;
- to improve organizational structures of management in tourism industry;
- to support rational use and renewing of natural and historical and cultural surrounding;

- to adopt ecological regulations and norms of development of tourism resources, develop mechanisms of their actions and realize in management practice.

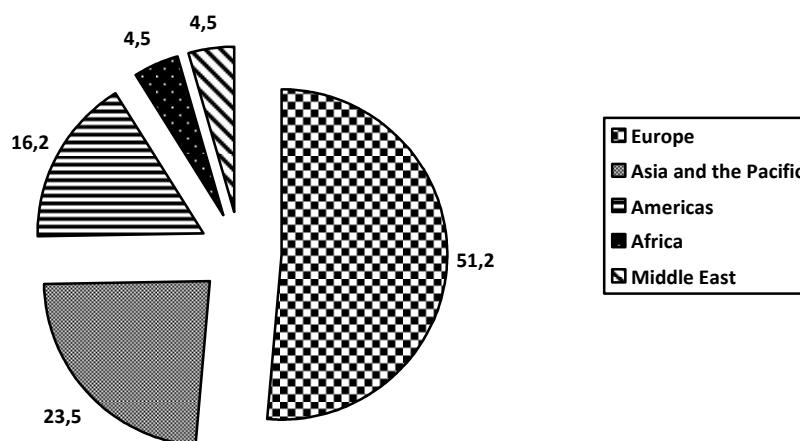
Thus, in last decades, different reasons including natural disasters, social events, wars, economic crises and terrorist acts influenced tourism. Nevertheless, since 1950 (the beginning of the regular registration of tourist flows) there were no considerable decrease of rates of increase of international tourism, which during the last 7 years increased annually in more than 3.8 % [1].

Considerable territorial irregularity is characteristic for modern international tourism. It shows different social and economic levels of the world countries: 57 % of tourist profit is in developed countries, 30 % of tourist profit is in undeveloped countries, 13 % of tourist profit is in emerging countries.

The following five tourist macro regions of the world are distinguished in such regional structure of tourist profit:

1. European (countries of Western, Northern, Southern, Central, Eastern Europe and countries of Eastern Mediterranean – Israel, Cyprus and Turkey).
2. Asian and Pacific Ocean (including countries in Eastern and Southern and Eastern Asia, Australia and Oceania).
3. American (including countries in North, South, Central America, island countries and territories of the Caribbean).
4. African (including countries in Africa besides Egypt and Libya).
5. Near East (including countries in Western and Southern and Western Asia, Egypt and Libya) [7].

Gradual dynamics of the development is characteristic for macro regions but rates are not equal as not equal quantity of tourist profit (Fig. 1).



**Fig. 1. The part of tourist profit in tourist macro regions of the world, %**

Source: Data of the World Tourist Organization [7]

The biggest part of tourist profit is in Europe (51.2%). It is explained by availability of all types of recreation resources, stable economy and political situation in this macro region, availability of developed infrastructure and favorable geographical position. Nevertheless, the rest in Europe is more expensive than in other

macro regions, which negatively influences the development of tourism in this region.

The second place occupies the macro region in Asian and Pacific Ocean with the part of tourist profit 23.5 %. It is explained by the availability of unique and exotic types of recreation resources and high level of

service. It is affected by low price and less costs than in Europe and America. Thus, a negative influence on the development of this macro region and the quantity of tourist profit is caused by unstable political situation, frequent natural disasters such as earthquakes, tsunami and floods.

The third place occupies American macro region. To some extent less part of profit can be explained not by decrease of tourist attractiveness of America but quicker rate of the development of tourist industry in other macro regions. This region is characterized by availability of the most types of recreation resources and developed infrastructure. However, unstable political situation in the countries of South America, natural disasters in the USA (hurricanes and floods) cause the decrease of the part of tourist profit.

The fourth place occupies African macro region. Africa is the cheapest place of rest in the world, where located rich natural recreation resources, what supports the increase of the quantity of tourist profit. However, not enough developed infrastructure, low level of tourist service, absence of considerable cultural and historical recreation resources negatively influence the development of tourist industry. Near East tourist macro region occupies this position. It is explained by unstable political situation in this region and absence of developed tourist infrastructure. Nevertheless, continuous tourist season, availability of rich recreation resources natural and historical and cultural, close location of developed European countries positively influence the development of tourism in this region and occupies the considerable part of its tourist and recreation potential [7].

Nowadays, tourism became the phenomenon, which became everyday life for the third part of the population on the planet. Moreover, in the beginning of the 21<sup>st</sup> century, tourism by its profit occupies the third place among leading branches in the world economy.

In many countries of the world, tourism is one of the most preferable industries, which profit is 20-45 % in gross national product, and income from foreign tourism is the main source of getting currency. Tourist business stimulates the development of other branches of economy such as building, connection, food industry, agriculture, trade, production of goods of national consumers etc. This business attracts businesspersons by many reasons: small initial investments, increasing demand in tourist services, high level of profit and minimal term of costs payback [9, p. 33].

The top four places in the ranking by international arrivals and the ranking by receipts are occupied by the same countries but in a different order. The United States is the world's top tourism with profit US\$ 205 billion in 2015, and the number two destination in international arrivals with 78 million. China is the second largest one with US\$ 114 billion and fourth in arrivals with 57 million. Spain is the third, both in receipts (US\$ 57 billion) and in arrivals (68 million). France is on the fourth largest tourism place with US\$ 46 billion reported in 2015, but the world's top destination in terms of arrivals with 84 million tourists in 2015. Tourism has the significant influence on the economy in these countries [7].

But, income from tourism is not distributed evenly (Fig.2).

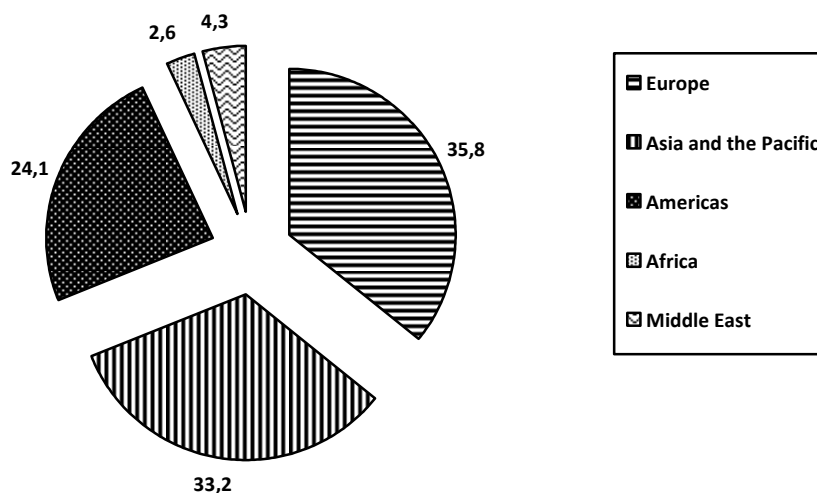


Fig. 2. Profit distribution from tourism in the world, % [7]

The most part of profit from tourism is in regions with quite high level of economic development that is tourism in these regions influences the economic development.

The tourist industry became one of the biggest in the world by the quantity of workers in this sphere, 260 million people work in this sphere, and it means the 10<sup>th</sup> person works. Tourism is an important source of working places and in future 5 years, in the world, 2500 new working places will be created every day. It is one of

economic industries where new technologies do not cause the redundancy of working staff. It is very important because tourism decreases social tense in the society. Besides, as the world experience shows, the tourist industry can be developed during the period of economic crises what is very important for the countries of Eastern Europe. Costs for creating of one working place is 20 times less than in industry and payback of investment capital is 4 times higher than in other economic spheres. We can take the following countries as example: Argen-

tina, Brazil, Mexico, Egypt, Tunisia, Peru and other [9, p. 31-32].

One more important factor is the influence of tourist activity on environment, which can be direct, indirect, positive and negative. Tourism can not be developed without interaction with environment but governing this development a negative influence can be decreased and positive one can be increased.

Positive influence includes protection and reconstruction of natural, historical and cultural memories, creating national parks and reserves, protection of forests and flora and fauna.

Unfortunately, negative influence is more intensive, including the influence on the quality of water in rivers, lakes, seas and the quality of air, transport pollution, illegally permanent forming of recreation houses, environment pollution, unauthorized making fire and vandalism. Some types of tourist rest such as hunting, fishing, gathering plants and negative influence on living nature

cause decrease of fauna and flora, and cause their disappearance on some territories. Population growth in tourist regions, building of new tourist zones need big quantity of natural resources and this increases negative influence on environment [9, p. 39-40].

According to prediction made by the World Tourist Organization, tourist industry will develop actively in future. The number of international tourists will increase in 3.3% until 2020 during 2010-2030. After that, the rates of increase will gradually slow down from 3.8% till 2.9% in 2030, but it will be at the highest level. In absolute figures, international quantity of tourists will increase in 43 million during a year comparatively to the average increase in 28 million during a year from 1995 until 2010. During predicting rates of growth of international tourist profit in the world, it should achieve 1.4 billion until 2020 and 1.8 billion until 2030 [7].

Prediction of the most popular tourist directions until 2020 was shown in Table 2.

Table 2

*Prediction of the most popular tourist directions until 2000-2020 [7]*

Country	Quantity of tourist profits, million	Part at world tourist market, %	Dynamics of growth during 2000-2020, %
China	137.1	8.6	8.0
USA	102.4	6.4	3.5
France	99.3	5.8	1.8
Spain	71.0	4.4	2.4
Hong Kong	59.9	3.7	7.3
Italy	52.9	3.3	2.2
Great Britain	52.8	3.3	3.0
Mexico	48.9	3.1	3.6
Russia	47.1	2.9	6.7
Czech Republic	44.0	2.7	4.0
Total	708.8	44.2	-

We can see at the Table, that tourist profit during a year in 8 % in China will achieve \$137.1 million until 2020.

The USA will be on the second place (102.4 million), on the third place – France (93.3 million), on the fourth place – Spain (71.0 million), on the fifth place – Hong Kong (59.3 million).

Everyday costs of tourists, except air flights, will increase till \$5 billion a day.

According to the World Tourist Organization prediction, international tourism is expected to be quickly developed. The biggest countries suppliers of tourist flows will be Germany, Japan, the USA, China and Great Britain.

Economic underdevelopment of the countries of Eastern Europe is a real barrier for attracting the population of these countries into international tourism. The volume of tourism between countries of Western and Eastern Europe will increase mainly in the direction from East to West.

Among economic growth of the countries of the Eastern Europe, development of tourist infrastructure and transport system, international tourism will be a source of not only foreign currency but also creating new working places for the developing states [9, p. 226-227].

Specialists of the World Tourist Organization de-

fining five prospective types of tourism in the 21<sup>st</sup> century, which are the following:

1. Cruise is one of the most prospective and developed type of tourism. In the beginning of 1980, the quantity of “cruise” tourists was 1.5 million and nowadays, it is 10 million and it constantly grows.

2. Adventure tourism is one for adventure-seekers. Demand for the highest peaks of the world and excursions in sea depths is constantly grows.

3. Cultural and educational tourism is actively developed in Europe, Asia and Near East and correspondingly, the meaning of protection of cultural memories will increase.

4. Business tourism develops actively today and it will develop in future, it is connected with quick rates of the development of the world economy, deepening of political and economic connections between different world states.

5. Space tourism, according to the data of American specialists, will support the annually income of \$10 billion.

Modern tendencies of the development of international tourism have positive character. The analyzed data show that the tourist industry develops actively: tourist profits increase in the world in general and in all tourist macro regions, new working places are created in the

sphere of tourism and their quantity constantly grows and profits from tourism increase. Nevertheless, there are some problems in this sphere, the solution of which will essentially speed up the development of tourist industry. That is why, further scientific searches in this direction will be dedicated to the ways out from the problems of the development in tourist industry.

Therefore, the practice of international relations and international tourism at all stages of its development was a reason supporting the mutual understanding between states and nations, it was an important means to strengthen peace and friendship, it stimulates actively the development of foreign economic, trade and cultural relations. Therefore, tourism was always a favorable base for international cooperation.

At the same time, tourism could not develop successfully without a cooperation of countries. If some country does not pay attention to the needs and wishes of tourists, there will be no many trips to this country.

Deepening of cooperation with other international bodies in tourist industry is inseparable part of the development of international relations.

To increase effective tourist connections between countries, it should be:

- regular participation in meetings of international bodies in tourist industry to coordinate the main directions in tourist policy;
- creating competitive tourist product and its effective promotion at international market;
- development of projects of mastering tourist regions;
- coordination of actions concerning optimization of tourist infrastructure;
- argumentation of forms and methods of stimulation of investments in tourist industry;
- forming the only information tourist net;
- opening of constantly acting representatives abroad to develop cooperation directed to master effectively tourist resources;
- signing intergovernmental and interdepartmental collaboration agreements in tourist industry between countries;
- simplifying border and customs formalities;
- support of personal security of tourists and care-taking;
- introduction of the unique standards of tourist service;
- flexible taxation policy for tourist enterprises which deal with children, youth, social and ecological tourism;
- means for revival of social types of tourism: medical, sport and recreation, youth, children, educational etc;
- widening of exhibitions and participation in international advertisement and information actions: tourist exchanges, markets, saloons;
- exchange of experience in the sphere of organization of tourist and excursion activity, licensing, standardization and certification of tourist services.

Development of various public tourist organizations in Ukraine supports the development of international tourist cooperation including associations in various tourist directions (tourist agencies, tourist operators, ex-

hibition organizations, hotel enterprises, tourist publications, educational establishments etc.), their relations with world corporations, international organizations and associations of different types, the result of it is widening of tourist regions, introduction of international standards of the quality of tourist services, development of advertisement activity and business partner relations [13].

It is necessary to investigate what countries the citizens of Ukraine visited and to build with them relations in order to develop effective work of tourist company.

We should analyze the exit of citizens of Ukraine abroad in 2015, which was shown in Table 3.

Citizens coming abroad were divided into the groups according to purpose of travel because we are interested in the sector of organized tourism then we should analyze the countries which were visited in 2015 according to the rate.

We should analyze countries visited by the citizens of Ukraine in 2015 according to the rate:

- 1) Turkey – 36271 citizens (Organized tourism);
- 2) Egypt – 22365 citizens (Organized tourism);
- 3) Belarus – 20631 citizens (Organized tourism);
- 4) Russian Federation – 20396 citizens (Organized tourism);
- 5) Greece – 19070 citizens (Organized tourism);
- 6) United Arab Emirates – 14711 citizens (Organized tourism);
- 7) Moldova – 13093 citizens (Organized tourism);
- 8) Austria – 11068 citizens (Organized tourism);
- 9) Bulgaria – 10845 citizens (Organized tourism);
- 10) Germany – 10610 citizens (Organized tourism).

Thus, these countries are the most popular and it is reasonable to have partner relations with them.

Experience of the countries with developed tourism shows the necessity to create the unique national information and advertisement and marketing system predicting organization of exhibition and it is a reason to develop national and international tourism and create high quality and competitive tourist product.

The influence of international tourism on economic development is in increase business activity and widening of production of goods and services as the result of increase of solvent demand owing to foreign visitors. Business activity increases gradually with the increase of the volume of active tourism and corresponding widening of tourist industry.

EU countries use taxation to stimulate tourist industry, they consider less attractive tourist product with high level of taxation (value-added tax). VAT for hotels is from 5.5% (France) till 22% (Denmark), besides, “standard” size 14-20% is used, which is paid by four and five stars hotels and “decreased” 4-9% is for four stars hotels. Among twelve EU countries, nine use decreased VAT for hotels and in 73 countries, it is decreased for enterprises of restaurant industry. If in France, decreased VAT is 5.5%, then for restaurant industry it is 18.6%. In Spain, decreased VAT is 6% for enterprises of hotel and restaurant industry. Such Mediterranean countries, which are not members of EU as Cyprus and Malta, do not have VAT for tourist product. In Israel, VAT is not used at all to support tourism [13].

Turkey has the same positive experience of privileged attitude to tourist enterprises. Its parliament and

government developed the following ways: granting plots of land for building hotels, privileged credits (including currency), and tax free, all these gave very good results. The part of tourism increased from 3 till 25% in this country. If in 1990 this industry gave Turkey \$3.225 billion then in 1996 income was \$6.536 billion. Therefore, during six years, profit from tourism increased in three times. We can compare if the part from profit in Turkey in world incomes is 1.55%, then for Ukraine this part is only 0.13%. Taking into account the unique pos-

sibilities of tourist resources of Ukraine, we can make sad conclusions that we do not use big reserves. This example shows a high profit and minimal terms of pay-back.

Then, it is not enough to say about the necessity of the development of tourism in Ukraine, it is necessary to create favorable economic and legal conditions for functioning of tourist state and private organizations in order they could be at correspondent place at the world market in future. Tourism is worth of it.

Table 3

*Exit abroad of citizens of Ukraine to countries in 2015<sup>1</sup>*

	Quantity of citizens of Ukraine which went – total <sup>2</sup>	According to purpose of travel		
		Business trip	Organized tourism	Private trip
<b>Total</b>	<b>23141646</b>	<b>185170</b>	<b>206598</b>	<b>22749878</b>
Including countries				
Austria	106451	392	11068	94991
Azerbaijan	20814	-	-	20814
Albany	1363	-	-	1363
Algeria	25	-	19	6
Angelia	3	-	3	-
Argentina	2	-	-	2
Afghanistan	29	-	-	29
Belgium	15925	34	-	15891
Belarus	1325546	22849	20631	1282066
Bulgaria	43860	5361	10845	27654
Brazil	3	-	-	3
Great Britain	62439	-	-	62439
Armenia	15168	52	1396	13720
Greece	101298	1557	19070	80671
Georgia	81601	1913	4236	75452
Denmark	66	31	-	35
Congo, Dominican Republic	8	-	-	8
Dominican Republic	873	-	-	873
Ecuador	4	-	-	4
Estonia	6751	-	-	6751
Ethiopia	2	-	-	2
Egypt	350936	379	22365	328192
Jordan	8269	-	-	8269
Israel	129311	322	8644	120345
India	2522	13	1324	1185
Iraq	71	-	-	71
Iran, Islam Republic	4722	-	-	4722
Ireland	264	-	-	264
Iceland	67	-	-	67
Spain	60710	-	-	60710
Italy	113373	1	-	113372
Kazakhstan	35639	-	-	35639
Cameroon	1	-	-	1
Canada	2060	-	-	2060
Kirghizia	12	-	-	12
China	8693	-	-	8693
Cyprus	57303	-	-	57303



Continuation of Table 1

Korea, Republic	1	-	-	1
Latvia	29534	-	-	29534
Lithuania	28559	-	-	28559
Lebanon	4685	-	-	4685
Libya	2	-	-	2
Luxemburg	33	-	-	33
Former Yugoslavian Republic Macedonia	282	-	-	282
Maldivians	26	-	-	26
Malta	2056	-	-	2056
Morocco	3	-	-	3
Mexico	4	-	4	-
Moldova, Republic	1727308	515	13093	1713700
Mongolia	7	-	-	7
Nigeria	5	-	-	5
Netherlands	87052	-	-	87052
Germany	294797	377	10610	283810
Norway	27	-	-	27
United Arab Emirates	137442	460	14711	122271
Pakistan	32	-	-	32
Palestine	1	-	-	1
Paraguay	3	-	-	3
Poland	9505713	103463	10346	9391904
Portugal	8567	-	21	8546
Russian Federation	4080414	37785	20396	4022233
Romania	678700	3846	1426	673428
Saudi Arabia	21	-	-	21
Serbia	432	72	83	277
Syrian Arabian Republic	333	-	-	333
Singapore	3	-	-	3
Slovak Republic	755248	15	-	755233
Slovenia	190	-	-	190
Sudan	28	-	-	28
USA	28995	-	-	28995
Tajikistan	3	-	-	3
Thailand	16071	-	-	16071
Tunis	2847	-	-	2847
Turkey	510537	5652	36271	468614
Turkmenistan	732	77	34	621
Hungary	2442101	-	-	2442101
Uzbekistan	1856	-	-	1856
Finland	12464	-	-	12464
France	98353	-	-	98353
Croatia	3088	-	-	3088
Czech Republic	52738	-	-	52738
Montenegro	26564	-	-	26564
Switzerland	36095	4	2	36089
Sweden	11503	-	-	11503
Sri-Lanka	7	-	-	7

<sup>1</sup> According to data of Administration of State Border Service of Ukraine.<sup>2</sup> Without operational staff of transport means and serviceman.

**Conclusions.** Partnership is a form of enterprise, where two or more persons unite their property, become partners of created enterprise, manage production and property, share profit and have equal obligations.

Partnership of companies receives stated above forms depending on the type of economic activity of firm and its sphere of activity. For example, in the sphere of production, the most characteristic forms are management according to contract, leasing, licensing, production cooperation, project financing, holding; in the sphere of marketing, information and communication services – subcontract, auto sourcing, creating of virtual enterprises; in the sphere of innovation – contracts, project financing, licensing of technologies and others; in tourism – contract relations, franchising, auto sourcing and contract long term agreements.

Having investigated tourist industry, the following recommendations and suggestions were developed:

- overview and define power of the main participants of tourist market (state bodies, their representatives, local bodies of self government) for cre-

ating market with favorable economic conditions;

- the main subject at tourist market (tourist operators and agents, public eating establishments, transport and other) on the created economic conditions, to plan and realize its activity by organizing partner relations defining and allocating sphere of activity, power and functions in the process of creating of tourist products, supporting the high level of their quality and competitiveness;

- attract public sector to the development of programs of the development of tourist sphere within some regions; develop and support favorable conditions to develop tourist activity;

- use various discounts for customers;

- the algorithm of forming of partnership relations between tourist enterprises, which takes into account criteria of the development (on the contrary of the existed ones) that allows choosing participants, forming their combination to support realization the goals of the development according to some directions has been suggested.

#### Список використаних джерел:

1. Волошин Г.В. По Европе – на поезде / Г.В. Волошин // Международный туризм. – 2010. - № 4. – С. 14-16.
2. Глобалізація конкуренції: підручник. – Львів: Компакт-ЛВ., 2005. – 304 с., с. 18-22.
3. Гребешкова О.М. Внутрішній економічний механізм підприємства: Навч. посібник / О.М. Гребешкова, О.С. Коцюба. – К.: КНЕУ, 2001. – 228 с.
4. Державна служба статистики України [Електронний ресурс]. – Режим доступу: <http://www.ukrstat.gov.ua>.
5. Зайцева В. Міжнародний туризм та глобалізація в сучасному світі / В. Зайцева, О. Корнієнко // Вісник Запорізького національного університету. – 2012. – № 2 (8). – С. 55-65.
6. Закон України «Про туризм» (N 324/95-ВР від 2004 р.)
7. Звіт Всесвітньої туристичної організації [Електронний ресурс]. – Режим доступу: [http://tourlib.net/wto/WTO\\_highlights\\_2016.pdf](http://tourlib.net/wto/WTO_highlights_2016.pdf)
8. Карачина Н. Розвиток міжнародного туризму в Україні у контексті світової інтеграції / Н. Карачина, О. Савіцька // Молодий вчений. – 2014. – № 5 (08). – С. 109-113.
9. Любіцева О.О. Ринок туристичних послуг (геопросторові аспекти) / О.О. Любіцева. – К., 2004. – С. 436.
10. Міжнародний туризм [Електронний ресурс]. – Режим доступу: <http://www.world-tourism.org>
11. Парфінченко А. Міжнародний туризм в Україні: геополітичні аспекти глобального явища / А. Парфінченко // Актуальні проблеми міжнародних відносин. – 2015. – Вип. 126. – Ч. 1. – С. 12-23.
12. Смирнов І.Г. Туристично-фінансові потоки та моделі управління в міжнародному туристичному бізнесі / І.Г. Смирнов // Географія і сучасність: Зб. наук. пр. Київ. нац. пед. ун-ту ім. М.П. Драгоманова. – Київ, 2006. – Вип. 5 (15).
13. Чоренька Н.В. Організація туристичної індустрії: Навчальний посібник / Н.В. Чоренька. – К.: Атіка, 2006. – С. 264.
14. Юлдашева О.У. Промышленный маркетинг: теория и практика / О.У. Юлдашева // Москва: Издательский дом Гребенникова, 2005. – 416 с.
15. Doyle P. Marketing Management and Strategy. – St. Petersburg: Peter, 2003. – 456 p.
16. Gordon Yan. H. Relationship marketing. – St. Petersburg: Peter, 2001. – 397 p.
17. Kotler F. Principles of Marketing. A short course. / F. Kotler. – М.: in Williams, 2007. – 656 p.
18. Stern L., El-Ansary A.L., Coughlan A.T. Marketing channels. – М., Williams, 2002. – 560 p.
19. Ronald Coase. The firm, the market and the right / Ronald Coase // Per. from English. – New York: Telex, 1991. – 190 p.
20. Tempora P., Trott M. Romancing the buyer. – St. Petersburg: Peter, 2002. – 506 p.

#### References:

1. Voloshin, G.V. (2010). Po Evrope – na poезде [Through the Europe – by train]. *Mezhdunarodnyi turizm*, 4, 14-16.
2. Globalizatsiya konkurentsii (2005). [Globalization of competition]. Lviv, Kompakt L.V., 18-22.
3. Hrebeshkova, O.M., Kotsyuba, O.S. (2001). Vnutrishniy ekonomichnyi mekhanizm pidpryyemstva. Navch. posibnyk [Inner economic mechanism of an enterprise. Tutorial]. KNEU, 228.
4. State Committee of Statistic of Ukraine. Available at: <http://www.ukrstat.gov.ua>
5. Zaytseva, V., Korniyenko, O. (2012). Mizhnarodnyi turizm ta globalizatsiya v suchasnomu sviti [International tourism and globalization in modern world]. *Visnyk Zaporizkoho natsional'noho universytetu*, 2 (8), 55-65.

6. Zakon Ukrainy "Pro turyzm" (2004). [The Law of Ukraine "About tourism"]. (N 324/95-BP).
7. Report of the World Tourist Organisation. Available at: [http://tourlib.net/wto/WTO\\_highlights\\_2016.pdf](http://tourlib.net/wto/WTO_highlights_2016.pdf)
8. Karachyna, N., Savitska, O. (2014). Rozvytok mizhnarodnoho turyzmu v Ukraini u konteksti svitovoyi integratsii [Development of international tourism in Ukraine in the context of the world integration]. *Molodyi vchenyi*, 5 (08), 109-113.
9. Lyubitseva, O.O. (2004). Rynok turystychnykh posluh (geoprostorovi aspekty) [Tourist services market (geospatial aspects)]. K., 436.
10. International market. Available at: <http://www.world-tourism.org>.
11. Parfinenko, A. (2015). Mizhnarodnyy turyzm v Ukraini: geopolitychni aspekty globalnoho yavlyshcha. [International tourism in Ukraine: geopolitical aspects of global phenomena]. *Aktualni problemy mizhnarodnykh vidnosyn*, 126/1, 12-23.
12. Smyrnov, I.H. (2006). Turystychno-finansovi potoky ta modeli upravlinnya v mizhnarodnomu turystychnomu biznesi [Tourist and financial flows and models of management in international tourist business]. *Geografiya i suchasnist: Zb. nauk.pr. Kyiv. nats. ped. un-tu im. M.P. Drahomanova*. Kyiv, 5 (15).
13. Chornenka, N.V. (2006). Organizatsiya turystychnoi industrii: Navchalnyi posibnyk [Organisation of tourist industry: Tutorial]. K.: Atika, 264.
14. Yuldasheva, O.U. (2005). Promyshlennyi marketing: teoriya i praktika [Industrial marketing: theory and practice]. Moskva: Izdatelskiy dom Grebennikova, 416.
15. Doyle, P. (2003). Marketing Management and Strategy. St. Petersburg: Peter, 456.
16. Gordon, Yan.H. (2001). Relationship marketing. St. Petersburg: Peter, 397.
17. Kotler, F. (2007). Principles of Marketing. A short course. M.: in Williams, 656.
18. Stern, L., El-Ansary, A.L., Coughlan, A.T. (2002). Marketing channels. M.: Williams, 560.
19. Ronald Coase (1991). The firm, the market and the right. New York: Telex, 190.
20. Temporao, P., Trott, M. (2002). Romancing the buyer. St. Petersburg: Peter, 506.

Надійшла до редколегії 10.03.2017 р.