The development applied aspects of Ukraine’s tourist industry in the globalization conditions

O. Liutak¹, O. Baula²

Purpose – to assess the tourism industry development and its impact on Ukraine’s economy, to identify a set of problems hindering the significant development of the tourism industry, and to justify ways to increase competitiveness in the world market.

Design/Method/Approach of the research. System approach, synthesis, analysis and comparison to assess the tourism development dynamics in Ukraine, correlation and regression analysis to determine the impact level of increasing the number of hotels and tourist-recreational enterprises on GDP growth in Ukraine, logical generalization to identify a set of problems holding back the significant development of local tourism and ways justification of increasing its competitiveness on the world market.

Findings. This article presents the results of assessing the tourism dynamics, particularly the tourist flows, the number of resorts, the number of tourists served by tour operators and travel agents. The authors substantiated the ways of increasing the local tourism sector’s competitiveness.

Practical implications. The work results can make the basis for the development of fundamental and scientific-applied provisions contributing to the significant system formation of increasing the competitiveness of Ukraine’s tourism industry by state and local authorities, establishing cooperation among market participants and forming optimal logistics flows, developing business models to optimize the flows of health and recreational facilities.

Originality/Value. The research value is that its applied scientific provisions can be implemented in the strategy of economic development of local tourism in analytical and mathematical justifications of the relationship between economic growth and tourism development, which ultimately increases Ukraine regions’ competitiveness for sustainable development of the country’s economy.

Research limitations/Future research. Future research should focus on identifying mechanisms to improve the procedure for increasing tourism enterprises' competitiveness and improving provided service quality.

Paper type – empirical.

Keywords: tourism industry; tourism; tourist flow; tourist service; competitiveness; infrastructural provision of sanatorium-and-health-resort tourism.

Paper type – theoretical.

Keywords: project management; project team; remote project team; collocated project team; virtual project team; remote project team.

Reference to this paper should be made as follows:
Прикладні аспекти розвитку туристичної галузі України в умовах глобалізації

Олена Миколаївна Лютак\(^1\), Олена Вікторівна Баула\(^4\)

\(^1\) Луцький національний технічний університет, Луцьк, Україна

Мета роботи – оцінити розвиток туристичної галузі та її вплив на економіку України, використати комплекс проблем, які перешкоджають ефективному розвитку туристичної індустрії та обґрунтувати напрями підвищення конкурентоспроможності на світовому ринку.

Дизайн/Метод/План дослідження. Системний підхід, синтез, аналіз та порівняння для оцінки динаміки розвитку туризму в Україні, кореляційно-регресійний аналіз для визначення впливу збільшення кількості підприємств готельного та туристично-рекреаційного типу на нарощування ВВП України, логічне узагальнення для викриття комплексу проблем, які унеможливлюють ефективний розвиток вітчизняного туризму та обґрунтування напрямів підвищення його конкурентоспроможності на світовому ринку.

Результати дослідження. У цій статті представлені результати оцінки динамики розвитку туристичної сфери, зокрема обсяг туристичних потоків, кількості санаторно-курортних закладів, кількості туристів, що обслуговувалися туроператорами та турагентами. Автори обґрунтували напрями підвищення конкурентоспроможності вітчизняної туристичної сфери.

Оригінальність/Цінність/Наукова новизна дослідження. Цінність дослідження полягає в тому, що його прикладні наукові положення можуть бути використані при розробці стратегії економічного розвитку вітчизняного туризму в контексті аналітичного обґрунтування та математичного обґрунтування взаємозв'язку між економічним зростанням та розвитком туризму, що у підсумку сприятиме нарощуванню конкурентоспроможності регіонів України для забезпечення сталого розвитку економіки країни.

Практичне значення дослідження. Результати цієї роботи можуть стати основою для розвитку економічної стратегії України, а також для розвитку туристичної індустрії, переважно в області санаторно-курортного туризму.

Обмеження дослідження/Перспективи подальших досліджень. Подальше дослідження доцільно направити на визначення механізмів удосконалення процедурі нарощування конкурентоспроможності підприємства туристичної галузі та підвищення рівня якості надаваних послуг у іншій сфері.

Тип статті – емпірічний.

Ключові слова: туристична галузь; туризм; туристичний потік; туристична послуга; конкурентоспроможність; інфраструктурне забезпечення санаторно-курортного туризму.

Прикладні аспекти розвитку туристичної галузі України в умовах глобалізації

Елена Николаевна Лютак\(^1\), Елена Вікторовна Баула\(^4\)

\(^1\) Луцький національний технічний університет, Луцьк, Україна

Цель работы – оценить развитие туристической отрасли и ее влияния на экономику Украины, выделить комплекс проблем, которые делают невозможным ее эффективное развитие и обосновать направления повышения конкурентоспособности на мировом рынке.

Дизайн/Метод/План исследования. Системный подход, синтез, анализ и сравнение для оценки динамики развития туризма в Украине, корреляционно-регрессионный анализ для определения степени влияния увеличения количества предприятий гостиничного и туристско-рекреационного типа на наращивание ВВП Украины, логическое обобщение для определения комплекса проблем, которые делают невозможным эффективное развитие отечественного туризма и обоснование направлений повышения его конкурентоспособности на мировом рынке.

Результаты исследования. В этой статье представлены результаты оценки динамики развития туристической сферы, в частности объема туристических потоков, количества санаторно-курортных учреждений, количества туристов, обслуживаемых туроператорами и турагентами. Авторы обосновали направления повышения конкурентоспособности отечественной туристической сферы.

Оригинальность/Ценность/Научная новизна исследования. Ценность исследования заключается в том, что его прикладные научные положения могут быть использованы при реализации стратегии экономического развития отечественного туризма в контексте аналитического обоснования и математического обоснования взаимосвязи между экономическим ростом и развитием туризма, в итоге будет способствовать наращиванию конкурентоспособности регионов Украины для обеспечения экономического развития.

Практичное значение. Результаты этой работы могут стать основой для разработки фундаментальных и научно-прикладных положений, способствующих формированию эффективной системы наращивания конкурентоспособности отрасли туризма и обоснования взаимодействия между участниками рынка и формированию оптимальных логистических потоков, разработки бизнес-моделей оптимизации потоков в санаторно-рекреационных учреждениях.

Ограничение исследования/Перспективы дальнейших исследований. Дальнейшие исследования целесообразно направить на определение механизмов совершенствования процедур наращивания конкурентоспособности предприятий туристической отрасли и повышение уровня качества предоставляемых услуг в данной сфере.

Тип статьи – эмпирический.

Ключевые слова: туристическая отрасль; туризм; туристический поток; туристическая услуга; конкурентоспособность; инфраструктурное обеспечение санаторно-курортного туризма.
1. Introduction

The tourism industry development is an essential tool for increasing our country's competitiveness in the world market. The provided services' quality, availability, speed, logistic problems solution is considered one of the necessary conditions for this sphere development, which determines the pace of economic growth in general, the efficiency of recreational resources, foreign trade success, and its national prestige. However, the vast majority of manufacturers still apply management models traditional for post-Soviet enterprises. Therefore, today there is an urgent scientific and applied task to create scientific, methodological, and applied support for tourism management at the enterprise level that improves communication between consumers and service providers.

Many national and international scientists contributed to developing theoretical and applied principles for ensuring the tourism industry's improvement. The most significant authors' works of Liubitseva, Mykhailuk, Mykhailenko and Kochetkova (2017), Zayachkovs'ka (2015), Pobochenko (2008), which laid the tourism foundations and the formation of modern market tourist services in globalization transformations M.Kry'oberecz (2017), A.Krayevs'ka, O. Moroz and B. Grabovecz'ky'j (2013), S. Mel'ny'chenko (2014) focused on improving the quality of tourist services and resources of recreational sanatoriums. Works of Mazaraki, Mel'ny'chenko (2015), and Cherchy'k, Verko, Kolenda and Mishchenko (2014) analyzed Ukraine's tourism and recreation regions. Those authors revealed the management principles of the tourist and recreational complex; highlighted theoretical aspects of forming a recreational potential management system; considered the factors that significantly influence the tourist product and service creation. A significant contribution to the improvement of the applied provision for the tourism development in different countries and its structural elements were made by such international scientists as Bob Mckercher (1996), who substantiated the features of recreational tourism; Tim Bentley (2001), who analyzed the risks in the tourism industry, including injuries; D.Meyer (2009), who built a system of relationship between tourist flows and destinations; X.Font (2002), who substantiated the requests for environmental certification of tourism market regulation, P.Pearce (2005), who identified the features of the consumer sentiment formation, T.Mihalic (2000), who identified the modern global tourism trends as an element of competitiveness, and W.Zukow, R.Muszkieta, E.Prystupa, V.Karaskova and M.Napierala (2010) that investigated the relationship of the modern type of tourism and impact on the global tourism industry formation.

Despite the research efforts intensification, we should note that the issues of applied aspects of the Ukraine's tourism industry development in globalization require a comprehensive scientific analysis.

2. Problem statement

The research purpose is to assess the tourism sector development from its impact on Ukraine's economic growth and provide favorable conditions for the effective functioning of economic entities in the globalization of world economic relations.

3. Methods and data sources of research

The authors used a systematic approach that includes the dynamic and functional relationship between the state of the general (Ukraine's tourism industry) and the development and balance of its constituent elements (sanatoriums, tourist infrastructure), where a set of methods ensure its implementation, namely:

- synthesis, analysis, and comparison - to assess Ukraine's tourism dynamics;
- correlation-regression analysis - to determine the impact level of increasing the number of enterprises of the hotel and tourist-recreational type on Ukraine's GDP growth;
- logical generalization - for a set of problems that hold back significant development of local tourism and justify ways to increase its competitiveness in the world market.

The authors used several international and Ukrainian official resources for statistical data panels, including the World Data Atlas and the State Statistics Service of Ukraine.

4. Research results

In current conditions, Ukraine's tourism industry has significant potential in the country's financial results formation and the competitive tourism product implementation. The industry's main element is tourist flows that determine the aggregate demand in the middle of the country for tourist resources and income of tour operators and tour agents from Ukrainians who went abroad (Fig. 1).

![Inbound and outbound tourist flows of Ukraine in 2000-2018](source: built by the authors on the basis of DSSU (2020)).
Theoretical principles of defining the competitiveness essence and features of its role in the entrepreneurial activity development in tourism focus on the understanding that this phenomenon in the practical sense is a set of financial results, social actions, which availability provides grounds for sufficient satisfaction of market needs, receiving competitive income from the sale of the service. The "competitiveness" concept is closely related to the "competition" concept, and in practical terms, this relationship corresponds to the essence of the market as a struggling system of opposites. Competition is an incentive for the formation and development of enterprise competitiveness in the market and the entrepreneur's wish to profit. The "competitiveness of sanatorium tourism enterprises" concept is much more complex and interpreted quite ambiguously. In general, the competitiveness of tourism enterprises can be defined as its comparative advantage over other enterprises in this industry nationally and internationally. In the case of active enterprises' economic objects represented on the market, competitiveness is a performance category, but at a higher level. Entrepreneurial activity runs in market conditions in an environment that provides competition for markets, goods, and resources for their efficient production. Businesses-enterprises, including those in tourism, interact in a market economic system for profit. The enterprises' economic relations are based on the competition principles, i.e., the struggle for resources and markets, and the ensuring factor in the effectiveness of such struggle is competitiveness. A key element in the tourism industry development and its impact on Ukraine's economic growth is the infrastructure, which is based on sanatorium tourism enterprises.

The tourism industry competition peculiarity is that the product offered to customers is a set of various services that must meet the demanding customers' expectations. It follows that the competitiveness concept of sanatorium and resort enterprises acquires a different meaning. In modern literature, competitiveness in such an industry is defined as the level of service value offered by recreational facilities to consumers (Petrova, Shcherby'na, 2008).

The sanatorium and resort tourism is based on the interconnected phenomenon and process – sanatorium and resort service and sanatorium and resort treatment. Consideration of the sanatorium and resort service as a product produced and provided to the consumer by the sanatorium and resort facility suggests that such a service is "a special product with a huge number of medical, consumer and industrial services" (Lyutak, Romanchuk, 2013). Many foreign scholars (Brady, Michael, Robertson, Christopher, 2001) form the concept of international competitiveness based on the object, subject, purpose, methodological research scheme, and research methods and results. Based on these, it is noteworthy that the tourism industry, including the sanatorium and resort sector, applies system-structural and praxeological approaches in building for the result the international economic activity system and the enterprise interaction and the international market.

Continuing the infrastructure analysis of sanatorium tourism, we should emphasize the mandatory availability of material and technical base. In recent years, Ukraine's tourism business keeps on running on the material base made in the Soviet era, ruthlessly exploiting infrastructure without its restoration.

Researching several sanatorium and resort and health facilities, we observe a sharp decrease in the number of sanatoriums and boarding houses with treatment, sanatoriums, rest homes and boarding houses, bases and other recreation facilities, children's health and recreation facilities, and their beds. The changes in the sanatorium number in 2013-2017, which are featured by the beginning of the Russian Federation's aggression and the annexation of the Crimea, became extraordinarily rapid. In our opinion, the main reasons are the management system transformation of such facilities, i.e., the privatization and change of purpose of the property of ex-trade unions and former state (Fig. 2).

The study shows that currently, sanatoriums are in a stagnation state as part of the tourist infrastructure. The vast majority of started projects were preserved due to lack of investment funds and credit resources inaccessibility, a significant number of institutions ceased running.

The need to support the balanced development of sanatoriums in Ukraine as a tourism development component is evident. Funds for investment projects in modernization and restoration of medical and recreational enterprises' image can be both international and national investment partners and state and local budgets. The privileged categories of vacationers at the expense of the state budget make a separate area.

The vacationers' dynamics analysis in sanatoriums in 2011-2018 depicts a significant overall reduction of 27.0% in 2014 and a gradual increase before 2018 (Fig. 3).

It is characteristic that the decrease rate in the number of vacationers who rested and treated in Ukraine is diverse for different institutions. Boarding houses with treatment where the fall was insignificant look the most stable. In 2012 holiday resorts, there was an increase in demand by 11.5%, and in boarding houses, there was an increase by 17.3% compared to other institutions is insignificant. A substantial problem is the lack of a transparent system for the sale of tourist services to foreign tourists; in particular, the number of foreigners who received services from tour operators and tour agents over the past ten years has decreased by 4.9 times (Table 1).

Simultaneously, the number of foreigners in collective accommodation by region in 2018 (Table 2) significantly exceeds the number of tourists of tour operators, i.e., we can say that the predominant amateur tourism in this category of tourists in Ukraine.
Source: built by the authors on the basis of DSSU (2020).
The labor resources level of Ukraine's tourism enterprises has slowed down significantly. Modernization of hotels, but due to the global economic crisis, this did not occur. Private investment in the construction, reconstruction, and improvement of infrastructure. In Ukraine, there observed a rapid increase in tourist-recreational type enterprises. However, the tourism enterprises' operation does not require significant investment, unlike the maintenance of tourism infrastructure. In Ukraine, there observed a rapid increase in private investment in the construction, reconstruction, and modernization of hotels, but due to the global economic crisis, this process has slowed down significantly.

The labor resources level of Ukraine's tourism enterprises is relatively sufficient. The employees' average number of Ukraine's tourist enterprises in 2005 was 10.6 thousand people (Zayachkovs'ka, 2015). According to the statistics, it increased: in 2013 it peaked and amounted to 15,531 people; due to the military aggression of the Russian Federation, the tour flow was reduced, leading to a reduction in the number of employees in this field (2015 - 9,588 people). Currently, there is a gradual recovery and, accordingly, an increase in the number of employees in this area (10,291 in 2017).

L. Pobochenko pointed out that the share of employees directly in tourist enterprises in 2005 was 0.05% of the employees' average annual number in Ukraine's economy (Pobochenko, 2008), and in 2018 the total tourism employment was 4.9%, and direct 1.3% (World Data Atlas, 2020).

Determining the tourism impact on macroeconomic indicators of any country development can be considered from the standpoint of GDP growth and the resultant direct factor - the number of hotels and tourist-recreational type enterprises. Independent variable or factor (X) and "GDP, million UAH" - dependent variable or indicator (U) calculated - is the calculated amount of GDP in a million UAH using equation (1), which describes the resulting factor relationship with the independent variable.

Table 3 presents a detailed analysis and description of the economic and mathematical modeling in 2000-2018. Let us define the equation type that describes the statistical data. Consider exponential, linear, logarithmic, polynomial of the 2nd degree, power, and linear filtering of the trend line. The criterion for choosing the function type, i.e., the dependence degree, power, and linear filtering of the trend line. The analysis showed that Fig. 4- Polynomial trend line of the 2nd degree represents the most optimal dependence form since the approximation reliability value acquires the most outstanding degree.

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Table 3

Empirical data for constructing a correlation model *

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of the hotel and tourist-recreational enterprises</th>
<th>GDP, million UAH</th>
<th>U calculated</th>
<th>Elasticity coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1308,0</td>
<td>176100,00</td>
<td>346668,88</td>
<td>1,08</td>
</tr>
<tr>
<td>2001</td>
<td>1258,0</td>
<td>211200,00</td>
<td>345265,21</td>
<td>-0,84</td>
</tr>
<tr>
<td>2002</td>
<td>1254,0</td>
<td>234100,00</td>
<td>346266,60</td>
<td>-0,98</td>
</tr>
<tr>
<td>2003</td>
<td>1218,0</td>
<td>277400,00</td>
<td>382886,10</td>
<td>-2,83</td>
</tr>
<tr>
<td>2004</td>
<td>1192,0</td>
<td>257400,00</td>
<td>345265,21</td>
<td>-0,98</td>
</tr>
<tr>
<td>2005</td>
<td>1222,0</td>
<td>357500,00</td>
<td>382886,10</td>
<td>-2,83</td>
</tr>
<tr>
<td>2006</td>
<td>1232,0</td>
<td>457300,00</td>
<td>354723,40</td>
<td>-1,73</td>
</tr>
<tr>
<td>2007</td>
<td>1269,0</td>
<td>565000,00</td>
<td>343362,10</td>
<td>-0,43</td>
</tr>
<tr>
<td>2008</td>
<td>1269,0</td>
<td>565000,00</td>
<td>343362,10</td>
<td>-0,43</td>
</tr>
<tr>
<td>2009</td>
<td>1312,0</td>
<td>668300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2010</td>
<td>1362,0</td>
<td>768300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2011</td>
<td>1420,0</td>
<td>888300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2012</td>
<td>1484,0</td>
<td>988300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2013</td>
<td>1520,0</td>
<td>1088300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2014</td>
<td>1554,0</td>
<td>1188300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2015</td>
<td>1604,0</td>
<td>1288300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2016</td>
<td>1654,0</td>
<td>1388300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2017</td>
<td>1704,0</td>
<td>1488300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>2018</td>
<td>1754,0</td>
<td>1588300,00</td>
<td>443362,10</td>
<td>4,61</td>
</tr>
<tr>
<td>In Total</td>
<td>29864,9</td>
<td>22920288,0</td>
<td>22430134,1</td>
<td>58,0</td>
</tr>
</tbody>
</table>

*Source: built and calculated by the authors on the basis of DSSU (2020).

Thus, the GDP dependence model on the number of enterprises of the hotel and tourist-recreational type, based on the collected statistical data, takes the form of a polynomial trend line of the 2nd degree:

$$y = 5,15592x^2 - 13202,01743x + 8793829,75974 \quad (1)$$

Substituting the independent variable value in equation (1), we compute the indicator calculated value. According to table 3, the sums of statistical and calculated values of the indicator are almost the same (22920288.0 and 22430134.1 million UAH), and their dynamics coincide that confirms the reliability and correctness of the selected equation, which describes the dependence. In particular, we analyzed the compliance of the constructed model and checked its adequacy to statistical data, using Fisher’s criterion. To do this, we computed the calculated value of the criterion by the equation:

$$F_{calc} = \frac{R^2}{1-R^2} \cdot \frac{n-m-1}{m} \cdot \frac{m}{n}.$$  \quad (2)

$$F_{calc} = \frac{(0,94834)}{1-(0,94834)} \cdot \frac{18-1-1}{1} = 275.36$$

The Fisher criterion’s tabular value is calculated with a given probability р (р=0,95) and the number of equality degrees k1=m and k2=n-m-1. For the collected statistics, the observations number n=17, therefore the number of freedom degrees k1=1 and k2=15. Tabular value of Fisher’s criterion: Ftab.= 4,54.

Because inequality holds F_{calc.}>F_{tab.} (275.36>4,54), With probability р=0,95, we claim that the constructed model is adequate for statistical data and is suitable for further analysis and forecasting.

Let us estimate the closeness and direction of the relationship between X and Y, using the correlation coefficient, the formula of which has the form:

$$C_{corr}[X,Y] = \frac{\sum (X_i - \bar{X}) (Y_i - \bar{Y})}{\sqrt{\sum (X_i - \bar{X})^2 \sqrt{\sum (Y_i - \bar{Y})^2}}}.$$  \quad (3)

The Microsoft Excel program calculates the correlation coefficient. To do this, we used the CORREL category function.

We obtained the coefficient and correlations as follows r[x,y]=0,9135.
From the obtained value, we conclude: as \( r [x; y] > 0 \), then the connection between \( X \) and \( Y \) is direct, i.e., with the increase of hotel and tourist-recreational facilities, Ukraine’s GDP also increases; as \( 0,7 < |r [x;y]| < 1 \), then the connection between \( X \) and \( Y \) is strong.

Evaluate the factor \( X \) variation effect on the index \( B \) variation, using the coefficient determination \( R^2=0,94834 \), i.e., the indicator variation on 94.83 % is due to factor variation.

The elasticity coefficient lets us investigate how the indicator \( U \) (GDP, million UAH) changes when the factor \( X \) (number of hotels and tourist-recreational type enterprises) changes by 1 %.

The general equation for determining the elasticity coefficient has the form:

\[
C_{\text{elast.}} = \frac{U_{vf} \cdot 1 * X}{U_{vf}}.
\]

As \( y = 5,15592x - 13202,01743x + 8793829,75974 \), then derivative \( \frac{dy}{dx} = 10,31184x - 13202,017 \) and we obtain the elasticity coefficient equation:

\[
C_{\text{elast.}} = \frac{(10,31184x - 13202,017) * x}{U_{vf}}.
\]

For both factor values, we calculate the corresponding value of the elasticity coefficient by Microsoft Excel.

We also calculate the elasticity coefficient for the average value of the factor and indicator using Microsoft Excel:

\[
C_{\text{elast. aver.}} = 3,87.
\]

Thus, an increase in the number of hotels and tourist-recreational enterprises by 1% leads to 3.87 GDP.

Thus, the study shows the importance of enterprises of the hotel and tourist-recreational type on the national economy and availability of unique features of this area that need modernization, especially in the context of globalization of world economic processes.

5. Conclusions

Despite the growth of services and the number of employees serving the tourism industry, we can point to a rather negative trend due to inefficient management systems, a low level of significant demand, and a lack of comprehensive development programs.

The tourism industry needs to develop and improve recreational infrastructure, provide quality tourism products, create and develop products in the regional aspect, including preserving the environment and natural potential, improving the quality and competitiveness of regional tourism products and offers in the global tourism market. In general, the tourism impact on macroeconomic indicators is relatively high and involves the infrastructure development intensification in terms of its potential in the tourist flow.

Thus, Ukraine’s tourism industry has every opportunity to become competitive in the global market of tourism services. However, it requires implementing effective management methods based on available competitive advantages and government support of sectors with weak competitive positions.

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7. The competing interests

The authors declare that they have no competing interests.

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