

## Perspectives of Management Development of International Tourist Business in Ukraine

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### Abstract

Today, Ukraine is in a crisis situation, and, moreover, the outbreak of the crisis requires significant financial resources and efforts. Most industries cannot significantly improve the dynamics of financial and economic indicators in the short term due to the need for significant capital investments, lack of sales markets and features of the production cycle. At the same time, tourism as an innovative branch, which has gained in development in modern tourist countries in the middle of the twentieth century, promises to Ukraine significant prospects, taking into account the temperate climate, as well as presence of mountain ridges, two seas, picturesque lakes, natural caves on the territory of the country. This article is devoted to the identification of actual problems and perspectives of further development of international tourism business in Ukraine, in particular, support of health-improving, cognitive, rural, historical and pilgrimage international tourism in Ukraine on the basis of comparative analysis with similar markets of Central European countries, in particular Poland.

For analysis, such a country of Central Europe as Poland, which has demonstrated far better economic growth trends than Ukraine, has been selected for such initial data, and today it is one of the important players not only in the European, but also in the world market of health-improving and other tourism. The authors state that healing and health tourism is one of the promising directions of tourism development in Ukraine, which is supported by available medical resources and natural conditions that are very similar to those of Central and Western Europe. The conclusion formulated the modern problems of promising types of tourism in Ukraine and the main perspective directions of its development.

*Keywords:* management of international tourist business, anti-crisis strategy, medical and health tourism, problems and prospects of tourism development in Ukraine.

### 1. Introduction

The international tourist business is a promising branch of the world economy, but unfortunately, its potential in Ukraine is not yet sufficiently revealed. World trends in increasing the degree of mobility of the population and increasing the share of services in the sectoral structure of the economy of Ukraine, Europe and the world; increasing the openness of the countries, their integration into the world economy and other globalization processes testify to the prospect of international tourism business in Ukraine.

Nowadays, changes in the philosophy of organizing the international tourism business and the consumption of its services by Ukrainian and foreign citizens, the competent and appropriate use of the information-analytical system and managerial tools, taking into account the challenges of modernity in the international tourism business, are necessary.

Ukraine is a temperate country with a European territory that is large enough, has an average population density, has

sea access and picturesque landscapes, which gives hope for the following factors to further develop international tourism business [1] The traditional problem of Ukraine is that due to the lack of investment attractiveness, the instability of the socio-political and economic situation, the fear of Ukrainian citizens and enterprises against possible risks, the lack of large capital, suitable for investment, external debt, currency jumps, outflow of scientific and skilled workers abroad - it is not possible to effectively develop a number of profitable branches of production. Currently, Ukraine mainly exports mineral resources, products of food and light industry, but due to low profitability it is not enough, and an increase in production in these industries will lead to depletion of ecological resources, non-renewable resources etc.

### 2. Method and data

The development of tourism with a correct and efficient organization does not require extensive consumption of natural resources (most of the resources used by the tourism business are renewable)[2], does not require significant start-up investments, it allows to expand capacity gradually[3];

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There are no strict quotas, as all tourists have the right to cross the border in one calendar period (while in the case of international trade in food and manufactured goods there are not only quotas but also prohibitions). Therefore, the development of an international tourism business can not only help diversify the Ukrainian economy and create jobs, but also give impetus to other industries by increasing demand for their products [4].

At the same time, the pattern is characteristic not only for Ukraine, but also for the world as a whole: the larger the market, the easier it is for producers to find customers on it (see Figure 1). It should also be noted that according to the research conducted, today the most crucial for the Ukrainian tourist business is primarily the political situation, the external environment, financial capacity, markets, the potential risk level, as well as the possible impact of unregarded factors. A significant number and varying degrees of significance of the factors of development of the tourism business indicates the need for its modeling and forecasting [5].

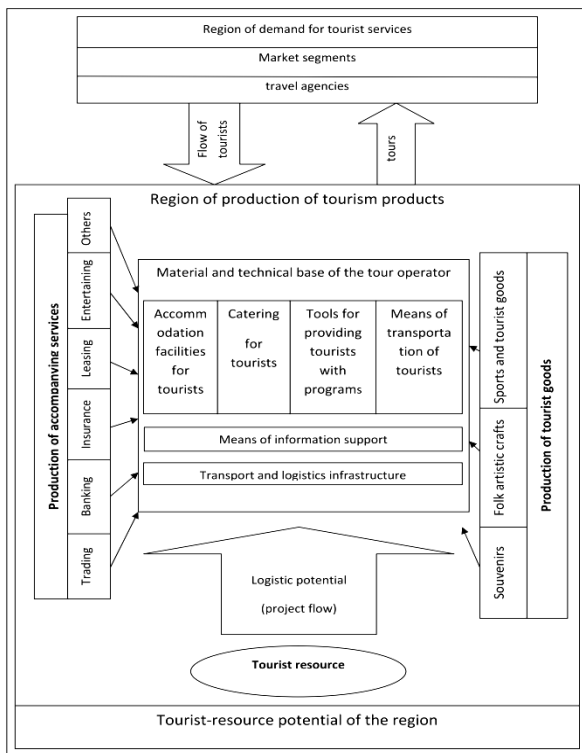


Fig 1. Factors influencing the development of the international tourism business.

The whole complex of factors influencing the development of the international tourism business can be divided into the following groups:

- those that do not have a direct dependence on the activities of the sectors of the tourism industry (motivational, economic, geographic, socio-political, environmental, etc.);
- based on the scientific, technical, methodological, organizational progress of the international tourism business.

### 3. Results and discussion

In the course of our research, the situation in Ukraine (Table 3) and Poland (Table 1 and Table 2) were analyzed to assess the dynamics of the tourism business, as well as the

volume of cross-border migration across the Ukrainian-Polish border compared with cross-border migration across the border of Poland with other countries of Eastern Europe. In our opinion, the results of the study indicate that the stable growth of all sectors of tourism (in particular, international) in Poland is ensured by the stability of the exchange rate (in Poland, inflation has been practically absent for several years, in 2015-2017, even a slight deflation was observed, which coincided the largest peak in the growth of tourism), the improvement of the image of the country in the international market, as well as significant investments: increase of operational speeds on automobile and railway passenger transport, capital repairs of centers most and the hotel and restaurant fund). The increase in the total number of arrivals is explained by the introduction of a visa-free regime for Ukraine, as well as by the growing role of the transfer hubs of Poland in travels by residents of Eastern European countries to the west and in the direction of the Mediterranean.

As of 2007 compared to 2004, that is, before the beginning of the global financial crisis of 2008-2009, the number of nights provided in Poland increased by 17.8%, increasing annually by 5.9% on average (table 1). Moreover, the greatest increase was in recreational facilities - 42%, on average annually 14%.

Table 1: Dynamics of provided nights in Poland in 2004-2017.

Years	Provided overnight, million nights								
	In general	including:						including:	
		Hotels	Health establishments	In the vacation season (July-August)	For foreign tourists	Hotels	Health establishments	In the vacation season	
a	b	c	d	e	f	g	h	i	
2004	46,7	14,7	5,0	16,2	9,3	6,3	0,7	2,6	
2005	48,6	16,3	5,7	16,3	10,5	7,2	0,9	2,8	
2006	51,2	17,6	6,4	16,7	10,6	7,2	0,9	2,7	
2007	55,0	19,4	7,1	17,2	10,9	7,6	0,8	2,7	
2008	56,6	19,8	7,7	17,4	10,2	7,0	0,8	2,5	
2009	55,0	19,4	8,3	17,2	9,6	6,7	0,8	2,4	
2010	55,8	21,2	7,6	17,2	10,1	7,1	0,6	2,5	
2011	57,1	23,1	7,8	16,9	10,6	7,5	0,6	2,6	
2012	62,0	24,9	8,6	18,6	11,9	8,5	0,3	2,9	
2013	63,0	27,0	8,8	19,1	12,5	9,1	0,4	3,0	
2014	66,6	29,9	9,2	19,9	13,0	9,7	0,4	3,2	
2015	71,2	32,7	9,7	21,4	13,8	10,2	0,4	3,3	
2016	79,4	37,2	10,2	23,8	15,6	11,6	0,4	3,8	
2017	83,9	39,5	10,4	24,6	16,7	12,1	0,4	4,1	
2017 to 2004, %	179,8	269,0	207,2	151,7	179,4	192,6	60,0	157,7	

Constructed according to the data of the Main Directorate of Statistics of Poland [6]

At the same time, the number of provided places for overnight stays in the holiday season (in Poland, in particular the website of the Office of Statistics, this term is called July-August) grew less actively - only 2.1% annually. Together with other data, this suggests that the country had

restored business activity, developed tourism weekend, the practice of recreation and recovery not only in the summer period of holidays, but also during the year. The number of nights provided to foreign tourists during this period grew less actively, and not at the expense of healing and not at the expense of the vacation season, but mainly due to hotel accommodation.

It is also noticeable that the global economic crisis has had an effect on intra-Polish trends with a certain delay: the decline in the number of nights for incoming tourists began already in 2008 (12% decline overall and 12% in hotels in 2009 to the level of 2007, i.e. 6% yearly average), while the total number of nights provided by Poland (which includes domestic tourism) continued to show a slight increase in 2008, and already in 2009 there was a recession. Moreover, already in 2010, the restoration of the tourist industry began, but in the health establishments the decline continued this year (8.4%), and the number of nights spent by foreign citizens in this type of institutions continued to decline until 2012, decreasing more than twice.

A significant impetus for the development of tourism has been the improvement of transport and hotel infrastructure in the framework of preparation for the Euro-2012 and improvement of the international image of Poland after the Championship. Thus, for the first time in the period under study in 2012, the number of nights of inbound tourists increased by 12.2%. In 2017, a tangible increase to the level of 2013 for all indicators, and during this period there was no local decline [6]. Thus, the total increase in the number of nights provided for the period 2013-2017 was 33.2%, and for foreign tourists - 33.6%.

It is worth noting the increase in the number of nights spent by foreign tourists starting in 2015, which coincided with the deflation phenomenon in Poland. Simultaneously with other reasons for the growth of inbound tourism during this period it should be noted that the instability in Ukraine overshadowed the image effect of Euro 2012, allowing it to take more advantage of Poland, and also reoriented some of the tourists willing to visit Eastern Europe, instead of Ukraine in that including Poland. Also, the tendencies of development of Ukraine, Belarus and the European part of Russia determine the use of Poland as a transit point for trips to Europe (often overnight), as well as the citizens of these countries traveling with overnight stay in Poland as the preconditions for the future departure to work or study. The increase in the number of tourists from EU countries residing in Poland is due to the assignment of the "blue flag of UNESCO" to the Baltic beaches, the increase of sanitary standards and the inclusiveness of Polish recreation areas, as well as the introduction of multilingual services. Improvement of the infrastructure, increase of operational speed of bus and rail transport and increase of passenger aircraft activity also play a role. Tourist potential complex

The increase in the activity of domestic tourism is conditioned, in particular, by the reduction of the number of people with low income and the emergence in the population of funds free of "maintaining health and providing basic living", which are used in particular for tourism [7]. Yes, the minimum wage in the country increases annually, and always from January 1, with the beginning of the new reporting period. If in 2007 the minimum wage was 936 zloty, then in 2017 - already 2,000 zloty, and in 2019 will be 2,250 zlotys. Moreover, from January 1, 2017, the right of the employer to pay only 80% of the payment to those who work the first year is canceled.

Geographically, in 2017, the most active visitors to Poland were citizens of neighboring countries, as well as developed countries of Europe and the United States (Table 2). Almost all countries of origin of tourists, except Lithuania, Moldova, Ukraine and Ireland, are characterized by a pronounced seasonality of the visit to Poland, which only confirms the view of the significance of transit value, as well as a significant proportion of working citizens, and not tourists.

Thus, for the "warm" half-year (second and third quarter) 5311.5 thousand Ukrainians visited the country, while for the "cold" (first and fourth quarter) - 5017.2 thousand, that is, attendance in the warm season was higher by only 4, 5%. A similar indicator for other countries ranges from 2.1% for Ireland to 129.0% for Canada, but for all those listed in Table 2, summer attendance exceeds winter.

**Table 2:** Dynamics of the attendance of Poland by citizens of different countries in 2017, ths. people.

Countries	The whole year	quarter of the year:			
		I	II	III	IV
<b>ALL</b>	<b>18202,5</b>	<b>4167,9</b>	<b>4536,5</b>	<b>5060,4</b>	<b>4437,6</b>
Ukraine	10328,7	2523,7	2542,8	2768,7	2493,4
Belarus	3632,6	796,1	925,1	992,7	918,7
Russia	1578,7	335,2	411,8	455,6	376,2
UK	809,0	172,4	207,6	216,7	212,3
Israel	212,1	33,1	44,2	76,7	58,1
Germany	195,2	27,3	47,3	83,3	37,2
Ireland	160,9	38,6	40,4	40,9	41,0
USA	150,1	23,5	44,3	52,1	30,3
Lithuania	102,4	24,5	23,9	29,6	24,4
Romania	98,3	21,6	23,0	28,6	25,2
Moldova	84,2	21,9	20,8	21,9	19,6
Czech Republic	59,3	8,5	13,7	23,0	14,1
China	55,6	11,5	14,8	18,1	11,2
Canada	45,4	6,2	13,2	18,4	7,6
Republic of Korea	38,1	7,1	8,0	13,0	10,0
Turkey	37,3	8,1	8,8	11,1	9,3
France	37,0	5,7	8,0	15,4	8,0
Slovakia	35,8	5,4	8,7	12,2	9,4
Italy	32,7	6,4	8,2	10,6	7,6
Japan	27,7	5,5	6,3	9,8	6,1
Bulgaria	26,9	4,3	7,0	9,0	6,5

Constructed according to the data of the Main Directorate of Statistics of Poland [6]

At the same time, the attendance of Poland by citizens of individual countries in the first quarter of 2017 exceeds the second quarter (Lithuania 24,5 thousand against 23,9 thousand, Moldova 21,9 thousand against 20,8 thousand), or in the IV quarter more visitors, than in the third quarter (Ireland 41,0 thousand versus 40,9 thousand). In the case of Lithuania, this is due to the seasonal surge of transit labor migration, as well as the reduction of the light day in winter, which prevents Lithuanians from spending one-day excursions without overnight in the case of Moldova and Ireland the popularity of winter and New Year's holiday in Poland is growing and interest visiting traditional Catholic Christmas and New Year holidays, as well as the value of Poland as a transit point.

Ireland is popular among the Poles as a summer holiday destination and a country where they go to work. The Irish airline Ryanair plays an important role in the Polish market of international air travel. Obviously, late autumn and winter are "low season" for the transportation of Poles to Ireland, so significant discounts and special promotions aimed at equalizing passenger traffic during this period, encourage the Irish to travel to the weekend to Poland. This is partly due to Ukrainians traveling to Poland with modes of transport, where there is flexible seasonal regulation.

Comparing Polish tendencies with Ukrainians, it should be noted that in Ukraine the dynamics of tourist flows to the global crisis of 2008-2009 was also generally positive: the number of Ukrainians who traveled abroad (Table 3) in 2000 was 13.42 million people, while in 2007 - already 17.33 million people, which is 29.1% more (average annual growth of 4.2%). In the same period, the inflow of the tourist flow has shown a rapid growth of 3.6 times, i.e. 260% (average annual growth of 37%). At the same time, the number of foreigners who were serviced by tour operators in 2004-2006 showed a local decline, which may be explained by the increase in the value of the Internet, through which you can order accommodation or other services on their own, as well as increase the activity of the shadow business.

The number of Ukrainian citizens who traveled abroad, recovered after the crisis more quickly, already in 2010, it almost reached the pre-crisis level. One of the reasons for this phenomenon may be the growth after the crisis of employment opportunities for Ukrainian citizens abroad [8]. At the same time, the number of foreigners who entered Ukraine, even in 2012, despite the holding of the Euro 2012 championship, was still 0.4% lower than before the crisis began. In 2010-2013, the number of Ukrainian citizens 'visits increased by 38.3%, while the number of foreigners' arrivals was only 16.4%, with the share of tourists among them never reaping a few percent (an average of about 2%).

After series of political events from 2013 to 2014, Ukraine lost the image of a country that can safely travel to foreigners for life and health, which resulted in a sharp decline in foreign citizens' entry 2 times. And only in 2016, when it became clear that the political situation in the country was more or less predictable, the flow of traffic began to slowly recover.

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Interestingly, the dynamics of the ratio of external and inbound flows of citizens in Ukraine in 2000-2017 (Table 3), as well as the comparison of the dynamics of relations between travelers and specifically people served by tour operators.

Thus, as a result of the increase of Ukraine's openness, the gradual growth of the economy and the establishment of the socio-economic environment, as well as the development of a market economy, the number of foreign citizens entered [9]. Thus, the ratio of inbound and outbound citizens was the lowest during the studied years in 2007-2009, having decreased from 2.09 in 2000 to 0.61 in 2008. In those years, the number of entries in Ukraine exceeded the trips. During 2000-2017, the tendency of the predominance of outbound migration to enter during periods of the economic crisis in

Ukraine, the prevalence of inward migration or their parity in the years of relative economic stabilization, and the impact of the global economic crisis of 2008-2009, which had long-lasting consequences for Ukraine[10].

At the same time, the ratio of the services provided by travel companies to travelers shows a much greater fluctuation. Thus, in 2000-2003 and 2007 there was a prevalence of inbound organized tourism over the outgoing (Value of outbound and inbound tourists served by tour operators <1); in 2004, tourist flows equaled (1.00). The largest jump-free change in the divergence between the number of inbound and outbound tourists served by tour operators (from 10.96 to 104.5 times) took place in 2014 against 2013, due primarily to changes in geopolitical tendencies and events in the eastern and southern part of Ukraine, as well as a number of terrorist acts in the cities of Ukraine and the beginning of hostilities.

**Table 3:** Dynamics of tourism in Ukraine in 2004-2017, mln. people.

Years	The number of Ukrainian citizens traveling abroad - total	The number of foreigners who visited Ukraine - total	The number of tourists serviced by tour operators and travel agencies total	Including served by tour operators:		
				foreign tourists	tourists-citizens of Ukraine who traveled abroad	domestic tourists
2000	13,42	6,43	2,01	0,38	0,29	1,35
2001	14,85	9,17	2,18	0,42	0,27	1,49
2002	14,73	10,52	2,27	0,42	0,30	1,54
2003	14,79	12,51	2,86	0,59	0,34	1,92
2004	15,49	15,63	1,89	0,44	0,44	1,01
2005	16,45	17,63	1,83	0,33	0,57	0,93
2006	16,88	18,94	2,21	0,30	0,87	1,04
2007	17,33	23,12	2,86	0,37	0,34	2,16
2008	15,50	25,45	3,04	0,37	1,28	1,39
2009	15,33	20,80	2,29	0,28	0,91	1,09
2010	17,18	21,20	2,28	0,34	1,30	0,65
2011	19,77	21,42	2,20	0,23	1,25	0,72
2012	21,43	23,01	3,00	0,27	1,96	0,77
2013	23,76	24,67	3,45	0,23	2,52	0,70
2014	22,44	12,71	2,43	0,02	2,09	0,32
2015	23,14	12,43	2,02	0,02	1,65	0,36
2016	24,67	13,33	2,55	0,04	2,06	0,45
2017	26,44	14,23	2,81	0,04	2,29	0,48
2017 to 2004, %	197,0	221,3	139,3	10,5	802,5	35,3

Calculated according to the State Statistics Service of Ukraine. [11-12]

Thus, a significant part of foreign citizens who have relatives in Ukraine, business interests or transit through Ukraine continues to visit the country, but foreigners who are not connected with Ukraine and wish to visit it through tour operator's services, from In 2014 there was very little, as well as foreign firms that organize tourism in Ukraine. Thus, the indicator of the predominance of outbound organized tourism over the entrances in 2014 reached 104.5 times, and only in 2016 decreased by 51.5 times due to the partial restoration of trust of foreign organized tourists (their number increased from 0.02 to 0.04 million).

In addition to reducing the trust of foreign tourists, there is a transition to the shadow of the tourist business through

the moratorium on inspections of small businesses, as well as the fact that some Ukrainian citizens, in the guise of tourism, go to work by a shift method or work remotely, from time to time visiting the offices of employers abroad.

At present, due to the fact that since the introduction of a visa-free regime with the EU, Ukrainians in a number of countries no longer need tourist visas, and Poland and Germany introduce a procedure for registration in the framework of a visa-free regime, on the one hand, it becomes more complicated to keep track of the purpose of travel of Ukrainian citizens abroad, and on the other hand, the practice of working abroad decreases, abusing a tourist visa. The geographic structure of migration may also change.

Analyzing the dynamics of total passenger traffic across the eastern border of Poland with Ukraine, Byelorussia and Russia (Table 4), it can be noticed that during the period of 2013-2017, the number of Poles' departure to Ukraine significantly decreased only in 2014, while in 2016 the flow was almost resumed. By contrast, since 2015, the number of people crossing the border with Belarus and Russia has decreased. This is partly due to the active development of Ukrainian-Polish cooperation and the right of visa-free entry of Poles to Ukraine, as well as the growing interest of Polish citizens in recreation on the Black Sea (in particular, in the Odessa region). In addition, the role of increasing the number of refusals to enter the EU's citizens to Belarus and Russia, as well as the fact that in contrast to Belarus in Ukraine, compared with 2013, the national currency significantly weakened, and affordable prices began to attract Polish citizens. However, in 2017, there were no significant changes in the exchange rate, and prices continued to increase, which was one of the reasons for the cessation of the growth of the number of Poles entering Ukraine.

**Table 4.** Dynamics of total passenger traffic across the eastern border of Poland with Ukraine, Byelorussia, Russia

Point of entry/departure	Year	Departures of Polish citizens, thousands of people	Foreign citizens' entry, thousands of people
Total across the eastern border (Ukraine, Belarus, Russia)	2013	3152,7	12799,1
	2014	3144,1	13470,2
	2015	3203,1	14399,2
	2016	2570,3	14940,7
	2017	2272,2	15770,8
Across the border with Ukraine	2013	1161,9	7288,7
	2014	998,7	7952,1
	2015	1056,3	9603,2
	2016	1150,7	10287,8
	2017	1071,5	10431,4
Across the border with Bielorrussia	2013	546,3	3861,9
	2014	544,0	3847,2
	2015	462,8	3424,7
	2016	433,9	3490,0
	2017	509,2	4065,1
Across the border with Russia	2013	1444,5	1648,5
	2014	1601,5	1671,0
	2015	1684,0	1371,4
	2016	985,7	1163,0
	2017	691,5	1274,3

Constructed according to the data of the Main Directorate of Statistics of Poland [6]

Consequently, the geographical, sectoral and other aspects of the structure and dynamics of the tourism business depend on many economic, political and social factors and

phenomena, which determines the importance of considering the development of tourism business as a complex process, which depends on many factors.

**Proposed strategy.** Of course, as each country Ukraine has its own realities that affect the directions and types of tourism that will be promising there. In the structure of both inbound and outbound tourism, due to the difficult economic situation in Ukraine, there is a significant distortion. And if the structure of outbound tourism, in spite of all the efforts of travel agencies, can only be corrected in combination with the general growth and stabilization of the economy, then the entry can be organized at a high level in a country with an average level of development, because lower prices of such a region, on the contrary, attract potential visitors.

The development of high-speed rail transport, the expansion of the airline's network, improving travel comfort, and simplification of procedures at the borders contribute to the increase in the number of tourists who prefer tourism without spending overnight trips at a distance of several hundred kilometers.

It is unlikely that Ukraine would become a pioneer in the field of business tourism or space tourism in the near future, but it is quite possible to develop other innovative types of tourism:

Cruise tours of the Dnieper, Southern Bug, Dniester, Black and Azov Seas. It is possible to organize cruises that enter the Ukraine for the inhabitants of the countries adjacent to these reservoirs. This direction is already being developed by the company Nibulon. The largest in Europe (after Russia), the area of the country allows you to organize "land cruises" and just cognitive tourism. Adventure tourism is possible to the outskirts of the mountain of Hoverla, to the caves of the Western Podillya, to the Snake Island, to the depths of the Black Sea. Adventure tourism is possible in Vinnytsya, Rivne and Transcarpathian regions by narrow-gauge railroads, Volyn forests, etc.

The mountainous and coastal regions of Ukraine can become powerful exporters of services to the inhabitants of Belarus, Poland and the countries of the Eastern Baltic, because the Baltic Sea is cold, and in Belarus there are no mountains or sea.

At the same time, it is necessary to take into account the potential risks that may be incurred by tourism for the environment (waste, exhaust gases, physical wear and tear of inventory and facilities of tourist objects and natural and artistic monuments, etc.), using, where possible, safe technologies, sorting and reuse waste. Epidemic threats (both human diseases and the spread of quarantine weeds, agricultural pests, animal disease agents, etc.) are also possible. However, in the future, tourism should become more environmentally friendly, because the ecology of the planet is in danger and has no borders.

Acquiring acuteness makes such a risk as unfairness of tourists or enterprises operating in the international tourism business. Thus, under the guise of tourist trips, smuggling and cross-border abuses, illegal employment of citizens in another country, exploitation and trafficking in persons, misuse of tourist visas, etc.

#### 4. Conclusions

If Ukraine succeeds in solving a number of problems and rehabilitating its tourist image as a territory where there is a zone of radiation pollution, and countries where the

insufficient level of work of medicine and the law-enforcement system is occurring, an armed conflict (which creates an impression of the danger of traveling to Ukraine among tourists) - not only through the organization of these problems, but also the creation of infrastructure and the development of a culture of hospitality, then the prospects for international tourism business can be great, because in the future, tourism left the important link in the global services and global economy as a whole.

Also, in case of developing a positive image of the state and the domestic system of international tourism business, Ukraine's role as a third country, which would sell packages of tourist services or render transport or other services for those tourists whose destination is not Ukraine (another type of export of turn-key services), is possible, or only transfers in the territory of Ukraine. Some successes in this direction are (yes, Ukrainian airlines offer flights from one foreign country to another with a transfer in Kiev, Ukrainian tour operators provide services to citizens of Moldova starting in

Odessa or other Ukrainian cities, etc.), but this segment is not developed enough yet.

Thus, the development of international tourism business, along with the development of other sectors of the economy, can contribute to the economic growth of Ukraine and its exit from the crisis, is a promising branch of the international economy, which requires a competent management approach, in particular, using statistical tools, and economic and international statistics are a peculiar basis of research in the field of international tourism business and a link, which provides a systematic approach to research.

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