

Секція: Економічні науки

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THE POTENTIAL OF TOURISM DEVELOPMENT IN UKRAINE:

MODERN CHALLENGES AND PROSPECTS FOR REVIVAL

The tourism industry in the last decade has become one of the most important industries worldwide. Tourism in more than 40 countries remains the main source of income for national economies. However, the coronavirus pandemic has made adjustments and had a negative impact on the development of the tourism industry. Measures of social distancing have led to a significant decline in the consumption of tourist services. The decline in tourism and restrictions on the movement of people across borders have led to decline.

However, any crisis should be seen as a time for the emergence and application of new non-standard innovative solutions, which will eventually lead to economic growth and open new opportunities and stages of development.

Due to the impact of the COVID-19 pandemic, new trends in tourism development are emerging around the world, which will continue for the next few years. Here are the main ones:

- 1) the collapse of world leaders in tourism;

- 2) instability (due to constant changes in the epidemiological situation, travel planning time has been significantly reduced) and new entry rules (requirements for vaccination certificates, negative covid tests, insurance with coronavirus coverage);
- 3) new requirements for hygiene and the level of medicine in destinations;
- 4) outdoor recreation (increasing demand for glamping, cycling, rafting, etc.);
- 5) the emergence of a new tourist offer (rest in sanatoriums to strengthen immunity, rehabilitation from coronavirus disease);
- 6) individualism (growing popularity of individual accommodation: tents, campsites, apartments);
- 7) digitalization (development of virtual tourism, online booking).

In Ukraine, on the other hand, the tourism industry has been developing and financed situationally in recent years. Despite global trends, the share of tourism in the overall economy of Ukraine, according to the European Bank for Reconstruction and Development, is 3-4% of GDP, and the tourist balance of travel is negative.

Natural questions arise about the main reasons for Ukraine's low popularity for domestic and foreign tourism, and its lack of competitiveness compared to other countries.

The answers to these questions lie in the plane of the necessary positive developments in various sectors of the economy, as tourism concerns many aspects of human economic and social activity. It is not enough to simply improve the quality of service if the transport infrastructure is underdeveloped. And the development of transport infrastructure in itself will have a negligible impact.

Tourism is a complex phenomenon and requires a systematic approach and sustainable long-term improvement of the situation in a number of areas that

influence the decision of a potential traveler to choose the month for rest and travel.

Although the country has all the historical, geographical, natural, economic prerequisites for the development of domestic tourism, we must recognize that today Ukraine is not popular enough in the world tourism market.

Current trends in the development of the tourism market within Ukraine are:

- development of information technologies in tourism;
- growth of self-organized travel;
- development of tourist products according to the types of needs of tourists (for example, "green" tourism, educational, gastronomic, etc.).

Ukraine has significant recreational and tourist potential: climatic resources, diverse relief and landscapes, rich cultural and historical heritage, but rather limited tourist infrastructure in most regions of Ukraine.

Currently, new types of tourism have appeared in world tourism: gastronomic tourism, tasting tours, diet tours, shopping tours, detox tours, surf tours (which tourists go only to learn to surf) and others. In the structure of demand there is a shift of priority from "standard" tours (such as beach holidays) in favor of special programs of individual tourist services.

The ever-increasing amount of information, the ordinary nature of the mass tourist product, obsessive advertising - these factors make a potential traveler less and less receptive to traditional proposals. On the contrary, the interest of tourists in new exclusive and creative products is growing.

The prevailing market trends allow us to predict the prospect of increasing the flow of tourists in such activities as: various types of nature tourism, including "active" (adventure tourism) and "soft" (sightseeing); tourism for cultural heritage sites, as well as combining physical objects with intangible objects, including traditional crafts, music, performances and cuisine; routes filled with natural and cultural heritage sites that attract travelers.

Historical and cultural resources as part of the tourist infrastructure should now become the basis for the creation and development of new exclusive guest formats in the field of tourist accommodation, due to their high attractiveness in the structure of tourist destinations in Ukraine.

In the last ten years, the concept of creating an original atmosphere and impressions has become widespread among hospitality establishments. Modern travelers, "emotion hunters", are consciously willing to pay more for the pleasure and experience of rest.

Among the hotels in the top ten hotel castles in Europe, they are in great demand among both foreign and local tourists. Comfortable rooms of historic hotels - few, furnished according to their era (the heyday of a particular castle) and equipped with modern technology.

The conceptual approach to the commercial use of historical and cultural sites allows you to find a variety of options for the preservation of architectural monuments. In this regard, Ukraine can use the rich experience of Western European countries in managing its historical and cultural heritage. In European countries, such buildings (hotels) are usually objects of cultural heritage, control over their activities is in the hands of the state. But the cost of maintenance is already borne by a private entrepreneur who rents a monument for a long period, or an investor.

Literature

1. Official Internet page of the World Tourism Organization. URL: <http://www.unwto.org/>
2. Official website of the State Tourism Development Agency. URL: <http://www.tourism.gov.ua>