

INFORMATION MODEL OF THE ASSESSMENT OF TOURISM SECTOR COMPETITIVENESS IN THE CONTEXT OF EUROPEAN INTEGRATION POLICY

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Abstract: The aim of this paper is to identify the main problems and prospects of tourism growth in Ukraine including international experience in the context of deepening of the integration connections. The paper studied the main trends and characteristics of the tourism industry development in Ukraine in the context of European integration, describe the state, structure, dynamics of the relevant indices of the tourism sector in Ukraine, monitored the relationships and dependencies, determined the correlation factors. Main practical directions of the domestic tourism growth were determined. Determined the place of Ukraine in a highly competitive European tourism market. In addition, the paper made significant theoretical and practical contribution to overcome main problems associated with the characteristic feature of the tourist complex of Ukraine. The results of research identified the main problems of the development of the tourism sector of Ukraine, as well as highlighted the potential prospects for tourism development, taking into account the conditions of European integration.

Keywords: tourism industry, growth, assignment, development, information model

MODEL INFORMACYJNY OCENY KONKURENCYJNOŚCI SEKTORA TURYSTYCZNEGO W KONTEKŚCIE POLITYKI INTEGRACJI EUROPEJSKIEJ

Streszczenie: Celem pracy jest określenie głównych problemów i perspektyw rozwoju turystyki na Ukrainie z uwzględnieniem doświadczeń międzynarodowych w kontekście pogłębiania powiązań integracyjnych. W pracy zbadano główne trendy i cechy rozwoju branży turystycznej na Ukrainie w kontekście integracji europejskiej, opisano stan, strukturę, dynamikę istotnych wskaźników sektora turystycznego na Ukrainie, monitorowano związki i zależności, określono czynniki korelacji. Wyznaczono główne praktyczne kierunki rozwoju turystyki krajowej. Określono miejsce Ukrainy na wysoce konkurencyjnym europejskim rynku turystycznym. Ponadto, praca wniosła istotny wkład teoretyczny i praktyczny do przewyższenia głównych problemów związanych z cechami charakterystycznymi kompleksu turystycznego Ukrainy. Wyniki badań określiły główne problemy rozwoju sektora turystycznego Ukrainy, jak również podkreśliły potencjalne perspektywy rozwoju turystyki, biorąc pod uwagę warunki integracji europejskiej.

Słowa kluczowe: branża turystyczna, wzrost, destynacja, rozwój, model informacyjny

Introduction and literature review

The socio-economic and cultural development of the country, the formation of its attractiveness and providing high competitiveness on the world stage is impossible without the development of the tourism industry, which is an integral part of the socio-economic and international policy of the country in modern conditions.

Nowadays, the tourism business is one of the most dynamic and a profitable sector of the world economy and it demonstrates rapid growth and provides high potential benefits for the country. The tourist sphere affects directly the general state and trends of the world economy, promotes acceleration of comprehensive development. According to the World Tourism Organization [19], the contribution of the tourism industry to the global gross domestic product is 10%. In addition, tourism contains 7% of world export of goods and services in general and 30% of world export of services in particular. In the service sector, which directly or indirectly relates to tourism, every tenth employee in the world is engaged [13].

Since tourism is connected with more than 50 industries, its development promotes employment growth, diversification of the national economy, development of cultural potential, preservation of the natural environment, increases the level of innovation of the national economy also promotes harmonization of relations between the different countries and peoples [9]. Accordingly, the development of tourism should become a strategic direction of the state policy of any country, the primary task of which is the introduction of economic and legal mechanisms for the successful conduct of tourism business and the development of appropriate infrastructure in the country.

The state, structure, dynamics of the relevant indices of the tourism sector in Ukraine and other regions are widely discussed in the scientific literature and did not investigate in works of Alekseeva N., Drin O. [1], Griko Y. [10], Kifyak V. [11], Mel'nyk A. [14], Stoyka S. [18], Feodinec N. [8], Shvedun V

[15], Melnychenko O. [15], Baggio R. [4], Cabrini L. [6], Brandao F., Costa C., Buhalis D. [5], Korzhenko K. [12], Yurchenko O. [22] and others.

At the same time, the issue of the main problems of tourism development in Ukraine in the conditions of intensified competition in the international tourism business, and the prospects for growth of the tourism sector in Ukraine, with the allowance for requirements of international experience and deepening of integration connections is insufficiently studied and requires further research.

The aim of this study is to identify the main problems and prospects of tourism growth in Ukraine including international experience in the context of deepening of integration connections.

1. Materials and methods

The following scientific tasks were identified to achieve the goal:

- 1) analyze trends and determine the peculiarities of the development of the tourism industry in Ukraine under current conditions,
- 2) determine the place of Ukraine in a highly competitive European tourism market,
- 3) distinguish the main problems of tourism development in Ukraine in the conditions of intensified competition in the international tourism business,
- 4) outline the prospects for growth of the tourism sector in Ukraine, with the allowance for requirements of international experience and deepening of integration connections.

Such methods were used to solve the problems set in this paper: critical analysis and synthesis, induction and deduction, logical generalization, comparison, graphical and tabular analysis, etc.

The primary data for the analysis were statistical data of the Ukraine State Statistics Service, UNWTO data and Eurostat [7, 19].

After processing the statistical data and table's correlation, a qualitative analysis of the relevant indices was conducted. The collected and processed statistical material as a result of the analysis enabled to describe the state, structure, dynamics of the relevant indices of the tourism sector in Ukraine, monitoring the relationships and dependencies, the correlation with the factors, determining them.

The results of the statistical analysis allowed identifying the problem points, the positive aspects and disadvantages for outlining the perspective directions of the tourism sector growth in Ukraine.

2. Results and discussion

In the modern world, tourism is a multifaceted phenomenon, which is closely connected with economics, history, geography, architecture, medicine, culture, sports, and other spheres of human life. However, none of them can fully and exhaustively characterize it as an object of their own research, and none of the existing socio-economic institutions can solve these complex problems independently. There are many views on tourism both in the economy, as well as in the inter-industry complex or market, where a tourist enterprise produces a tourism product from various industries [11, 12].

Due to the specific character of its nature, the tourism service market has a direct economic impact on the development of the country as a whole, and significantly regulates the development of such interconnected sectors as transport and communications, construction, agriculture, production of consumer goods, estimated by significant multiplicative effect, acts as a catalyst for socio-economic development, improving the well-being of the population [12].

The United Nations General Assembly declared 2017 as the International Year of Sustainable Development of Tourism. The resolution emphasizes the promotion of better common understanding among peoples around the world, which implies raising awareness of the great heritage of different civilizations and ensuring a better understanding of the values inherent in different cultures, thereby contributing to the consolidation of peace throughout the world [19].

As a result, 2017 became quite successful for the development of the world tourism business, as evidenced by the growth of international tourist arrivals by almost 7% in comparison with the previous year, which is the highest index of growth since the 2009, the year of the global economic crisis and much higher than UNWTO growth indices (3.8% annually during the period of 2010-2020).

The most popular region in the world in 2017 was Europe, which was visited by slightly more than half (51%) of the 1.326 billion international tourists. Within eight years, the tourism industry in Europe has shown steady growth.

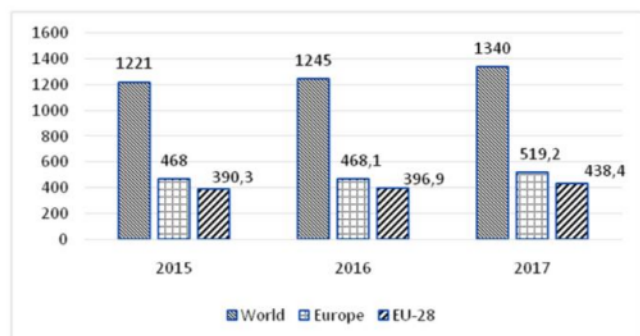


Fig. 1. International tourism revenues, \$ billion

In 2017, the number of tourists arriving in Europe increased by 8%, which is 52 million more than in the previous year. Growth of the revenues from the tourism business also amounted to 8% (\$ 519 billion – 39% of world income from tourism) [1, 2, 15] (Fig. 1).

Tourism in the European Union, which is one of the leading sectors of its economy and directly affects economic growth, employment and social development, makes up a significant share of the European tourist sector. EU policy is aimed at preserving the status of Europe as one of the leading tourist destinations, maximizing the contribution of tourism to the social and economic development of the region.

According to UNWTO, several European Union member states are among the world's leading tourist destinations. In 2017, France (86.9 million) had more tourists than any other country in the world, while Spain (the second place – 81.8 million, rising from third position in 2016), Italy (5th place – 58.3 million), the United Kingdom (7th place – 37.7 million), Turkey (8th place – 37.6 million) and Germany (9th place – 37.5 million) were also among the 10 best tourist countries in the world [7, 19].

The most popular tourist destination in the European Union was the Canary Islands in Spain – almost 103 million nights were spent in hotels. The Canary Islands also had the highest regional level of occupancy, and the second by the number of records – in Ilyis-Balears, also in Spain.

Ukraine is located in the center of Europe and has all the prerequisites for the proper development of tourism activities: convenient geographical location, favorable climate, diverse relief, and unique combination of natural and recreational resources, cultural and historical heritage, branching of sanatorium and resort base [1].

There are many unique architectural monuments on the territory of our state. A lot of spectacular places such as the Black and Azov seas, the Carpathians, the Dnieper, Podillya and Slobzhanshchyna, and more than 70,000 rivers, the largest of which are the Dnipro, the Dniester, the Southern Bug, the Seversky Donets, the Desna and the Danube, constituting the basis of Ukraine's tourist resources. Such places, however, are left out of attention both domestic and foreign tourists as well [17].

In spite of resource provision and unlimited potential tourism opportunities, the economic system of our country not enough attention is paid to tourism, it results in the fact that Ukraine still has no opportunity to compete with developed tourist countries, So domestic industry is significantly lagging behind the leading countries of the world in terms of development of tourist infrastructure and the quality of tourist services.

In addition, the financial and economic crisis and complicated political events in Ukraine led to the decrease of tourism flows, had a negative impact on the tourism structure and the implementation of tourism opportunities of the country on internal and external tourist markets.

As a result, in 2014, volumes of outbound tourism decreased by 5.6% in comparison with 2013. Even worse was the situation with inbound tourism, the volume of which in 2014 decreased more than twice (51.1%) [9, 16]. Such a critical situation was provoked by the crisis events of 2014, which threatened the tourism industry of Ukraine (Fig. 2).

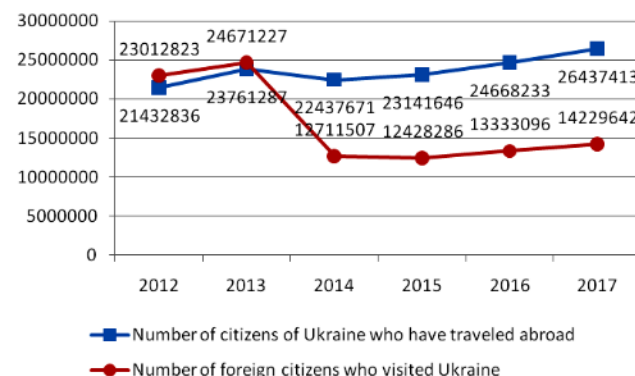


Fig. 2. Indices of the volume of inbound and outbound streams

Table 1. International Tourist Arrivals, thousand arrivals (UNWTO)

2010			2016			2017		
Position	Country	Arrivals, 1000	Position	Country	Arrival, 1000	Position	Country	Arrivals, 1000
1	France	77648	1	France	82700	1	France	86918
2	Spain	52677	2	Spain	75315	2	Spain	81786
3	Italy	43626	3	Italy	52372	3	Italy	58253
4	Turkey	31364	4	United Kingdom	35814	4	United Kingdom	37651
5	United Kingdom	28296	5	Germany	35595	5	Turkey	37601
6	Germany	26875	6	Turkey	30289	6	Germany	37452
7	RF	22281	7	Greece	24799	7	Greece	27194
8	Austria	22004	8	Austria	28121	8	Austria	29460
9	Ukraine	21203	9	RF	24571	9	RF	24390
10	Greece	15007	10	Portugal	18200	10	Portugal	21200
11	Poland	12470	11	Poland	17463	11	Poland	18400
12	Nether-lands	10883	12	Nether-lands	15828	12	Nether-lands	17924
13	Hungary	9510	13	Hungary	15256	13	Hungary	15785
14	Croatia	9111	14	Croatia	13809	14	Croatia	15593
15	Czech Republic	8629	15	Ukraine	13333	15	Ukraine	14230
In general, in Europe		487666	In general, in Europe		619492	In general, in Europe		671710
The share of Europe's leading tourist countries		0.7	The share of Europe's leading tourist countries		0.658	The share of Europe's leading tourist countries		0.657

Since 2015, we can observe a gradual increase of the amounts of Ukrainian citizens who had been travelling abroad, as well as foreign citizens who visited Ukraine. Despite a number of problems, already in 2016, the volumes of outbound Ukrainian citizens reached the values corresponding to the tourist flows in 2013, and in 2017, in comparison with 2016, they grew by 7.2%. A slightly different situation is observed with foreign citizens visiting Ukraine.

Thus, the dynamics are quite positive – the increase of foreign citizens' flows by 7.3% and 6.7% in 2016 and 2017, respectively, but to reach the index of 2013, when the rate growth of outbound and inbound tourists was almost equal, and failed. The main reason for this imbalance can be explained by restrictions on the entry of citizens of the certain countries.

Such a dynamic of indicators of foreign tourist arrivals was directly reflected on the position of Ukraine in the structure of the European tourism market (table 1).

It should be noted that by the results of 2010, Ukraine ranked 9th in the rating of popular European tourist destinations, having ranked among the top ten countries-leaders visited by 70% of tourists, ahead of such tourist-friendly countries as Greece, Poland, the Netherlands, Hungary, Croatia and the Czech Republic.

However, according to the results of 2016–2017, Ukraine ranked only 15th in the rating of European tourist countries (9 position remained in 2012–2013, 2014 – 12 positions, 2015 – 14th position, ahead of the Greece), despite the increase in flows of foreign citizens during this period in comparison with 2014–2015 – a period of deep decline in the tourist sector of the country [4].

Accordingly, the dynamics of amounts of inbound and outbound streams had a direct impact on the main indices of volumes of tourists in 2012–2017 years (Fig. 3).

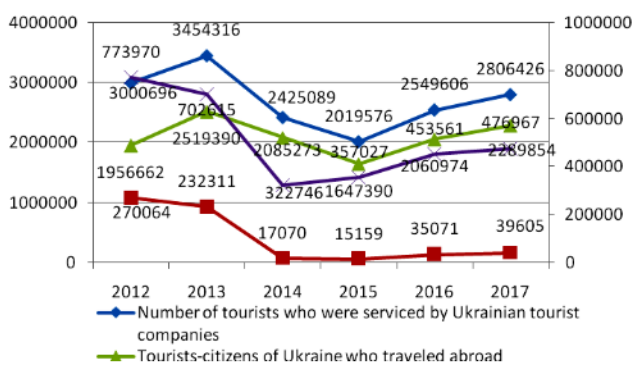


Fig. 3. The indices of tourism volumes

2013 was characterized by the increase in the volume of tourists served by tourists by 15%, and accordingly by tourists-citizens of Ukraine who traveled abroad by 28.7%. However,

the volume of domestic tourism has decreased considerably – by 9.2% and foreign tourists – by 14.8%. This situation testifies that the main accents of tourism activity subjects of Ukraine in 2013 were aimed at outbound tourism, the main aspects of the tourist industry of Ukraine did not take into account their domestic tourism opportunities and potential [18–20].

According to above mentioned indices, 2014 and 2015 – the reduction of tourists served by tourist companies by 42.6% (16.9% in 2015 compared to 2014), the reduction of trips abroad in 2014 17.1% (by 21.2% in 2015), the catastrophic decline of foreign citizens is almost 14 times in 2014 [9]. Such a situation was caused primarily by certain political events and internal factors of Ukraine, and it didn't promote the development of the tourism industry [3, 21].

And since 2016, some revival of the positive dynamics of indicators of tourist volumes was observed. Particular attention should be paid again to outbound tourism, which in 2016 and 2017 increased by 26.9% and 5.1%, respectively. Slight positive trends are observed in the number of foreign and domestic tourists, which respectively increases the volume of tourists serviced by the subjects of tourism activity in Ukraine. But at the same time, none of the above indicators has ever revived to the 2013 level.

This situation requires careful research of the main factors, which create favorable condition for the development of the tourism industry in Ukraine, and ways of improving them.

Particularly important indicator that determines the competitiveness of the tourism industry of the country and ensures its implementation and service is the number of available tourism activity companies and the number of employees involved in tourism. For the period of 2012–2015, the number of tourism activity companies has been constantly decreasing compared to each preceding year – by 5.4%, 30.5%, and 22.1%, respectively.

This situation was primarily caused by the low level of financing of the tourism industry, the high cost of servicing tourist activity, the lack of interest in the development and support of the domestic subject of tourism activity. Accordingly, in this period, employment in the tourism sector and decreased – if in 2012 in the sphere of tourism 15558 full-time employees were involved, then in 2015 – only 9588, it showed a decrease of this indicator by 62.3%. Despite the fact that the share of employment in the tourism sector is insignificant, the reduction of tourism subjects directly affects the unemployment rate in the country. Certain positive trends were observed in 2017, which was an increase in tourist activity in comparison with 2015 by 9%, and accordingly, by 3.4%, the number of full-time employees involved in tourism has increased.

Tourism industry of Ukraine has a great potential for development, but the main task at the state level should be creating favorable conditions for the development of the cultural level and improvement of the infrastructure of the country. In this regard, particular attention should be paid

to the development and increase of tourism resources that can attract a potential tourist. The actual decrease in the number of theaters in 17.7% in 2014, museums by 4.6% than in 2013 could not be unnoticed for the tourist industry in Ukraine. Besides, some positive trends are observed in the increase in the natural objects' capacity of Ukraine. It provides great opportunities for the development of sports and green tourism.

Over the past five years, the number of natural objects in Ukraine has increased by 2.3% (from 1565215.4 hectares in 2012 to 1600435 hectares in 2017).

Analyzing the import and export of tourist services in Ukraine, we can conclude that the priority task in this direction is the tourist's interest in a national tourist product. This is a rather difficult task, because attracting a European tourist and preserving one's own involves the creation of appropriate conditions that require significant investment. The total import share in the total tourist flow of Ukraine reached the lowest value in 2014 – 14%. For 2015–2017, the situation slightly improved – 18.4%, 19.2%, 18.4%, respectively. At the same time, exports of travel services in Ukraine reached 86% in 2013 and 81.6% in 2017. All exported tourist services are potential internal financial losses of the country.

The tourism industry is a specific branch of the economy, which forms not only the economic component of the state's development, but also social and cultural, and therefore it is also necessary to evaluate its economic efficiency over the analyzed period (Fig. 4).

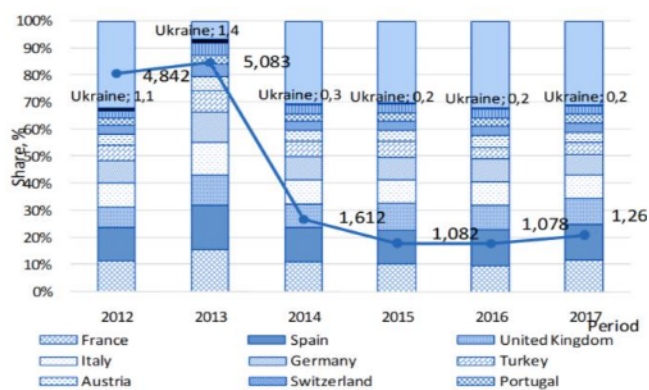


Fig. 4. Revenues from tourism activity in Europe

As it seen in figure 4, France, Spain, UK, Germany and Turkey have the greatest revenues from foreign tourism in Europe, and they also leaders in receiving foreign tourists (table 1) and relatively generate about 55% (in 2013, about 75%) of total revenues from servicing the European inbound tourism flows.

Ukraine had the highest revenues from providing tourist services in 2012-2013, when the incoming tourist arrivals in the country were the largest. Accordingly, in the structure of incomes of the European tourist market, Ukraine had the highest share: 1.1% and 1.4% in 2012–2013, respectively. It is obviously that a significant decrease in the volume of foreign tourists in 2014 (almost 93%) directly affected the income from the providing of tourist services: in 2014, the decline was 68.3%, had been caring on to 78.7% in 2015; in 2016 – 78.8%; 2017 – 75.2% compared to 2013, when incomes from providing tourist services in Ukraine were the highest during the analyzed period. Such a significant decrease of revenues directly affected the share of Ukraine in the revenues of the European tourist market: 2014 – 0.3%, 2013–2017 – 0.2%.

The decrease in revenues from the tourism services in Ukraine and the increase in operating expenses, which were observed in the period from 2012 to 2014, led to the decrease in the amount of taxes received from the tourism activity (in 2014 the amount of taxes on tourism decreased by almost 9 times in comparison with 2012). A substantial increase in tourism consumption in 2017 increased the revenue from the tourism services, and, accordingly, the volume of the taxes received in the budget of the country.

3. Experiment

For deepening the analysis, based on the statistical data, a regression and correlation analysis was conducted. Trends and econometric models of dependence of Ukraine tourism flows on various macroeconomic factors were constructed.

Trend models with the maximum determination coefficient among all considered trend lines are presented in table 2. It was revealed that the highest reliability of forecasting for statistical data is precisely the polynomial approximation used to describe the variables that are increasing and decreasing. Such tendencies are directly characteristic of the studied indicators of Ukraine tourism flows. It confirms the results of the analysis. Relative exception is the number of foreign tourists for whom the determination coefficient of the linear and polynomial approximation for the calculations performed is the same.

Table 2. The equation of trends of Ukraine tourism flows

index	graphic representation and trend equation
number of Ukraine citizens who have traveled abroad, persons	$Y = 40892X^2 - 69869X + 1E+07$ $R^2 = 0.923$
number of foreign citizens who visited Ukraine	$Y = -19278X^2 + 4E+06X + 1E+06$ $R^2 = 0.799$
number of tourists, serviced by subjects of tourist activity of Ukraine, persons	$Y = 10761X^3 - 17649X + 3E+06$ $R^2 = 0.116$
number of foreign tourists, persons	$Y = -27244X + 50118$ $R^2 = 0.628$
tourists-citizens of Ukraine who traveled abroad, persons	$Y = 8704X^2 - 33501X + 30615$ $R^2 = 0.731$
number of domestic tourists, persons	$Y = -76662X + 2E+06$ $R^2 = 0.447$

According to the forecast, negative tendencies are expected for indicators of foreign citizens visiting Ukraine, including the number of foreign tourists, as well as decline in the rate of domestic tourists.

Therefore, there is a need to determine the main factors of influence on the indicators of Ukraine tourism flows, which allows analyzing linear correlation coefficients. It was summarized the results of calculations for the most significant factors of the influence in table 3.

The analysis shows that during the period of observation (2000-2017gg.), the factors identified have a rather close direct relationship with the indicators of the number of Ukrainian citizens traveling abroad, including travel for the purpose. It is worth noting that at the same time, internal tourist flows have an inverse relationship with the investigated factors of influence.

Table 3. Double linear coefficients of correlation for Ukraine tourism flows

index	factors of influence				
	GDP of Ukraine	average monthly salary in Ukraine	average resources per month for one Ukrainian household	GPD of the world	Europe an union GDP
number of Ukraine citizens who have traveled abroad, persons	0.939	0.939	0.931	0.874	0.596
number of foreign citizens who visited Ukraine	0.158	0.115	0.211	0.479	0.762
number of tourists, serviced by subjects of tourist activity of Ukraine, persons	0.353	0.349	0.373	0.441	0.449
number of foreign tourists, persons	-0.871	-0.864	-0.865	-0.810	-0.550
tourists-citizens of Ukraine who traveled abroad, persons	0.883	0.874	0.901	0.920	0.697
number of domestic tourists, persons	-0.728	-0.721	-0.740	0.7.27	-0.472

Number of foreign visitors of Ukraine does not depend on macroeconomic indicators at the host country level, but it is in close interconnection with the European Union's GDP and moderate interconnection with world's GDP. This is due to the fact that a significant part of foreign guests are residents of the EU.

According to the study, the multiple regression equation for the dependence of the number of Ukrainian tourists traveling abroad and the most significant factors of influence were identified:

$$Y = -1.33 \cdot X_1 - 237.967 \cdot X_2 + 1006.33 \cdot X_3 + 85566.08 \quad (1)$$

where X_1 – gross domestic product in Ukraine, UAH million; X_2 – average monthly salary per one full-time employee, UAH; X_3 – total resources on average per month for household, UAH.

The coefficient of multiple correlation for the constructed model is 0.92, which indicates a close relationship between the investigated factors. The coefficient of multiple determination is 0.85 and it indicates that the resultant variable depends on the selected factors by 85%, which is also quite high and enough to be reliable model.

At 5% level of significance and the number of degrees of freedom $k_1 = 3$, $k_2 = 14$, F_{cr} is 3.34. Since $F_r = 25.5$, the model is considered to be adequate.

To study the change in the indicator of foreign tourists in Ukraine, an appropriate model has been drawn up:

$$Y = 555338.6 - 1.4E-08 \cdot X_1 + 3.53E-08 \cdot X_2 \quad (2)$$

where X_1 is the gross domestic product of the world, current US \$; X_2 is the gross domestic product of the European Union, current US \$.

For the constructed model, the coefficient of the multiple correlation is 0.88, which confirms the close relationship between the investigated factors. The coefficient of multiple determinations is 0.77 and indicates that the resultant variable depends on the selected factors by 77%, which is sufficient to consider the model to be reliable.

At 5% level of significance and the number of degrees of freedom $k_1 = 2$, $k_2 = 15$, F_{cr} is 3.68. Since $F_r = 25.59$, the model is considered adequate.

The constructed models correspond to reality and can be used in practice to predict tourist flows in Ukraine.

As the analysis shows, activating of state support for tourism business in Ukraine allows solving a significant part of existing problems in the industry. Accordingly, at the present stage, the development of Ukrainian national tourism requires the improvement of the state policy in this area – the introduction

of effective organizational, legal, socio-economic and information mechanisms for the development of tourism in Ukraine as a highly profitable sector of the national economic system through the operation of the main regulatory mechanisms at all levels of governance: regulatory, organizational, controlling, corrective, social and stimulating.

It is worth noting that Ukraine already has a number of positive developments in the direction of the development of national tourism, which is the result of increased attention from the state to this problem, the implementation of various projects, programs and strategies that distinguish tourism industry of Ukraine as an industry that is the basis for the development of entrepreneurship, contributes to raising the level of employment of the population, is a guarantee of social and cultural development of the country.

One of the steps towards promoting the issue of tourism in Ukraine is that Ukraine joined the initiative of the UN General Assembly, proclaiming 2017 as the year of tourism in Ukraine, hoping to intensify the development of tourism in Ukraine.

It is recognized that the only solution to systemic problems in the field of tourism and resorts is a strategically oriented state policy at the national level [22]. In accordance with this, the Government of Ukraine has developed a “Strategy for the Development of Tourism and Resorts for the Period up to 2026”, which defines tourism as one of the main priorities of the state and declares the need for the introduction of economic and legal mechanisms for the successful conduct of tourism business, investment mechanisms for the development of tourism infrastructure, information and marketing measures on the formation of the tourist image of Ukraine in the world [7, 9].

4. Conclusions

Tourism is a quite specific branch of the economy, which can significantly affect the socio-economic development of the state through diversified ties with other sectors of the economy as a whole. Taking into account the specifics of tourism, strict international competition and relevant national interests in Ukraine, there is a need for enhanced participation of the state in the management of the tourism industry of the country.

One of the main advantages and opportunities of Ukraine is that its tourist destinations are incredibly diverse: there are mountains, seas, various sanatoriums, castles and monuments of architecture. A positive feature is that virtually all areas, even where there are no mountains and seas, new tourist products were appeared.

However, the level of development of the national tourism infrastructure and the quality of tourist services in most cases do not meet the requirements of the international market, which requires the formation and promotion of a competitive national tourism product, which is impossible without a well-considered and responsible state policy at the national and regional levels.

The general conclusion is that the state policy of Ukraine of the regional complex development should be formed taking into account the satisfaction of human needs, ensuring the social efficiency of its functioning and effective nature use; to focus on the practical realization of the priorities of the personal principle as the basis of the welfare of society; on ecologization of management, including on a reasonable policy of resource consumption; production of consumer goods and services, which promote the comfort life and job intellectualization of the population; to focus on the practical development of spheres promoting awareness and creative activity of the individual and increase its social status. Therefore, an important task for the Ukrainian government should be the formation of a positive image of Ukraine on the world market as an attractive tourism destination, which is strategically important on the way to ensuring further stabilization and socio-economic growth of the country in the long run.

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