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**UKRAINE IN THE STRUCTURE OF THE INTERNATIONAL MARKET TOURIST SERVICES**

Modern tourism is the most widespread phenomenon of the 21st century. It really penetrates into all areas of our lives and changes the world and landscape. Tourism has become one of the most important drivers of economic development in many countries and regions.

Tourism is a source of income, both at the micro and macroeconomic levels. Tourism is one of the main factors for creating additional jobs, accelerates the development of road and hotel construction, stimulates the production of all types of vehicles, promotes the preservation of folk crafts and national culture of regions and countries. According to WTO forecasts, the number of tourist arrivals in 2020 will be 1.6 billion, the international tourism receipts in 2020 will increase to 2 trillion $.

Table 1

|  |  |  |  |
| --- | --- | --- | --- |
| **Rank** | **Destinations** | **International tourism receipts, billion $** | **Change, %,****+** |
| **2017** | **2016** |
| **2016** | **2017** |
| 1 | 1 | USA | 204,5 | 210,7 | 1,9 |
| 2 | 2 | Spain | 56,5 | 68 | 10,1 |
| 3 | 3 | France | 45,9 | 60,7 | 9,0 |
| 4 | 4 | Thailand | 44,6 | 57,5 | 13.1 |
| 5 | 5 | United Kingdom | 45,5 | 51,2 | 12.1 |
| 6 | 7 | Italy | 39,4 | 44,2 | 7.7 |
| 7 | 9 | Australia | 38,1 | 41,7 | 9,3 |
| 8 | 8 | Germany | 36,9 | 39,8 | 4.2 |
| 9 | 12 | Macao (China) | 31,3 | 35,6 | 17,6 |
| 10 | 11 | Japan | 29,8 | 34,1 | 14.4 |
|  |  | Ukraine | 1,08 | 1,26 | 16,7 |

International tourism receipts in 2016-2017, [3].

Tourism is esspeially importante for Ukraine, because it is an supportive environment for small businesses that are able to operate without significant budget allocations, and a perspective for attracting foreign investment on a large scale and in the short terms. The tourism business stimulates the development of other sectors of the economy and contributes to meeting the needs of people in learning about the history, culture, customs, spiritual and religious values of different regions of the country.

Tourism has both a direct impact on the social parameters of life (improving health and human development in general) and indirect effects through improving the economic development indicators of the country: GDP growth, income, employment, etc. Improving all parameters of economic life the population is the basis for improving its well-being, improving health and increasing life expectancy. In income increasing of the population in the future becomes a factor of accelerated development, including tourism (Table 1).

The development of tourism is not only an important factor in the economic development of the country, but also social, cultural and spiritual. It is recreation and tourism that can actively contribute to the effective implementation of the concept of sustainable development, which is aimed at both economic growth and social progress, the environment and, in general, humanistic, ethical and cultural development. Therefore, the impact of recreation and tourism on the social indicators of economic development of both individual territories and the whole country is particularly relevant (Table 2).

Table 2

International tourist arrivals in 2017, [3].

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Destinations** | **Arrivals, million** | **Tourism receipts, US$ billion** | **% of the population** | **US $****per 1 person** |
| 1 | France | 86,9 | 60,7 | 132 | 882,3 |
| 2 | Spain | 81,8 | 68 | 148 | 1462,4 |
| 3 | USA | 75,9 | 210,7 | 23,8 | 637,3 |
| 4 | China | 60,7 | 32,6 | 4,7 | 23,4 |
| 5 | Italy | 58,3 | 44,2 | 84,5 | 741,6 |
| 6 | Mexico | 39,3 | 21,3 | 24,7 | 170,7 |
| 7 | United Kingdom | 37,7 | 51,2 | 52,9 | 755,2 |
| 8 | Turkey | 37,6 | 22,4 | 49,7 | 282,1 |
| 9 | Germany | 37,5 | 39,8 | 42,7 | 478,4 |
| 10 | Thailand | 35,4 | 57,5 | 49,2 | 809,9 |
|  | Ukraine | 14,2 | 1,26 | 28,9 | 29,9 |

On Fig. 1 schematically shows the aggregate contribution of direct revenues from the studied area to the GDP of Ukraine. The main barriers that hinder the development of the tourism sector are mainly factors of managerial, economic, environmental, socio-cultural character.

Fig. 1 Share of direct income from tourism in GDP,

compiled by the authors

According to the UNWTO, the share of Ukraine in tourist flows in Europe is about 4% and about 0.9% in Europe-wide tourism revenue. Such a significant discrepancy in the structure of natural and cash flows may indicate the low efficiency of the Ukrainian tourism sector and the low utilization of available tourism resources. Despite on the current realities, the tourism industry in Ukraine is gradually developing.

The World Tourism Organization estimated Ukraine's tourism flows in 2017 at $ 1.26 billion. (2015 – 1.1, 2014 – 1.6, 2013 – 5.08, 2010 – $ 3.8 billion [3]. According to experts from the US Agency for International Development USAID, the average foreign tourist stays in Ukraine for about 4 days, leaving about $ 600 during this time, that equivalent to US $ 12.7-12.8 billion in tourism revenue USA. Representatives of the World Travel and Tourism Council estimate Ukraine's tourism market capacity at $ 3.1 billion. USA.

Despite significant changes in the tourism sector, the gradual recovery of tourist flows after 2014 and revenues from tourism activity, the dynamics of the industry development in Ukraine is far behind world trends. The reason for such negative dynamics of the Ukrainian tourism sphere is the lack of promotion of tourism products in the world market. This is evidenced by the structure of inbound tourist flows in Ukraine.

Thus, it is possible to change the current state of activity of tourist and recreational complexes and hotel industry of Ukraine by implementing a simplified procedure for foreign investors to enter the tourist services market and state support of the industry through the adoption and implementation of state programs and strategies for tourism development at national and regional levels. Travel routes should be more and more widely promoted, not just already developed brands such as Kyiv, Lviv or Odessa.

List of information sources

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