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Iryna Skril, PhD (Geography), Associate Professor
e-mail: skril65@mail.ru
V.N. Karazin Kharkiv National University, Ukraine

TRENDS OF TOURISM DEVELOPMENT IN UKRAINE

The article is devoted to the actual subject - features development of tourism in Ukraine. Tourism in Ukraine legally declared as a priority of national culture and economy. The promotion of Ukraine as a European state requires the development of tourism industry. The modern concept of leisure activities organization leads to increased demand for tourism in those regions, which have the cultural, social, household identity of the nation, local community. These areas are presented in the most regions of Ukraine. Due to the wealth of historical, cultural, recreational, social and economic resources Ukraine has all essential prerequisites for intensive tourism development.

Tourism plays an important role in regional development. Currently, most researches are aimed at economic aspects of development, which are usually associated with external (international) tourism. However not enough attention were paid to social and environmental aspects of domestic tourism, which may become an important tool for spiritual revival, patriotic education, formation of ecological thinking and future mentality of the Ukrainian society.

In the development of tourism in Ukraine there are some features: changing in the ratio of internal and external tourism in favor of external, a small number of foreign tourists, the gradual reduction in the number of citizens covered by domestic tourism. In 2015 the tourist flow was at the level of 2000 and amounted into 2,02 million people. There was a reduction compared to 2013 by almost 40%. Although the highest rates of reduction (30%) occurred in 2014, and 10% - in 2015. So the rate of decrease in tourist flow slowed. The number of foreign tourists significantly reduced to a record 0.75% of the total number of travelers. On the contrary, the number of citizens of Ukraine, which travelled abroad remains very high and exceeds 80%. The number of domestic tourists remains at the level of 17%. Unfortunately, the negative trends in domestic tourism and excursion activity were caused by both economic and political troubles of last three years.

Key words: tourism, tourists, tourist flows, tourist activity, domestic tourism, foreign tourism.

Ирина Скриль. СУЧАСНІ ТЕНДЕНЦІЇ РОЗВИТКУ ТУРИЗМУ В УКРАЇНІ

У статті розглядаються особливості розвитку туризму в Україні за період 2000 – 2015 рр. Основну увагу приділено аналізу динаміки в'їзного, виїзного та внутрішнього туристичних потоків за цей період. Детально охарактеризовані коливання туристичної активності та причини цього явища, а також зміни у структурі туристичних потоків. Виявлені певні позитивні та негативні тенденції у роботі туристичних підприємств за досліджуваний період. Показано вплив суспільно-політичних процесів на розвиток туристичної галузі.

Ключові слова: туризм, туристи, туристичні потоки, туристична активність, внутрішній туризм, іноземний туризм.

Ирина Скриль. СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ ТУРИЗМА В УКРАИНЕ

В статье рассматриваются особенности развития туризма в Украине за период 2000 – 2015 гг. Основное внимание уделяется анализу динамики въездного, выездного и внутреннего туристических потоков за данный период. Детально охарактеризованы колебания туристической активности и причины этого явления, а также изменения в структуре туристических потоков. Выявлены некоторые позитивные и негативные тенденции в работе туристических предприятий за исследуемый период. Показано влияние общественно-политических процессов на развитие сферы туризма.

Ключевые слова: туризм, туристы, туристические потоки, туристическая активность, внутренний туризм, иностранный туризм.

Introduction. In today's world tourism is among the most powerful, dynamic sectors of the region. It creates the necessary conditions for their development, promoting social and environmental safety, improve quality of life, preserve the environment.

The promotion of Ukraine as a European state requires development of tourism industry. The modern concept of leisure leads to increased demand for tourism in those regions, which have cultural, social, household identity of the nation and local community. To such areas belong most regions of Ukraine. Ukraine thanks to the wealth of historical, cultural, recreational, social and economic resources has all essential prerequisites for intensive development of tourism. The aspects mentioned above define significance of geographical study of tourism in our country.

Aim of the article is to study the current trends of tourism development in Ukraine.

Theoretical and methodological basis of the study are major tenets of the theory of social geography, theoretical and applied developments of leading domestic

and foreign scientists in the field of tourism and recreation geography contained in the works of M. Baranowski, A. Beydyk, M. Krachyla, O. Lyubitseva, K. Mezentsev, J. Oliynyk, M. Palamarchuk, M. Pistun V. Rudenko, Rutynskoho M., I. Smal, V. Stafychuk, A. Stepanenko, A. Topchiev O. Shabliy and other scientists [1,2,3,4].

Main material. According to the State Statistics Service in Ukraine, there were 3182 subjects of tourism in 2015, what is 18.0% less than in 2014. Of a total amount 1,785 subjects are legal entities, 1397 are individual entrepreneurs. Most of these travel companies are travel agents - 2682 (84.3%) and 500 (15.7%) - tour operators. Most of them are working in Kiev (888), Dnipropetrovsk (294), Lviv (221), Kharkiv (264), Odessa (245) regions.

The analysis of tourist flows into Ukraine shows the following (Figure 1).

Since 2000 and until 2008, there was a steady increase in the number of tourists in Ukraine (2,01 million in 2000, 3,04 million in 2008). However, the global

financial crisis has affected the dynamics of tourism flows, in 2009 the total number of tourists decreased by almost 10% and in 2010 by another 18% (compared to 2008). But after 2011 positive dynamics can be observed, the total number of tourists in Ukraine in 2013 was 3,45 million people, almost 40,0% more than in 2011. However, significant political and economic

changes of recent years have led to a significant decrease of tourist flow in our country. According to the State Statistics Service of Ukraine in 2015 subjects of tourist activity 2.02 million people were served by subjects of tourist activity what was less of almost for 40.0% in comparison to 2013.

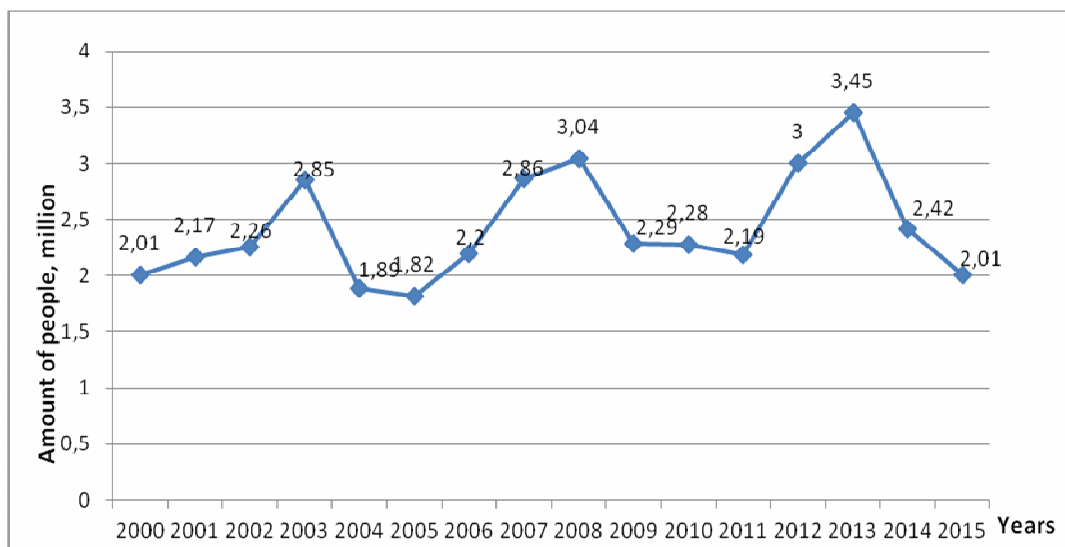


Fig. 1. The dynamics of tourists nationwide during 2000-2015

The main purpose of travelers in 2015 were leisure and rest (84.3%), with business and educational purposes traveled 9.1% of the population, medical purposes – 1.8%.

The number of foreign tourists who visited Ukraine in the studied period were also varied and depended on the attractiveness of our country (Figure 2). Most of these tourists visited Ukraine in 2003 – 590,6 thousand. According to the State Statistics Service, in 2009 the entry flow of tourists decreased by 18.3% compared to 2008 and a decrease of 30% was in 2011. [11]. In 2012, the number of foreign tourists increased by 13% com-

pared to 2011. 2013 started from a sharp decline initially to 232,3 thousand people, in 2014 - to 17,0 thousand, and in 2015 - to 15,2 thousand of people.

If in 2003 the amount of foreign tourists was 20,7% of the total number of tourists, then in 2015 - only 0,75%. This is negative phenomenon in the development of domestic tourism, because inbound tourism refills the state budget of Ukraine. The largest number of tourists who were served by the subjects of tourism activity of Ukraine came from Turkmenistan, Russia, Germany, USA.

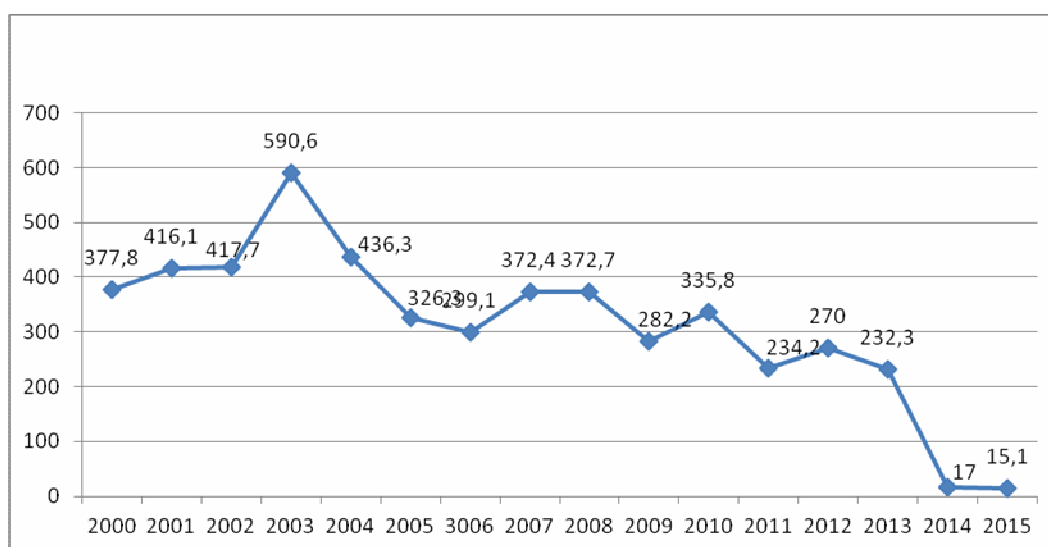


Fig. 2. Inbound tourist flows, 2000-2015

Domestic tourism is the constituent element of the tourism industry in Ukraine, the benefits of which are no language barriers and difficulties in obtaining visas, reasonable prices and infrastructure development, what attracts domestic tourists. The benefits of this type of tourism in 2015 were used by 357,0 thousand of people, or 17,8% of all the travelers (Figure 3).

Domestic tourism promotes excursion activities, cultural, educational and sports and health tourism etc. The largest number of tourists over the study period was observed in 2003 – 2,7 million people, and in 2008 – 2,4 million people. In 2015, this figure is the lowest - only 125,4 thousand people.

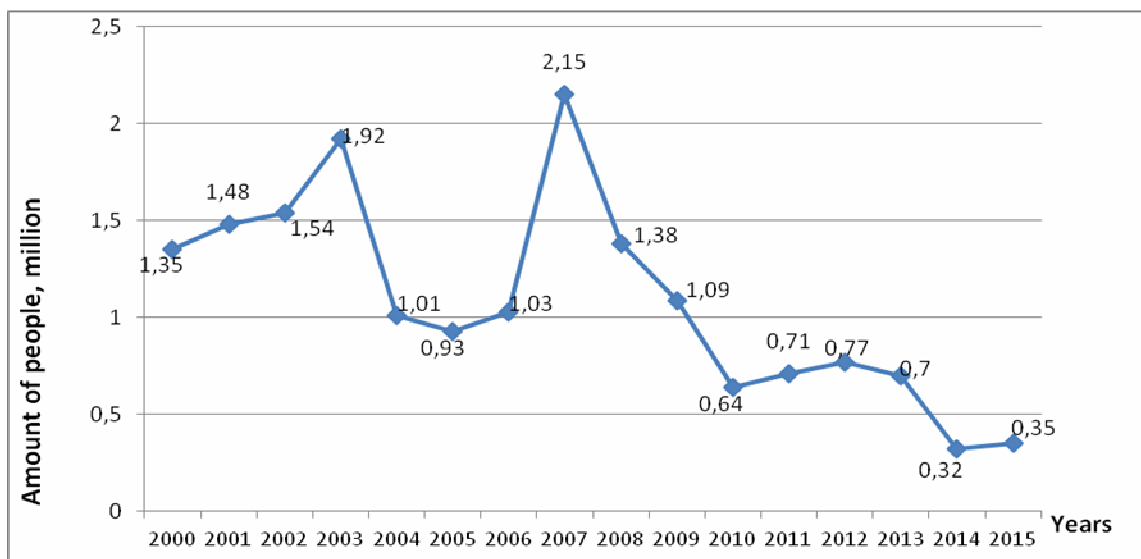


Fig. 3. Domestic tourists flows, 2000-2015

Most popular among the citizens of Ukraine is outbound tourism. This trend observed since 2010 (Figure 4). Thus, in the period 2000 – 2003 years this type of tourism had reached 12 - 14% of visitors. Since 2004, a gradual increase in outbound flow is observed, and in 2010 it exceeded 56% of the total number of tourists. This index has reached the highest point in 2014 - 85.9% and in 2015 - 81.6%. This is extremely negative facts that indicate a low attractiveness of the Ukrainian tourist product, its significant value while often very poor quality. Those Ukrainians, who have money to travel, spend

them abroad, supporting the tourism industry in other countries.

Overall, in 2015 the Ukrainian attended 152 countries. The most popular among our compatriots were: Turkey (28.8%), Egypt (24.6%), Greece (5.6%), UAE (5.4%), Bulgaria (4.6%), Cyprus (3.2%), Spain (2.4%), Sri Lanka (2.0%), Poland (1.9%), Montenegro (1.6%). A characteristic feature is the decrease in part of Russian Federation, which always ranked the first among the countries that were attended by our tourists.

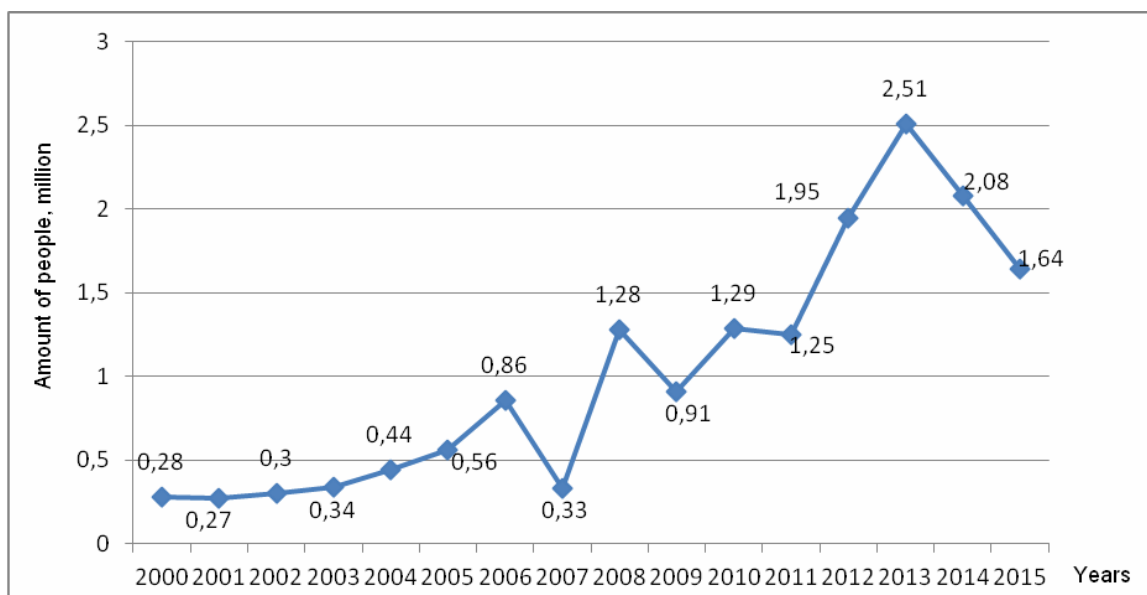


Fig. 4. Outbound tourists flows, 2000-2015

We have analyzed the statistics data about the tourist flows in regions of Ukraine. The distribution of tourists by regions is shown in Table 1.

Analyzing the table, we can make grouping of regions of Ukraine into five groups depending on the intensity of tourist flows.

The first is a high level (120 thousand people or more). Kiev with the Kiev region falls within this category. The second one is above average (70-120 thousand

people) and includes only Lviv region. The third one is intermediate (40-70 thousand people) includes Odessa, Dnipropetrovsk, Ivano-Frankivsk, Chernivtsi, Khmelnytsky, Kharkiv and Kherson region. The fourth group below average consists from: Vinnytsya, Volin, Zakarpattia, Mykolaiv, Zaporizhya regions. To the fifth low-level (up to 10 thousand people) includes Chernihiv, Cherkassy, Ternopil, Rovno, Poltava, Kirovohrad and Zhitomir regions.

Table 1

Tourist flows on the territory of Ukraine at the different regions for 2015

Region	Amount of tourists served by subjects of tourism activity of Ukraine	From the total amount of tourists			Amount of excursionists
		foreign tourists	tourists citizens of Ukraine which traveled abroad	internal tourists	
Vinnytska	22748	42	13580	9126	4580
Volynska	15620	645	9327	5648	13640
Dnipropetrovska	46121	-	38926	7195	4594
Donetska	-	-	-	-	-
Gitmirska	6283	-	3771	2512	1555
Zakarpatska	10656	13	7594	3049	2586
Zaporizka	30922	31	17197	13694	9384
Ivano-Frankivska	65885	1324	6853	57708	3320
Kirovogradska	7830	-	3771	4059	4278
Kyivska	11560	5	10207	1348	1312
Luganska	-	-	-	-	-
Lvivska	112472	3057	60830	48585	15002
Mukolaivska	20375	4179	9290	6906	326
Odeska	45809	1126	33744	10939	7717
Poltavska	9497	95	8811	591	2088
Rivenska	6640	1	5403	1236	3933
Sumska	7567	4	4107	3456	2941
Ternopil'ska	6668	55	4970	1643	430
Kharkiv'ska	31233	6	25946	5281	6236
Kherson'ska	11720	-	7234	4486	6155
Khmel'nitska	25416	-	15227	10189	11079
Cherkaska	8520	-	6742	1778	10662
Chernivetska	15662	106	13728	1828	4863
Chernigiv'ska	7052	-	6543	509	3336
Kyiv	1501985	8649	133392	159408	5147

Conclusions. In Ukraine there are all prerequisites for development of tourism industry. But the tourism potential of Ukraine today is not fully released.

According to the results of the study, we can talk about following trends of modern tourism in Ukraine. In 2015 the tourist flow was at the level of 2000 and amounted into 2,02 million people. There was a reduction compared to 2013 by almost 40%. Although the highest rates of reduction (30%) occurred in 2014, and 10% - in 2015. So the rate of decrease in tourist flow slowed. The number of foreign tourists significantly re-

duced to a record 0.75% of the total number of travelers. On the contrary, the number of citizens of Ukraine which went to travel abroad remains very high and exceeds 80%. The number of domestic tourists remains low - at 17%.

These negative trends caused by economic and political problems of the past two years in Ukraine. Therefore, for the development of this industry needed a peaceful settlement of the conflict in Donbas with further economic development across the state.

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