

9. Ibragimova K. The Major Theoretical Approaches to Comprehension of Innovations and Innovative Policy in Modern Science // Vestnik Volgogradskogo Gosudarstvennogo Universiteta. Seriya 4. Istoriia. Regionovedenie. Mezhdunarodnye Otnosheniia. 2014. Vol. 4. P. 86–96. doi: <http://doi.org/10.15688/jvolsu4.2014.4.8>
10. Lengrand Louis & Associés, PREST and ANRT Innovation Tomorrow – Innovation Policy and the Regulatory Framework: Making Innovation an Integral Part of the Broader Structural Agenda, Innovation Papers No. 28, Directorate-General Enterprise. EUR 17052. Luxembourg: Office for Official Publications of the European Communities, 2002. 218 p.
11. Governance of Innovation Systems. Vol. 1. Synthesis Report. OECD, 2005. 118 p. doi: <http://doi.org/10.1787/9789264011038-en>
12. Science, Technology and Innovation Outlook. OECD, 2016. doi: <http://doi.org/10.1787/25186167>
13. Omelyanenko V. Analysis of conceptual aspects of institutional and technological design // Technology Audit and Production Reserves. 2017. Vol. 2, Issue 5 (40). P. 31–36. doi: <http://doi.org/10.15587/2312-8372.2018.128651>
14. Harrison A., Rahami D., Zember K. Voyna za innovacii // Geopolitika. 2014. URL: <https://www.geopolitika.ru/article/voyna-za-innovacii>

Omelyanenko Vitaliy, PhD, Department of Business Economics and Administration, Sumy State Pedagogical University named after A. S. Makarenko, Ukraine, e-mail: omvitaliy@gmail.com, ORCID: <http://orcid.org/0000-0003-0713-1444>

UDC 37.014+316.7(477)

JEL Classification: Z32

DOI: 10.15587/2312-8372.2018.152148

Schyarenko Ya.

ANALYSIS OF THE PLACE OF UKRAINE IN THE EUROPEAN TOURIST SPACE

Об'єктом дослідження є туристична індустрія України. Одним з найбільш проблемних місць є відсутність туристичних ресурсів світового рівня та неузгодженість туристичної політики, що обмежують темпи росту туристичної індустрії.

У ході дослідження використано кластерний аналіз та моделювання темпів приросту національного доходу від туристичної діяльності. Визначено місце України в туристичному просторі Європи. Акцентовано увагу, що національне бізнес-середовище не сприяє розвитку сфери туризму, негативний вплив має рівень безпеки в країні, а сфера туризму в Україні не розглядається як пріоритетна. Конкурентними перевагами України є оцінка людських ресурсів, ринку праці та охорони здоров'я і гігієни. В цілому передумови для належного розвитку туризму в достатній мірі в Україні не використовуються.

Досліджено ефективність функціонування європейського туристичного простору, у тому числі й України, та виявлено значні регіональні відмінності за величиною приросту національного доходу від туристичної діяльності. Зокрема, зазначено, що лідерами за отриманим доходом в 2017 р. є такі країни, як Кіпр, Мальта, Ірландія, Люксембург, Естонія, Латвія та Литва, які отримали в 2017 р. приблизно по 250 млн. дол. США доходу від індустрії туризму. Більшість країн європейського туристичного простору (Великобританія, Нідерланди, Франція, Іспанія, Італія, Німеччина, Австрія, Греція, Данія, Португалія, Фінляндія, Швеція, Бельгія, Болгарія, Польща, Румунія, Словаччина, Словенія, Угорщина, Хорватія, Чехія) в середньому мали зростання національного доходу від індустрії туризму в розмірі 170 млн. дол. США. Визначено, що Україна за рівнем ефективності туристичної індустрії займає останнє місце в європейському туристичному просторі (8 млн. дол. США зростання національного доходу від індустрії туризму).

Завдяки визначенню конкурентних переваг та недоліків розвитку туризму в Україні забезпечується можливість обґрунтування засад туристичної політики у відповідності з національними особливостями розвитку туристичної індустрії України.

Ключові слова: туристична індустрія України, європейський туристичний простір, ефективність функціонування європейського туристичного простору.

1. Introduction

In the process of tourism development, turning it into a massive socially significant phenomenon, the issue of effective planning and regulation of tourism activities is of particular importance. More and more countries realize the importance of pursuing a tourism policy, which is an integral part of the country's external and internal policies and a complex system of methods and measures of state influence on the development of the tourism sector.

Tourism policy is based on administrative-legal, financial-economic and socio-psychological methods of influence and is implemented through the relevant state and non-state institutions.

However, in modern socio-economic systems, the tourism policy of the state is directed not only at the development of the tourist market. It contributes to the creation of conditions for the development of human capital, the provision of employment, the growth of its income, the formation of national and regional competitiveness. Therefore,

it is relevant to study the place of the country in the tourist space, identifying the strengths and weaknesses of its development for the further development of the foundations of tourism policy.

2. The object of research and its technological audit

The object of research is the tourism industry of Ukraine. Ukraine has a significant lag in the development of the tourism industry from Europe. One of the most problematic places is the lack of world-class tourism resources and the inconsistency of tourism policy, limiting the growth rate of the tourism industry. The planned research will allow to assess the competitiveness of Ukraine in the tourism industry for the further development of the foundations of the tourism policy of its integration into the European tourist space.

3. The aim and objectives of research

The aim of research is assessing the future development of the tourism industry of Ukraine in modern conditions of development.

1. To determine the place of Ukraine in the tourist space of Europe.
2. To investigate the effectiveness of the functioning of the European tourist space in terms of the increase in national income from the tourism industry.

4. Research of existing solutions of the problem

A sufficient amount of research is devoted to the development of the national tourism industry and the European tourist space. Thus, the work [1, 2] is a deep theoretical study of the formation of the foundations of the tourism policy of individual countries of the world, including Ukraine, but they lack studies of the formation of the tourism policy of integration groups such as the EU. An interesting analysis is in the work [3] of the risks of tourist activity of Ukraine in the conditions of modern instability of its economic development. But this work does not assess the current state of the tourism industry in Ukraine. In [4], devoted to the analysis of the attractiveness of investing in the tourism industry across the world, only one of the foundations of the tourism policy – investing – is considered, while other aspects are ignored by the author. The study [5], devoted to the tools of tourism policy, provides the basis for the formation of the tourism policy of a united Europe, but the research is interesting only from a historical point of view, since many aspects of the tourism policy of EU countries have changed. The study of the characteristics of the implementation of tourism policy in individual countries of Europe [6, 7] is interesting, but does not take into account the national characteristics of all EU countries and does not take into account the modern realities of the development of EU countries. Also of interest are studies of the formation of the foundations of tourism policy in the context of sustainable development on the example of the most developed in the tourism aspect of the EU countries (Spain and Greece) [8, 9]. However, these studies do not take into account the experience of countries with an underdeveloped tourism in-

dustry, such as Ukraine, which limits the application of its results. The works [10, 11] analyze the modern features of the formation of tourism policy in the EU, however, the authors of these works more rely on the legal features of the implementation of tourism policy and do not take into account economic aspects.

Based on the literary analysis, it is concluded that previous studies on the subject chosen by the author are based either on a theoretical analysis or on an analysis of the tourism industry and policies of individual EU countries. Also, the coverage of the complex analysis of the tourism industry of Ukraine in the context of its European integration aspirations, including in the field of tourism, is insufficient.

5. Methods of research

In addition to a significant number of general scientific methods (analysis, systematization, grouping), methods of economic and mathematical analysis are used, namely:

- cluster analysis, with the help of which the EU countries and Ukraine are segmented into ordinary groups (clusters) by the level of competitiveness of the tourism industry;
- modeling the growth rate of the final product according to the formula [3]:

$$P_y = \lambda + a_l P_l + a_k P_k,$$

where P_y – the growth rate of the final product (national income), in millions USD; λ – the rate of dynamics of tourist visits to the country, in %; a_l – the parameter of the labour intensity degree in terms of the indicator of the total contribution to employment; P_l – labor productivity growth through an indicator of the dynamics of the direct contribution to employment in % of GDP; a_k – the parameter of the degree of capital intensity through the indicator of public spending on tourism, in billions USD; P_k – growth of capital productivity for the indicator of total investment in tourism, in % of GDP.

6. Research results

European tourist space has a high level of development through the leading role of Southern and Western Europe. However, a significant positive dynamics of growth in the number of arrivals of international tourists and other indicators of the functioning of the tourism industry is demonstrated by the countries of Central and Eastern Europe, due to the democratization of public life and the «discovery» of these countries of the world. Significant prospects for the development of tourism in the European tourist space are associated with the wider attraction of recreational resources of Eastern European countries, including Ukraine, and their integration into a single tourist environment.

The study of the main indicators of tourism activities in Ukraine in the integration conditions of its development is important in the context of determining the place of Ukraine in the European tourist space.

According to the results of cluster analysis, which was conducted by 90 components of the index of competitiveness of countries in the field of travel and tourism, it was determined that Ukraine ranks in cluster 7. This cluster

unites such countries as Belgium, Bulgaria, Poland, Romania, Slovakia, Slovenia, Hungary, Croatia, Czech Republic and Ukraine (Table 1).

Table 1

The cluster composition, selected by the Ward method

No. of cluster	Number of objects in the cluster	Cluster composition
Cluster 1	3	Great Britain, the Netherlands, France
Cluster 2	3	Spain, Italy, Germany
Cluster 3	2	Ireland, Luxembourg
Cluster 4	6	Austria, Greece, Denmark, Portugal, Finland, Sweden
Cluster 5	2	Cyprus, Malta
Cluster 6	3	Latvia, Lithuania
Cluster 7	10	Belgium, Bulgaria, Poland, Romania, Slovakia, Slovenia, Hungary, Croatia, Czech Republic, <i>Ukraine</i>

Ukraine on the Competitiveness Index in the field of travel and tourism in 2017 received a score of 3.5 points out of seven possible and ranked 88th.

The contribution of the tourism industry of Ukraine by experts is estimated at 1.3 million USD, in the Ukrainian tourism sector, employs 214.4 thousand people, or 1.2 % of the total number of employees.

The business environment is not conducive to the development of tourism, as evidenced by 124 places in this component.

The level of security in the country has a negative effect – 127th place [12]. The tourism sector in Ukraine is also not considered as a priority, in particular, according to the indicator «priority of the development of the tourism sector for the government of the country», the experts assigned us 122 places.

The competitive advantages in this ranking are the assessment of human resources and the labor market (41 level) and health and hygiene – 8th place. So, the prerequisites for the proper development of tourism are not sufficiently used in Ukraine.

As for determining the factors influencing the development of the European tourist space in terms of its segmentation, it is possible to conclude that for Ukraine the most influential factors are: the resource component, the development of infrastructure and a favorable environment.

As for the functioning of the European tourist space, Ukraine in 2016 was visited by 13.3 million tourists [13]. However, the dynamics of changes in this indicator is unpredictable, which makes it impossible to make any predictions (Fig. 1).

By the number of tourists, Ukraine is in the same group with such countries as Croatia, Poland and the Netherlands.

Dynamics of expenditures of tourists for the period from 2000 to 2017 is also non-linear and makes it impossible to make objective predictions (Fig. 2).

However, in total expenditure – 1.62 billion USD in 2017 Ukraine is in the same group with countries such as Lithuania, Latvia, Luxembourg and Malta, which are as large as some regions of Ukraine. This indicates the priority of the tourism industry in Ukraine.

The average amount of tourist expenditures in Ukraine changes annually and as of 2016 is about 100 USD. In comparison with the EU countries, this is the lowest indicator (Fig. 3, 4).

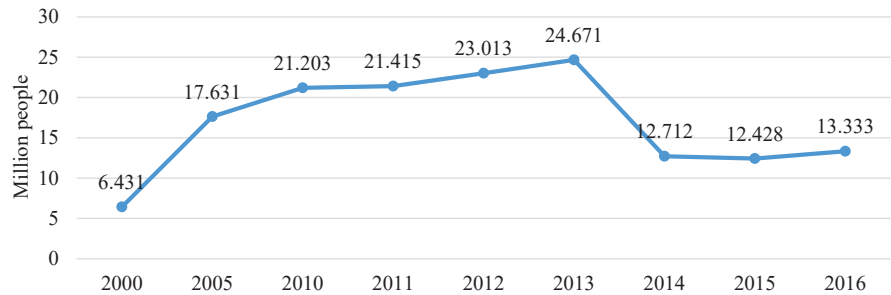


Fig. 1. Dynamics of the number of tourist visits to Ukraine [13]

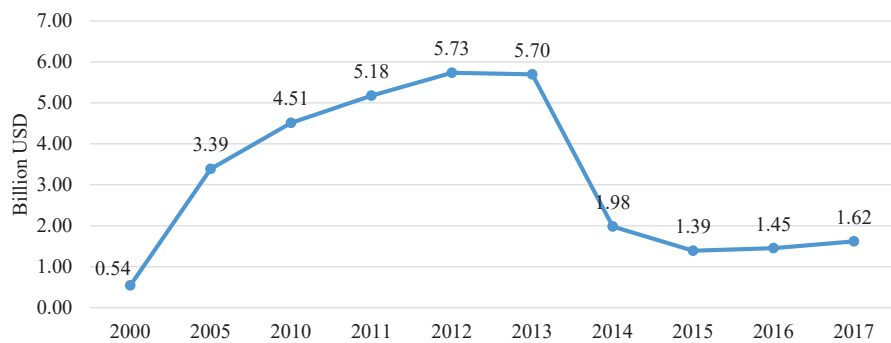


Fig. 2. Dynamics of expenditures of tourists in Ukraine [13]

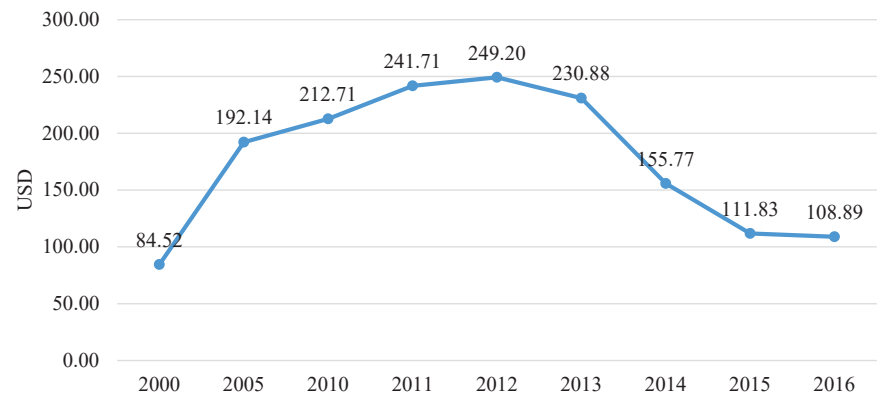


Fig. 3. Dynamics of average expenditures of tourists in Ukraine [13]

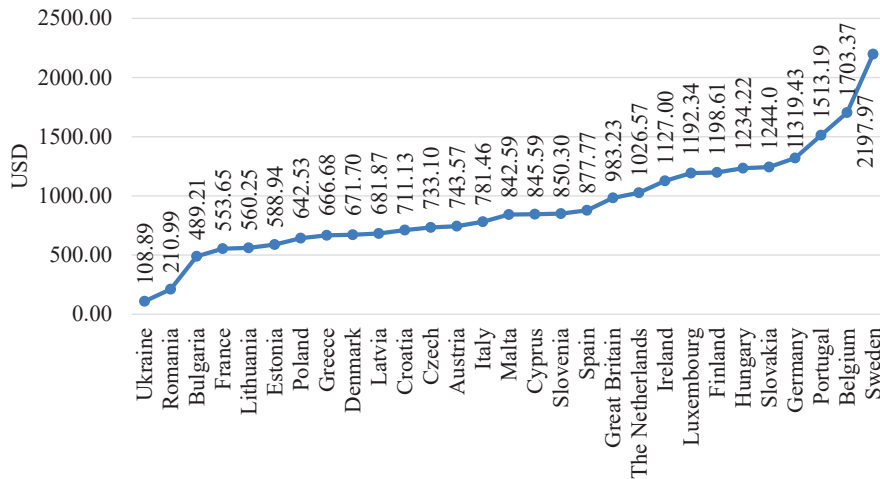


Fig. 4. Distribution of the average expenditures of tourists in the EU countries and Ukraine [13]

In terms of the share of tourism in Ukraine's GDP, it is in the same group with such countries as Lithuania, Romania, Slovakia, the Netherlands, Poland, Luxembourg, Ireland, Belgium. In 2017, this share was at the level of 5.73 %, and in general since 2000 is gradually decreasing (Fig. 5).

The calculation of the increase in national income in 2017 From the travel and tourism industry (Table 2) indicates that Ukraine, having significant factors in the development of the tourism sector, does not use its capabilities.

So, the increase in national income in 2017 From tourism is equal to only million USD – the smallest indicator among the countries studied (EU and Ukraine). The smallest increase in national income in the EU was 55.95 million USD (Poland), Fig. 6.

As can be seen from the data in Fig. 6, in 2017. Malta and Luxembourg received more national income from tourism. Finland, Slovenia, Portugal, Latvia, Cyp-

rus, Spain, Ireland, Estonia and Great Britain received a significant increase in the national income from the tourism industry. The lowest income from tourism was received in 2017. Poland and Greece are among the EU countries.

In total, in 2017, the tourism industry in the EU countries increased its budget revenues by almost 6 billion USD (5919.10 million USD).

The study of the increase in national income from the tourism industry on average for each of the clusters confirms the existence of territorial differences between the countries of the tourist area (Fig. 7).

Fig. 7 shows that the leader in income received in 2017 are the countries of the fifth cluster (Cyprus, Malta). Countries of the 3 and 6 clusters received in 2017 approximately 250 million USD income from the tourism industry. Most countries (clusters 1, 2, 4 and 7) on average had a national income growth of 170 million USD from the tourism industry.

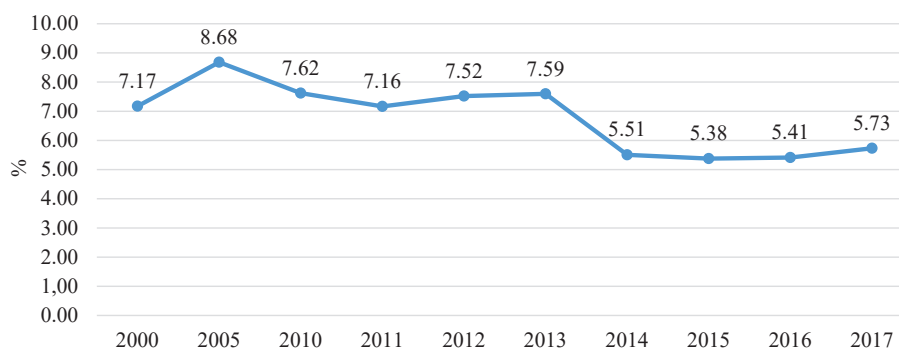


Fig. 5. Dynamics of the share of tourism in GDP [13]

Table 2

Determination of the growth rate of national income from the tourism and travel industry in Ukraine

Country	Number of tourists	γ	a_l	P_l	a_k	P_k	P_γ
Ukraine	13333000	7.28	855.8	5.1	10000000	1.9	8.705363

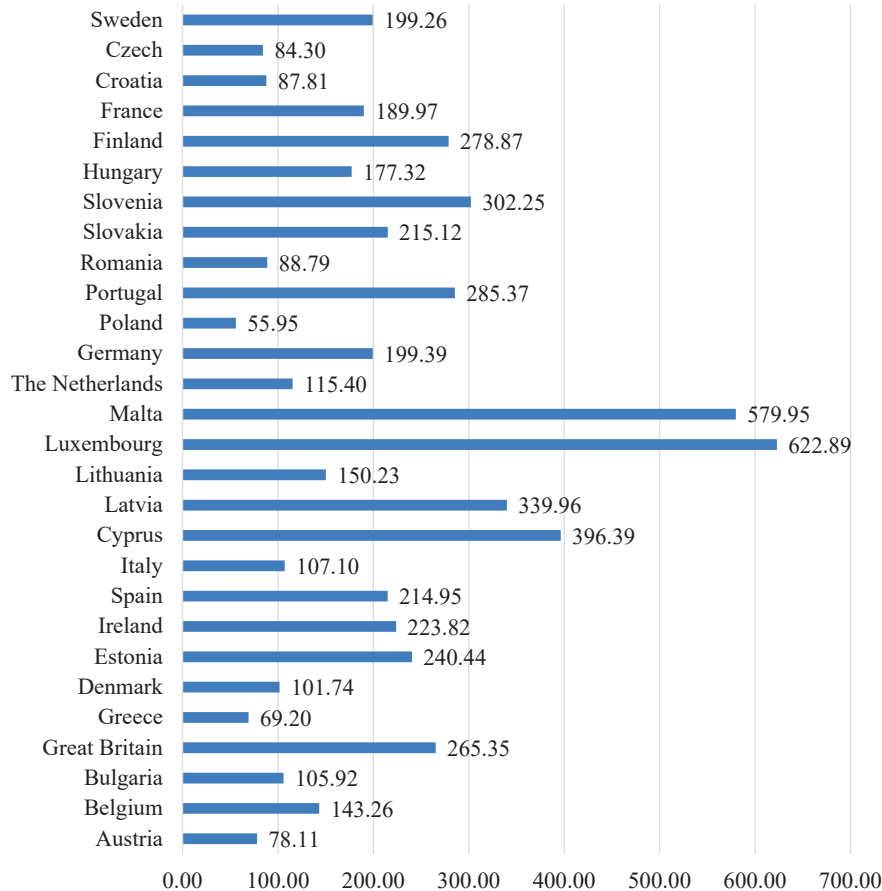


Fig. 6. Regional differences in the rate of growth of national income from the tourism and travel industry in the EU, million USD

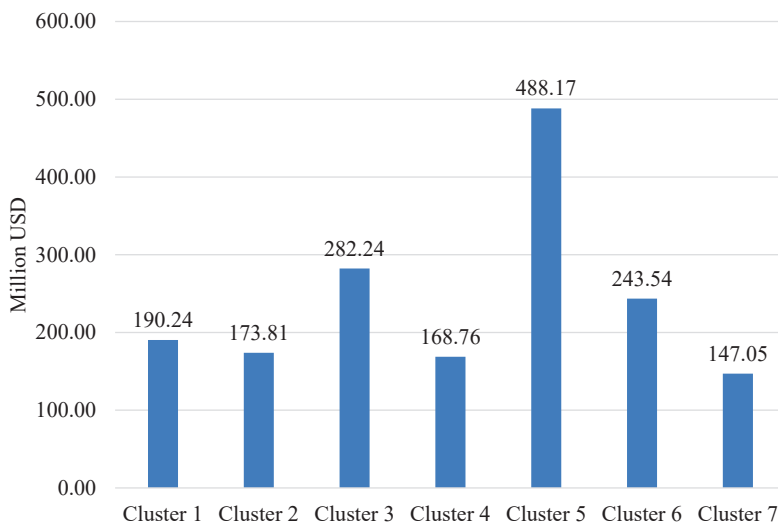


Fig. 7. The average volume of increase in national income from the tourism industry by clusters, 2017

7. SWOT analysis of research results

Strengths. This research makes it possible to assess the place of Ukraine in the European tourist space, identify its weaknesses, estimate the growth points, namely: interesting tourist destinations, a large labor market, the presence of professionally trained labor force. This will gradually begin to reform the tourism industry of Ukraine.

8. Conclusions

1. The place of Ukraine in the tourist space of Europe is identified. It is emphasized that the national business environment does not contribute to the development of the tourism sector, the level of security in the country has a negative impact. The tourism industry in Ukraine is not considered as a priority. The competitive advantages

Weaknesses. The analysis of the efficiency of the tourism industry in Ukraine and the EU is carried out according to 2017 data and does not provide opportunities to assess the dynamic changes in the tourism industry of Ukraine and the EU.

Opportunities. The research methodology of the tourism industry of Ukraine can be applied in similar studies of any country in the world. And the experience of forming the EU tourism policy can be useful in analyzing the tourism policy of other regional groupings of the world, for example, NAFTA (North American Free Trade Area). The development of geographic regions are analyzed in this research.

Threats. Analysis of the modern tourism policy of Ukraine in the context of the peculiarities of the formation of the tourism policy of the European Union remains outside the study.

of Ukraine are the assessment of human resources and the labor market and the protection of health and hygiene. So, the prerequisites for the proper development of tourism are not sufficiently used in Ukraine.

2. The effectiveness of the functioning of the European tourist space is investigated and significant regional differences in the volume of increase in national income from the tourism industry are revealed. It is concluded that the leaders in income received in 2017 are countries such as Cyprus, Malta, Ireland, Luxembourg, Latvia and Lithuania, which received in 2017 approximately 250 million USD income from the tourism industry. Most countries of the European tourist area (Great Britain, the Netherlands, France, Spain, Italy, Germany, Austria, Greece, Denmark, Portugal, Finland, Sweden, Belgium, Bulgaria, Poland, Romania, Slovakia, Slovenia, Hungary, Croatia, Czech Republic) average had a national income growth from the tourism industry of 170 million USD.

References

1. Turystychna polityka zarubizhnykh krain: pidruchnyk / Parfinenko A. Yu. (Ed.). Kharkiv, 2015. 220 p.
2. Osoblyvosti formuvannia ta realizatsiyi turystychnoi polityky derzhavy: mizhnarodnyi, natsionalnyi, rehionalnyi dosvid: monohrafiya / Boiko O. V. et. al.; Parfinenko A. Yu. (Ed.). Kharkiv, 2013. 280 p.
3. Sofiichuk K. Risks of the Tourism Industry in Ukraine // Journal of Environmental Management and Tourism. 2018. Vol. 9, Issue 2. P. 334. doi: [https://doi.org/10.14505//jemt.9.2\(26\).15](https://doi.org/10.14505//jemt.9.2(26).15)
4. Kozmenko O., Poluliakhova O., Iastremska O. Analysis of countries' investment attractiveness in the field of tourism industry // Investment Management and Financial Innovations. 2015. Vol. 12, Issue 3-1. P. 56–63. doi: [https://doi.org/10.21511/imfi.12\(3-1\).2015.01](https://doi.org/10.21511/imfi.12(3-1).2015.01)
5. Maschke J., Mundt J. W. Instrument of tourism policy // The Tourist Review. 1999. Vol. 54, Issue 3. P. 28–29. doi: <https://doi.org/10.1108/eb058311>
6. Datzira-Masip J. Tourism policy in Spain: An overview // The Tourist Review. 1998. Vol. 53, Issue 1. P. 41–50. doi: <https://doi.org/10.1108/eb058267>
7. Sirse J., Mihalic T. Slovenian tourism and tourism policy: A case study // The Tourist Review. 1999. Vol. 54, Issue 3. P. 34–47. doi: <https://doi.org/10.1108/eb058313>
8. Martí P., Nolasco-Cirugeda A., Serrano-Estrada L. Assessment tools for urban sustainability policies in Spanish Mediterranean tourist areas // Land Use Policy. 2017. Vol. 67. P. 625–639. doi: <https://doi.org/10.1016/j.landusepol.2017.06.015>
9. Triantafyllopoulos N. On the origins of tourist urbanisation in Greece: Land speculation and property market (in)efficiency // Land Use Policy. 2017. Vol. 68. P. 15–27. doi: <https://doi.org/10.1016/j.landusepol.2017.06.007>
10. Thierse S. Policy entrepreneurship in the European Parliament: reconsidering the influence of rapporteurs // Journal of European Public Policy. 2017. Vol. 26, Issue 2. P. 267–285. doi: <https://doi.org/10.1080/13501763.2017.1409794>
11. Kamkhaji J. C., Radaelli C. M. Crisis, learning and policy change in the European Union // Journal of European Public Policy. 2016. Vol. 24, Issue 5. P. 714–734. doi: <https://doi.org/10.1080/13501763.2016.1164744>
12. Travel & Tourism Competitiveness Report 2017. URL: <http://reports.weforum.org/travel-and-tourism-competitiveness-report-2017/downloads>
13. World Development Indicators // World Bank. URL: <https://datacatalog.worldbank.org/dataset/world-development-indicators>

Sklyarenko Yaroslava, Assistant, Department of International Economic Relations, V. N. Karazin Kharkiv National University, Ukraine, e-mail: elenkaolenka@gmail.com, ORCID: <http://orcid.org/0000-0003-2634-8542>