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*Khudaverdiyeva Viktoriya***STATE OF TOURISM DEVELOPMENT AND DIRECTIONS OF STATE REGULATION  
OF TOURISM POLICY IN UKRAINE****State biotechnological university (SBTU), Kharkiv, Ukraine**

The article is devoted to the current problems of the state's tourism industry, their impact on the state of the state's economic development, and the main aspects of improving the state's economy management mechanisms in the context of the development of the tourism industry are defined. For most countries of the world, 2020 will be remembered as the year of the outbreak of the pandemic, which appeared as a result of the spread of the acute respiratory disease COVID-19. Modern tourism, without a doubt, integrates almost all industries. Tourism is definitely one of the highly profitable industries. Tourism forms up to 10% of the total GDP of EU countries. In the developed countries of the world, tourism contributes to the socio-economic development of countries. The purpose of this work is to consider the essence of tourism as a socio-economic phenomenon and the peculiarities of its development in Ukraine. Such features of tour operating require significant organizational skills from the top management of the company, and the ability to effectively work process in the company. Therefore, the activity of a tourist operator is a natural combination of work cycles in relation to specific tours or programs. The article identifies the importance of the hospitality and tourism industry, which is a vital source of income due to tourism revenues and the attraction of foreign direct investment, as well as jobs, especially for women and youth. The start of hostilities on the territory of Ukraine, the closure of external and internal borders in February 2022, not only reduced the revenues of tourism companies to zero, but also led to significant losses in some cases. The Organization for Economic Cooperation and Development (OECD) predicts an unprecedented crisis and a reduction in tourism revenues in the world up to 45%, if the conflict continues until September, this indicator may reach 70%. Since the field of tourism is an important part of the economy of many countries, this will lead to a negative impact on the macroeconomic indicators of the countries in which the field of tourism is the most developed. Many countries have taken decisive measures to support the tourism sector, but this may not be enough to restore the tourism sector. One of the main goals is to support tourism companies and their employees.

**Keywords:** tourism, economic sector, tourist product, state regulation, tourism development strategy.

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***Introduction and problem statement***

In the conditions of globalization and dynamic development of the world services market, the tourism industry is gaining more and more importance and priority. Tourism as one of the main strategic economic sectors, which makes an important

contribution to the formation of the country's GDP and exports, occupies a special place in the system of international economic relations, promotes the strengthening of positive trends in the economic, political and socio-cultural life of society. For many countries of the world, international tourism has become the most profitable branch of the economy, and revenues from it are an important component

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*Khudaverdiyeva Viktoriya*

of national budgets. According to various estimates, the tourism industry accounts for a third of world trade in services, approximately 7% of global investments, 5% of all tax revenues, and 11% of global consumer spending [1].

#### ***Analysis and research of publications***

The research sources were: analysis of the legislative framework of tourism in Ukraine, a review of statistical information of the State Agency for Tourism Development (DART), data of the World Tourism Organization UNWTO (UNWTO – United Nations World Tourism Organization) and the practice of professional tourism associations of the world. Scientific publications and educational publications on tourism by various authors were used to clarify the conceptual apparatus: Melnychenko O.O., Shvedun V.O., Gugul O.Ya., Olivko O.O., Dudchenko N.O., Lyubitseva O.O. [1,3,8] and others.

#### ***The purpose of the article***

The purpose of this work is to consider the essence of tourism as a socio-economic phenomenon and the peculiarities of its development in Ukraine. Attention is paid to the current trends in the field of domestic tourism in the conditions of the economic and general political situation in the world, which significantly influenced the behavior of players in the tourism market. On the basis of the conducted research, the key directions of state support for the tourism industry of Ukraine and its expected effects were formulated.

The theoretical and methodological basis of the study is a dialectical method of cognition and a systematic approach to studying the peculiarities of the development of the tourism industry as a type of activity in modern crisis conditions, to assess the main problematic points of the tourism sector in crisis conditions; to systematize world and domestic experience of supporting tourism in current conditions; evaluate possible scenarios for the restoration of tourism, taking into account the measures taken by the state. The methodological basis was also fundamental developments of leading domestic and foreign scientists on this problem. The following research methods were used: abstract-logical (theoretical generalizations and formation of conclusions), calculation-constructive and comparison (analysis of the development of the tourism industry in modern conditions).

#### ***Results and discussion***

Last year put the tourism industry in extreme conditions and radically changed the approach of tourists to choosing countries for vacation. At the same time, the first half of 2021 was marked by the

gradual recovery of tourist flows, both for Ukraine and for the world in general. There has been a significant rethinking of tourist routes and an increase in the level of domestic travel around the world. After analyzing the data for the first half of 2021, it is possible to note an increase in the number of visitors to Ukraine by 9% compared to the second half of 2020. During this year, we accepted one and a half million people from different countries, but this figure is 31% less compared to the same period last year (then the number of foreigners in Ukraine was 2 million) and 75% less than the figure for the same period in 2019, when the number of foreign guests reached almost 6 million. We are observing a significant increase in visitors for the second quarter of 2021, their number was 4 times higher than the number of people admitted in the corresponding period of 2020 and reached 3.4 million [2].

In the first half of 2021, there is a positive trend in the increase in the number of tourists from countries such as Saudi Arabia (their number has increased 40 times to 14,000 people, while only 350 citizens came to Ukraine in the same period of 2020), USA (the number of tourists increased by 69.6% compared to last year and reached 34 thousand), Israel (26% growth, the number of tourists 26.6 thousand), and Transcaucasia countries (the number of Armenians increased by 100% (7,000), the number of tourists from Georgia increased by almost 40% (15,500) and Azerbaijan (16,000) increased by 67%. The traditional markets for Ukraine remain Moldova (368,000), Russia (198,000), Romania (109 thousand), Belarus (96 thousand) and Turkey (93 thousand). 70% of foreigners who visited Ukraine are Europeans (10% less than last year), 24% are representatives of the countries of the Asian region (8% more than in 2020), 2.8% came from North America and only 1.7% – citizens of the African continent [2].

The Covid-19 pandemic played a decisive role in reducing the number of trips abroad for people all over the world, and in Ukraine in particular, today we can only estimate the damage caused by quarantine measures over the past year and a half. However, this situation became an impetus for the opening of new tourist markets and the rapid development of domestic tourism. In the first half of 2021, Ukrainians traveled abroad by 15% more than last year. A total of 5.7 million Ukrainian citizens left. Turkey (774,000) and Egypt (the number of tourists increased by 88% to 705,000) remain traditional tourist destinations. New tourist centers have appeared, where more and more Ukrainians are starting to go, for example, the Dominican

Republic – growth by 238% and 35 thousand tourists, which is 5 thousand more people than those who visited Bulgaria in the same period. Among other countries: Qatar (11.5 thousand), Maldives (10 thousand visitors, which is equal to the number of Ukrainians to France during the same period), Tanzania (7 thousand visitors), Sri Lanka (2.5 thousand visitors) etc. [2].

In the new tourist reality, not only the cost of the tour and certain preferences come to the fore, but also quarantine restrictions, rules for entering the country and the situation with the spread of COVID-19 are taken into account.

The modern industry of tourism is one of the most rapidly progressing branches of the world economy, which can be considered both as an independent type of economic activity and as an interdisciplinary complex. Today, the tourism industry is developing at a very fast pace and may become the most important sector of business activity in the coming years. Tourism plays an important role in job creation, and it is predicted that 2,500 new jobs will be created globally every day over the next five years. Covering many sectors of the economy, it becomes almost impossible to determine an accurate estimate of the number of workers employed in the tourism sector. In addition, solving the problem of real assessment is also complicated by the specific nature of work (seasonality, part-time work, temporary work, etc.). And yet, the number of people employed in the tourism sector is constantly growing. This is one of the few branches of the economy where the introduction of new technologies does not lead to a reduction in the number of working personnel. This is important because by absorbing more labor, tourism reduces social tension in society. In addition, world experience shows that the tourism industry can be developed even during economic crises, which is important for the countries of Eastern Europe. The costs of creating one workplace here are 20 times lower than in industry, and the turnover of investment capital is 4 times higher than in other branches of the economy. An example can be such countries as Argentina, Brazil, Mexico, Egypt, Tunisia, Peru and others [3].

Tourism is currently considered the most promising and leading industry in Ukraine. Tourism in Ukraine is gradually approaching the world level. More and more tourism enterprises are appearing. A close network of the tourist industry has been created, which includes accommodation, catering, as well as objects of educational, business, religious, sports, health and other purposes. The main goal of tourism

development is to satisfy certain needs of the tourist in recreation and impressions that the tourist will receive during the trip, by providing services and goods that will make the trip comfortable and unforgettable and will contribute to the fulfillment of the purpose of the trip. It should be noted that in the tourism industry today there are many different classifications of tourism, which consist in the selection of classes, forms, types in many directions. Currently, there is no specific classification, this can be explained by the fact that there are no clear forms and types in modern tourism. Tourism is divided according to various indicators: by means of transportation, purpose, duration and time of the trip [4].

Types of tourism can be distinguished, specifically international tourism – a trip to another country, or foreign tourism. This type of tourism is divided into inbound and outbound. Outbound type of international tourism is a trip or journey of people permanently living in one country to another country. Inbound tourism is a trip outside the country of permanent residence. One of the priority types of tourism remains inbound tourism as a significant factor for replenishing the state budget and creating additional jobs. The development of inbound tourism is not only a source of income for the country's economic system, but also helps to activate relations between countries in the tourism process. A profitable industry of tourism can be considered when the flows of inbound tourism exceed the volume of outbound tourism by three times. Inbound tourism is one of the forms of international tourism. It should be noted that inbound tourism is travel within Ukraine by persons who do not permanently reside on its territory. In order to increase the efficiency of the tourism sphere of the economic direction, it is necessary to improve the mechanisms for regulating economic activity and create conditions for investment activity through the formation of a new approach to the development strategy of the national tourist complex and the management system of tourist processes both at the state and regional levels [4].

The experience of countries shows us that the direct development of tourism depends on the extent to which it benefits from state support. Any state, in order to receive income from the tourism industry, must invest in the study and research of its territory, for the assessment of tourism potential, the preparation of a tourism business program, infrastructure projects of resorts and state tourist centers, as well as in information provision and advertising. The tourism industry is one of the priority directions of the state's development. This is

evidenced by the dynamism high profitability, great positive socio-economic and cultural impact of tourism on the development of countries. In many countries of the world, tourism is one of the most priority industries, the contribution to the gross national income of which is 20–45%, and income from foreign tourism is the main source of foreign exchange. The contribution of tourism to the overall supply of goods and services within the framework of the national regional economy of Ukraine is shown in the table. 1 (Calculated by the compilers based on the data of the State Statistics Service of Ukraine using the methodology of the auxiliary (satellite) tourism account) [5,6].

The most recognized approach for assessing competitive advantages in tourism is the rating approach. One of the key ranking indicators of the country’s competitiveness in the field of tourism is the Travel and Tourism Competitiveness Index, which is compiled by the World Economic Forum every two years and covers about 140 countries. The index of competitiveness in the field of tourism is calculated based on 14 indicators related to the entry of tourists, which are combined into four groups (sub-indices) that characterize the favorable environment in the country for the development of tourism, state policy and the creation of favorable conditions in the field of travel and tourism, infrastructure, natural and cultural resources [7].

In the rating of tourist competitiveness of the countries of the world, Ukraine occupies a rather low place. Thus, in 2007 it ranked 78th (with an index of 3.89 out of 7 possible), in 2009 – 77th (with an index of 3.76 and 3.84, respectively), in 2011 – 85th (with an index of 3.83), in 2013 – 76 (with an index of 3.98), in 2017 – 88 (with an index of 3.5), in 2019 – 78 (with an index of 3.7). Our state was not represented in the 2015 rating, as no research was conducted. Compared to the 2017 study, Ukraine had the largest growth rate in the region, rising 10 places: from 88 to 78. Ukraine has different

scores on aggregated components of the Tourism Competitiveness Index. The competitive advantages of Ukraine, according to the Travel and Tourism Competitiveness Index-2019, are health care and hygiene – 11th place (both in the world and in Europe), as well as (although with slightly worse positions) human resources and the market labor (48th place), price competitiveness of the tourism industry (19th place in the world), cultural resources and business trips (55th place in the world). As the economy stabilized and recovered, Ukraine effectively improved its business environment (124th – 103rd), security (127th – 107th) and international openness (78th – 55th) (Table 2) [8].

Today, Ukraine can be classified as one of the countries with an average level of tourism development, which does not sufficiently use the favorable conditions for the proper development of inbound tourism. The conducted analysis makes it possible to determine the directions of development of the tourism industry in Ukraine, which are seen in the need to strengthen the role of the state, which will be able to provide material support for the development of tourism; formation of an effective model of cooperation of private-state partnership, to adhere to the implementation of the “Strategy for the development of tourism and resorts for the period until 2026” [9].

According to the UN World Tourism Organization (UNWTO), the contribution of tourism to world GDP is 10%, and the total number of jobs directly or indirectly related to tourism is 11%, therefore a balanced state policy in the field of tourism is an important part of sustainable economic development of Ukraine in the world. “The development of tourism stimulates growth in related areas of the economy, which is particularly important for the regional development of Ukraine. In addition, we have extremely wide opportunities to attract year-round tourism thanks to our unique natural opportunities, rich historical and cultural heritage.

Table 1

**Gross added value in tourism of Ukraine (USAID. National Tourist Organization of Ukraine. Tourist barometer of Ukraine)**

Indicator	2018		2019		2020	
	Thousands UAH	% from gross domestic product	Thousands UAH	% from gross domestic product	Thousands UAH	% from gross domestic product
Gross value added created in tourism	412498376.51	11.6	502202848.27	12.62	534947632.15	12.60
Gross value added created directly in tourism (in basic	173749626.99	4.9	195687259.17	4.92	165125166.98	3.91

Table 2

**Dynamics of the global index of competitiveness of tourism in Ukraine**  
(Dudchenko et al., 2021)

Place in the rating	2009 year	2011 year	2013 year	2017 year	2019 year	Dynamics of changes during the period 2019/2009	rating (2019 year)
Business environment	100	76	114	124	103	-3	4.1
Security	93	82	77	127	107	-14	4.8
Health and hygiene	17	17	8	8	11	+6	6.5
Human resources	80	68	65	41	48	+32	4.8
Information and computer infrastructure	52	68	70	81	78	-26	4.5
The priority of tourism	96	101	84	90	92	+4	4.3
Perception of tourism in the country	62	107	101	78	55	+7	3.7
Price competitiveness	115	119	110	45	19	+96	5.9
Sustainability of the environment	83	88	92	97	114	-31	3.9
Air transport infrastructure	98	93	78	79	71	+27	2.7
Ground transport infrastructure	84	74	73	81	77	+7	3.1
Tourist infrastructure	62	53	50	71	65	-3	4.3
Natural resources	104	119	102	115	116	-12	2.2
Cultural resources	84	86	80	51	55	+29	1.9
General indicator	77	85	76	88	78	-1	3.7

The development of tourism is an important component of economic growth, and the approval of the Development Strategy will allow for more effective coordination of work in this direction,” Stepan Kubiv commented on the Government’s decision [9].

Until now, tourism was considered the most promising and leading industry in Ukraine. Tourism in Ukraine gradually approached the world level. More and more tourism enterprises appeared. A close network of the tourist industry has been created, which includes accommodation and catering establishments, as well as objects of educational, business, religious, sports, health and other purposes. Russia’s full-scale invasion of Ukraine affected almost all sectors of the global economy. The tourism industry was particularly affected. The increase in oil and fuel prices, complicated logistics and the destruction of traditional tourist routes are just some of the risks facing world tourism in connection with this war.

The World Tourism Organization (WTO) expects global tourism receipts to drop by \$14 billion in 2022 in the event of a protracted war between Russia and Ukraine. European tourism is at the greatest risk. And we are talking not only about Eastern Europe, where the war is directly going on,

but also about the entire continent in general. The main reason is security. Russian armed aggression forces tourists, particularly from other continents, to think about the advisability of traveling to Europe. That is why they increasingly choose safer alternatives. It is quite clear that all international logistics routes passing through the territory of Ukraine are not functioning now. However, the Ukrainian market is not the only one affected by this war. According to data published by Eurocontrol on its WTO website, certain European destinations have seen a drop in the number of flights after February 24 compared to the same period in 2021. For example, the number of flights in Moldova fell by 69%, in Slovenia – by 42%, in Latvia – by 38%, and in Finland – by 36%. Summarizing, we can state that world tourism has faced many challenges as a result of the Russian-Ukrainian war. However, even more challenges await the tourism industry of Ukraine [6]. All experts agree that the revival of the industry should be thought about now. But where to start? What specific steps should be taken and what role is assigned to the state in this process?

According to the State Agency for the Development of Tourism, during the six months of the full-scale war, revenues to the state budget from the tourism industry fell by 25.7%. It is logical that

if the active phase of the war continues, this recession will continue. However, the Ukrainian tourism business is counting on a quick post-war recovery. Many, discussing this topic, cite the example of Croatia. Indeed, after the grueling war, Croats managed to restore their tourism potential for several years. However, the hostilities in Ukraine are much more intense than those in Croatia, and, accordingly, the destruction of infrastructure is more serious. Therefore, no analogies with post-war Croatia, including regarding the tourism industry, should be taken as a basis for future recovery. The only thing that really needs to be taken into account is the formation of a powerful tourism brand. Even before the war, Croatia was one of the main resort centers of the Adriatic and almost the main tourist attraction of the former Yugoslavia. This in many ways contributed to the rapid revival of the country's tourism. That is why Ukraine should take care of its own tourism reputation now [2].

The restoration of the functioning of the industry should be started from the regions less affected by the war. This will make it possible to form a primary basis for receiving tourists. Investment flows should move from the West to the South and East: from Lviv to Odesa and Kyiv, and then to other regions after the restoration of all the necessary infrastructure and demining of the territories. As for the revival of tourism in the liberated cities, this issue should be approached rather cautiously. Any projects covering these locations should first and foremost become a component of memorial tourism in Ukraine. Relevant state bodies should be involved in this matter: the Institute of National Memory and the State Agency for Tourism Development. All routes must be built taking into account the fact that these are places of tragedy, so placing any attractions on such routes is unethical and impractical. Despite the above, current events are still not a determining factor for the development of tourism. It remains the variety of recreational resources, which Ukraine has in abundance, and the corresponding services [7].

Actually, this is the first thing that an ordinary traveler pays attention to. We probably still have to improve the tourism arsenal that survived and, of course, restore the destroyed one. All this should be done taking into account past experience, but pay more attention to modern trends, which change almost every day. Just as Ukrainian tourist organizations do, which have adapted to the realities of war. Today, the focus of travel agencies is focused on the development of domestic tourism, the development of bus tours abroad and the search for

the optimal format of work after victory. All this awaits us in the future. However, the process of regeneration of Ukrainian tourism has already begun. It is now necessary to actively promote Ukraine and its tourism potential, build new plans and involve international partners in this process [5].

The strategy defines the approach of the state tourism policy in the following areas: tourist safety; regulatory and legal support; development of tourist infrastructure; development of human resources; marketing policy of tourism and resort development. The strategy provides that by 2026 in Ukraine: the number of foreign tourists will increase by 2.5 times, the number of domestic tourists will increase by 5 times, the number of jobs in the tourism sector will increase by 5 times, the filling of budgets of all levels from the implementation of tourism activities will increase by 10 times, the number of subjects of tourist activity will increase 5 times, tourists will spend up to 80 billion during their travels in Ukraine. hryvnias, a positive image of Ukraine as a country attractive for tourism will be created [9].

“The development of a tourism strategy is one of the conditions that we must fulfill as part of the implementation of the Association Agreement with the EU. We are already working on its implementation: we are creating a plan of measures for the implementation of the Strategy, we are conducting an active dialogue with representatives of Ukrainian business, we are working on the legislative framework,” – Deputy Minister of Economic Development and Trade of Ukraine Mykhailo Tataruk noted [9].

Today, Ukraine loses to European countries in many indicators of the competitiveness of tourist services, because it does not pay due attention to this area, and irrationally uses its competitive advantages. Our state is practically uncompetitive, which is due to insufficient development of tourism infrastructure; ineffectiveness of state policy; lack of formed attractive tourist image of the country [10].

Therefore, increasing the competitiveness of the tourism sector is a key task of the economy of modern Ukraine. It is important to focus efforts on providing tourists with not only the availability of cultural and natural objects for viewing, but also safety, high standards of hospitality, improving the quality of infrastructure, and a reasonable price policy. At the same time, it is necessary to constantly work on ensuring the effective and comprehensive use of the existing potential, creating a competitive national tourist product and promoting this product on the European and world market of tourist services [8].

The economic functions of tourism primarily

include the economic benefits it provides. Thus, tourism stimulates the development of infrastructure elements – hotels, restaurants, trade enterprises, etc. It causes an increase in the income part of the budget due to taxes, which can be direct (visa fee, customs duty) or indirect (an increase in the wages of workers causes an increase in the amount of income tax paid by them to the budget). In addition, as mentioned above, tourism has wide opportunities for attracting foreign currency and various types of investments. An equally important economic function of tourism is the diversification of the economy, forming industries that serve the tourism industry, ensures the growth of the population’s income and the improvement of the nation’s well-being level [5].

Also, the impact of tourism on economic development is manifested in the increase in business activity and the expansion of the production of goods and services as a result of the increase in solvent demand at the expense of foreign and local tourists. From an economic point of view, the attractiveness of tourism as a service industry lies in a faster return on investment and income in freely convertible currency. In many countries, tourism is one of the top three leading industries of the state, develops at a fast pace and plays an important social and economic role, as it: increases local incomes; creates new jobs; develops all industries related to the production of tourist services; develops social and industrial infrastructure in tourist centers; activates the activity of folk crafts and the development of culture and promotes them; ensures an increase in the standard of living of the local population; increases foreign exchange earnings [8].

But the positive impact of tourism on the state’s economy occurs only if it develops comprehensively, that is, it does not turn the country’s economy into a service economy. In other words, the economic efficiency of tourism implies that it should develop in the state in parallel and in connection with other branches of the socio-economic complex. Studying the availability of recreational and tourist potential and the presence of all components of an independent branch of the national economy, it is necessary to consider the issue of creating a clear state policy in the field of tourism and implementing coordinated mechanisms for its implementation. Foreign experience shows the great benefit from inbound tourism, so each state resorts to many measures and develops a tourism policy. In the conditions of the unstable political and economic situation in Ukraine, it is important to investigate the development of inbound tourism and methods of its stimulation. The share of inbound tourism in the world gross national

product is almost 10%, as well as 15% of global investments and 11% of all tax collections, and in Ukraine tourism forms approximately 1% of the gross domestic product, while in economically developed countries this indicator is 6-8% [4]. Inbound tourism is closely related to foreign direct investment in the country’s economy. In addition, due to inbound tourism and sufficient financing of this industry, infrastructure, such as transport, is rapidly developing, which in the future will allow not only the tourism industry to grow economically (Table 3).

The industry of modern tourism is the most profitable and promising in terms of its growth rates among the branches of the world economy. The main goal of tourism development is to satisfy certain needs of the tourist in recreation and impressions that the tourist will receive during the trip, by providing services and goods that will make this trip comfortable and unforgettable and will contribute to the fulfillment of the purpose of the trip. Inbound tourism remains one of the priority types of tourism as a significant factor for replenishing the state treasury and creating additional jobs. The development of inbound tourism is not only a source of income for the country’s economic system, but also helps to activate relations between countries in the tourism process. Further research should be aimed only at

Table 3

**Entry of foreigners and stateless persons into Ukraine and departure of Ukrainian citizens abroad according to the data of the State Border Service of Ukraine (persons) (data provided by the State Border Service of Ukraine at the request of the National Tourism Organization of Ukraine) (USAID, 2022)**

Year	Entry of foreigners and stateless persons into Ukraine	Departure of citizens of Ukraine abroad	Balance
2009	20798342	15333949	5464393
2010	21203327	17180034	4023293
2011	21415296	19773143	1642153
2012	23012823	21432836	1579987
2013	24671227	23761287	909940
2014	12711507	22437671	-9726164
2015	12428286	23141646	-10713360
2016	13333096	24668233	-11335137
2017	14229642	26437413	-12207771
2018	14342290	27976681	-13634391
2019	13709562	29345897	-15636335
2020	3382097	11251406	-7869309

determining additional stimulators of increasing the level of inbound tourism in Ukraine [4].

The strategic goal of the development of tourism in Ukraine is to create a competitive tourist product that will be able to satisfy the needs of tourists as much as possible and, on this basis, ensure the comprehensive development of territories and their socio-economic interests. Today, Ukraine has all the prerequisites for the intensive development of domestic and foreign tourism: features of the geographical location and topography, favorable climate, rich natural, historical-cultural and tourist-recreational potential. However, the development of this important area of the national economy is still insufficient, because a large part of natural territories and objects of cultural heritage are unsuitable for tourist visits, tourist infrastructure generally does not meet quality parameters, and tourist services in most sectors of the tourism industry do not meet the requirements for the quality of service [11].

Tourism activity significantly affects the formation of the state budget, and therefore supporting the functioning of the tourism industry in difficult economic crisis conditions is an important task, both at the national and regional levels. Inbound tourism as a significant factor in increasing foreign exchange earnings and creating additional jobs should become one of the priority types of tourism in Ukraine. Increasing competition in the world market of tourist services is increasingly leading to the transfer of Ukraine to the “periphery” of tourist flows. According to the World Tourism Organization (UNWTO), the share of Ukraine in tourist flows in Europe is about 4% and about 0.9% – in all-European revenues from tourism activities [12].

The difficult political and economic situation in Ukraine restrains the development of the tourism industry. The situation of uncertainty scares away potential foreign tourists. Therefore, to improve the situation, it is necessary, first of all, to conduct a competent information policy aimed at creating a positive image of the country. The scale of tourist flows depends to a significant extent on the political and macroeconomic situation (primarily, inflation, exchange rate changes), real incomes of the population, the availability of tourist infrastructure facilities and the image of tourist facilities. In recent years, there has been an increase in outbound tourism in Ukraine due to a significant reduction in the interest of foreigners in Ukraine. Despite the significant potential of the tourism industry, in Ukraine, over a long enough period of time, there has been an increase in the gap between the amount

of income and the outflow of funds from the country, directly or indirectly provoked by the import of tourist services: from payment transfers to foreign tour operators and other subjects of the host party – to personal expenses of tourists, which are not taken into account by official statistics [11].

Today, the development of tourism is restrained by many factors, including the imperfection of the legislative framework, the limited range of services offered, and the lack of funds for the reconstruction of historical and architectural monuments and comprehensive information about possible tourist routes. This list can be continued. In Ukraine, the tourism industry sector as such is not developed. A variety of tourist services can be boasted mainly by millionaire cities, cities of generally recognized recreation and tourism zones, and some historical and cultural centers. At a time when in most cities of Ukraine, it is possible to develop industrial, recreational, ecological, even extreme and other types of tourism. Analysis of the state of the domestic tourist market indicates that the development of tourism in Ukraine is only at the initial stage [4].

Ukraine belongs to the group of countries with an insignificant influence of the tourism industry on the development of the national economy. The contribution of the tourism industry in our country is estimated by experts at 1.3 million dollars USA or 1.4% of GDP, and the Ukrainian tourism sector employs 1.2% of the total number of employed people in the country. For comparison, the tourism sector in Poland is valued at almost 8 million dollars USA or 1.7% of GDP, employment – 1.7% of the total number of employed persons in the country; in Turkey – 35.9 million dollars USA or 5% of GDP, employment – 2.3% of the employed population [12].

The low level of capacity utilization of the tourism potential of Ukraine is also confirmed by the small volume of export of tourist services. In Ukraine, the share of export of tourist services of structures and export of goods and services is only 0.7%, and in European countries - approximately 30%. In most developing countries, foreign tourism accounts for 10-15% of revenues from the export of goods and services. According to the experts of the World Tourism Organization, the world tourism market has been growing for many years in a row and continues to demonstrate stability, despite the difficulties, which are primarily related to ensuring security. On the other hand, having all the prerequisites for the proper development of the economy at the expense of tourism, Ukraine is still inferior to many countries of the world. Thus, according to the index of competitiveness in the field



of travel and tourism in 2017, Ukraine received a rating of 3.5 points out of seven possible and was in 88th place among 136 countries of the world, having lost 12 positions on this index compared to 2013 [12].

In June 2020, the head of the Office of the President of Ukraine, Andriy Yermak, held a conference call with the heads of regional state administrations on issues of tourism development. Deputy heads of the Office of the Head of State, Minister of Culture and Information Policy Oleksandr Tkachenko, Minister of Infrastructure of Ukraine Vladyslav Kryklii, Minister of Community and Territorial Development Oleksiy Chernyshov, Minister of Economic Development, Trade and Agriculture Ihor Petrashko and others also took part in the meeting. “We want Ukrainians, not having the opportunity to go abroad this year, to start traveling through our picturesque country,” Andriy Yermak said when opening the meeting [13].

He tasked the heads of State Administrations to prepare a concept for the development of domestic tourism in their regions within a week. In particular, identify three to five “tourist magnets” in each oblast – the most attractive objects of historical, cultural and natural significance from the point of view of tourism. On the basis of these proposals, a national program for the development of tourism in Ukraine and relevant regional programs will be developed as its components. Tasks within the framework of this program will be implemented over the course of three to four years and in subsequent years. The head of the State Tourism Development Agency of Ukraine Maryana Oleskiv noted that, in addition to the list of tourist attractive locations in the region, the local authorities should develop tours for three, five and 10 days, as well as predict how to get to one or another tourist object. “We are ready to cooperate with the local authorities if something still needs to be improved: somewhere a couple of kilometers of a good road are missing, somewhere we need to remove some terrible market that spoils the impression. In order to make these locations more interesting for tourists,” Maryana Oleskiv emphasized [13].

In addition, regional leaders should pay attention to event tourism. In particular, 5-10 of the most interesting events of the cultural life of the region should be identified in each of the regions and promoted as one- or two-day tours. For example, the Ministry of Culture operates the «Small Cities – Big Impressions» program, for which UAH 40 million was allocated this year, and after the end of the quarantine, these funds can also be used for the development of cultural events in the regions. In addition, the meeting raised the issue of supporting

enterprises involved in the tourism industry to provide better services.

The Minister of Infrastructure reported that consultations are currently ongoing with the specialized committees of the Verkhovna Rada regarding the development of a legislative initiative to exempt domestic air transportation from paying VAT. This will help make domestic flights cheaper and stimulate the recovery of air passenger traffic. Work is also underway to liberalize the visa regime for citizens from a number of countries who come to our country for the purpose of tourism. After the adoption of the relevant decision, visit-tours to tourist-attractive places of Ukraine are planned, therefore already now the heads of regional authorities, together with local authorities, should anticipate an increase in tourists, including foreign ones, in their region [13].

The heads of regional state administrations should form tourism development departments in the structure of regional state administrations, as well as organize relevant consultative and advisory bodies at regional state administrations with the involvement of all interested parties. After all, tourism is not only a cultural component, but also the economic development of the region, and therefore there should be clear coordination on the ground regarding the development of tourism as an industry.

The Minister of Culture and Information Policy, for his part, announced the «Travel Ukraine» program, within which a challenge will be held – famous people in the country and at the local level will share their impressions of traveling in Ukraine. Posts with stories about which places are worth visiting, each of them will publish on social networks with the appropriate hashtag #travel Ukraine. Summarizing the conversation, Andriy Yermak urged everyone to act very quickly to adopt the necessary decisions and relevant laws regarding the tourism industry, so as not to lose this tourist season [13].

Promotion of the development of inbound tourism is a consequence of the interaction of internal and external socio-economic processes that create the need for travel and demand for tourist services. The demand for tourist services is formed both in the country for domestic and international tourism services, and outside its borders for international inbound tourism services, and it is carried out by the offer created on the market by the subjects of the tourism market. Factors influencing the development of inbound tourism are favorable natural conditions, especially in the Carpathian region, as well as a rich historical and cultural heritage, which is concentrated in every region of Ukraine. In order

for any type of tourism to develop, not only inbound tourism, an appropriate legal basis is necessary, which will correspond to the conditions of modern society and the economic activity of business entities. That is, a high-quality legal framework is needed for the development of social and economic aspects of tourism. Since inbound tourism is closely related to international activities, the political situation in the country is of particular importance, which manifests itself in the stability and openness of the policy, the stimulation of national and foreign investments in the development of inbound tourism, the facilitation and simplification of tax, customs and visa procedures regimes. Among the most important factors of tourist mobility of the population, the following can be distinguished: socio-economic (welfare, per capita national income, general cultural level of citizens, cost of travel, accessibility of connections, belonging of residents to one or another social group), territorial (production-economic and historical importance of regions, population, area of the settlement, density of buildings), organizational (extensive location of the transport network, convenience of using rolling stock and travel, quality of service, travel time), and natural and climatic [4].

The effectiveness of tourism management can be considered in two directions: economic and social. The basic and most simple are the calculations of the frequency of trips and the intensity of the trip. From the point of view of the economy of the city and the region as a whole, tourism can be tentatively considered as one of its branches. In this case, a comparative assessment of the effectiveness of various options for the development of tourism should be carried out taking into account the influence of this industry on the functioning of other industries. It is possible to accept the profit received by the socio-economic sphere of the region from tourism as a criterion of optimality. In the general case, the specified profit will be equal to the sum of income from inbound and outbound tourism, minus the costs borne by the economy of the region for the development of tourism. The specified profit represents that part of the profit received by the industry, which comes to the disposal of the region and is spent outside the industry itself (that is, the part of the profit spent on the expanded reproduction of the tourism industry is not taken into account).

The components of income can be presented in an expanded form separately by reception and departure of tourists. Upon receiving tourists, the following will be received: direct income from inbound tourism in the form of various regional and federal taxes paid by travel agencies and other

participants in the tourism business; revenues from tourists' expenses for services; indirect income from loading hotels, bars, casinos, restaurants, entertainment, visiting historical and cultural centers; indirect income from the creation of additional jobs. On sending tourists: direct income from taxation of tourist activity on sending tourists, which is paid by travel agencies and other business participants; income from additional loading of vehicles and other facilities in the field of services involved in sending tourists; indirect income from the creation of additional jobs in the tourist dispatch service system. There are also individual-psychological, social-geographic and a number of other factors that are clearly reflected in the processes of tourist flows [12] for the development of inbound tourism.

The main directions of the tourism policy of Ukraine include: protection of the rights of travelers; protection of the interests of producers of domestic tourist products; comprehensive support of domestic and inbound tourism, which can be manifested in the form of:

- a) direct investments in the formation of the tourism industry;
- b) scientific and advertising and information support for the promotion of the national tourist product on the world market;
- c) tax and customs benefits that stimulate the inflow of investments.

State policy in the field of tourism is carried out by: defining and implementing the main directions of state policy in the field of tourism, priority directions of tourism development; determining the order of classification and assessment of tourist resources of Ukraine, their use and protection; directing state funds to the development and implementation of tourism development programs; determination of the basics of tourism security; regulatory regulation of relations in the field of tourism; organization and implementation of state control over compliance with legislation in the field of tourism; participation in the development and implementation of international tourism development programs.

State regulation of inbound tourism is a set of forms and methods of influence of state authorities on the development of the tourism industry and the creation of conditions for effective cooperation of state authorities, local self-government and the private sector in the development of tourism. State regulation of the tourism industry is necessary for: protection of the consumer of tourist services; increase in income from recreational and tourist activities; organization of recreational and tourist

activities; preservation and protection of recreational and tourist resources.

The goals of state regulation of inbound tourism: ensuring the rights of citizens to rest, freedom of movement, restoration and strengthening of health, safe life and environmental health, satisfaction of spiritual needs and other rights, enshrined in the Constitution of Ukraine; tourism safety, protection of the rights and legitimate interests of other subjects of tourism activity and their associations; preservation of the integrity of tourist resources of Ukraine, their rational use, protection of cultural heritage and the environment; creation of favorable conditions for the development of the tourism industry, support of priority areas of tourist activity [4].

The Verkhovna Rada of Ukraine adopted the Law "On Tourism" with amendments of 2020 No. 324/95-VR dated 15.09.1995, version dated 16.10.2020, which states: "The state declares tourism one of the priority areas of development of national culture and economy and creates favorable conditions for tourist activity". Importantly, this definition is in line with the recommendations of The Hague Interparliamentary Conference on Tourism, held on 10–14 April 1989, which stated: "Countries should define their national priorities and the role of tourism in the hierarchy of such priorities, as well as the optimal strategy for tourism development within the framework of these priorities" [14].

The main factor that radically changed the tourism and hotel business is global digitalization, which received an additional acceleration during the pandemic. A lot of services began to appear online, which caused serious changes in the labor market. First of all, the trend of employment increased, which is largely related to the lockdown introduced in many countries. In addition, in the field of tourism and hospitality, in connection with the need to comply with sanitary and epidemiological norms, contactless service technologies began to be widely used, in particular, in hotels, guest check-in and check-out procedures began to be carried out using mobile applications and gadgets. Many tourists began to mainly use digital information and communication technologies to choose a destination in which they plan to book tourist services [15].

The so-called category of digital travelers clearly began to increase sharply, which required the improvement of information and communication support for tourist and hotel activities. Currently, increased attention is needed to the information and communication support of tourist destinations. Digitization of tourism and hotel activities has led to the need to increase professional requirements

for staff in terms of the availability of digital communications. Digital competences are becoming not only a requirement of the labor market, but also a necessary condition for a comfortable life and communication of a modern person. Digital competence acts as a base without which personnel cannot be competitive in many areas of social and economic activity. Domestic and foreign researchers emphasize the necessity of digital education for employees of the tourist and hotel industry [15].

Global digitization radically changes the labor market, generates new forms of work, in particular, an innovative model of work and employment, in which creativity, the ability to find innovative non-standard solutions, critical thinking, etc. are the most important requirements for personnel. Within the framework of this concept, a new direction of economic activity is developing, which has received the name of the on-demand economy. The use of digital information and communication technologies provides the possibility of cross-border employment. In many spheres of socio-economic activity, the digitization of business processes is taking place at a rapid pace, which makes it necessary to constantly improve the digital qualifications of personnel. Permanent learning of new skills throughout life (lifelong learning) will become an integral attribute of any employee. Many countries are already actively engaged in modifying their education systems to take into account the new reality. Such countries as Singapore, Finland, Sweden, Norway and a number of others were the first to create their own strategies for the development of the digital economy, in which a significant role is assigned to the issue of personnel training. After all, in the conditions of the digital economy, the key assets of companies are information and personnel. Many countries are already actively transforming their education and training systems, focusing on the formation of digital competencies.

Digitization of the economy requires the possession of not only digital competencies, but also self-development skills, the ability to adapt and critically assess the current situation, the ability to make non-standard decisions in conditions of uncertainty, communication skills and effective teamwork.

In order to support the development of the tourism industry in Ukraine, the state authorities have created the Concept of the state targeted social program for the development of sports and tourism infrastructure in 2011-2022. The purpose of this program is the development of sports and tourism infrastructure, the creation of conditions for obtaining the right to hold winter sports in Ukraine of the

2022 Olympic and Paralympic Games, which will provide an opportunity to promote the development of inbound tourism [13].

As a result of certain changes in the structure of state power in Ukraine, the Ministry of Culture and Information Policy is the main specialized body regulating the tourism industry. Accordingly, the central body of the executive power, which ensures the implementation of state policy in the field of tourism and resorts, is the State Tourism Development Agency of Ukraine. The priority areas of its activity are (State Tourism Development Agency of Ukraine): ensuring the development of inbound and domestic tourism, resorts; decentralization, support of local initiatives in the development of tourism; achievement of effective public-private partnership; dissemination of information about Ukraine and its tourist opportunities on the international tourist market and within the country.

In the regulation of inbound tourism, a special place is occupied by the observance of international legal acts in the field of tourism, which are governed by most countries of the world. It was found that inbound tourism is one of the most promising sectors of the economy and economy. It creates the necessary conditions for the establishment of international relations, helps preserve the cultural, historical and natural heritage of the state, and raises the spiritual and cultural level of the country's population. But its operation and development will be impossible, unpromising and unprofitable without the help and support of the state authorities, which must clearly regulate, promote and help the tourism industry and inbound tourism bring a lot of income to the state treasury. For this, state tourism authorities should adopt new and update old laws, simplify customs and visa control, so that it is easy, fast, affordable and safe for tourists to visit our country, as well as for foreign tourists to visit Ukraine.

#### **Conclusions**

So, in the modern world, tourism is one of the basic sectors of the economy of both individual regions and entire countries, representing a complex that combines many spheres of activity and even entire industries. It should be developed on a managed, controlled and integrated basis, using the latest innovations in the management system. What benefits are expected if the field of tourism develops successfully in our country? Based on world experience and based on the best practices of national tourism agencies of countries such as Australia, Canada, France, Ireland, the Netherlands, New Zealand, Spain, and others [12], the development

of tourism as a state priority provides a country with a combination of a number of positive images, economic, social and other effects: growth of investments by types of tourist activities and infrastructure objects; growth of average income from one tourist; growth of the total volume of income from tourist services; growth of tax payments to the country's budget from enterprises working in the field of tourism; positive effect on tourism-related sectors of the economy: transport, collective means of accommodation, communication, trade, construction, agriculture, etc.; strengthening of the country's cultural and economic ties with other states; improving the country's position in international rankings.

Based on all of the above, taking into account the existing key problems of the tourist market of our country, we will highlight the key ways of state support for this sphere of economic relations: renewal and improvement of tourist infrastructure; monitoring the needs of the tourist market; creating an image of the country that is favorable for tourism (both domestic and international) by conducting relevant information campaigns; professional development of personnel in the field of tourism; ensuring the safety of tourism and simplifying visa formalities; use of modern technologies and innovations in tourism. Thus, taking into account the peculiarities of the modern tourist market of Ukraine in the context of the existing economic and political realities, for the successful development of tourism in our country it is advisable to concentrate the efforts of work, business and the local community in the following directions: priority stimulation of the development of domestic tourism, due to the significantly increased demand on it recently and further forecasts about maintaining the demand for tourist services among the citizens of the country; orientation of new target directions for inbound tourism to our country; strengthening information and educational work about the possibilities and advantages of tourism, both within the country and abroad.

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## СТАН РОЗВИТКУ ТУРИЗМУ І НАПРЯМИ ДЕРЖАВНОГО РЕГУЛЮВАННЯ ТУРИСТИЧНОЇ ПОЛІТИКИ В УКРАЇНІ

Худавердієва В.А.

Стаття присвячена сучасним проблемам галузі туризму держави, їх впливу на стан економічного розвитку держави і визначенню головних аспектів удосконалення механізмів управління економікою держави в контексті розвитку туристичної галузі. Для більшості країн світу 2020 рік запам'ятовується як рік, виникнення пандемії, яка з'явилась внаслідок поширення гострої респіраторної хвороби COVID-19. Сучасний туризм, без сумніву, інтегрує практично всі галузі. Туризм, безумовно, одна із високодохідних галузей. Туризм формує до 10% сукупного ВВП країн ЄС. У розвинених країнах світу туризм сприяє соціально-економічному розвитку країн. Метою цієї роботи є розгляд сутності туризму як соціально-економічного явища та особливостей його розвитку в Україні. Такі особливості туроперейтингу вимагають від топ-менеджменту компанії значних організаторських здібностей, умінь ефективно організувати робочий процес у фірмі. Отже, діяльність туристичного оператора є закономірне поєднання робочих циклів відносно конкретних турів або програм. В статті визначено значущість галузі гостинності і туризму, яка є життєво важливим джерелом доходів за рахунок надходжень від туризму і залучення прямих іноземних інвестицій, а також робочих місць, особливо для жінок і молоді. Початок воєнних дій на території України, закриття в лютому 2022 року кордонів зовнішніх і внутрішніх, не тільки знизили доходи компаній туристичної сфери до нуля, але і призвели в окремих випадках до значних збитків. Організація економічного співробітництва і розвитку (ОЕСР) прогнозує безпрецедентну кризу і скорочення доходів сфери туризму в світі до 45%, у випадку якщо конфлікт продовжиться до вересня, цей показник може досягти 70%. Оскільки сфера туризму є важливою частиною економіки багатьох країн – це приведе до негативного впливу макроекономічних показників країн, в яких сфера туризму найбільш розвинена. Багато країн вжили рішучих заходів з підтримки сфери туризму, проте це може виявитися недостатнім для відновлення туристичного сектора. Однією з головних цілей є підтримка компаній у сфері туризму та їх співробітників.

**Ключові слова:** туризм, галузь економіки, туристичний продукт, державне регулювання, стратегія розвитку туризму.

STATE OF TOURISM DEVELOPMENT AND  
DIRECTIONS OF STATE REGULATION OF TOURISM  
POLICY IN UKRAINE

Viktoriya Khudaverdiyeva\*

State biotechnological university (SBTU), Kharkiv, Ukraine

\*e-mail: viki75807@gmail.com

Khudaverdiyeva Viktoriya ORCID: <https://orcid.org/0000-0002-0100-5079>

*The article is devoted to the current problems of the state's tourism industry, their impact on the state of the state's economic development, and the main aspects of improving the state's economy management mechanisms in the context of the development of the tourism industry are defined. For most countries of the world, 2020 will be remembered as the year of the outbreak of the pandemic, which appeared as a result of the spread of the acute respiratory disease COVID-19. Modern tourism, without a doubt, integrates almost all industries. Tourism is definitely one of the highly profitable industries. Tourism forms up to 10% of the total GDP of EU countries. In the developed countries of the world, tourism contributes to the socio-economic development of countries. The purpose of this work is to consider the essence of tourism as a socio-economic phenomenon and the peculiarities of its development in Ukraine. Such features of tour operating require significant organizational skills from the top management of the company, and the ability to effectively work process in the company. Therefore, the activity of a tourist operator is a natural combination of work cycles in relation to specific tours or programs. The article identifies the importance of the hospitality and tourism industry, which is a vital source of income due to tourism revenues and the attraction of foreign direct investment, as well as jobs, especially for women and youth. The start of hostilities on the territory of Ukraine, the closure of external and internal borders in February 2022, not only reduced the revenues of tourism companies to zero, but also led to significant losses in some cases. The Organization for Economic Cooperation and Development (OECD) predicts an unprecedented crisis and a reduction in tourism revenues in the world up to 45%, if the conflict continues until September, this indicator may reach 70%. Since the field of tourism is an important part of the economy of many countries, this will lead to a negative impact on the macroeconomic indicators of the countries in which the field of tourism is the most developed. Many countries have taken decisive measures to support the tourism sector, but this may not be enough to restore the tourism sector. One of the main goals is to support tourism companies and their employees.*

**Keywords:** tourism, economic sector, tourist product, state regulation, tourism development strategy.

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