

РОЗВИТОК ПРОДУКТИВНИХ СИЛ І РЕГІОНАЛЬНА ЕКОНОМІКА

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Tourism as a specific form of international services trade

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У статті аналізується процес розвитку міжнародного туризму в умовах глобалізації. Характеризуються сучасні тенденції розвитку світової індустрії туризму, туристського пропозиції і попиту, розкривається місце України на світовому ринку туристичних послуг. Туристичний потенціал України характеризується як елемент інвестиційного потенціалу країни, проаналізовано особливості державного регулювання туристської діяльності, оцінюється стратегію розвитку туризму, та визначено основні напрямки та механізми вирішення завдань у розвитку туризм. Розглянуто особливості сільського зеленого туризму в Україні. Є вказав позитивні і негативні компоненти її розвитку.

Ключові слова: туризм, зелений туризм, туризм потенціал, індустрія туризму.

Иртищева И.А., Стройко Т.В., Яценко О.М. ТУРИЗМ КАК СПЕЦИФИЧЕСКАЯ ФОРМА МЕЖДУНАРОДНОЙ ТОРГОВЛИ

В статье анализируется процесс развития международного туризма в условиях глобализации. Характеризуются современные тенденции развития мировой индустрии туризма, туристского предложения и спроса, раскрывается место Украины на мировом рынке туристических услуг. Туристический потенциал Украины характеризуется как элемент инвестиционного потенциала страны, проанализированы особенности государственного регулирования туристской деятельности, оценивается стратегия развития туризма, и определены основные направления и механизмы решения задач в развитии туризм. Рассмотрены особенности сельского зеленого туризма в Украине. Есть указал положительные и отрицательные компоненты ее развития.

Ключевые слова: туризм, зеленый туризм, туризм потенциал, индустрия туризма.

Irtysheva I.O., Stroiko T.V., Yatsenko O.M. TOURISM AS A SPECIFIC FORM OF INTERNATIONAL SERVICES TRADE

In the article is analyzed the process of development of international tourism in the globalization context. Are characterized modern tendencies of development of global tourism industry, tourism supply and demand, is revealed the place of Ukraine in the world market of tourism services. The tourist potential of Ukraine is characterized as an element of the investment potential of the country, are analyzed peculiarities of state regulation of tourism activity, is estimated the tourism development strategy, and are identified the main directions and mechanisms of solving tasks in the development of tourism. Are examined the features of rural green tourism in Ukraine. Are pointed out positive and negative components of its development.

Keywords: tourism, green tourism, tourism potential, tourism industry.

Introduction. Self-determination of Ukraine in the system of international relations, its participation in the distribution of world income requires the consideration of many factors in order to select the optimal directions of use of national

natural resources, economic, demographic, scientific, recreational and tourism potential in the process of integration into the world economy.

The main, for today, factor of integration of Ukraine into the world farming system –

is foreign trade activity and export-oriented agriculture and trade with not precious metals and products made from them. However, there is a need to improve the modern model of Ukraine's participation in international economic relations. We believe that one of the factors of integration of our country into the world economy can be a valuable and high-quality development of the hospitality industry – tourism business.

Nowadays, tourism is one of the fastest growing forms of international trade with services. Average annual growth in the number of tourism arrivals in the world during the last 20 years accounted at about 4-5%, foreign currency comings – 14%.

Tourism is the economic, social and political phenomenon, significantly affecting the world and the economies of many countries and regions. The importance of tourism in the world economy is growing, that is connected with the increasing influence of this sphere of activity upon economies of many countries of the world, where it performs some important functions.

Ukraine has a very significant tourist potential, but it is used loosely and often irrationally. In other words, the relevance of the research topic is defined in addition to by the increasing need of opening of the potential of the most perspective directions of tourism development and its potential in separate regions of Ukraine.

1. Development of tourism industry as a factor of integration of Ukraine into the world economy

International tourism is a system of travels and exchanges, realized on the base of interstate agreements, taking into account existing international standards. The work analysis showed that international tourism has gained enormous scale, experiencing the impact of the globalization process. But tourist industry also has a significant impact on the political, economic and cultural ties between countries.

Under the conditions of globalization, processes of internationalization of business activity in tourism industry are revealed in the sphere of hotel business (are formed giant hotel chains: Intercontinental Hotels Group, Cedant Corporation and Marriott International, etc.), in the restaurant business (for example, McDonalds, Pizza Hart and others), as well as the tour operator sector, in air travel. In turn, airlines are merging with tour operators and hotel business, etc. In other words, globalization has become one of the main trends in international tourism, accompanied by a concentration of market

share and influence in the hands of large companies.

Taking into account the depth and complexity of ecological situation on the planet, should be described the aspect, highlighting the relationship between tourism and environmental protection. The tourism sector (comparatively with other sectors of economy) less negatively affects the natural environment. The contribution of tourism into air pollution – into CO₂ emissions is estimated to be around 5% of the total volume; however, it is considerably less than its contribution to the economies of most countries of the world, particularly the developing countries. World society focuses attention on the social-economic importance of tourism and its role in sustainable development. Is developing a long-term strategy of tourism promotion into the carbon-neutral sector.

Tourism development in different regions of the world is not equal, that can be explained both by features, a variety of climate conditions, and the level of social – economic development and the welfare of individual countries. World leader in the number of tourist arrivals – is the European area (over 54% of the world total). But the geography of tourist arrivals in recent years changes – to second place came Asian region, ahead of American.

Tourism stands out among the many brunches of the world economy thanks to high income, high efficiency and sustainable development. Analysis of the data shows that over 50% of world tourism revenue also belongs to Europe countries (taking into account European intra-regional tourism). The second and third places are divided by America and Asia-Pacific regions.

World leaders in expenditures in international tourism are Germany, United States, United Kingdom, France, Japan, China, and Canada. Rationally organized tourism industry generates jobs for the local population, develops related industries and provides an influx of money supply and investment funds, and, as a result, replenishes the budgets of regions through taxes. So, in Europe every year, the number of vacancies in the tourism industry is increased by 1%, that allows considering tourism the largest creator of employment in Europe together with the telecommunications and multimedia industries. Ukraine, despite a huge tourist potential, takes only a small share of the world market and the European tourist industry. It should be noted that from the total flow of all entering into Ukraine foreign citizens with the purpose of tourism is less than 10% of visitors.

The main factors that slow the development of tourism in Ukraine nowadays are:

- 1) no developed tourist infrastructure;
- 2) poor quality of services in all sectors of the tourism industry (and lack of price and quality of services provided);
- 3) absence of economic entities of favorable conditions for investment in facilities for accommodation and other tourist infrastructure;
- 4) inadequate development of government non-commercial advertisement of tourist capacities of our country abroad, weak information infrastructure and sales channels of tourism products in the country;
- 5) the procedure for the issuance of Ukrainian visas to citizens of foreign States;
- 6) not properly developed policies of State regulation of the industry;
- 7) inadequate legal and regulatory framework of tourism;
- 8) image of Ukraine as a country, unfavorable for tourism created by individual foreign and domestic media.
- 9) insufficient number of qualified personnel for competitive tourism industry;
- 10) threat to life and normal life of citizens and the tense political climate;
- 11) low level of well-being of the majority of the population in the country;
- 12) lack of national priorities that contribute to the development of tourism, etc.

Thus, the task of changing the situation in the tourism sector will require a variety of measures at all levels – national, regional, municipal. It is necessary, in our view, in parallel to develop two main directions: tourism for the most rich customers, which brings the basic income into the tourism industry (including cruise, wellness, yachting, equestrian sports, extreme) and tourism for disadvantaged groups, including social tourism (ecological, family, agricultural, sports and fitness, cultural).

2. Rural green tourism: essence, values, perspectives

Among the European countries Ukraine differs by the biggest diversity of landscapes, significant historical and cultural, ethnic and genetic heritage and therefore the rational use of tourist-recreational potential of Ukraine should be considered as one of the effective ways of solving the problems of its economic development, stabilization of the environmental situation and ensuring of appropriate levels and quality of life of the population. Despite the existing potential, which often remains untapped, in Ukraine are still known only traditional types of tourism (inter-

national and domestic resort). And rest in the village, which has been actively developing in all countries of Europe, remains in the early stage of development.

Rural green tourism in Ukraine has started to develop intensively in the mid 90-ies of the XX century, but in those days, private rural settlements, that took tourists in Ukraine, accounted only a few dozen, and now thousands of them. Most rural green tourism as an additional activity in the village is a form of agricultural farm, in other words, it is closely associated with farming. As an example we can mention that the most successful agro settlements in the developed Western countries simultaneously engaged in agricultural activity, and this activity is the main for agro settlement. Farming in agro settlement is one of the attractions for tourists who can take part in it. For Ukraine, where a significant part of the population is living in cities, has relatives in the countryside or periodically visiting the countryside, such attraction, of course, is not the most important, but for some residents of cities it is important, and this opportunity should not be neglected [1].

In Ukraine 90% of rural tourist farms are concentrated in traditional tourist regions: in Crimea, Azov Sea, Black Sea coast and the Carpathian Mountains. As a rule, these objects are located near the famous resort-recreational centers, recreation and ski resorts. They specialize in taking skiers or beach tourists and sometimes without any folk features, with which, moreover, village tourism differs from other kinds of tourism.

The Black Sea is a region located in the South of Ukraine and partly falls to the Black Sea lowland (Odessa region, Mykolaiv region, Kherson region). Ukrainian Black Sea region is known for the natural recreational resources: the Black Sea coast with a wide, shallow sandy beaches, mineral water, therapeutic mud, and objects of natural reserve Fund (Black Sea biosphere reserve, Askaniya Nova, etc.), the monuments of nature and landscape architecture of State importance.

All of these factors contribute to the creation of first-class climatic health resorts, the most famous of which are: Carolina-Buhaz, Kuyalnik, Gulf, Koblevo, Ochakiv, Henichesk, Skadovsk, and many others. The cultural center of the Black Sea area is Odessa. It has a significant number of cultural monuments, monuments of prominent figures of culture and arts. But special popularity, lately, has got «Granite-steppe Pobuzha», located in the Mykolaiv region. Myhiya village, where is the administrative part of the regional landscape Park «Granite-steppe Pobuzha»

became the winner of the interactive competition called «Wonders of the land of St. Mykolay», as the best place for rest. A contest was held for nearly three months. Thanks to it were called 12 wonders of this land, the most attractive peaces of nature, and the most valuable historical and cultural advantages. And we should not forget that 12 of the wonders are 12 of potential tourist routes. At the moment, in Mykolayiv region 63 licensed tourist enterprises are working, 10 tour operators and 53 travel agents. These businesses during 2008 provided services for 48689 tourists. Volume given tourist services totaled 31 million. 177 thsd. UAH., and payments to the budget, which came from the activities of tourist enterprises, – nearly 3.4 million. USD.

Regional Landscape Park «Granite-steppe Pobuzha» is located on the border with Pervomaisk, Domanivsk, Arbuzynske, Voznesensk, Bratsk, Vradiivsk, and Kryvozerskiy districts of the Mykolaiv region, as well as the city Yuzhnoukrainsk. Its area is 7394,3 ha and 1658 hectares area. The Park territory supports the livelihoods of nearly 1000 species of plants, 40 species of mammals, 190 species of birds, 32 species of fish. Diversity of insects is estimated at 11,000 species. In this species richness more than 150 species are listed in the Red Book of Ukraine, European red list, red list of the International Union for conservation of nature, a list of the Berne Convention, as well as regional conservation list of Mykolaiv region and are under special protection.

Granite-steppe Pobuzha is a unique natural landscape, created by outputs of Ukrainian crystalline shield, which form the cliffs, canyons and rapids of the Southern Bug, rivers Mertvovod, Big Ship, where preserved pieces of forest among the steppe. Recreational-tourist potential of granite-steppe Pobuzhya consists of one of the best in Europe natural trails for water rafting. In the park there are hiking and aquatic tours, sightseeing and ecological paths.

Quickly return of investments in this business fails. This can be done only at the rate of \$100 per day per person. But the prices of rural entrepreneurs are very democratic and in order to survive, they are forced to rent musical instruments, performing with concerts at festivals, to provide transportation services and etc. But to raise prices they are not going yet. The fact is that the high cost placements need to withstand with high level of service, and this is a big problem. It is possible to buy «small house» in the abandoned village in a remote area together with the land for \$2-3 thousand. Moreover, the range of services

that offer rural entrepreneurs is quite wide: from spending the night in Samann House for hunting, horseback riding and fishing. As for the dating of life and traditions, entrepreneurs often do not need to search for tour guides, enough to have a rural teacher.

To attract tourists to the village to have dumpings and vodka is not enough. It is necessary to create a map of attractive surroundings, to form its historical legend and program activities. In the opposite case, the first client can be the last. That is why owners of rural tourist farms actively develop related services, are engaged in the development of routes and searching for handicrafts on the territory of the district. In order to get the result out of the tourist business in the countryside, you need to take at least 50 people per month. In most cases it will be enough to get 250 UAH. per person per day (150 UAH – living plus 100 UAH. – food). Unfortunately, it is almost impossible to take a credit or to make a big advertising company. Therefore, for the majority of the owners of such houses tourist business is not the main, they earn in another business.

Experts point out a number of problems that hinder the development of rural tourism in the central Ukrainian «deepinside». The first – information about existed houses often does not reach the consumer. First of all, because of the absence of means in owners. So they want to be advertised according to the principle «from hands into hands», via the electronic catalogue, as well as taking part in travel exhibitions and ethnographic festivals.

The second problem is the lack of own funds for the construction of tourist facilities and infrastructure. To take a credit for rural tourism in Ukraine is almost impossible. Moreover, in Ukraine most of the subjects of this type of tourist business are not business-men, and therefore can be credited only as individuals, but in rural areas it is rare. So most owners of houses, in addition to providing with tourist services are engaged in other businesses or seek partners in major cities. Work through tour companies or hotels dare not many people – they are afraid of price cheat. For example, the long summer vacation in the village of nutrition in Kiev region costs in average \$250-300, whereas in the Carpathians – \$600-700, and in alpine village – from \$800.

According to experts, the demand for this tour product in the central part of Ukraine is not formed finally. Most of the owners of the estates offer only department for living. But as soon as they will come to the resort organization more

professionally (transport services, excursions and animation) and connect to this business other entrepreneurs with related industries, then the result would be better.

The first years of development of rural green tourism were pointed out by the fact that this process has begun to finance the international donor organizations, including the Foundation for the development of the Carpathian region, «Eurasia», «Renaissance», the TACIS program and others. Their contribution was a necessary impetus for activity. Now many programs of development of rural green tourism also operate with the help of donor funds [5].

Advertising and promotion of rural tourism lays mainly on the Union of promotion of the development of rural green tourism in Ukraine and a popular science magazine «Rural green tourism» was founded by it. The Ukrainian organization every spring holds exhibitions in village tourism «Ukrainian village invites». However, agro villages are also presented on the tourist and agricultural exhibitions and fairs (though this is mostly only most developed areas). Next to the Ukrainian catalog (on the basis of «Rural green tourism») are publishing different and often not coordinated catalogues about regions. Advertising of the rural tourism requires improvement in the Internet [2].

Authorities are showing interest in the development of rural tourism, especially in the regions which are traditionally tourist, but a clear program to support and stimulate the development of rural green tourism is not developed. Funds for support of this type of activity are not given. The owners of agro villages are more interested in cooperation with non-governmental organizations that can provide them with real support or advertising.

Tour operators (travel agencies) are not interested in the development of rural green tourism (besides the collaboration with elite agro villages) because they receive small commissions from such cooperation, as well as agro villages do not have proper quality services, which would interest the customers that order tour operator a vacation.

Should be noted positive points of the development of rural tourism in Ukraine. First of all, rural green tourism creates jobs and brings profits to the rural population, which is difficult to earn in another way. The development of this type of tourism leads to better improvement of rural houses, streets, villages; stimulates the development of the social infrastructure.

Conclusions. The development of tourism in Ukraine can become an important factor of integration into the world economy. Thus, it is necessary to improve the economic efficiency of the tourist sector, which will allow Ukrainian tourism businesses in future to compete on a global scale, that is, without a doubt, a positive impact on the country's image, and its position in the world economy.

Tourism occupies a special place in the economy of the countries, and the development of rural tourism will be able to reduce the level of unemployment in the labor market in Ukraine, reduce labor migration from the village to the city, to develop social infrastructure, improve the landscaping of dwellings, streets and villages. Besides, it will help to build agricultural products without intermediaries, to revive, preserve and develop folk crafts and historical and cultural heritage, to diversify the local agrarian economy, and also extend the overall range of tourist services that are currently offered in Ukraine.

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