

SOCIAL AND ECONOMICAL CHALLENGES OF TOURISM DEVELOPMENT IN UKRAINE

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Introduction. The Concept of State Target Program of Tourism and Resorts development for the period till 2022 while determining the problems that should be solved in the above mentioned sphere is determining some facts. For example, according to the World Tourism Organization, every year in the world is made about 1 billion touristic journeys and over 52 percent of them – within Europe. In the EU, tourism contributes to the total gross domestic product by 8 percent growth at 11 percent, and the number of jobs in the tourism industry is about 12 per cent of the total.

While examining travel, touristic and leisure resources of Ukraine, we should mention that it occupies a leading position in Europe in terms of security of valuable natural and cultural resources.

The tourism industry is an important impetus for improving both economic and social situation in the country that cannot raise objections, not even paying attention to the content of the above defined government program. As economic and social processes in the country, on the one hand affect the tourism industry, on the other – depending on its development. So we can talk about social and economic development of the tourism industry, which is de facto interdependent and interrelated socio-economic development of the country as a whole.

The economic and social component of the tourism industry have some problems at this time, due to its specificity – it contains in itself the production of both material and spiritual spheres, which are associated with different vital sectors of activities and processes place in society.

Review of the recent research and publications sources. Scientists and economists comprehensively describe issues of tourism development.

In particular, where the most important economic problems, which draw attention I.V. Kravchuk [4, p.53, 62-66], M.B. Onys'ko [5, p.35], V.P. Hrechanyky [6, p.162] and M.I. Rutynskyi [7, p.125] include the ineffectiveness of the entities on exploitation of resources, low level of competitiveness in the international tourism market, shadowing sector, inadequate fiscal policy, insufficient finance industry. In other economic problems determines N.A. Dehtiar, which draws attention to the loss of the tourism industry to the country due to the outflow of funds abroad predominance of outbound tourism (imports of travel services), poor performance of the subjects in the field [8 p.1, 10].

In turn, the most important social issues of tourism development according to I.V. Kravchuk [4, p.66] and V.P. Hrechanyky [6, p.162] is a deformation of the structure of employment in tourism; T.I. Tkachenko in her research recognizes the most significant drop in income most of the population for whom tourism is unattractive result in higher prices for travel services and inefficient system of staffing industry [9, p.219, 295].

Undoubtedly, all these problems occur and hinder the development of tourism industry in Ukraine.

At the same time, not all the problems that were determined by the scientists can be confirmed empirically. But giving greater weight finding one particular problem, the researchers did not determine the causes and consequences of their occurrence is possible only if the allocation of factors in the economic and social sphere, which are causal, giving rise to the problem and the effect resulting its manifestation.

Task statement. Thus, the purpose of this paper is to determine the socio-economic problems of the tourism industry in Ukraine, taking into account relevant factors – causes, manifestations and consequences in the economic and social spheres.

Basic material and results. Describing the main economic and social functions of the state policy on sustainable tourism development, you will notice that the first (economic) appears in the development of tourism revenues to the budget currency, sectors related with tourism, while the second – to provide employment incentives on the basis of the tourism industry to create new jobs, policy raising wages in the industry.

At the same time, the manifestation of these functions is a reflection of several factors: if the economy overall economic development of the industry – as an integral factor depends on the development of infrastructure, logistical and financial support for the industry, pricing in the area for tourism products and services, in directly from social factors such as the state of the labor market area, the state of society, state of health and safety conditions for tourists.

Each group of these factors must be evaluated in terms of the impact on the tourism industry and (based on empirical research) should be established real situation as the sector. It is obvious that this task must use a modern method of research, which involves defining a set of indicators characterizing each factor and their calculation to track processes that occur in socio-economic sector of the tourism industry.

Accordingly, based on the methodology developed groups of factors assessed the economic and social sectors of the tourism industry.

We would like to mention that for rapid response to problems arising in the tourism industry in Ukraine, public institutions must monitor and conduct continuous analysis, to provide an objective assessment of trends of industry and influence its development, using the forms and methods of state regulation respectively received evaluation. Only on this basis, public institutions can make informed decisions, develop tactical, operational and strategic measures to overcome and prevent crises, control the process of implementation of these measures and responsible executors, respectively – provide the tourism industry in Ukraine.

Therefore, monitoring of the development of tourism industry in Ukraine itself means the analysis, evaluation and control of the processes taking place in it, is a necessary tool for establishing state institutions, resolve and prevent problems and crises in the future. No doubt that the use of such tools, state institutions should have at least the current method of analytical studies based on the use of objective statistical data that allows the problem.

So, for monitoring of the development of the tourism industry in Ukraine aiming formation of public policy is not enough to define the problem on the basis of the results of empirical research using even the most advanced techniques, but also need to define the essence of their origins and causes.

The concept of tourism development noted that tourism development is hampered lack of an integrated system of state management of tourism in the regions subordination travel, spa, health and recreational facilities that provide travel services to different ministries and other central executive authorities, vague definition in the legislation of belonging hotel management business for companies providing tourist services, the imperfection of the legal framework, the imperfection of technical, organizational, informational and financial support entities tourism industry of the state, slow growth of investment in the development of material base of tourism, lack of appropriate about of objects for the development of tourism in rural disparity vast majority of tourist facilities to international standards, a tendency to reduce the number of enterprises hospitality, unsatisfactory tourism, service and information infrastructure in the areas of roads and international transport corridors, unbalanced social and economic efficiency of recreational resources and the need for their preservation, imperfection of tourism infrastructure and the use of recreational resources, lack of innovation and research on the development of promising tourism imperfect statistics on tourism, insufficient supply of tourism industry of highly skilled specialists, lack of government support and integrated approach to the promotion of national tourist product the domestic and international tourism market, lack of development of information infrastructure, imperfect database objects in relation to tourism industry

Due to mentioned problems every scientist while studying the trends of the tourism industry in Ukraine, in its sole discretion select indicators and methods of analysis and assessment, given at the same time, various factors.

However, the attention should be played to the system of indicators used based on statistical forms and analyzed various state authorities of Ukraine, the number of foreign (entrance) and foreign visitors (entrance) and Industry (describe the dynamics of foreign (incoming) tourism); the number of domestic tourists (characterizes the dynamics of domestic tourism); number of tourists (characterizes the dynamics of excursion activities); the number of foreign (entrance) and foreign visitors (entrance) tourists (characterizes the dynamics of foreign (outbound tourism), the number of tourism (characterizes the dynamics of the tourism industry), the number of employees in tourism (characterizes the dynamics of employment in tourism), the volume of travel consumption and the volume of services provided by tourism enterprises (characterizes the economic performance of tourism).

We consider that these indicators are not enough for monitoring of issues of tourism development in Ukraine, because except two (the number of tourism and the number of employees in tourism), they reflect only the result – states the fact of the industry, or the consequences of development problems, and do not determine the cause of these problems for the basic spheres (political, legal and economic).

Based on the content analysis of works of contemporary scientists and economists in the table. 1 selected those indicators that can be used for monitoring of tourism development in Ukraine with regard to their presence on the sources of official statistical database (State Statistics Committee of Ukraine), the possibility of comparing the national and regional level, distribution by areas of the tourism sector to and determination of causal effect.

Table 1

The selected of indicators based on content analysis of works of scientists and economists for monitoring of the tourism development problems in Ukraine

An index that selected by source	Referring of the indicator to the field; the possibility of its use for monitoring
The volume of services sales [11, p.10; 13, Ext. A; 17]	influential indicator of the economic sphere
Productivity [11, p.109, Ext. A]	influential social indicator
The number of employees [11, p.109, Ext. A]	causal indicator of social
Number of cultural heritage sites and their visits [11, p.10; 17, p.12]	causal indicator cultural sphere
Excursion activity [17, p.12]	causal indicator cultural sphere
The share of income from tourism in GDP (GRP) [11, p.10; 17, p.12]	influential indicator of the economic sphere
The number of enterprises in the field [11, p.10; 14, p.12; 17]	causal indicator of the economic sphere
The level of wages [1; 11, p.10; 17, p.12]	causal indicator of social
Investments in the industry [17, p.12; 14]	causal indicator of the economic sphere
Earnings [11, p.10; 17]	influential indicator of the economic sphere
Quantity of lands [11, p.10]	causal indicator of environmental (natural) areas
Quantity (amount) of water [11, p.10]	causal indicator of environmental (natural) areas
The amount of pollution [14]	causal indicator of environmental (natural) areas
Expenditures for environmental protection [14]	causal indicator of environmental (natural) areas
The number and length of transport routes [11, p.10]	causal indicator of the economic sphere
Availability and condition of historical and cultural resources (historical and cultural heritage) [11, p.10]	causal indicator cultural sphere
Number of transport companies [11, p.10]	causal indicator of the economic sphere
Gross tourist flow [11, p.10]	influential social indicator
The number of tourists [11, p.10; 14]	causal indicator of social
The balance of tourist flows [11, p.10; 14]	influential social indicator
The costs associated with the provision of travel services [11, p.10; 14]	causal indicator of the economic sphere
Return services [11, p.10; 14]	influential indicator of the economic sphere
Prices of travel products and services [14; 15, p.15]	causal indicator of the economic sphere
Status and development of logistics enterprises in the industry [14]	causal indicator of the economic sphere

Conducted a content analysis (Table. 1) provides the following conclusions:

- despite the fact that scientists use different indicators to analyze the industry, not all those analyzes that characterize all aspects of the industry (yes, including: Y.B. Zabaldina specifically defined causal only economic indicator that can be taken into account for monitoring problems tourism development in Ukraine);
- more with the release of both causal and influential indicators that can be attributed only to the economic sphere, used in their studies practitioners of international tourism.

Conclusions. The study allows to make the following conclusions: First, the state programs of tourism development in Ukraine have a drawback in terms of identifying problems and, respectively – are deprived of the basis for finding ways to address them, which prevents the formation of an effective state policy; Secondly, the existing scientific approaches are not meant for distribution problems and causal effect on areas of the tourism industry, which does not set the root causes of their origin and, respectively – to focus on them in shaping public policy; Thirdly, under certain circumstances, it is clear that in order to monitor the development of the tourism industry in Ukraine and installation issues are not appropriate to use a

methodical approach, in which there is no list of indicators that allow to evaluate trends in each area, which leads to the urgency of developing a new methodology. Thus, expanding the list of indicators is to use official sources the State Statistics Committee of Ukraine according to these sources of their name, which will allow you to search for objective data and avoid inconsistencies during the empirical research.

To solve this problem and selecting the full list of indicators monitored will determine the issues of tourism industry in Ukraine on the basis of empirical studies should identify factors produced in all spheres, including political, legal, assess the condition of which is not possible using selected indicators and regional, to monitor which, based on the need logic comparison results using indicators similar to those adopted for the national economy.

Based on the developed methodological approaches social and economic problems that impede the development of the tourism industry were identified, distinguishing their causes and consequences manifestation.

Conducted empirical research allowed to conclude that the identified problems in the economic sphere national exacerbate the crisis of the tourism industry and need to be addressed by forming appropriate anti-crisis state policy.

Installed problems in the external social environment, along with the aggravation of the internal, which is reflected in the negative dynamics of social indicators, can recognize the scope of crisis in terms of tourism development in Ukraine. Thus obtained negative results when analyzing the performance of this particular sphere to verify that existing statistical increase in basic indicator in the economic sphere ("the amount of sold services") mostly occurred during this same period due to increased prices for tourist services, not the increasing the number of tourists served.

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Черниш Ірина Володимирівна, доктор економічних наук, доцент кафедри туризму та адміністрування. Полтавський національний технічний університет імені Юрія Кондратюка. **Соціальні та економічні виклики розвитку туризму в Україні.** Розглянуто питання розвитку туризму в Україні, перспективи й напрями підвищення показників діяльності цієї сфери. Визначено основні показники, які повинні застосовуватися для моніторингу стану туризму та здійснення прогнозування його розвитку.

Ключові слова: туризм, розвиток, виклики, соціально-економічні показники, законодавство.

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Ключевые слова: туризм, развитие, вызовы, социально-экономические показатели, законодательство.