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**COMMUNICATION TRENDS
OF THE TOURIST SERVICES MARKET OF UKRAINE**

In this article, communication trends have been identified for the formation of a strategy in tourism through the relationship of the tourism and educational industries with the participation of educational institutions. The main tourism and communication trends of 2021–2022 have been identified, which imply the presence of an additional service in the form of an “educational component”. The study showed a direct relationship between the increase in demand for tours, and the absolute discrepancy between the tourist services offered to the buyer. The main elements of an effective communication strategy in the tourism industry of Ukraine were also proposed.

Keywords: tourism, communication trend, communication, tourism trends, educational component.

Fig.1. Tabl. 1. Lit. 17.

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**КОМУНІКАЦІЙНІ ТЕНДЕНЦІЇ РИНКУ
ТУРИСТИЧНИХ ПОСЛУГ УКРАЇНИ**

У статті визначено комунікаційні тенденції формування стратегії в туризмі через взаємозв'язок туристичної та освітньої індустрії за участю навчальних закладів. Визначено основні туристичні та комунікаційні тренди 2021–2022 років, які передбачають наявність додаткової послуги у вигляді «освітньої складової». Виявлено залежність між зростанням попиту на тури та абсолютною невідповідністю туристичних послуг, що пропонуються покупцеві через недостатню комунікацію основних гравців туристичного ринку. Тому в роботі запропоновано елементи ефективної комунікаційної стратегії в туристичній галузі України.

Ключові слова: туризм, комунікаційний тренд, комунікація, туристичні тенденції, освітня складова.

Introduction. Over the past decade, the tourism sector has been actively developing in Ukraine. This is due to its popularization. An important role was played by the financial availability of the proposed tourist routes in Ukraine and new, unusual routes from tour operators. The past 2020 put the extreme tourist in extreme conditions and radically changed the approach of tourists to the choice of countries for recreation.

At the same time, the first half of 2021 was marked by a safe restored flow, both for Ukraine and for the world as a whole. There has been a significant rethinking of travel around the world.

Since the beginning of 2021, almost one and a half million foreign tourists have visited Ukraine. This is 9% more than in 2020. According to the information, most of the tourists visiting Ukraine came from Europe and Asia. Travelers from North America also frequently visit [1]. According to statistics from the State Agency for

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Tourism Development in Ukraine, 70% of foreigners visiting Ukraine are Europeans (10% less than last year), 24% are representatives of the Asian region (8% more than in 2020), 2.8% came from North America and only 1.7% are citizens of the African continent.

In the first half of 2021, Ukrainians travel abroad by 15% more than last year. A total of 5,700,000 Ukrainian citizens left. The following countries remain traditional tourist centers: Turkey (774 thousand); Egypt (the number increased by 88% and reaches 705 thousand) [2].

In the new tourist reality, not only the cost of the tour and certain preferences come to the fore, but also quarantine, the rules for entering the country and the situation with the spread of COVID-19 are taken into account, that is, the degree of awareness about a specific tourist route is growing [2]. At the same time, the concept of the communication strategy of the tourism industry of Ukraine plays an important role. Ideally, this strategy assumes, in addition to basic information and communication with the buyer of travel services, the identification and implementation of the main travel trends, a feedback channel, an adequate response to feedback and the interaction of many related industries for the effective provision of travel services. One of the most significant industries related to tourism is the educational industry, interaction with which forms educational tourism that is relevant today throughout the world.

Literature Review. The very concept of educational tourism is not new to the extant research in both tourism and education. It is believed that the first mentioning of the phenomenon as an object of scholarly interest was under the term of ‘educational travel’ (Kalinowski & Weler, 1992; Holdnak & Holland, 1996).

Edu-tourism or tourism with an educational component was defined as “programs in which participants travel to a location as part of a group with the primary purpose of participating in a learning process directly related to location” (Bodger, 1998), or “focused learning and travel” (Ritchie, 2003).

Most literary impact has been made by the work of Ritchie (2003) and Smith and Jenner (1997), who define the parameters of educational tourism and even acknowledge that as all tourism broadens the mind all of it Edu-tourism or tourism with an educational component. At the same time (Ritchie, 2003; Haukeland et al., 2013) and others point out that the first forerunner to educational tourism as a phenomenon was the Grand Tour undertaken by British aristocracy in 17-19 centuries with the main purpose of civilizing the participants through a series of lasting tours around the countries of Europe (Ritchie, 2003) [5].

Currently used definitions and classifications of cognitive tourism range from “general interest during travel” to “focused learning” (Paul, 2003), which gives us a clear picture of what to include in cognitive tourism and what is missing, as well as quantitative parameters. (Ritchie, 2003) proposes a theoretical framework for educational tourism that attempts to classify a phenomenon according to various dimensions, including purpose, timing, formality, intent, etc., where, again, the parameters are difficult to measure. However, the object has two dimensions, and both of them need to be investigated, and neither of them shows consistency in research and statistical publications. Thus, there is also a lack of understanding of what is to be understood by the definition of tourism and what is not.

The modern direction of research in this area is the identification of the technological features of the organization of educational tours and the analysis of the trend in understanding tourism as a specific form of education. It is being developed by Brent W. Ritchie, Neil Carr, Christopher P. Cooper, who proposed a collective monograph "Managing educational tourism" [9], which discloses various aspects of interaction between the tourism business and educational institutions, analyzes regional features and reasonably promising directions for the development of educational tourism. in the XXI century.

Problem Statement. The identification of current trends in the development of the world tourism market is noted in the works of I.V. Zorin. [14]. Motivational aspects of educational travel are highlighted in the research in the works of I.A. Kolesnikova. and other authors [16]. At the same time, such concepts as "educational tourism and" communication strategy in tourism "were considered separately. The communicative function was reduced to determining the channels of communication with the buyer, and the strategy was assumed solely as a set of marketing activities. Studies that would identify trends that shape communication strategies through the relationship between the tourism and educational industries in Ukraine have not been conducted.

Results. Tourism not only directly or indirectly covers most sectors of the economy, such as industry, agriculture, construction, transport, insurance, communications, trade, public catering, housing and communal services, the sphere of public services, culture, art, sports and the others, but stimulates their development. Consequently, the functioning of tourism directly depends on the livelihoods of over 40 sectors of the economy and about 10-15% of the population of Ukraine [2].

The strategic goal of tourism development in Ukraine is to create a product that is competitive on the world market, capable of meeting the tourism needs of the country's population to the maximum, to ensure on this basis the integrated development of territories and their socio-economic interests while maintaining ecological balance and historical and cultural heritage. This applies primarily to such attractive tourist and recreational areas as: Volyn, Transcarpathian, Zaporozhye, Ivano-Frankivsk, Lviv, Nikolaev, Odessa, Poltava, Rivne, Kherson, Cherkassk, Chernivtsi regions, as well as Kiev, where tourism is leading place in the development of the economy.

The specificity of tourism in these regions depends on programs and activities that are aimed at the development of resort and medical and preventive areas, contributes to the creation of modern conditions for recreation, providing resort and tourist organizations with modern equipment and treatment technologies [4].

Regions such as: Sumy, Kharkiv, Dnepropetrovsk, Chernigov are more focused on such types of tourism as: educational tourism, art tourism, sports tourism, "green" tourism and the participation of university students in these areas in various volunteer and practice-oriented events, primarily due to climatic conditions.

A modern tourist is a person who, in a short time, wants not only to relax and prepare himself for working days, but also to receive useful and interesting information as much as possible. Increasingly, travel agencies receive requests for tours that provide access to educational programs in small forms. At the same time, tours that combine "educational components" and "active and passive rest" are in great demand.

Communication of travel companies with educational institutions is becoming increasingly important. In order to understand exactly what forms of tourist tours are needed, what components they should contain, what age groups are included in this request and how best to communicate with them, a study was carried out using the Delphi method.

This study began in 2018 and was interrupted due to problems with the lockdown and border closures due to the Covid-19 pandemic at the end of 2019. For almost the entire 2020, the tourism industry around the world, including in Ukraine, was inactive. Only in the first half of 2021, one can notice an increase in the number of visitors to Ukraine by 9% compared to the second half of 2020. During this year, one and a half million people from different countries came to Ukraine, but this figure is 31% less compared to the same period last year (then the number of foreigners in Ukraine was 2 million) and 75% less than the same period in 2019, when the number of foreign visitors reached almost 6,000,000. We observe a significant increase in visitors in the second quarter of 2021, their number 4 times exceeded the number of persons received in the corresponding period of 2020 and reached 3,400,000 [2].

In the first half of 2021, there is a positive trend in the increase in the number of tourists from countries such as Saudi Arabia (their number has increased 40 times, and is 14 thousand people, while in the same period in 2020 only 350 citizens arrived in Ukraine), USA (the number of tourists increased by 69.6% compared to last year, and reached 34 thousand), Israel (an increase of 26%, the number of tourists 26.6 thousand), and the Countries of the Caucasus (the number of Armenians increased by 100% (7 thousand), the number of tourists from Georgia increased by almost 40% (it is 15.5 thousand) and the indicator of Azerbaijan (16 thousand) increased by 67%. The traditional markets for Ukraine are Moldova (368 thousand), Russia (198 thousand), Romania (109 thousand), Belarus (96 thousand) and Turkey (93 thousand) (Fig. 1) [2].

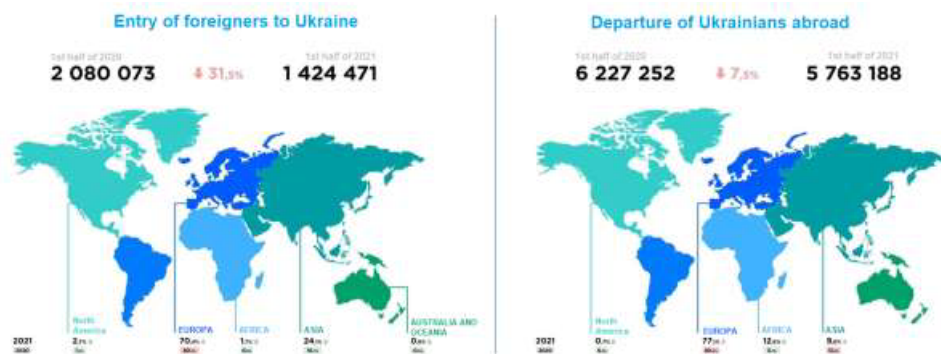


Fig. 1. Statistics of the Ukrainian tourist services market in 2020-2021, [2]

At the same time, new tourist centers have appeared, where more and more Ukrainians are beginning to go, for example, the Dominican Republic - an increase of 238% and amounts to 35 thousand tourists, which is 5 thousand more people than

those who visited Bulgaria over the same period. Among other countries: Qatar (11.5 thousand), Maldives (10 thousand. Visitors, equal to the number of Ukrainian to France for the same period), Tanzania (7 thousand. Visitors), Sri Lanka (2.5 thousand. Visitors) and etc. [2].

The analysis of statistical data showed that the influx of foreign tourists to Ukraine has significantly increased. At the same time, the tourist halo expands significantly towards the north-eastern regions of Ukraine. Thus, we received priority areas for our research.

In accordance with our research, personal data were collected for 10 travel companies in Ukraine located in Chernigov, Kiev, Lvov, Odessa, Sumy, Poltava and Uzhgorod regions. In total, 1549 questionnaires were processed and a matrix of responses was compiled. The processing of information on the questionnaires was completed in September 2021. The study identified the main trends in the tourism industry of Ukraine for 2021–2022 (table. 1).

Table 1. Main trends in the tourism industry of Ukraine in 2021–2022, [2]

No	Trends in the tourism industry	Age of tourists	Trend value	Type of communication
1	Educational tourism: art tourism; architectural tourism; fashion tourism; educational programs in small forms (trainings, conferences, seminars)	From 15 to 65 (people 45-65 predominate)	Travel for the purpose of learning. At the same time, training can become to the fore as a secondary of the trip. During the educational people improve qualifications, exchange experience with foreign colleagues, improve their knowledge, foreign languages reveal their talents, conduct scientific research, and find new perspectives for themselves that have not thought about before.	Elimination of information barriers, openness and accessibility of information, admission and training in Ukraine. Creation of a simple information portal, educational services provided by foreign. Professional and communicative training of competent employees. Quality educational components.
2	Several locations in one with an educational component	from 18 to (students prevail)	This is usually long trip. Over weekend or a few days, tourists visit several neighboring countries or not for a long time one city and travel around the country in search of interesting places.	Creation of a simple information portal, receiving educational services by foreign. Convenient technological support to obtain the needed information. Professional and communicative training of competent employees. Quality educational components of tours.

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№	Trends in tourism industry	Age of tourists	Trend value	Type of communication
3	Overtourism (historical information, visits to exhibitions, - if possible, guide is needed)	from 35 to 65 (prevail from 35 to 45)	They do not visit most famous tourist places, but those few people know about. Get to local beaches, take a in cozy courtyard not be photographed against the background of the main attractions	Needs state assistance for unimpeded access to information on the and stay of foreigners in Ukraine. Speed of receiving feedback from the Ukrainian side.
4	Slow tourism (educational component is welcome)	from 55 to 75 (prevail from 65 to 75)	Tour extended in time, in order to your journey and comprehend what saw (up to 1 month)	Information on health insurance and issues related to COVID-19. Professional and communicative training of employees of firms.
5	Local experience	from 45 to 75 (prevail from 45 to 65)	The opportunity to plunge into the atmosphere of local life, live a new yourself, visit music and ethnic festivals.	Creation of a single information portal receiving educational services by foreigners.
6	Creation of a single information portal on receiving educational services by foreigners.	from 18 to 65 (prevail from 18 to 45)	Hotels and apartments made from recycled materials, or located in the wilderness ability to eat local food and not leave behind non-recyclable waste.	Creation of a single information portal receiving educational services by foreigners. Communication portal for participants of tours, so that everyone can share their impressions and give advice. Information on the availability of medical care.
7	Greentourism	from 30 to 45 (prevail from 18 to 45)	It is a vacation from civilization noisy cities, live on a farm or a private homestead with the possibility of self-development.	Creation of a single information portal receiving educational services by foreigners. Professional and communicative training of company employees. Information on the availability of medical care.

Notes on priority areas and additions to them were taken from the respondents' personal data. In principle, the stylistics was preserved in order to correctly convey the specifics of the request for a tourist route without communication distortion. As can be seen from the table, most of the tourism trends are associated with the educational component. At the same time, the majority of respondents would like to immediately familiarize themselves with the tour program when buying and not look for routes and educational programs on their own. Some respondents (Spain, Italy,

Portugal) wished to see a list of contemporary authors and books, which can be found while traveling around Ukraine, for a complete immersion in the culture of the country.

Analyzing the results obtained, the question arises "How to combine educational and classic tourism and how the communication strategy for this service in the tourism market should look like."

Today there is a practice of interconnection of travel agencies and educational institutions. A guide (coordinator) joins the tour, who offers the educational component of the program and implements it independently. Teachers of universities act as a guide (coordinator) in Uzhgorod and Mukachevo. Thus, the needs of customers are satisfied as much as possible and a new collaboration direction in the tourism sector is being implemented. However, at the same time, the issue of communication between educational institutions, travel agencies and buyers of travel services remains open.

Existing ideas about the processes of communication in tourist organizations are based on its interpretation: Communication is the process of transmitting a message to the recipient from the source of transmission in order to change its state. Communication is the exchange of information between parties. The main purpose of the communication process is to ensure understanding of the information received by the recipient through the exchange of messages.

A communication strategy is part of a brand or company strategy, the purpose of which is to build an effective communication with target segments to promote the company's brand and get feedback.

The set of channels through which the interaction of management objects occurs forms the communication structure of the enterprise, which in turn is subdivided into local, that is, one that functions within one part of the enterprise or division, and global – which covers the enterprise as a whole. If the interaction takes place only through one control link, then the communication structure will be centralized, and this link will act not only as an intermediary, but as a source and controller of communications, which are based on the form of vertical links. The communication structure is divided into decentralized – i.e. the one in which most of (usually secondary in terms of content) bypasses the central link, and polycentric, which assumes the presence of several equal subjects who concentrate and then redistribute information.

Parallel and overlapping channels in the communication structure testify to its complexity, which guarantees that the interaction will take place even in the conditions of various problems and failures. However, it should be noted that the disadvantage of a complex structure is that the information being exchanged may be distorted.

Conclusion. The study showed a direct relationship between the increase in demand for tours, and the absolute discrepancy between the tourist services offered to the buyer. In the course of the study, two main problems were identified: first, the provision of quality tourist services; the second is communication between the main players in the tourism industry.

The first problem is global in nature and requires the participation of representatives of local authorities in the first place. In the article, we would like to focus on the second problem, the formation of a communication strategy in tourism through

the relationship between the tourism and educational industries with the participation of educational institutions.

The development of tourism in a certain area makes it possible to intensify business activity in many related industries. This should be actively used by representatives of local authorities and territorial communities and should step up measures to promote existing tourism resources. Tourism in Ukraine is developed in various directions. Today, tourists can choose both sea holidays and ski or sightseeing tours. The fact that in our country not only beautiful nature, but also many historical monuments and castles have been preserved, also plays in favor of domestic tourism. You can visit them, walk through the ancient halls and protective walls. The southern part of Ukraine attracts travelers with seas, endless beaches, diving and sea adventures. Western Ukraine has a completely different landscape and architectural style, so the flow of tourists flocks here year-round. In winter, of course, it is a ski destination, and in the warm season, people go to Western Ukraine for beautiful views, outdoor activities, quad biking and horseback riding, gathering, hiking and walks along the old city streets, which are so similar to Europe.

However, tourism trends change from year to year, therefore, taking into account new directions of the tourism business and meeting new demands is a prerequisite for the effective functioning of the tourism industry in Ukraine.

The conducted research helped to identify the main trends in the tourism business for the coming year. It should be noted that most of the tourism trends are related to the educational component. This type of tourism is quite new for Ukraine. Previously, the concepts of educational tourism, classic tourism, etc. were separated. Today, tourists want to receive a collaborative travel service that will include an educational component. At the same time, the majority of respondents would like to immediately familiarize themselves with the tour program when buying and not look for routes and educational programs on their own. This approach involves the development of tourist routes in advance with clearly defined educational components. At the same time, the main problem for a potential buyer of travel services is the lack of communication with the Ukrainian side. In our study, respondents indicated the main communication trends for effective interaction between a client and a travel service seller.

Thus, the main trends in the communication strategy for the domestic tourism market are:

- elimination of information barriers, openness and availability of information on admission and training in Ukraine;
- creation of a single information portal on the receipt of educational services by foreigners;
- professional and communicative training of employees of travel agencies;
- quality educational components for tourist tours;
- convenient technological support to obtain the necessary information;
- speed of receiving feedback from the Ukrainian side;
- information on health insurance and issues related to Covid-19;
- communication portal for participants of all tours, so that everyone can share their impressions and give advice;
- information on the availability of medical care.

These trends in the formation of a communication strategy are not possible without the formation of the marketing strategy of the company, educational institution, region, country. Such an approach that will allow the tourist industry of Ukraine not only to withstand difficult socio-economic conditions, but also to convince its regular (“accumulated”) clients that they have not been forgotten by offering them qualitatively new tourist products.

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