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MASTER'S LEVEL QUALIFICATION PAPER

on the topic: «Modern trends in the development of international tourism business»

Specialty 292 "International Economic Relations"

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SUMMARY

The main content of the master's qualifying work is set out at 35 pages, list of used sources of 35 titles.

In many countries of the world it is at the expense of tourism that new jobs are created and a high standard of living is maintained. Ukraine has a huge potential for the development of the tourism sector. However, it is largely not implemented. Therefore, there is an urgent need for comprehensive research and conceptual scientific substantiation of areas and specific tasks of long-term development of regions.

Current trends in international tourism and state policy in this area are of great interest to potential consumers of tourism services, tourism entities, scientists in the field of economics, as well as government agencies in various countries in the field of regulation and development of tourism.

In many countries of the world, tourism is developing as a system that provides all the opportunities to learn about the history, culture, customs, spiritual and religious values of the country and its people, and makes a profit in the treasury. In addition to a significant source of income, tourism is also one of the powerful factors in strengthening the prestige of the country. Tourism in developed countries is an important source of improving the welfare of the state.

The development of inbound tourism, in turn, will increase the material well-being of Ukrainian citizens, create new jobs, raise the international prestige of the state, replenish its foreign exchange reserves, promote economic diversification, creating and developing industries that serve tourism.

Inbound tourism is an activity aimed at developing and promoting a national tourist product in foreign tourist markets, related to the service of incoming foreign tourists in their own country.

Inbound tourism in Ukraine significantly affects such sectors of the economy as trade, transport, communications, agriculture, construction and production of consumer goods.

The purpose of this work is to analyze the development of international tourism in Ukraine.

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TASKS FOR MASTER'S LEVEL DEGREE QUALIFICATION PAPER

(specialty 292 " International Economic Relations ")

Student II course, group ME.M-01a

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1. The theme of the paper is MODERN TRENDS IN THE DEVELOPMENT OF INTERNATIONAL TOURISM BUSINESS approved by the order of the university from « __ » _____ 2021 № ____
2. The term of completed paper submission by the student is « __ » _____ 2021
3. The purpose of this work is to analyze the development of international tourism in Ukraine.
4. To achieve this goal during the bachelor's thesis it is necessary to address the following issues:
 - define the essence of the concept of "international tourism";
 - consider the legal regulation of tourism in Ukraine;
 - determine the scope of Ukraine's international cooperation;
 - describe the main factors in the development of inbound (foreign) tourism in Ukraine;
 - analyze the main trends in the development of inbound and outbound (foreign) tourism in Ukraine;

5. The object of study of the thesis is the international tourism of Ukraine.
6. The subject of the study is the development of inbound and outbound tourism in Ukraine.
7. Research methods. The theoretical and methodological basis of the study are the provisions of the theory of international tourism. In the process of research, in particular, the following methods were used: monographic, comparison, analogy, analysis, synthesis and generalization - to reveal the content of basic concepts and terms, tabular-graphic method, as well as general scientific methods such as analysis, deduction and induction. obtained by other methods.
8. Practical significance. The practical significance of the work is that it can be used in the activities of administrative and management structures for the coordination and regulation of tourism activities, as well as the work of travel agencies.
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Section 1

THEORETICAL FOUNDATIONS OF MODERN DEVELOPMENT OF INTERNATIONAL TOURISM IN UKRAINE

Section 2

ANALYSIS OF THE DEVELOPMENT OF INTERNATIONAL TOURISM BUSINESS

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1	Petrushenko Y.M.		
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Research
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Introduction

The relevance of the topic of this thesis is that the intensive development of tourism plays an important role in solving social problems. In many countries of the world it is at the expense of tourism that new jobs are created and a high standard of living is maintained. Ukraine has a huge potential for the development of the tourism sector. However, it is largely not implemented. Therefore, there is an urgent need for comprehensive research and conceptual scientific substantiation of areas and specific tasks of long-term development of regions.

Current trends in international tourism and state policy in this area are of great interest to potential consumers of tourism services, tourism entities, scientists in the field of economics, as well as government agencies in various countries in the field of regulation and development of tourism.

In many countries of the world, tourism is developing as a system that provides all the opportunities to learn about the history, culture, customs, spiritual and religious values of the country and its people, and makes a profit in the treasury. In addition to a significant source of income, tourism is also one of the powerful factors in strengthening the prestige of the country. Tourism in developed countries is an important source of improving the welfare of the state.

The development of inbound tourism, in turn, will increase the material well-being of Ukrainian citizens, create new jobs, raise the international prestige of the state, replenish its foreign exchange reserves, promote economic diversification, creating and developing industries that serve tourism.

Inbound tourism is an activity aimed at developing and promoting a national tourist product in foreign tourist markets, related to the service of incoming foreign tourists in their own country.

Inbound tourism in Ukraine significantly affects such sectors of the economy as trade, transport, communications, agriculture, construction and production of consumer goods.

The purpose of this work is to analyze the development of international tourism in Ukraine.

To achieve this goal during thesis it is necessary to address the following issues:

- define the essence of the concept of "international tourism";
- consider the legal regulation of tourism in Ukraine;
- determine the scope of Ukraine's international cooperation;
- describe the main factors in the development of inbound (foreign) tourism in Ukraine;
- analyze the main trends in the development of inbound and outbound (foreign) tourism in Ukraine;
- conduct a SWOT-analysis of the country's international tourism;
- substantiate the problems and prospects for the development of international tourism.

The object of study of the thesis is the international tourism of Ukraine.

The subject of the study is the development of inbound and outbound tourism in Ukraine.

Research methods. The theoretical and methodological basis of the study are the provisions of the theory of international tourism. In the process of research, in particular, the following methods were used: monographic, comparison, analogy, analysis, synthesis and generalization - to reveal the content of basic concepts and terms, tabular-graphic method, as well as general scientific methods such as analysis, deduction and induction. obtained by other methods.

Practical significance. The practical significance of the work is that it can be used in the activities of administrative and management structures for the coordination and regulation of tourism activities, as well as the work of travel agencies.

Analysis of research and publications. Such Ukrainian scientists as V. Kravtsiv, V. Yevdokymenko, M. Gabrel, M. Kopach and others made a significant contribution to the study of the problems of international tourism in Ukraine. Among the foreign ones we should mention A. Freitag, K. Wetze, B. Mirbabayev, M. Shagazatov, G. Eccles, R. Arezhka, R. Sheriff, D. Piotrovsky. KhNU named after NN Karazin, such as A. Parfinenko, I. Posokhov, I. Volkova, I. Shamara, P. Polepina, S. Yurchenko, G. Gaponenko.

Section 1. Theoretical foundations of modern development of international tourism in Ukraine

1.1. Basic theoretical concepts and their definitions

Tourism is a multifaceted and multifaceted phenomenon, and in order to understand and characterize it in all its aspects, it requires a view from many sciences, an aspect of which is tourism.

The diversity and affiliation of tourism in one way or another to a wide range of sciences has led to the emergence of various definitions.

Some scholars have concluded that "Tourism" is the most vague and indefinite of all the terms used in tourism and travel [39, p. 52].

According to the Law of Ukraine "On Tourism", tourism is a temporary departure of a person from the place of residence for health, educational, professional, business or other purposes without carrying out paid activities in the place where the person leaves.

If you follow the words of Yurchenko SA In her textbook, International Tourism, one of the first definitions given to tourism was given by professors at the University of Bern, Gunziker and Kraft, in 1941. According to them, tourism is a series of phenomena and relationships that arise as a result of travel, until they lead to permanent residence, and are not associated with any benefit [41, p. 102].

Or, for example, in 1981, the International Association of Tourism Experts defined tourism in terms of specific activities that were carried out outside the home.

Among the definitions there is a diversification into scientific and technical (Fig. 1.1.).

The scientific definitions include the definition of the American researcher Jafar Jafari: "Tourism is the study of a person who is outside the territory of his

permanent residence, the industry that meets his needs, and the effects that both man and industry have on socio-cultural, economic and the physical environment".

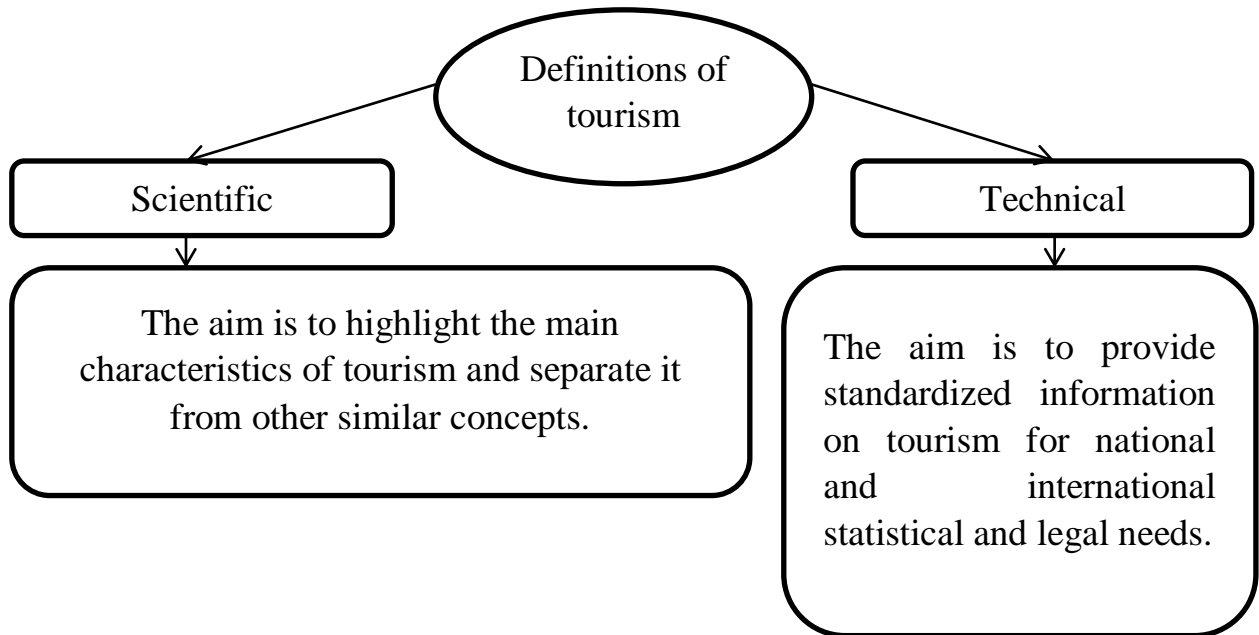


Fig. 1.1. Separation of definitions of tourism by purpose

industry: "Tourism is the temporary movement of people to destinations outside their places of normal employment and residence, and the activities they engage in during their stay in these destinations, and infrastructure facilities designed to meet needs" [5, p. 133]. .

Not only is tourism a big business, it should also be seen and protected as perhaps one of the world's leading export products.

According to the explanatory dictionary Ozhegova SI international is something that relates to relations between peoples, states, relations between them [4, p.70].

That is, international tourism is tourism in which tourist relations are established and the exchange of traveling citizens between two or more countries.

In 1936, the League of Nations defined international or foreign tourism and tourists as "someone who travels abroad for at least 24 hours", but later in 1945, the UN supplemented this definition by including a maximum stay of 6 months.

According to the handbook on compiling and analyzing UN I / O tables, the country's international tourism industry can be defined as the sum of domestic activities that directly support the consumption of goods and services of foreign tourists in the country [5, p.140].

International tourism includes inbound (foreign) tourism and outbound (foreign) tourism.

Thus, in the course of our work we will use the definition of tourism as a temporary departure of a person from the place of residence and work for health, educational, professional or other purposes without carrying out paid activities in the place where the person leaves, which helps to restore it. moral and physical strength, as well as activities that a person engages in as part of a trip until it has led to a paid activity, an industry that meets the needs of the person who has left and measures to encourage people to travel for tourism purposes.

1.2. Regulatory regulation of modern tourism in Ukraine

Tens of millions of tourists visit Ukraine every year. Therefore, there is an urgent need to create and improve the regulatory framework for tourism.

The state declares tourism one of the priority areas of economic and cultural development and creates conditions for tourism.

The implementation of tourist activities is based on a clear legal basis, which is the Constitution of Ukraine, international legal acts in the field of tourism, the Law of Ukraine "On Tourism" as a special legal act.

The Law of Ukraine “On Tourism” defines the general legal, organizational and socio-economic principles of implementation of the state policy of Ukraine in the field of tourism and is aimed at ensuring the rights of citizens enshrined in the Constitution of Ukraine [2, p.69].

The resort system plays an important role in the implementation of recreational and health services. The Law of Ukraine “On Resorts” defines the legal, organizational, economic and social principles of resort development.

The basis of legal regulation in the field of tourism insurance is the General Law of Ukraine "On Insurance".

The Constitution of Ukraine as the Basic Law of our state determines the foundations of the legal status of a person and a citizen in Ukraine. It should be noted that according to Art. 26 of the Constitution of Ukraine, foreigners and stateless persons legally staying in Ukraine enjoy the same rights and freedoms, as well as bear the same obligations as citizens of Ukraine - except as provided by the Constitution, laws or international treaties. Of Ukraine. An integral part of the right to freedom of movement is the right to tourism, freedom of tourist travel [11, p.82].

In Ukraine, the State Targeted Social Program for the Development of Sports and Tourism Infrastructure in Ukraine until 2026 was approved by the order of March 16, 2017 № 168-r.

International agreements on cooperation in the field of tourism concluded by Ukraine with more than fifty countries also contribute to the development of international relations in this area.

For example, Lithuania has concluded an agreement on cooperation in culture, education, tourism and sports with 43 countries [19, p.22].

Further development of Ukraine as an internationally competitive destination implies deepening cooperation with UNWTO and countries in the field of tourism.

The main international legal documents that set the legal standards for tourism and which guide most countries are as follows.

- Universal Declaration of Human Rights, adopted by the UN General Assembly in 1948 ;
- Charter of the World Tourism Organization (UNWTO), adopted in Mexico City in 1970 ;
- Manila Declaration on World Tourism ;
- The Hague Declaration on Tourism ;

1.3. International cooperation of Ukraine in the field of tourism

Tourism is one of the most important factors of international relations, which contributes to the establishment and establishment of mutual understanding between countries, plays an important role in strengthening peace and friendship, actively stimulates the development of domestic economic, cultural and trade relations. As a result, tourism is an integral part of international cooperation, including in Ukraine.

One of the main organizations in the world designed to promote the development of affordable and sustainable tourism and with which Ukraine cooperates is the World Tourism Organization (UNWTO).

In October 1997, Ukraine joined the World Tourism Organization and since then the organization has become a major factor in the development of our country in the field of tourism.

For the first time, Ukraine has developed its full-fledged tourist brand in the form of the letter U, which is one of the main motivations for foreign tourists to visit a country.

Ukraine is a member of many international associations in the field of tourism, namely.

WYSE Travel Confederation is an organization whose goal is to understand the ever-changing characteristics, motives and needs of young travelers.

Two Ukrainian companies are members of the WYSE Travel Confederation, namely Anyway Plus and Studex, companies involved in international youth programs, exchanges, education and internships.

The World Federation of Tourist Guide Associations (WFTGA) is a non-profit professional organization that raises professional standards of teaching and ethics.

The Ukrainian Association of Tourist Guides is also a member of the WFTGA along with associations around the world.

The European tourism association (ETOA) is a leading trade association of tour operators and suppliers engaged in business in European destinations.

ETOA offers an unprecedented network for tourism professionals who organize B2B events [16, p.36].

Among the members of ETOA is such a Ukrainian tour operator as "ARKTUR" - a tour operator for inbound tourism to Ukraine. ETOA members also include a leading event in the field of tourism in Ukraine - the UITT exhibition.

The World Association for Hospitality and Tourism Education and Training (AMFORHT) is an organization that works to develop education in the field of hospitality and tourism and unites people of all specialties related to these two. The

Ministry of Education and Science of Ukraine and the Kyiv Institute of Economics and Tourism Law joined AMFORHT.

The World Tourism Alliance (WTA) is a non-governmental, non-profit international organization that provides professional services to its members by creating platforms for dialogue, exchanges and cooperation for business meetings and exchange of experience.

One of the members of the organization is TUI Group, one of the European tour operators in Ukraine.

The International Tourism Association of Professionals (ITAP) is an international organization created to support travel agencies and medium and small tour operators, as well as to support new young companies and everyone involved in tourism: hotels, guides, transport companies, etc. [4, p.14].

In total, ITAP includes 174 Ukrainian companies and their branches.

Hostelling International (HI) is a charitable organization that runs a federation of non-profit youth hostel associations. The organization creates and integrates hostel hospitality standards to maximize the comfort of youth hostels.

There is only one hostel in Ukraine that is a member of HI, namely Eurohostel, which is located in Kyiv.

The development of international tourism cooperation is facilitated by the active creation in Ukraine of various non-governmental tourism organizations, their membership in world associations, resulting in the expansion of tourism horizons, introduction of international quality standards for tourism services, development of advertising and business partnerships.

Section 2. Analysis of the development of international tourism business

2.1. Factors in the development of inbound (foreign) tourism in Ukraine

The current circumstances of world events have led to the fact that much more people have learned about Ukraine as an independent and sovereign state than for a long time before.

In their works, the topic of factors, prospects and problems of inbound tourism development was considered by such authors as А.О. Мелихова, В.Б. Артеменко, В.Т. List, А.В. Paderin and others. They considered many factors and conditions that can make Ukraine a participant in international tourism, but the relevance of these works today can be questioned, because most of the works were written 5-7 years ago, when our country was in a completely different economic and political situation, so this topic needs new research and analysis based on current conditions and circumstances.

From the very beginning, it should be noted that the success in the development of the inbound tourism sector in any country is accompanied by work on many factors. The predominance in the development of one factor is not a guarantee of successful development of inbound tourism in general [7, p. 120].

Ukraine's natural resources are the first factor in the development of inbound tourism. The country combines 6 natural areas (including the Autonomous Republic of Crimea), so it combines a wide variety of natural conditions. The geographical location of the country is also the basis for the formation of favorable climatic conditions and, as a result, the absence in Ukraine of frequent and dangerous natural disasters and cataclysms. Natural factors alone will not be enough to establish a steady flow of tourists from foreign countries to Ukraine. The expectation that tourists will start going to Ukraine because it is simply "good" is a move doomed to a negative outcome.

The next important factor is socio-historical, which includes the availability of cultural and historical resources in the country. The historical past of our country has left many monuments of culture, architecture and a solid foundation for the creation of a huge variety of museums. The downside of this factor is the state in which most of our cultural heritage is located and the complete indifference of the state to the issues of its preservation. Confirmation of this fact can be found by examining the statistics on sites of Ukraine included in the UNESCO World Heritage List (in recent years, the list of 7 sites has not changed).

To the cultural factor should be added the factor of mentality of the Ukrainian people. The Ukrainian people position themselves as a European people, with European values and views. With the rise of the national spirit, which was provoked by hostilities and the difficult political situation in the country, there have been many changes in the self-determination of the people of our country and, in fact, in their desire to adopt European standards of cleanliness, fashion and behavior. But we would like to pay attention to the problem of tolerance, which we consider necessary to attribute to the mentality of Ukrainians. Every country that aims to receive a large number of foreign tourists should be ready to receive them not only on the basis of tourist infrastructure, but also on the basis of social factors, namely on the basis of readiness of Ukrainian citizens to receive citizens of other countries, regardless of nationality, features appearance, clothing style and orientation. Acceptance and friendly treatment of foreigners who have arrived with peaceful tourist intentions should become the rule for residents of a country aimed at the development of inbound tourism.

It is worth moving to political factors, because the political situation in the country determines all other dynamic factors. Crises, political instability, militarization of the economy, intensification of tourist formalities, changes in exchange rates - these are the consequences of state policy, which negatively affect tourism and the image of the state. Tourists will not want to go to a country where there is active hostilities, even if they are localized in a particular area. The

inability of the state to end or control hostilities on its territory changes the image of the country in a negative direction, and the complete absence of state action to create a positive tourist image of the country does not contribute to the development of inbound tourism.

The next factor is the demographic, for which in Ukraine we can note the multinational population of the country. A positive feature of Ukrainian multinationality is the absence of high-profile national and religious conflicts, which has a positive effect on the country's image.

The material and technical factor includes the availability of a developed tourist infrastructure in Ukraine, namely land and underground facilities needed to meet the needs of the tourism industry. High density of railways and highways, airports, a significant number of accommodation remaining after the active construction in 2012, many food outlets can create the impression of a country fully ready to receive a steady flow of foreign tourists. But such an impression is a fiction, because the road network of our country has not been updated for years, and the small repairs and upgrades made are much inferior in quality to European counterparts. There are a large number of airports is calculated at the expense of small airfields, and large international airports are not ready to accept aircraft of all models and sizes, which limits the flow of tourists. There is almost no middle class in the field of restaurant service [10, p. 125].

Also on the territory of Ukraine there are 2539 museums, reserves, museum-type institutions, which are open for visiting.

Cultural heritage resources, in addition to tangible elements, also include intangibles. According to the national list of the Ministry of Culture of Ukraine, 9 elements are intangible.

Hospitality resources also include 145 festivals in Ukraine, including 73 music festivals, 4 literary, 16 cinematographic, 9 theatrical, 20 cultural, 4 culinary and 19 others.

At first glance, Ukraine is rich in hospitality resources, an impressive number of tangible and intangible monuments, museums and galleries make it possible to attract a large number of tourists and interest them. But the cultural resources mentioned above are mostly little known, even local resources may be unknown to local residents. Ukrainian hospitality resources are hardly advertised, restored and do not receive proper attention from the state.

Thus, it would be wrong to say that Ukraine is interesting and desirable for foreign citizens to visit only because it has beautiful nature, rich culture and interesting attractions. These factors are certainly important in the development of tourism, but at the same time it is important to understand that the development of tourism can not continue without a comprehensive approach to different groups of factors.

2.2. Analysis of the development of inbound tourism in Ukraine

As it is already known, inbound tourism is a trip organized for citizens of foreign countries on the territory of their state, and involves crossing the state border for unpaid activities for a period of 1 day to 1 year [7, p.23].

In order to understand the problems and prospects of tourism development in Ukraine, it is necessary to consider the number of foreign tourists who visited Ukraine during 2006-2017, from which countries and for what purpose they arrived (Fig. 2.1.).

The State Statistics Service provides information on tourist flows in Ukraine dating from 2000 to 2016. During this time, there are 2 significant jumps in the number of visits to our country - in 2008 and in 2013.

From 2000 to 2008 the number of visits increased.

Events such as Eurovision 2005 and the 2006 FIFA World Cup had a great impact on the growth of interest in our country among foreigners.

year. In 2005, two important events in the history of Ukraine took place: the Orange Revolution and Eurovision 2005, which was held in Ukraine, as the winner. Despite the fact that these two events are opposite in their impact on tourist flows, the number of foreign nationals who visited Ukraine, at first glance, has changed slightly compared to 2004.

2.3. The main trends in the development of outbound tourism in Ukraine

The rapid growth of foreign visits continued until 2008, when the impact of the global financial crisis of 2007-2008 reached Ukraine and the economic crisis of 2008-2009 began [13, p.77].

The sharp decline continued until 2009.

In 2011 and throughout most of 2012, Ukraine was actively advertised in Europe as the host of the 14th European Football Championship, but the data are not as positive as expected in 2011.

In 2012, in the ranking of global competitiveness of the World Economic Forum, Ukraine rose from 89th to 73rd place.

According to Correspondent experts, in the second half of 2012, about 4 million foreigners visited Ukrainian cities, which is 20% more than there were guests from abroad in 2011. [31] At the same time, according to state statistics of Ukraine, the country was visited by almost 2.5 million tourists. Compared to 2011, in 2012 only 7.5% more tourists came. The difference in data may be due to a difference in the timing of the countdown.

In 2013, tourism continued to grow steadily.

As of 2013, the entry of foreign nationals into Ukraine was carried out mainly from countries such as the Russian Federation, Moldova, Belarus, Poland, Romania, Hungary, Slovakia, Germany and Uzbekistan. The 15 leaders with less

than 200,000 people include Turkey, the United States, Israel, Azerbaijan, Italy and Kazakhstan.

The following 2014 was a turning point in the development of Ukrainian tourism. In April, a military conflict began, which was launched by Russian invasion forces in April 2014 in the Ukrainian Donbass after Russia's capture of Crimea, a series of pro-Russian demonstrations in Ukraine. Due to the events of 2013-2014, the data on the entry of foreign citizens to Ukraine have changed, starting with the change of the leader in arrivals, and the first place in 2014 is occupied by Moldova, in turn, the Russian Federation descends to second place. The UK is among the top 15 leaders. In 2016, Ukraine won the Eurovision Song Contest in Stockholm, which certainly drew attention to Ukraine.

The most important event for Ukraine's international tourism in 2017 is obtaining a visa-free regime, but this event has a greater impact on outbound tourism than on inbound tourism. Further analysis is not possible due to the lack of official statistics for 2018.

2.4. Problems and prospects of international tourism development in Ukraine

According to the analysis, the strengths of our country, namely those that have maintained a high rate under the influence of both opportunities and threats, are:

1. openness of the country to international cooperation (total indicator 4);
2. visa-free regime with the EU (total indicator 3);
3. unique and world-famous cuisine (total indicator 3).

The weakest points, namely those whose weakness has been exacerbated by threats or not remedied by opportunities, are:

1. unstable political situation and war in eastern Ukraine (total indicator -6);

2. devaluation of citizens of their cultural heritage and, as a consequence, their tourism potential (total indicator -3);

3. imperfection of legislation in the field of tourism (total indicator -1).

Opportunities that would bring the maximum benefit to the development of international tourism in our country, namely, would involve the strengths of our country and also melt the weaknesses, are:

1. investing in the tourism industry of Ukraine (total indicator 9);

2. Ukraine's accession to the EU (total indicator 8);

3. use of world experience in the course of cooperation for research, organization and management of the market of tourist services (total indicator 8);

4. use of world experience in the course of cooperation to improve the legal framework (total indicator 7).

The most dangerous threats that can destroy the benefits of strengths and strengthen weaknesses are:

1. the possibility of conflicts with foreigners due to the low level of tolerance among the citizens of Ukraine (total indicator -11);

2. bad attitude to the population as a result of low image of the country (total indicator -8);

3. the possibility of escalation of the conflict in the East in connection with the increase of aggression by the Russian Federation (total indicator -6).

First of all, we would like to address the weakest sides of our country, because without their leveling the further development of Ukraine's international tourism will be almost impossible.

The best scenario for the development of our country and tourism would be, first of all, a scenario that would include the cessation of hostilities in eastern Ukraine. We do not have enough up-to-date and, most importantly, truthful

information about the war and, in general, information about events in the east that can be trusted. From this we will refrain from making recommendations on how to end the war and will emphasize the importance of the very fact of its cessation.

Trust in the media and the state as a whole is closely linked to the country's next weakness - the devaluation of its cultural heritage and, consequently, its tourism potential. Television disseminates propaganda information about the country's achievements, in turn, citizens can find much more positive or negative information about our country on the Internet, and often several different sources can provide opposite information about one event.

At the same time, Ukrainian citizens see the work of the anti-corruption service and reports on arrested corrupt officials, but at the same time they know that the biggest corrupt officials will go unpunished. The state is trying to rehabilitate the destroyed tourist attractions and send money for their reconstruction, but after a while, in most cases, the media report that the money was looted.

Every accident involving a person with wealth will definitely last more than a few months and will end in no punishment for the perpetrator, and the people of our country understand this. The advertised new police force has little power and in most cases cannot be relied upon to protect it.

All this together leads to the fact that the population is convinced that no one in the country is protected, nothing can be trusted, and no one respects the citizens. Culture and heritage of Ukraine recede into the background, when the population is concerned about their own survival, the heritage is devalued.

On the other hand, there has been a recent trend of national growth following the events of 2014. More and more citizens are beginning to appreciate the fact that they are Ukrainians, are beginning to use the Ukrainian language in everyday life and seek support in the national consciousness. At the same time, the national

consciousness is not connected with the trust in the state, but rather with the desire of the citizens of Ukraine to take control of what is happening in the country.

Next, it should be noted the threats that are or may become obstacles to the development of international tourism in Ukraine. The first in the list of dangerous threats is the possibility of conflicts with foreigners due to the low level of tolerance among Ukrainian citizens, both outside our country during outbound tourism and in the case of inbound tourism, when Ukraine receives citizens of other countries. As we have already noted in the factors of tourism development, the problem of tolerance belongs to the mentality of Ukrainians. Not all citizens of Ukraine can be friendly to members of the LGBT community, informals, people of other nationalities, in our mentality to have a non-traditional orientation is considered something that can not be said , or, in the worst case, is considered shameful and condemned, sometimes even leading to conflicts and fights.

There are many racists among students, and informals who came to our country for tourism purposes may find themselves in conflict with the local population.

The factor of tolerance is also related to the bad attitude towards the Ukrainian population as a result of the low image of the country, namely - Ukrainians are perceived in Europe as low-income people and cheap labor. The reason for this is the poor economic situation of the country and the compulsion of the Ukrainian people to go to work in Europe, where they will receive a low salary for the country, which in Ukraine is considered average and lives in unacceptable conditions for Europe.

The last on the list of the most dangerous threats is the possibility of escalation of the conflict in the East due to the increase of aggression by the Russian Federation. The war does not contribute to the development of international tourism, the escalation of hostilities only exacerbates the negative effect.

At the same time, our country has strengths that can correct its weaknesses and reduce the impact of threats, namely the country's openness to international cooperation opens up opportunities to learn from other countries' experience in correcting, for example, shortcomings in legislation, or this strength will help in establishing relations with international hotel chains and organizations that could help establish a stable level of service and consolidate this at the legislative level.

At the same time, Ukrainian citizens, who travel to Europe in large numbers after the visa-free regime is announced, take with them an "information resource", namely Ukrainians disseminate information about the situation in our country and about military actions, which are almost non-existent in Europe. heard current information. The European people sometimes believe that hostilities in eastern Ukraine are not a serious situation, some of them believe that this war is a good reason to make military reconstructions and attract tourists and they do not understand that it is unacceptable for us.

The next strongest side of our country is a unique and world-famous cuisine. It remains delicious in all circumstances and is exotic for foreigners.

Opportunities that would bring maximum benefit to the development of international tourism in our country are investing in the tourism industry of Ukraine, which will be possible only if Ukraine will actively promote the tourism brand and its tourism resources; Ukraine's accession to the EU, use of world experience in cooperation for research, organization and management of the market of tourist services and use of world experience in cooperation to improve the legal framework.

Analyzing the latest trends in inbound and outbound tourism in Ukraine, which were discussed in previous sections, we can say that the leading countries among inbound and outbound tourism are the same countries, namely neighboring countries.

Conclusion

In the course of work the set tasks were performed:

1. The essence of the concept of "international tourism" is defined. International tourism is the amount of activity in the country aimed at providing services to foreign tourists visiting the country and stimulating and supporting the consumption of these services and providing services to citizens of the country of residence who travel abroad.

2. The normative-legal regulation of tourism in Ukraine is considered. All legal acts in the field of international tourism can be divided into codes of Ukraine, laws of Ukraine, resolutions and orders of the Cabinet of Ministers of Ukraine, orders of ministries and committees, orders of the State Tourism Administration of Ukraine, decrees of the President of Ukraine, orders and orders of the State Tax Administration of Ukraine. revenues and fees of Ukraine.

The main international legal documents that set legal standards for tourism activities and which Ukraine is guided by are the Universal Declaration of Human Rights, the Charter of the World Tourism Organization, the Manila Declaration on World Tourism and the Hague Declaration on Tourism.

3. The scale of international cooperation of Ukraine is determined. In October 1997, Ukraine joined the World Tourism Organization and since then the organization has become a major factor in the development of our country in the field of tourism.

Ukraine and Ukrainian organizations are members of such international organizations and associations as WYSE Travel Confederation, World Federation of Tourist Guide Associations (WFTGA), World Association for Hospitality and Tourism Education and Training (AMFORHT), European Tourism Association (ETOA), Hostelling International (HI), International Tourism Association of Professionals (ITAP) and World Tourism Alliance (WTA).

4. The main factors of development of inbound (foreign) tourism in Ukraine, namely natural; socio-historical; the cultural factor, which reflects the mentality of Ukrainians, which is still in transition to European; political factor, which indicates that the political situation and war in Ukraine are unstable; demographic factor, which includes the multinational nature of Ukraine, the positive feature of which is the absence of high-profile national and religious conflicts, which has a positive effect on the country's image; material and technical factor is responsible for the availability of tourist infrastructure in Ukraine, which is in poor condition; tourist offer, or hospitality resources, an impressive number of tangible and intangible monuments, museums and galleries make it possible to attract a large number of tourists and interest them, but they are mostly little known, even local resources may be unknown to local residents. Ukrainian hospitality resources are hardly advertised, restored and do not receive proper attention from the state.

5. The main trends in the development of inbound tourism in Ukraine are analyzed; the place occupied by tourist arrivals from the Russian Federation until 2014 is now occupied by tourists from Hungary. At the same time, it should be noted that such a sharp rise in incomes from Hungary may be provoked by the poor economic situation in Ukraine, which leads to the fact that Ukrainian citizens buy cars with Hungarian license plates. These cars are imported into the country by Hungarian citizens who are counted as tourists crossing the border.

It is also impossible not to say that the leaders of the incoming tourist flow to Ukraine are the neighboring countries.

6. The main trends in the development of outbound (foreign) tourism in Ukraine are analyzed;

The leading countries to which the flow of outgoing citizens of Ukraine is stable are Poland, Moldova, Hungary, Belarus and the Russian Federation. These countries occupy the first 5 leading positions from 2006 to 2017.

Thus, in 12 years, the number of tourists traveling to the Russian Federation decreased by 18%, and in turn, Ukrainian citizens began to travel more to Poland.

The indicator of Hungary fluctuates, until 2014 the number of people who went to Hungary decreased, but since 2015 their number is growing.

7. SWOT-analysis of the country's international tourism was conducted; 8 criteria for each aspect of SWOT-analysis are defined.

As a result of pairwise comparison, we can say that the strengths combined with weaknesses and opportunities (45) compensate for the negative effects that formed when combining weaknesses and strengths with threats (-38), which is a good result and shows that at the moment Ukraine is in a situation where it has every chance for the effective development of international tourism in the country. All this is possible only on condition that the negative factors identified during the analysis will be eliminated.

According to the analysis, the strengths of our country, namely those that have maintained a high rate under the influence of both opportunities and threats, are:

4. openness of the country to international cooperation (total indicator 4);
5. visa-free regime with the EU (total indicator 3);
6. unique and world-famous cuisine (total display ik 3).

The weakest points, namely those whose weakness has been exacerbated by threats or not remedied by opportunities, are:

4. unstable political situation and war in eastern Ukraine (total indicator -6);
5. devaluation of citizens of their cultural heritage and, as a consequence, their tourism potential (total indicator -3);
6. imperfection of legislation in the field of tourism (total -1).

Opportunities that would bring the maximum benefit to the development of international tourism in our country, namely, would involve the strengths of our country and also melt the weaknesses, are:

5. investing in the tourism industry of Ukraine (total indicator 9);
6. Ukraine's accession to the EU (total indicator 8);
7. use of world experience in the course of cooperation for research, organization and management of the market of tourist services (total indicator 8);
8. use of world experience in the course of cooperation to improve the legal framework (total indicator 7).

The most dangerous threats that can destroy the benefits of strengths and strengthen weaknesses are:

4. the possibility of conflicts with foreigners due to the low level of tolerance among the citizens of Ukraine (total indicator -11);
5. bad attitude to the population as a result of low image of the country (total indicator -8);
6. the possibility of escalation of the conflict in the East in connection with the increase of aggression by the Russian Federation (total indicator -6).

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Summary

Chechotkina A.V. Modern trends in the development of international tourism business. Qualification Master's Work. Sumy State University, Sumy, 2021.

The qualification work is devoted to the analysis of theoretical and practical aspects of foreign tourism in Ukraine.

Factors in the development of foreign tourism, as well as an analysis of its development in Ukraine. Problems and prospects for the development of international tourism in Ukraine. Attention is paid to the main trends in the development of inbound and outbound tourism in Ukraine, as well as the assessment of the prospects for the development of international tourism.

Key words: tourism, international tourism, foreign tourism, travel, inbound and outbound tourism, demography.

Анотація



Чечоткіна А.В. Сучасні тенденції розвитку міжнародного туристичного бізнесу. Кваліфікаційна робота магістра. Сумський державний університет, Суми, 2021.

Кваліфікаційна робота присвячена аналізу теоретичного та практичного аспекти іноземного туризму в Україні.

Фактори розвитку іноземного туризму, а також аналіз його розвитку в Україні. Проблеми та перспективи розвитку міжнародного туризму в Україні. Приділено увагу основним тенденціям розвитку в'їзного та виїзного туризму в Україні, а також оцінці перспектив розвитку міжнародного туризму.

Ключові слова: туризм, міжнародний туризм, іноземний туризм, подорожі, в'їзний і виїзний туризм, демографія.

Ukraine Performance Overview

Key  Score Compare with  No comparator

