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**THE CURRENT STATE OF THE TOURIST
INDUSTRY OF UKRAINE AND THE
PROSPECTS OF ITS INTEGRATION INTO
THE EUROPEAN UNION**

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The purpose of this article is to assess the modern market of the Ukrainian tourism industry and to highlight clear prospects for the integration of Ukrainian tourism into the European Union.

Methods of research. When writing the article, general economic and scientific research methods of the tourism industry were used, namely: survey, questionnaire, structural-logical analysis, graphic method, tabular method, expert method, grouping method.

Presentation of the main material. The current state of the tourism industry of Ukraine and the prospects of its integration into the European Union is a very relevant issue today, since the full-scale war that began in February 2022 fundamentally changed the entire tourism industry of Ukraine and put the entire tourism industry on a new vector of development, the basis of which is now laid travel safety of tourists, compliance with European standards and norms in a new format of development through the prism of European integration orientation. Today, Ukraine is trying to support its tourism industry and deepen economic, political and cultural relations with EU countries, as this will determine the effectiveness of the integration process of the state's development in the European space. The prospects of the integration of the tourism industry of Ukraine into the European Union are an important step in the post-war revival of the tourism infrastructure

of our country. The country's administration supports and is interested in harmonious, deepened and intensified relations between Ukraine and the EU in the field of tourism, because the positive aspects are indisputable: an increase in tourist flows on the territory of Ukraine; maximization of investment capital; transition to European quality standards for the provision of tourist services; revival of domestic tourist infrastructure; filling state and local budgets.

Conclusions. As a result of the conducted research, we came to the conclusion that the Ukrainian tourism industry is a powerful branch of the economy that not only withstood the beginning of a full-scale war in Ukraine, but also began to revive at a rapid pace, implementing European quality standards to all national legislation. The support of the member states of the European Union is extremely necessary and important for the tourism industry of Ukraine. Cooperation of Ukraine with strategic partners in the field of financing, investments, improvement of socio-economic standards is a prerequisite and a stable factor in the process of European integration of the tourism industry of Ukraine in international globalization processes.

Keywords: tourism industry of Ukraine; integration; European Union; tourists; tour operators; synergistic effect; national legislation; tourism policy; strategic partnership; budget of Ukraine.

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СУЧАСНИЙ СТАН ТУРИСТИЧНОЇ ГАЛУЗІ УКРАЇНИ ТА ПЕРСПЕКТИВИ ЇЇ ІНТЕГРАЦІЇ ДО ЄВРОПЕЙСЬКОГО СОЮЗУ

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Метою даної статті є оцінка сучасного ринку української туристичної індустрії та виокремлення чітких перспектив інтеграції туризму України до Європейського Союзу.

Методи дослідження. При написанні статті використано загальноекономічні та наукові методи дослідження туристичної галузі, а саме: опитування, анкетування, структурно-логічний аналіз, графічний метод, табличний метод, експертний метод, метод групування.

Виклад основного матеріалу. Сучасний стан туристичної галузі України та перспективи її інтеграції до Європейського союзу є досить актуальним питанням на сьогодні, оскільки повномасштабна війна, розпочата в лютому 2022р., змінила докорінно всю туристичну галузь України та поставила на новий вектор розвитку всю туристичну індустрію, в основі якої тепер покладено безпеку подорожей туристів, відповідність Європейським стандартам та нормам у новому форматі розвитку крізь призму Євроінтеграційної спрямованості.

Сьогодні Україна намагається підтримати свою туристичну індустрію та поглибити економічні, політичні та культурні відносини з країнами ЄС, оскільки це визначатиме ефективність інтеграційного процесу розвитку держави в європейському просторі. Перспективи інтеграції туристичної галузі України до Європейського союзу є важливим кроком у післявоєнному відродженні туристичної інфраструктури нашої країни. Адміністрація країни всіляко

підтримує і зацікавлена в гармонійних поглиблених та інтенсифікованих відносинах України з ЄС у галузі туризму, адже позитивні моменти при цьому є беззаперечними: збільшення туристичних потоків на території України; максимізація інвестиційного капіталу; перехід на європейські стандарти якості надання туристичних послуг; відродження вітчизняної туристичної інфраструктури; наповнення державного та місцевих бюджетів.

Висновки. В результаті проведеного дослідження ми дійшли висновку, що українська галузь туристичної індустрії – це потужна галузь економіки, яка не тільки вистояла від початку повномасштабної війни в Україні, а й почала відроджуватись швидкими темпами, імплементуючи європейські стандарти якості до всього національного законодавства. Підтримка країнами-членами Європейського Союзу є вкрай необхідною і вагомим для туристичної галузі України. Співпраця України з стратегічними партнерами у сфері фінансування, інвестицій, поліпшення соціально-економічних стандартів є передумовою та стабільним чинником у процесі євроінтеграції туристичної індустрії України в міжнародні глобалізаційні процеси.

Ключові слова: туристична галузь України; інтеграція; Європейський Союз; туристи; туроператори; синергійний ефект; національне законодавство; туристична політика; стратегічне партнерство; бюджет України.

Statement of the problem. The current state of the tourism industry of Ukraine and the prospects of its integration into the European Union is a very relevant issue today, since the full-scale war that began in February 2022 fundamentally changed the entire tourism industry of Ukraine and put the tourism industry on a new vector of development, which is based on travel safety tourists and a new format of tourism development in Ukraine in the direction of European integration (Babikova, 2021; Drebot et al., 2021).

Today, Ukraine is trying to revive its tourism industry and deepen economic, political and cultural relations with EU countries, as this will determine the effectiveness of the integration process of the state's development in the European space. The integration of the tourism industry into the European space should be based on the following pillars: wide and accessible exchange of information, best practices, experience, "know-how", innovative technologies in the field of tourism; deepening of strategic partnership between state, private and public interests in order to ensure the sustainable development of tourism; promotion and development of tourism products, markets, infrastructure, human resources and tourism business structures; development and implementation of effective economic strategies; improving the qualifications of managers in the tourism sector and building tourist potential in order to improve the quality standards of providing tourist services; development and promotion of tourism based on European standards (Zayachkovska, 2017; Kostecka et al., 2020; Gaponenko et al., 2020; (Kobchenko, 2020).

Therefore, the prospects of the integration of the tourism industry of Ukraine into the European Union are an important step in the post-war revival of the tourism infrastructure of our country. The country's administration supports and is interested in harmonious, deepened and intensified relations between Ukraine and the EU in the field of tourism, because the positive aspects are indisputable: an increase in tourist flows on the territory of Ukraine; maximization of investment capital; transition to European quality standards for the provision of tourist services; revival of domestic tourist infrastructure; filling state and local budgets (Potravka et al., 2020; Rodina, 2021).

Analysis of publications on the problem. The current state of the tourism industry, as one of the leading branches of the Ukrainian economy, has long been the subject of research by the following scientists (Berkova, 2018; Gaponenko et al., 2020; Kobchenko, 2020; Lisovii et al., 2020; Mashika et al., 2021; Mykhailichenko et al., 2022; Nikolayenko et al., 2022; Olshanska et al., 2015; Olshanska et al., 2017; Potravka et al., 2020; Prokopenko, 2020; Slyusar, 2014). The main promising ways of integrating the tourism industry of Ukraine into the European Union are an important step in the post-war revival of the tourist infrastructure of our country and are supported by the harmonious deepened and intensified relations between Ukraine and the EU in the field of

tourism, as stated by the following researchers (Babikova, 2021; Drebot et al., 2021; Zayachkovska, 2017; Kostecka et al., 2020; Papp, 2015; Potravka et al., 2020; Rodina, 2021; Slyusar, 2014; Khudaverdiyeva, 2022; Chernega, 2022; Yarovy, 2016).

Statement of the main results. With the beginning of a full-scale war, from February 24, 2022, the previously quite successful tourism industry of Ukraine suffered irreparable damage and destruction. Now the basis of all trips, both from Ukraine and to Ukraine, is the safety factor of staying in it. Ukraine is directing its efforts to a new vector of development of the tourism industry, which will be based on the format of development in the field of European integration orientation (European integration portal, 2022; Potravka et al., 2020; Prokopenko, 2020; Slyusar, 2014).

As of 01.01.2021 the number of tourists who traveled to the countries almost halved during the same period on January 1, 2020, due to the COVID-19 pandemic (Fig. 1, a, b, c, d).

Cooperation with the European Union will help support the tourism industry of Ukraine, which outlines future prospects for the synergistic use of organizational, financial, investment, and personnel resources in order to increase the economic efficiency of the Ukrainian tourism industry. With this in mind, through the Special Representation of Ukraine to the EU, the State Tourism Administration of Ukraine submitted an application for the inclusion of Ukraine in prospective cooperation programs in the tourism industry, including financial and technical assistance, as well as EU investment projects. This would have a qualitative impact on the development of the tourism sphere of Ukraine, would contribute to the socio-economic and cultural development of Ukraine (Chernega, 2022; Yarovy, 2016).

Comprehensive work on adjusting Ukrainian tourism legislation to European standards is important. Thanks to European quality standards and global international standards, Ukraine will be able to improve its legal framework in the field of tourism, improve the quality of tourist services and get closer to the European charter of a member state in the EU. Thus, Ukraine works hard in the field of adaptation of the European legislation of the tourism industry with directives and other acts of the member states of the European Union. Thus, since June 1, 2017, three national standards of Ukraine, comprehensively harmonized with international and European normative documents, entered into force in the field of tourism, namely: quality standard document ISO 17679:2016 Tourism and related services, ISO 17049:2013 Accessible design, ISO 23599:2012 Assistive products for blind and vision-impaired persons (European integration portal, 2022; Potravka et al., 2020; Rodina, 2021; Slyusar, 2014; Khudaverdiyeva, 2022; Olshanska et al., 2017).

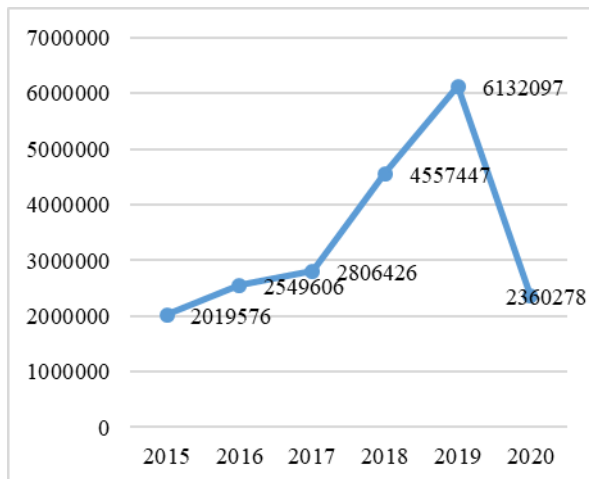


Fig. 1a. Tourists who contacted tour operators, persons

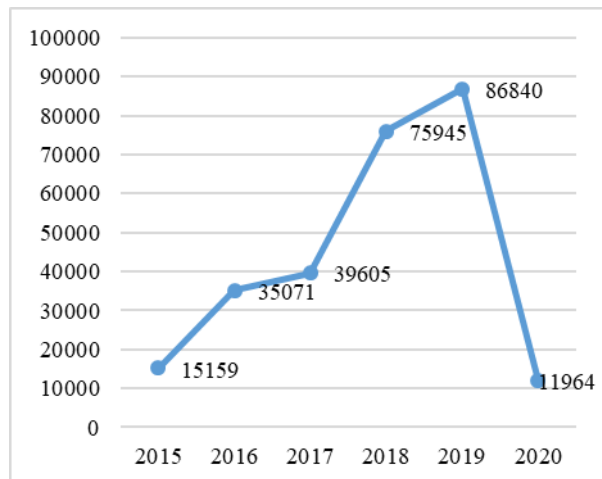


Fig. 1b. Inbound tourists, persons

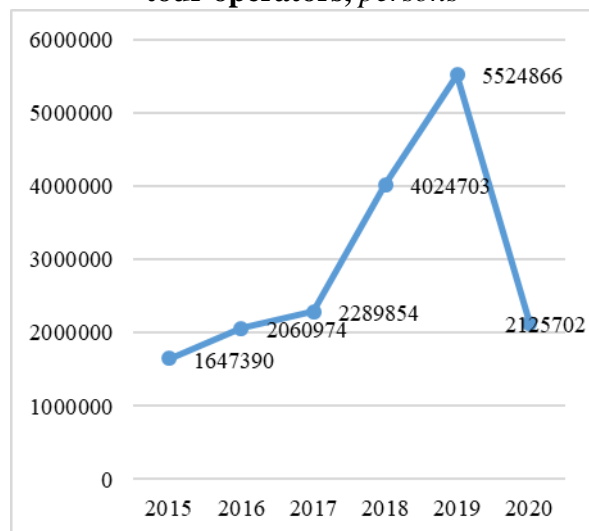


Fig. 1c. Outbound tourists, persons

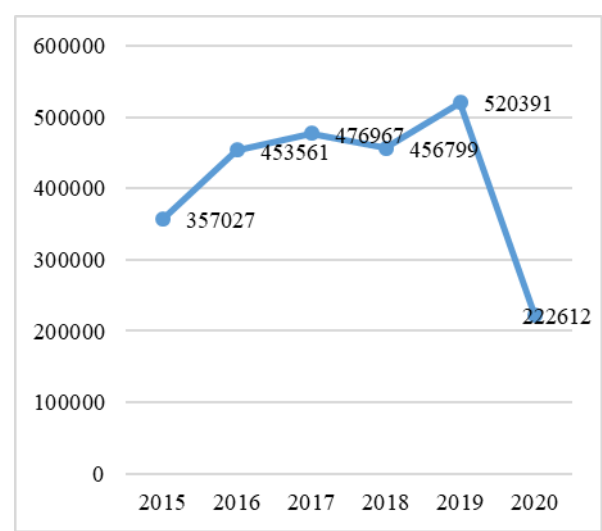


Fig. 1d. Domestic tourists, persons

Source: built by the authors on the basis of (tourism.gov.ua, 2022).

Ukraine also pays great attention to the tourism policy, which deals with the provision and implementation of tourist activities according to the European model, since Ukrainian tourism is defined as a promising industry, which will vector its unification in the future. That is why active work on the implementation and borrowing of European experience will become the basis of synergy and competitiveness in the formation of one's own strategy for improving tourism policy in accordance with EU standards and laws, which will later have a positive impact on the integration of Ukraine and EU countries (Mykhailichenko et al., 2022; Nikolayenko et al. al., 2022; Olshanska et al., 2015).

It is impossible not to pay attention to such issues as interaction and deep cooperation with the European Union. Ukraine sees in this the possibility of further effective promotion of Ukrainian tourist products and services to European markets, wide opportunities for using the information sphere,

borrowing the most productive experience of international companies in the tourism sphere, deepening and developing European integration processes in Ukraine (Chernega, 2022; Yarovy, 2016).

Further prospects of the Ukrainian tourism industry and its integration into the European Union are impossible without a strategic partnership between EU member states and Ukraine. Therefore, in the process of implementing state agreements on deep competitive cooperation, 10 effective associations were created with such EU member states (table 1) (tourism.gov.ua., 2022).

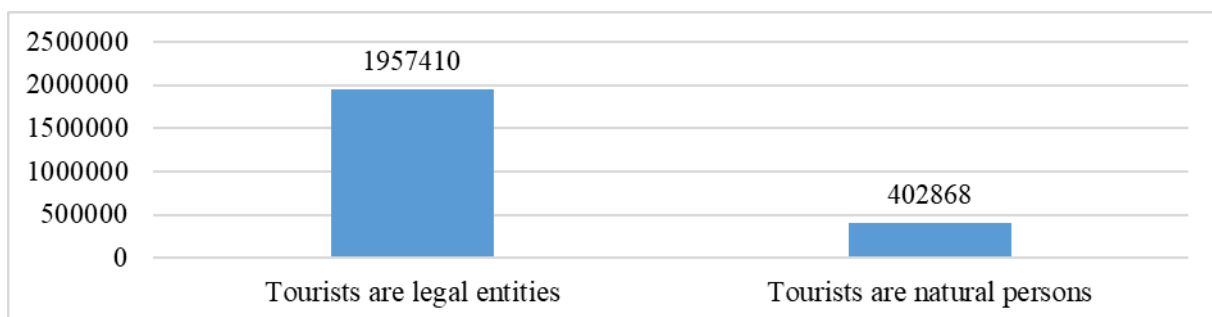
Table 1

Rating of the strategic partnership of Ukraine and EU member states as of 2021

Top rating of strategic partners of Ukraine	Strategic partners	Countries whose leaders actively cooperate
1	Austria	Austria
2	Italy	Greece
3	Latvia	Italy
4	Lithuania	Germany
5	Germany	France
6	Poland	Poland
7	Slovakia	Latvia
8	Slovenia	Lithuania
9	Hungary	Slovenia
10	Czech Republic	Czech Republic

Source: built by the authors on the basis of (tourism.gov.ua, 2022).

The main factor that will determine the economic synergistic result from tourist activity and the effectiveness of the European integration process in Ukraine is the simplification of the procedure for the trips of Ukrainian tourists abroad (Fig. 2, 3) and the entry of foreign tourists into the territory of Ukraine (Fig. 4), their expenses related to staying in the country (Fig. 5) (tourism.gov.ua, 2022).



Source: built by the authors on the basis of (tourism.gov.ua, 2022).

Fig. 2. Tourists who went abroad in 2021, persons

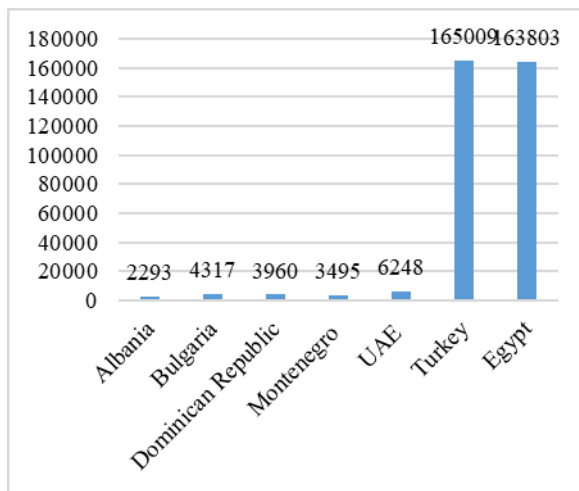


Fig. 3. Tourists leaving Ukraine in 2021 and countries of visit, persons

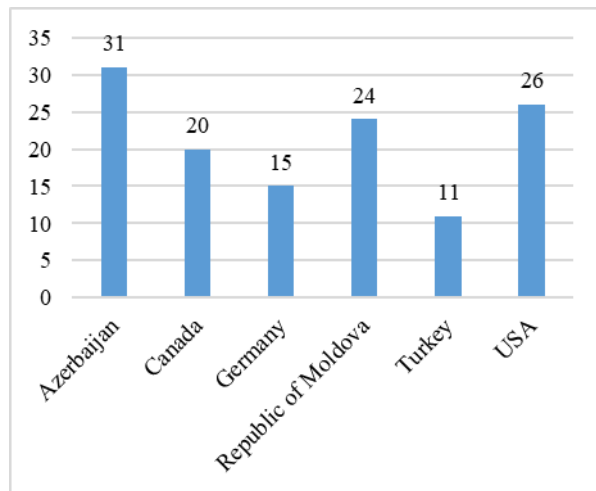
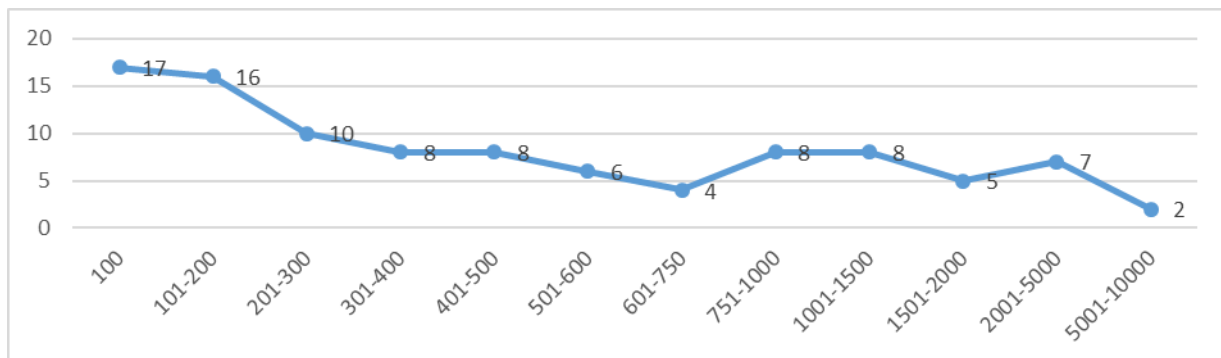


Fig. 4. Tourists entering Ukraine in 2021 and countries from which they came, persons

Source: built by the authors on the basis of (tourism.gov.ua, 2022).



Source: built by the authors on the basis of (tourism.gov.ua, 2022).

Fig. 5. Expenditure (USD) of tourists on a trip to Ukraine in 2021, %

An important step in the European integration process was the invitation of Ukraine to the European Tourist Commission. Also, Ukraine joined the research program of Euro-tourism markets, which will help Ukraine in the field of attracting specialists in the field of tourism and imitating their management experience (Drebot et al., 2021; Zayachkovska, 2017; Kostecka et al., 2020; Papp, 2015; Olshanska et al., 2015). Along with positive steps, there are also certain obstacles on the path of the European integration vector of development, where the main obstacle is the underfunding of the tourism industry (Zayachkovska, 2017; Papp, 2015; Rodina, 2021).

Ukrainian tourism is a promising, powerful, with great potential sector of the economy, which is able to fill the budget of Ukraine and popularize Ukraine as a European, young, progressive country. The steady harmonious expansion of relations in the field of tourism with the European Union will provide Ukraine with the opportunity to diversify the areas of tourism and individual

products/services, while ensuring the high competitiveness of the Ukrainian tourism industry. It will also be positive that the European Union will continue to invest investment resources, while developing the tourism and resort sphere of Ukrainian tourism (Olshanska et al., 2017; Potravka et al., 2020; Drebot et al., 2021).

Conclusions. Based on the above, we can draw the following conclusions: the Ukrainian tourism industry is a powerful branch of the economy, which not only withstood the start of a full-scale war in Ukraine, but also began to revive at a rapid pace, implementing European quality standards to all national legislation. The support of the member states of the European Union is extremely necessary and important for the tourism industry of Ukraine. Cooperation of Ukraine with strategic partners in the field of financing, investments, improvement of socio-economic standards is a prerequisite and a stable factor in the process of European integration of the tourism industry of Ukraine in international globalization processes.

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