

TOURISM IN THE WORLD AND IN UKRAINE: A COMPARATIVE STATISTICAL FEATURE

Natalia BULGARU^{a}, Irina SUSANU^a*

^a„Dunărea de Jos” University of Galați, Romania

ABSTRACT

This article is dedicated to the trends' study in tourism development in Ukraine and abroad, and comparing them. The purpose of foreigners' arrival to Ukraine and the departure of Ukrainians abroad, as well as their changes in recent years, is being investigated. The contribution of tourism to the GDP of other countries has been studied, which offers the possibility to evaluate the potential of Ukraine developing in this area. The article tells information about countries that are leaders in international tourism. There are identified the countries that favor the citizens of Ukraine traveling abroad and the countries whose citizens choose to visit Ukraine.

KEYWORDS: *tourism; tourist statistics; tourist flows; arrival, departure.*

1. INTRODUCTION

The importance of developing tourism for each country is undoubtable. There are so many benefits in this, like new jobs, the preservation of cultural heritage, environmental protection and security, the possibility of achieving a higher level of economic development.

There are various activities involved in providing tourist services. Every tourist is interested in suitable living conditions, food, entertainment and more. This promotes the development of every area related to the provision of tourist services - transport, trade, communications, construction, agriculture, consumer goods.

Some countries that are aware of the benefits of tourism and successfully use the features of their location can get a substantial new source of income. Thus, according to the World Tourism Organization, in 2018 international tourism revenues from exports increased by 1.6 trillion dollars (Annual report, World Tourism Organization, 2018). Europe demonstrates the increase in the number of tourists and tourism revenues 10% of the world GDP, the contribution of tourism to the economy. (Tourism trends of the European Union, 2018) .

The attractive image of the country, the rich cultural heritage and traditions have a direct impact on the tourists' interest to visit it. It is advisable to study the trends of tourism development in Ukraine and abroad, as well as to compare them.

2. ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The problems and prospects of tourism development are the focus of both local and foreign scientists. Thus, some authors consider interstate migration as a factor influencing the human capital state. This aspect became particularly relevant after Ukraine obtained a visa-free regime with countries of the European Union. Tourism has an important mission today: it promotes security and peace throughout the world, as well as preserving the cultural heritage and traditions of different nations. Historian Eric G.E. Zuelow has dedicated many of his works to the study of tourism,

* Corresponding author. E-mail address: *bulgaru.natalia@yahoo.com*

including: A History of Modern Tourism, A Beyond the Nation: A Transnational Approach to the European History of Tourism. He believes that tourism has deep links with practically all aspects of the human experience, from culture and aesthetics to the health given to nature and the created environment. In his opinion, studying modern tourism means exploring the modern era. The author was able to culturally present the economic links between tourism and modernity (Zuelow, 2015).

3. FORMULATION OF RESEARCH'S OBJECTIVES

The experience of other countries shows the possibility of a significant economic advance due to tourism development. Ukraine has a rich cultural and historical heritage, extremely beautiful nature and peaceful and working people. There are sufficient preconditions for tourism development. In our opinion, it is advisable to study the purpose of foreigners' arrival to Ukraine and the departure of Ukrainians abroad, as well as their changes in recent years. Studying the contribution of tourism to the GDP of other countries will provide an opportunity to evaluate Ukraine's potential to develop this field.

Due to its complexity and versatility, tourism has a huge impact on the economies of today's countries. It is developing rapidly, offering new directions. Today tourism has become a major source of income for each country. The source of information is the Knoema database on world's tourism, data from the State Statistics Service of Ukraine and the Border Guard Service of Ukraine. Today, such countries as France, Spain, the United States, China and Italy have the largest size of tourist flows. In terms of tourist arrivals in 2017, France is leading (86,861,000), then Spain (81,786,000), followed by the United States (76,994,000). Figure 1 illustrates the dynamics of foreign tourists' arrival to the national borders of the five countries mentioned above.

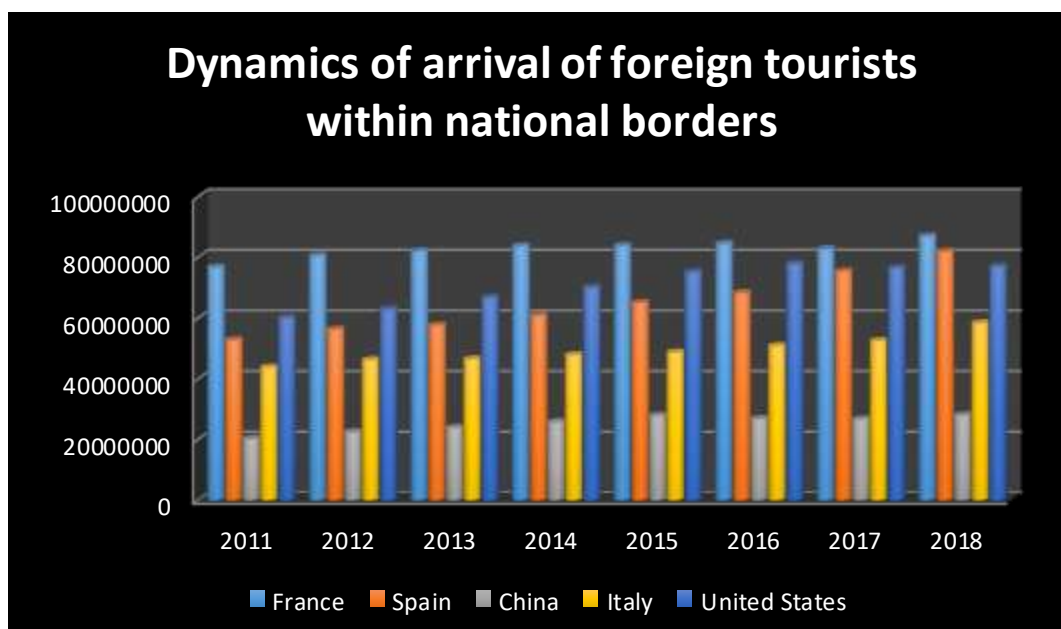


Figure 1 The rate of increase in the chain of arrivals of foreign tourists in the national borders of the five leading countries, 2011-2018, %.

Source: <https://knoema.com/atlas/topics/Tourism/Key-Tourism-Indicators/Number-of-arrivals#>

France shows an increase in earnings compared to 2015, when they were reduced by 2.1%. This is explained by the terrorist attacks that took place in the country in 2015, when the president

introduced a state of emergency and reiterates the importance of security in order to create favorable conditions for tourists.

The undisputed leaders in the ever-increasing number of tourists are Spain and Italy. The first shows an increase of 10.5% in 2017 compared to 2016 and 8.6% in 2018 compared to the previous year. As for Italy, 2018 saw the highest increase (11.2%) of tourist arrivals compared to 2017.

Table 1 The average values of the dynamics of the arrival of foreign tourists, 2012-2018

Country	Average growth rate	Average growth rate, %
France	1.009	0.9
Spain	1.083	8.3
US	1.018	1.8
China	1.022	2.2
Italy	1.051	5.1

Source: calculated by <https://knoema.com/atlas/topics/Tourism>.

The cost of travel services is a vital human necessity; therefore, increasing the solvency of the population has a direct impact on demand's increase for tourist services, which contributes to the growth of the socio-economic development of the state (GDP growth, employment, income, investments in tourism, etc.).

The World Tourism Council (WTTC) considers the contribution of the tourism industry to the country's GDP as a complex system, which includes:

- tourists' direct expenses for travel, which is the cost of local tourists and travel expenses at a state level, in accordance with the recommended UN methodology on tourist accounts;
- indirect contributions of the tourism industry to the economy of the country, which include investments in the tourism sector, public expenses for tourism, internal purchases of products and services of enterprises in the tourism industry;
- the contribution made to the country's GDP, which includes the costs of those receiving income from the tourism industry, directly or indirectly.

4. DIRECT CONTRIBUTION OF TOURISM TO GDP

The tourism potential of Ukraine reflects the indicators of the direct and total contribution of the tourism of local product, the employment, the share of the incomes and the expenses for the tourism in the export and the import of the respective country (Table 2). The contribution of the direct income from tourism to GDP for the period 2013-2017 decreased from 2.03% to 1.52%. A similar trend is observed in the share of the total tourism contribution to GDP (for all components of the GDP structure), which was 5.6% in 2017, compared to 7.5% in 2013, indicating low tourism efficiency and low rates of tourist resources' usage.

Table 2 Contribution of direct tourism revenues to GDP for the period 2013-2017

№	Indicators	2013	2014	2015	2016	2017
1.	The direct contribution of tourism to GDP, billions of UAH.	29	30	22	29	35
2.	The share of direct tourism contribution to GDP,%	2.03	2.04	1.41	1.47	1.52
3.	The total contribution of tourism to GDP. billions of UAH.	105.1	111.3	86.6	109.1	128.5
4.	The share of total tourism contribution to GDP. %	7.5	7.6	5.5	5.5	5.6
5.	The direct contribution of tourism to employment. thousands of people	382.4	368.0	224.1	213.4	247.2
6.	The share of direct contribution of tourism to employment,%	1.9	1.8	1.2	1.3	1.3
7.	The total contribution of tourism to employment, thousands of people	1417.6	1388.3	879.3	809.8	923.1
8.	The share of the total contribution of tourism to employment.%	7.0	6.8	4.9	4.9	5.0
9.	Investments in tourism. billions of UAH.	6.5	5.8	5.0	5.3	5.7
10.	The share of investments in tourism.%	2.4	2.3	2.2	2.0	1.9
11.	The share of tourism revenues in the country's total exports.%	6.9	7.3	3.5	2.1	2.2
12.	The share of tourism expenses in the total import of the country.%	5.5	6.5	7.8	10.8	10.5
13.	Receiving the tourist taxes in the local budgets. millions of UAH	-	-	24.77	37.13	54.10

Source: Statistics Service of Ukraine, interpreted by the author

5. ANALYSIS OF THE DYNAMICS OF INVESTMENTS IN THE TOURIST MARKET

According to the global level of total contribution of world's tourism GDP, the value of Ukraine's corresponding index is almost 2 times lower (5.6% compared to 9.7% in 2017), Ukraine can be assigned to countries with medium average value. The direct contribution of tourism sector to job security decreased from 382.4 thousand people in 2013 to 247.2 thousand people, or 35.3%. The dynamics of total tourism's contribution to employment is negative: there was a decrease in the number of jobs from 1,417, 6 thousand people in 2013 to 923,1 thousand people in 2017 (the share of total tourism contribution to employment has decreased from 7% to 5% accordingly). Compared to global trends, it can be seen that the indicators represent a direct contribution of 4.4%, with a share of the total contribution of 9.4%.

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Table 3 Contribution of direct tourism revenues to GDP production for 2013-2017

No	The most compelling factors	%	The most stimulating factors	%
1	The unstable political situation and the danger of terrorism	14.5	The presence of cultural and historical monuments	19.3
2	The low possibility of buying of Ukraine's population	13.6	The country's population's level of education and culture	18.2
3	The poorly developed infrastructure of the incoming tourism	12.6	Creative industries' development (production of souvenirs. art, books)	16.5
4	Road quality and air transport infrastructure	12.3	Availability of the potential of natural resources	13.2
5	Protection of property rights of subjects in the tourist market	11.8	Implementation of the latest CRM systems	9.8
6	The level of qualification of tourism specialists	10.2	Ukraine's convenient location in central Europe	9.1
7	The incorrect behavior of the subjects of the tourist activity	7.6	A wide range of tourist routes (individual. one-day)	7.5
8	The legal framework that regulates the market for tourist services	6.8	The optimal pricing policy for the provided tourist services	6.4
9	Commercial effectiveness to attract tourists	5.7		
10	Implementation and development of information portals	4.9		
Total %	The most compelling factors	100		100

Source: Statistics Service of Ukraine, interpreted by the author

The identification of opportunities and obstacles for the tourism industry's development makes it possible to focus state's attention on the development of tourism infrastructure, road repairs, tourist safety, improving the standard of living of the population and ensuring access to information services in tourism. Overcoming the negative tendencies in the tourist services' market is possible through its strategic development. The economic effect resulting from the achievement of the strategic objectives for the development of the tourism market will be reflected in an increase of the revenues to the budgets of all levels of the tourist activity, the increase of the tourist flows, especially of foreign citizens, the attraction of foreign investments in the development of the tourist infrastructure, the creation of new jobs, tourist services and their quality. Therefore, the creation of systemic and complex premises for the development of the tourism market in the state should become one of the priority directions for accelerating the country's economic growth (Table 3).

According to the implementation of the strategy for developing the tourism service's market in Ukraine, the following indicators are expected to be developed.

- 1) increase in tourist spending during travel up to 80 billion UAH in 2026;
- 2) an increase in the volume of capital investment in tourism and resorts from 6.6 billion UAH in 2026;
- 3) setting up a national tourism organization and relevant regional tourism organizations;
- 4) the operation of the Unique Tourist Information System, which contains information on all the tourist and leisure resources of the country, suitable for use in the field of tourism, in particular the cultural heritage and the objects of the natural reserve fund;

- 5) implementation of the satellite system of accounts recommended by the World Tourism Organization within the United Nations (UNWTO);
- 6) establishment of ten tourist offices abroad;
- 7) the liberalization of the visa regime with ten countries of the world, which are the target markets for tourism in Ukraine.

Table 4 Tourism competitiveness index and the state of the tourism services' market for the period 2015-2017

№	Indicators				
		2015	2019	2022	2026
1	The number of foreign tourists entering Ukraine, millions of people	12.9	19.3	25.8	32.3
2	Number of topics of tourist activity. thousands of units	6.8	10.2	20.4	34
3	The volume of revenues from local budgets from tourist taxes, millions of UAH	37.1	74.2	185.5	371
4	The volume of revenues to the consolidated budget (taxes and duties) from the activities of entities in the tourism industry, billions of UAH	1.71	3.42	8.55	171
5	The number of jobs in the field of tourism, thousands of people	88	132	264	440
6	The number of local tourists, thousands of people	357	715	1070	1785
7	The number of tourists, thousands of people	125.5	188.3	250.0	313.8

Source: interpreted by the author

4. CONCLUSIONS

The study shows that the tourism industry, although slowly, is trying to improve its main performance indicators and to strengthen its position on domestic and international markets. Ukraine's tourism market has development prospects at the expense of the potential of resources and cultural-historical, optimal policy in setting the prices and the level of education and culture of its population. It is exactly providing a strategic priority for the development of the tourism market that will increase the competitiveness of the tourism activity in the country. With considerable natural resources, a good geographical location of the country, a large number of tourist attractions, highly qualified personnel and overcoming the problems related to infrastructure and investments, tourism can develop an optimistic scenario, thus improving not only efficiency, but also the results of related fields. However, neglecting the objects of the tourist heritage, the misuse of the available natural resources, the lack of investments in the development not only of the infrastructure, but of the tourism in general, the emigration of the personnel abroad can become the key factors in choosing a pessimistic way of development. Therefore, when evaluating the real situation of Ukraine's tourist services' market, it should be noted that tourism has begun to revive only from an economic point of view, and most importantly - the confidence not only of foreign tourists, but first

of all Ukrainian citizens, confirms the positive changes. The economy will not be able to develop tourism in an optimistic scenario, a fact which will be the subject of future research.

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