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*Karyna Horkun*

*Vasyl' Stus Donetsk National University*

*Vinnitsia*

*Research Supervisor: N. Yu. Ishchuk, PhD in management, Ass.Prof.*

*Language Advisor: N. Yu. Ishchuk, PhD in Pedagogy, Ass.Prof.*

## **PERSPECTIVES FOR TOURISM DEVELOPMENT IN UKRAINE**

**Introduction.** Today, the structure of Ukraine's economy is changing very rapidly. Previously prioritized areas are now outdated and gradually disappearing and compared to other sectors of economy, the tourism industry is one of the fastest growing. The chances to increase the employment rate and household income level depend on whether they can come up with new ideas about production of goods and services. Ukraine has untapped potential for tourism development and the national economy will benefit from tourism because of income creation and generation of jobs.

**Review of recent publications.** The analysis of the prospects for the development of tourism in Ukraine was carried out by O. Oleksienko [1], D. Basyuk, N. Kosar and others. However, taking into consideration the current economic situation in Ukraine, this issue needs to be thoroughly analyzed.

**Objectives of the paper.** The aim of this paper is to analyse the current state of tourism in Ukraine and the prospects for tourism development.

**Results of research.** Ukraine is rich in recreational resources, which, unfortunately, are in decline partially due to the ongoing crisis in Crimea and the pro-

Russian separatist movement on the occupied territory of Donetsk and Luhansk regions, raising fear of potentially serious consequences for the economy. Fig. 1 shows the dynamics of foreign tourist arrivals to Ukraine during 2010-2017.

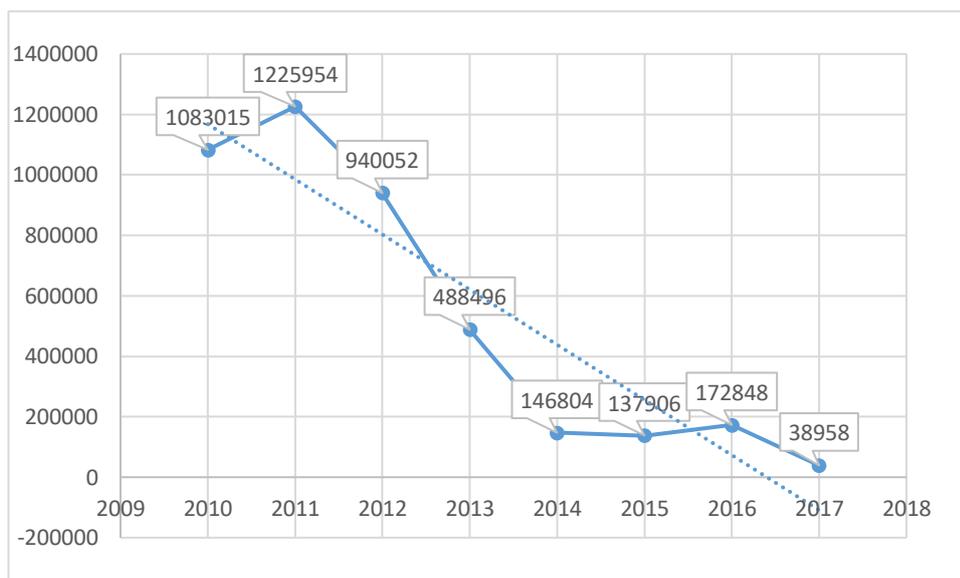


Fig. 1 Dynamics of domestic tourism in Ukraine

Source: *created by the author based on [3]*

Starting from 2011 (the beginning of the crisis) there was a recession of tourism up to 2014. From 2014 to 2016, tourism was sustainable and then fell again [3].

Tourism is an economic sector that brings together more than 50 other industries. Successful, resource-intensive countries usually invest their money in infrastructure development, thus creating conditions for attracting investment and expanding exports of their goods and services. The share of tourism in the world is 10% of the total GDP and 30% of world exports of services, as statistics show that every tenth person is employed in this area [1].

Ukraine is extremely rich in tourist resources and has great potential, as it has almost all natural resources: organic thermal waters (more than 400 sources), hydropower, medical mud (almost 100 deposits), coniferous mixed forests and seafront (the total length of the beach strip is about 1,160 km or 47% of the coastline). Here, 47% of the natural therapeutic resources of Europe are concentrated. Due to its geographical location, Ukraine has significant recreational resources, which include geographic objects that are used or can be used for recreation, tourism, treatment and rehabilitation.

Analyzing the latest data, one can see that the tourism industry in the country is facing some problems. Firstly, it is necessary to improve the infrastructure and the quality and standards of service. Tourists to Ukraine should be treated with hospitality and respect. Secondly, latest technologies must be used to enable tourists to find necessary information on the Internet – a tourist site with information in several languages about the regions, resorts, novelties, interesting events, interactive maps, photos etc. Using online booking services will, undoubtedly, add to the attractiveness of this industry [2].

Moreover, it is necessary to raise tourism awareness among Ukrainians. Important is the internal and external PR of Ukrainian tourism. The government is now beginning to allocate money for marketing and promotion of the tourist brand called “Ukraine”. However, 30 million UAH is too little to promote such a country. Foreign experience shows that the cost of travel marketing should be \$ 4-6 per foreigner. For Ukraine, this should be more than € 50 million a year. Cyprus, for instance, invests € 20 million in promotion, and receives a 2-billion-euro revenue. If local governments increase expenditures, for example, on roads, they will get a good return on their investments – flows of tourists.

Foreigners are also concerned about security issues. It is important to participate in various international events and exhibitions, because travel agencies from all over the world pay attention to Ukrainian destinations, and start offering them to their clients. People see Ukraine and what is safe here. Those who have already visited Ukraine are not usually disappointed. For example, according to the survey conducted by GfK Ukraine among more than 1,000 country’s guests during the Eurovision-2017 poll, just under the half (47%) of all respondents indicated that the country surpassed all their expectations. About 90% would like to return to Ukraine again and less than 1% felt disappointed. The reason for this probably lies in the readiness of most guests to Ukraine to face its disadvantages, including in the tourist infrastructure. However, the number of potential foreign tourists to those who are ready to put up with its present quality is objectively limited. After Eurovision we received a very positive report on security, despite the fact that we have a hybrid war in the East. A simple example is Israel. They are fighting all their lives, but they are increasing the flow of tourism, they managed to separate the political part from military and tourist [4].

**Conclusion.** In summary, this paper argued that Ukraine is extremely rich in natural and recreational resources. Among the problems this sector of economy faces is the lack of funding and state support, lack of advertising, service, culture and infrastructure. However, Ukraine’s great potential needs to be supported by the state and the Ukrainians themselves. The tourism industry is an undeveloped potential of Ukraine, but now measures are being taken to develop tourism.

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*Mykola Hruts*

*Vasyl' Stus Donetsk National University*

*Vinnitsa*

*Research Supervisor: N. Yu. Ishchuk, Phd in Pedagogy, Ass.Prof.*

*Language Advisor: N. Yu. Ishchuk, PhD in Pedagogy, Ass.Prof.*

## THE ECONOMIC EFFECTS OF THE EU'S MIGRATION CRISIS

**Introduction.** The integration of European countries is going through a landmark test of cultural unity and unanimity. Economic attractiveness, legislative imperfection of migration laws and external factors started a trend of the recent decade towards appreciable (in most cases illegal and uncontrolled) immigration from third countries, the majority of which differ substantially both by economic development and (what is more important) by culture. Nowadays, the number of illegal migrants to the EU countries is slightly falling; however, the issue remains topical.

**Review of recent publications.** A comprehensive research into the issues of uncontrolled illegal migration as well as the measures taken by the EU's governments have been done by A. Fitsova, K. Melnykova, S. Tolstov, I. Yakovyna, M. Ovrामets, H. Lutsyshyn, D. Kovaliov, and others. Despite the fact that in recent years the trend has been declining, this issue calls for a thorough investigation to find out and prevent the factors which influence it, and to forecast economic implications.

**Objectives of the paper.** The aim of this paper is to look into the dynamics of illegal migration to EU countries and its impact on their economies.

**Results of research.** The concept of migration crisis arose some later after its first principal manifestations. The trend began in 2008 when initially gradual and