

*Marina Bondarenko**

UKRAINE AND GLOBAL ECONOMY POST-TURBULENT TIMES: TOURISM ASPECT

In the article there is researched Ukraine's tourism sector development under post-crisis conditions, defined main sharp questions in the branch management by way of world economic crisis consequences, formed suggestions for improvement of Ukraine's tourism potential realization, covered perspective directions of future development in the light of modern global tendencies.

Key words: tourism, post-turbulent times, tourism management, tourism potential

В статті досліджено розвиток туристичного сектору України в пост-кризових умовах, визначено основні гострі питання управління галуззю через призму наслідків світової економічної кризи, сформовано пропозиції щодо покращення реалізації туристичного потенціалу України, окреслено перспективні напрямки подальшого розвитку в світлі сучасних глобальних тенденцій.

Ключові слова: туризм, пост-турбулентні часи, менеджмент туризму, туристичний потенціал

The aim of research is to study Ukraine's tourism sector development under post-crisis conditions, define main sharp questions in the branch management by way of world economic crisis consequences, form suggestions for improvement of Ukraine's tourism potential realization, cover perspective directions of future development in the light of modern global tendencies.

Used methods: SWOT-analysis, synthesis

Research topicality: tourism sector formation and development plays significant role in the economic balance renewal processes during post-crisis period. Tourism helps not only to support economic and investment activity through sustainable development postulates, discover potential of the territories, keep ecological situation but improve social part as well. Current position of Ukraine's tourism services market on international stage is unsatisfactorily taking into account its huge tourism assets. Conducted SWOT-analysis of Ukraine's tourism sector shows that destructivity of tourism product requires measures directed to development of barriers abolition system and correction according to world economy tendencies and international practices on tourism role in visitor economies.

Main results. Economic inefficiency of Ukraine's tourism sector activity requires proper approach to strategic concepts forming related to improvement of Ukraine's tourism potential realization on the international market of tourism services. According to results of Ukraine's tourism sector SWOT-analysis destruction of its tourism product needs implementation of measures directed to development of barriers liquidation system. Strong tourist flow in 2008 and insignificant economic benefits received from tourism activity covered current inefficient

* Postgraduate of Institute of World Economy and International Relations of National Academy of Sciences of Ukraine

positioning of tourism sector, misbalance of tourism supply as well as big gap in culture isolation from development programs of high priority. UNWTO statistics of tourist flow and tourism receipts correlation allow to suggest that majority of people visited Ukraine pursued purpose different from tourism and during their trip used only minimal package of tourism offer mainly consisted of accommodation and catering.

Besides CIS countries the level of international community awareness about Ukraine as tourism destination is very poor. Ukraine is mostly identified with ecological-anthropogenic Chernobyl nuclear power plant disaster and sport achievements referred to FC "Dynamo", the Klichkos, Yana Klochkova. "It's high time for Ukraine to open up, explore and slowly realize its huge potential as European player ... in the presence of external support... there is a hope that some countries, bilateral and multilateral institutions... once and forever are able to eliminate consequences of relative and undesirable isolation typical for cultural sector of Ukraine during soviet and post-soviet periods on strategic and practical levels" [1, P.42-47]. The State department on tourism and resorts functioning in a body of Ministry of culture and tourism of Ukraine is called to promote our country as a deserving tourism region on tourism services international market. Main barrier in tourism business development is that the government of Ukraine doesn't consider branch priority practically. As a result Ukraine has low indicators on destination marketing and image making. To our regret, world economic recession led to reduce of branch needs financing that in its turn reflected on the intensity of international activity. Though balanced politics of tourism development can liquidate financing shortage of branch needs by the way of special funds of hybrid financing establishment and practical implementation. Holding such events as "Eurovision" and "Euro-2012" is a good opportunity for Ukraine to disclose its tourism potential for international community. There is a need to create the necessary prerequisites for international business event tourism encouragement in Ukraine. Such interaction allows to extend international relations and stimulate headway of Ukraine into international tourism market.

Internal impulses of tourism industry improvement are to be simultaneously synchronized with world development tendencies. Modern processes of economic space development have also brought corrections into questions of role and weight of culture factor in the society. It's led to the situation when meaning of culture in the West is fundamentally different from meaning of culture in Ukraine. In this case main task of culture within conditions of modern development of Europe is adjustment and exploring of culture and social-economic interaction. In the same time culture in Ukraine plays role of burdensome appendix and directed to "extinguish a fire" [1, P. 21-23]. European approach to culture development implementation in Ukraine needs definition of conceptually new demands toward state bodies activity and reform of all government sphere.

Main problems in Ukraine's tourism industry forming is hidden in the questions of management centralization and de-centralization, information vacuum, seasonal tourism supply, environmental condition, tourism and adjacent infrastructure forming and development. Uncertainty and inability of local government to form and implement clear and strategically balanced tourism development programs radically destroy any initiative. There are lack of clear motivation and innovative approach towards legal and economic drivers use that put brakes on solving of majority of questions. To increase the role of culture in the economic gradation some measures are to be taken such as forming of branch development program, exploring of influence of culture on economic life of country, implementation of programs of active interaction with other sectors of economy.

Administrative reform is to be focused on interagency collaboration on culture and tourism:

- forming clear and simple system for tourism value objects subordination;
- involving group of experts in the process of legislation development and improving;
- setting up controlling levers for norms on environment and cultural heritage protection execution;
- monitoring of development programmes and projects realization;
- operative reporting about results received and possibility to obtain current statistics for free;
- exploring international experience in the questions of efficient tourism development;
- scientific framework projects researching.

High and quick results of tourism industry economic development can be reached through balanced government policy of active assistance: definition of strategic priorities and directions of industry development and their practical implementation, creating conditions to involve investments not limited to foreign ones but activate domestic investment resources as well that would significantly accelerate process of formation of Ukraine as a country with market economy. Particular attention is to be paid to collaboration with private sector in the questions of branch problems solving and development programs research. With this aim there is a need to make available access to current information, publish achieved results, highlight branch problems, ensure measures necessary to overcome development barriers, efficiently provide free analytical and legal information on the specialized web-sites, set up consulting, improve infrastructure, establish national quality standards for services adopted to world standards, certify and categorize tourism objects.

Main driver of modern economic space caused significant changes in human development and its activity is information. Further development of tourism industry should follow tendencies and specific of informative society (wide accessibility of information, correct positioning of the country on the world arena and interesting content for international tourist flow participants). Increase of Ukraine's tourism competitiveness can be realized through a sole multilingual web-site establishment. Active involvement of media resource in the process of branch formation and development is able to make information resource accessible not only for internal use but to external media markets as well. Internet resource availability has great potential in promotion of tourism product of Ukraine. The main task of media space lies in creation of high-quality and interesting information format: tourist oriented to meet needs of tourist flow and constructive-analytical for supply chain participants [2, P. 43-45].

Integration of Ukraine into world culture space requires establishment of national institution for permanent representation and development of Ukrainian culture abroad and improve systematic information flow which would systematically represent culture of Ukraine such as British Council in Great Britain and Goethe Institute in Germany. It's reasonable to activate diplomatic corps and establish net of centers of Ukrainian culture to popularize Ukrainian language, promote Ukrainian culture and traditions, distribute information about socio and economic life, cultural, historical and nature values and abilities in the country, improve international relations in the sphere of culture. In order to improve tourists' awareness about tourism abilities of Ukraine there is a need to provide thorough marketing on government level, define main priorities of tourism development, pay more attention to branding on international markets and participation of country in international projects and programs with step-by-step highlighting of results in media. Serious work is to be done on branding or even re-branding (Chornobyl, unstable political situation) that is even more challenging.

In addition to international activity great attention is to be paid to administrative-territorial reform of cities and development of modern branding programs on the territory. Significant contribution in creation of Ukraine's tourism cities image on fundamental level has been performed

by Institute of Society Transformation supported by International Visegrad Fund that in 2010 has realized the project “Branding cities: experience of the Visegrad Group for Ukraine”, also the Institute has established integral internet-resource www.cityukraine.info (project “Ukrainian city on the web”) within the framework of MATRA KAP program of Embassy of the Netherlands in Ukraine, that allows to study international experience in branding and evaluate the administrative and territorial assets of cities in Ukraine. The uniqueness of this project lies in determination of real leverages of competitiveness increase of Ukraine’s regions through implementation of successful international experience in territories development. In addition to main project aim that’s been fixed as “increase of Ukraine’s regions competitiveness”, such approach to the positioning of the regions ultimately allows to generate permanent tourism images and form preconditions for domestic tourism development. It’s known that development of tourism by way of international tourist flow increase is desirable direction of high-priority in international activity progress. However, development of domestic tourism is very important for Ukraine on its stage of qualitative international tourism product formation because insignificant changes towards infrastructure improvement and tourism supply chain development can activate domestic tourist flows and as a result to obtain economic benefits from tourism progress along with the whole region development. Involving of the population of Ukraine in the process of domestic tourism will deepen people self-identity, culture and history knowledge, encourage preservation of natural monuments, expand the geography of recreation for public and make the first contribution into the economy investment. Therefore, domestic tourism, its development and economic influence on tourism supply forming is an initial stage in shaping of tourism product of Ukraine for international markets.

In addition to administrative-territorial reform, marketing and positioning of tourist cities, it is needed to involve in branding process all educational potential, information factor and activate public activity to popularize domestic tourism.

Contemporary realities requires efficient development, and therefore the orientation on specialized integrated approaches and definition of priority directions of development, taking into account the maximum competitiveness potential [2, P. 45]. Poor performance of tourism is mainly resulted by absence of organized professional approach to the problems of industry solving. The problem can be solved in part by providing qualified personnel in all phases of execution process at the state level and private level as well. Qualified and professional approaches allow to solve problems and develop industry in the world economy in a strategic way. In this case synergy symbiosis is formed from professionals in different sectors of economy that directly or indirectly affect the tourist supply chain activity. An important role in tourism strategic development program forming plays tourists’ culture. In the educational field there is a need to explore the experience of our foreign colleagues, analyze their approaches to the teaching process and generate consolidated method for teaching our students, staff and specialists. The contribution of education in domestic tourism popularization can be realized through implementation of tourism and excursion course into educational process. Students’ tourism sections and volunteer groups establishment are to be initiated within education process in high and secondary schools to encourage research of Ukraine’s regions tourism opportunities, develop new routes, define features of the region and the priority of its tourism specialization. Show-biz and celebrities are to be involved into process of tourism directions promotion. On government level press-tours with politicians, actors, pop-stars, journalists are to be organized to engage gradually international community in. NGOs’ activity is to be coordinated to develop a common policy of interaction with local authorities and generate tactics for international market expansion.

At local levels there is a need to create conditions for private owners of tourism objects and

investors to invest in recovery and reconstruction not only hotel and entertainment complexes but also in the adjoined areas and roads infrastructure. We suppose there is a need to create national concept for architectural design of building taking into account ethnographic and historical characteristics of regions and engage local architectural offices in the process of building and reconstruction in order to provide common government policy of tourism development. This approach would help to avoid the chaos and diversity of architectural forms and will emphasize and accentuate historical legacy of architecture and achievements of present time constructions without inhibition of one by other. Current condition of tourism and adjoined infrastructures requires revision and adoption to the needs of tourism demand. Creation of programs and procedures for private sector involving in reconstruction and development of infrastructure on favorable terms with granted rights guarantee will be an important step towards formation of complex tourism offer of Ukraine. The next step to be done is making an inventory of all objects needed rehabilitation or reconstruction. Thereafter database with tourism objects register along with culture, architecture, history monuments is to be generated. Interesting and tourism attractive investment projects are to be developed involving modern innovative approaches towards resource saving, environmental protection and creation of favourable conditions for investment. In order to realize all tourism potential of Ukraine and its competitiveness on international market of tourism services in a full there is a need to implement a range of measures directed to reconstruction and restructuring of sanatorio-and-spa institutions, to develop high-skilled medical staff and support modern technical equipment to be able to provide qualitative medical services in rehabilitation and treatment during low season and to form additional services related to the period of high-season. Increase of comfort level and development of adjoined infrastructures is to be supported also in potential regions providing comprehensive tourism product with involve of all available resources (climate, mineral water, mud, sea, mountains, historical and cultural heritage). Just that resorts oriented on complex and qualitative international services can stimulate international tourist flow from Western Europe to visit Ukraine.

Comprehensive approach and balanced SWOT-analysis considered all peculiarities of regional development will allow to valuate real contribution of each sector in the economy of Ukraine and its importance. First of all there is a need to analyze those branches that have a negative impact on the development of tourism supply chain and industry in general. Such approach enables to select zones that do not meet tourism needs (environmental pollution, territory overload with objects different from tourism value) and zones of high-priority development [2, P. 45]. Dynamics and preferences of tourists flow allow to determine high and low seasons, but recent trends show a gradual increase in weight of entertainment, recreational and business tourism and reduce value of medical tourism. Therefore the task of Ukraine is to create a competitive tourism product oriented on all-year-round consumption and satisfaction of tourists' needs. Such approach will promote permanent and even tourist flow formation that allows to receive regular financial revenue, extend duration of stay, and reduce high-season loading. Implementation of the supposed strategy requires proper attention to qualitative all-year-round additional services and creation of good infrastructure throughout the year including period of rains and rime.

According to analytical data we can conclude on the need of specialized areas forming according to the demands of tourists and local peculiarities of regions. This approach will allow to use current tourism resources in more uniform and rational way: to localize medical and health establishments mainly in areas distant from major recreational and leisure centers but resort, recreation and business ones closer to the popular destinations. The change of tourism supply accents can resolve problem of territory resource shortage thus strategies of tourism industry de-

velopment in regions should consider the territory load factor in the area, correlation of financial, economic benefits and possible environmental effects because as it is known the environmental component of the natural resource is a long-term asset and the key of success for further development [3]. Tourism supply zoning also requires consideration of the environmental component of the territory. Environmental hazards reduces the attractiveness of the region as tourism destination and in some cases significantly limits realization of tourism potential. These regions require special approach to the tourism potential development and realization that is usually displayed in the formation of specialized tourism product referred to scientific, environmentally-anthropogenic and business directions. The main bias is to be made to qualitative services provision, implementation of programs minimizing anthropogenic impact and ecological balance renewal as well as measures preventing pollution. Particular attention should be paid to pollution in Kyiv and Odessa.

International experience of national parks can solve the problem of environment preservation and protection along with tourism attractiveness support. Complex approach to the national parks practice is used in the project of Tavriyskiy National University. The project includes not only international experience but suppose involve of innovations in investment complexity of tourism product realization [4]. Modern trends of tourism development and popularization of intimation with nature have changed tourism offer into eco-direction. There is a need to create new tourism products to develop tourism and meet tourists' needs and demands. With this purpose it is needed to establish mechanism of innovations and cooperation in the sphere of tourism service provision. This approach will allow not only satisfy tourists' needs but increase social standards of living that is an essential condition for healthy economy of the country.

Solving main ecological problems of the branch allows to determine key directions of further development:

- establishment of additional penalties for nature resource use;
- definition and establishment of environmental load limits in each individual region;
- involvement of innovative technologies into branch development process.

The main purpose of tourism complex development is forming of competitive international tourism product based on the efficiency of use of all tourism potential and innovative implementations. International practice shows that economic benefits from tourism industry development are efficient only in case of complex tourism product and suppose not only economic bonuses, qualitative development of all adjoined infrastructures but also the harmonization of ecological, socio-cultural factors and favorable atmosphere of hospitality. Currently the investment climate in Ukraine is estimated as bad. Tourism development requires solving problems of administrative, legal and regulatory, financial and economic nature, technical tourism base improvement, information support of the industry. Introduction of innovative approaches to solve these problems will allow to achieve the desired result quickly and effectively.

Innovative approach towards creation of specialized recreational free zones in the regions of high-priority development could become one of the driving levers of development not only to tourism but also attract foreign currency, solve a number of economic, social and environmental challenges: extend and recover material base, reduce unemployment, improve life standards, establish cooperation of all infrastructures, protect and preserve environment. Due to lack of national experience in the creation of free recreation zone it is useful to use foreign experience, provide pilot projects based on local zones (such as cluster areas). With the aim to develop tourism component of Crimea authors Y. Slyva, O. Mishina and A. Korinkova offer to create tourism and recreation economic zones within currently formed recreational areas that have already had formulated tourism infrastructure [5]. To our opinion, such approach of the scientists

is inefficient and oriented on short-term goals that can lead to overloading of present regions instead of other territories tourism potential covering. We believe that tourism and recreation zones are to be created on the base of new directions of high-priority in order to develop region and attract investments. Such an approach will allow to eliminate tourism development barriers quickly and improve the general economic attractiveness of the territory. Investment can contribute into transport infrastructure and communications, expansion of HORECA and spa facilities as well as preservation and protection of historical and tourism heritage.

Processes of innovation implementation in tourism should take into account the following items [6, P.66]:

- creation of favorable legislation basis to implement innovations in tourism;
- formation of tourism clusters and provision of interaction with all participants of the process through network of bureaus on information, finance, legislation, business, marketing, education;
- introduction of financial instruments to stimulate innovation activities;
- support of innovation activity on the government level;
- support of research projects in terms of disclosure of innovation and investment potential of regions;
- development of potential tourism regions.

Development of green tourism in Ukraine is a modern and effective tool for rural territories progress that can not only reveal the tourist potential but also increase employment, create jobs, raise living standards, stimulate business activity and small businesses process in rural areas; development of village infrastructure, nature and culture heritage, and increase of cultural and educational level of the local population as well as enlarge of revenue to local budgets. Control over activity and development of rural tourism in Ukraine has to be proper coordinated on the government level: questions related to tourism are to be directed to the authority of the Ministry of Culture and Tourism, general development of rural areas should be undertaken by the Ministry of Agriculture and business activity development is to be under the patronage of the Ministry of Economy within frames of entrepreneurship development programs.

Administrative reform is to be focused on Ministry interaction on culture and tourism questions:

- creation of simple and clear system of tourism objects subordination;
- involving expert groups in the process of legislation and development;
- creation of supervisory bodies for control on execution of environment and culture protection standards;
- monitoring of projects realization and programs development;
- prompt reporting of the results and free accessibility to current statistics in the public domains;
- exploring international experience in the field of effectiveness of tourism development;
- promotion of scientific framework projects.

Strategic concepts of Ukraine's tourism industry development are to be focused on:

- increase of international tourist flow to Ukraine and popularization of domestic tourism;
- maximal satisfaction of international tourist flow's needs;
- compliance of tourism services and products to international standards;
- implementation of innovations to optimize and rationalize processing and protect environment;
- meeting current postulates of sustainable development;
- efficient use of recreation funds and tourism potential;

- solving social-and-economic problems through engage of labor resource in tourism;
- balanced development of the territories and stimulation of further development.

Reduce of negative manifestation of number of factors and solving the most problems can be achieved by measures related mainly to the governmental responsibility:

- improvement of legislation of tourism industry development and its infrastructure through appropriate legal documents adoption;
- tourism and resorts development programs for short-, medium- and long-term periods with allocation of priorities;
- adequate tourism infrastructure provision for final football championship of Europe in 2012 that will take place in Ukraine;
- creation of favourable conditions to attract investments and implementation of real stimulating leverages for tourism and resort infrastructure building and reconstruction;
- creation of appropriate conditions for inbound-international and domestic tourism development;
- harmonization of national standards in accordance with international standards and improvement of tourism services quality;
- potential tourism areas development;
- stimulation of new perspectives in tourism in the framework of sustainable development;
- hotel business development;
- creation of unified database of tourism resources of Ukraine and control of their rational use and protection;
- permanent analysis of international tourism services market;
- promotion and distribution tourism information about Ukraine and its opportunities on international and domestic markets;
- strengthening positive image of Ukraine and formation of effective marketing strategy for major foreign markets;
- expansion of international tourism cooperation at bilateral and multilateral levels including the relevant government authorities from foreign countries and within frameworks of international tourism organizations;
- intensification of European integration processes in tourism sphere;
- tourism stimulation in depressive regions, encouraging new job creation and extension of temporary employment in the tourism sector;
- creation safe conditions for travel, personal safety of tourists, ensure providing prompt medical, technical and legal assistance to tourists.

On the basis of this research we propose and recommend measures that are able to improve efficiency of tourism complex of Ukraine:

- system approach to tourism development strategy implementation;
- development of plans for tourism areas progress;
- tax allowance for tourism subjects in the areas of high-priority development;
- development of finance instruments in the context of low interest loans for tourism activity stimulation;
- tourism product of Ukraine promotion on domestic and international markets;
- branding of Ukraine as tourism destination;
- network creation of tourism information centers at places with potential tourists (subway, railway stations, central squares);
- creation of favourable surrounding for clear business activity;
- introducing expense item in the state budget for purposes of tourism and adjoined in-

infrastructures development. It should be something like cumulative item based on a pro rata basis according to the urgency of question with further strict report of spent means that should be promulgated in media. (It is useful to involve representatives from opposition government to commission on control);

- indication of territories of high-priority development considering international tourism market trends for further implementation of investments;
- popularization of voluntary process via creation of initiative groups with educational orientation to highlight the role of tourism to local residents;
- orientation of educational programs on practical experience and realization of tourism potential;
- increase tourists' ethics and tolerance through coverage of national and religious peculiarities of regions and development of informative-educational tours;
- infrastructure development for disabled people needs;
- improvement of procedure for local and national status approval of resorts;
- unification of registry of tourism resources of Ukraine;
- development of diversified ecological load norms and implementation of tax for use of nature tourism resource;
- creation of tourism product on cluster background;
- creation of unified electronic tourism database, full tourism guide for participants of the tourism supply chain;
- additional services extension in rural areas;
- rural tourism branding.

To promote efficiency of tourism services on global international market, increase interest in tourism infrastructure development of both economic subjects either public or private, meet current needs of tourist flow, establish service quality level and its correlation with price policy – it is needed to provide careful approach towards target program of system development and management creation. The strategic concept of international competitiveness of tourism industry covers necessity to generate an integrated tourism product formed out of symbiotic result of cultural, ecological, socio-economic and investment policies of the government.

Tourism strategy of Ukraine is to be complex and includes all aspects of world cultural and economical development and consider:

- budget support of culture;
- charity and philanthropy promotion;
- reform of bodies related to culture management and implementation of simple and clear mechanisms of culture projects financing;
- protection of national tourism industry while ensure openness and integrity of cultural space of Ukraine.

Strategic concepts of tourism development should include following principals of contemporary development:

- sustainable development;
- competitiveness;
- cultural heritage;
- evenness.

It is needed to analyze geography and consumer demand of tourist flows and formulate proposals for more even distribution of tourist flow to satisfy this principle. Following this strategy will help in the nearest future to get insignificant progress in the development of tourism industry and its promotion into international market. Preconditions for effective public manage-

ment are to be created through implementation of staged and consolidated plan of regional development, creation of tourism clusters, development and implementation of investment projects with involving of new technologies, support of "government-entrepreneur" dialogue.

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