

ტურისტული მომსახურების ბაზრის განვითარების სოციალური განზომილებები უკრაინაში

SOCIAL MEASURES FOR THE DEVELOPMENT OF MARKET OF TOURISM SERVICES IN UKRAINE

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ABSTRACT

Today the tourist sphere affects not only the development of the economy, but also the social aspects of the life of each person. Social dimensions of the development of the tourism services market in Ukraine require the definition of social priorities and the justification of the possibilities of meeting the recreational needs of the individual by means of a non-standard tourist product. Accelerating the processes of informatization, communication, virtualization of many needs of the population contribute to the development of the tourism industry in Ukraine. An important factor in the activation of flows of Ukrainian tourists was the introduction of a no-go visa with the EU countries, which affected the processes of creating of the information society. The received information of the study confirm the belief that the use of service potential will help any country to succeed and high rates of economic growth. These are the priorities of tourism development, compliance with environmental standards, prevention of the destruction of tourist and recreational heritage in all of its forms and species have become the main brand of the EU countries by 2020.

Among the strategic priorities for the development of the tourist services market in Ukraine, a rational attitude towards the cultural heritage of the regions, the potential of industrial cities with a unique system of mining and industrial landscapes and engineering and technogenic formations is determined. Today, the tourist services sector of Ukraine needs effective state regulation of the industry, ensuring its social orientation and social performance. This involves studying and implementing industrial attractions, effective use of

anthropogenic and technological landscapes, technological artifacts as objects of social tourism. The non-standard tourist product of a large industrial center, namely eco-tourism, has been investigated by us, which confirms the necessity of social measurements of the tourist services market in Ukraine.

Key words: *tourism, tourism industry, modern information society, tourist services, market of tourist services, social tourism, ecological tourism, social impact of tourism.*

ანოტაცია

ტურისტული ფირმა დღეისათვის მოქმედებს არა მარტო ეკონომიკაზე, არამედ ნებისმიერი ადამიანის ცხოვრების სოციალურ ასპექტებზეც. უკრაინაში ტურისტული მომსახურების ბაზრის სოციალური განზომილება მოითხოვს სოციალური პრიორიტეტების განსაზღვრას და არასტანდარტული ტურისტული პროდუქტის საშუალებით პიროვნების რეკრეაციული მოთხოვნილებების დაკმაყოფილების შესაძლებლობების დასაბუთებას. ინფორმაციის პროცესებისა და საკომუნიკაციო კავშირების დაჩქარება, ასევე მოსახლეობის მრავალი მოთხოვნილების ვირტუალურიზაცია ხელს უწყობს ტურიზმის განვითარებას უკრაინაში. უკრაინელი ტურისტების ნაკადების აქტიურიზაციის მნიშვნელოვანი ფაქტორია ევროკავშირის ქვეყნებთან უვიზო რეჟიმის შემოღება, რამაც გააღებინა საინფორმაციო საზოგადოების ფორმირების პროცესზე. სწორედ ტურიზმის განვითარების პრიორიტეტები, ეკოლოგიური სტანდარტების დაცვა, ტურისტულ-რეკრეაციული

მემკვიდრეობის განადგურების დაუშვებლობა გახდა მთლიანობაში ევროსაბჭოს ქვეყნების ბრენდი ტურიზმის ფორმებითა და სახეების ვიხედვით 2020 წლამდე.

უკრაინაში ტურისტული მამსახურების ბაზრის განვითარების სტრატეგიულ პრიორიტეტებს შორის განსაზღვრულია რაციონალური დამოკიდებულება რეგიონების კულტურული მემკვიდრეობისადმი, სამთო-სამრეწველო ლანდშაფტების უნიკალური სისტემის მქონე ინდუსტრიალური ქალაქების პოტენციალისადმი და ინჟინერულ-ტექნოგენური წარმონაქმნების მიმართ. დღეისათვის უკრაინის ტურისტული მომსახურების სექტორი მოითხოვს დარგის ეფექტურ რეგულირებას, მის უზრუნველყოფას სოციალური ორიენტაციით და სოციალური შედეგიანობით. აღნიშნული ითვალისწინებს სანარმოო ღირსშესანიშნოების შესწავლასა და ცხოვრებაში დანერგვას, ანთროპოგენური და ტექნოგენური ლანდშაფტების, ასევე საევე ტექნოლოგიური არტეფაქტების ეფექტურ გამოყენებას სოციალური ტურიზმის ობიექტებად. ჩვენს მიერ გამოკვლეული დიდი სამრეწველო ცენტრის არასტანდარტული ტურისტული პროდუქტი, ანუ ეკოსამრეწველო ტურიზმი, ამტკიცებს უკრაინის ტურისტული მომსახურების ბაზარზე სოციალური განზომილებების აუცილებლობას.

საკვანძო სიტყვები: ტურიზმი, ტურისტული ინდუსტრია, თანამედროვე საინფორმაციო საზოგადოება, ტურისტული მომსახურება, სოციალური ტურიზმი, ეკოლოგიური ტურიზმი, ტურიზმის სოციალური შედეგი.

RELEVANCE OF RESEARCH

A characteristic feature of the modern tourism industry is the desire for social changes in the market of tourist services, the search for effective technologies and approaches to their implementation. Social processes in the modern information society, the functioning of the tourism sector in a social dimension require identification of their impacts on the social aspects of life and economic development. Issues of social impact of tourism and social responsibility of tourism activities need to be studied, developed and improved.

Analysis of recent research and publications. The problems of tourism development were reflected in the writings of foreign researchers, among which: V. Azar, R. Arjezki, J. Bowen, R. Braymer, N. Leiper, J. Maykenz, F. Pirs, J. Suorbruk, J. R. Walker, A. Freytag and others. The diverse aspects of the formation and development of recreation and tourism, in particular, as types of activity,

areas of market relations, factors and the most important preconditions of human development, are devoted to the thorough scientific developments of such famous economists as G. Andreeva, L. Bogush, Z. Gerasimchuk, O. Gidbut, O. Grishnova, O. Gladun, G. Dmitrenko, T. Zayats, E. Kotlyarov, V. Lyubitseva, O. Makarova, V. Novikov, O. Okhrimenko, O. Poznyak, D. Stcchenko, I. Tverdokhlebov, T. Tkachenko, N. Fomenko, O. Tsymbal, L. Chernyuk and others.

Researchers such as N. Antonyuk, O. Beydyk, T. Boot, O. Hannich, L. Dyadachko, V. Kifiak, F. Mazur, M. Mal-ska, O. Shaptala paid attention to studying the state, problems of development and social aspects of tourism. .

The purpose and tasks of the study. The purpose of our research is to determine the social priorities of the tourism services market in Ukraine, to substantiate the possibilities of meeting the recreational needs of the individual by means of a non-standard tourist product in the conditions of a modern industrial city.

The information base of our study consists of the laws of Ukraine, official data of the State Statistics Service of Ukraine, the Ministry of Economic Development and Trade of Ukraine, which carries out state regulation in the field of recreation and tourism, reports of national and international organizations, other analytical materials and information available on the Internet, scientific works of domestic and foreign scientists, materials of periodicals.

In order to aim and to accomplish the tasks, general scientific and special research methods were used, in particular: system-structural analysis - to reveal the essence and structure of the sphere of social tourism; **analysis and synthesis** - to identify problems and perspective directions for increasing the social effectiveness of tourism; modeling - to detect the relationship between the development of separate segments of the recreational tourist spheres; comparison - to identify and compare the main social parameters of the tourism services market in Ukraine; theoretical generalization - for the formulation of conclusions.

Presentation of the main material. Ukraine has all the preconditions for becoming one of the best recreational tourist countries in the world. Recent scientific studies indicate that the dynamics of the development of the services sector, and in particular tourism, is ahead of the world economy in the twentieth century. the dynamics of the development of the real sector of the national economy. More and more countries are aware of the socio-economic impact of tourism development.

It is about currency revenues to the budget, the creation of new jobs, the development of small and medium-sized businesses, the development of infrastructure

facilities. According to S.O. Bila, in the global economy, the positive dynamics of the development of the services market and the growth of demand for services are observed due to many reasons: «raising the living standard of the population; growth of labor productivity in the field of material production, etc.» [1, p.19].

Today, tourism is recognized as one of the largest industries in the world, with 313 million jobs created, reaching 9.9% of employment in 2017. According to an annual analysis of global economic impacts [10-12] covering 185 countries and 25 regions of the world, the tourism industry sector accounts for 10.4% of world GDP. The travel and tourism industry already supports one in every ten jobs on the planet, including the last ten years - one of the five jobs created in the world. The above data shows the direct relationship between the intensity of development of the market of services in the country and its economic development (it is about accelerating the processes

of informatization, communication channels, increasing demand for financial, insurance, banking services, etc.). According to communication channels, increased demand for financial, insurance, banking services, etc.). According to the Administration of the State Border Guard Service in 2017, Ukraine was visited by 14.4 million foreign tourists, which is 6% more than in 2016.

In 2017, the leading countries for the number of foreign citizens who arrived in Ukraine are: Moldova, Belarus, Russia, Poland, Hungary, Romania, Slovakia, Turkey, Israel and Germany. Compared to 2016, the flow of foreign tourists from Belarus (by 49.5%), Turkey (by 33.3%), Germany (by 22.5%) and Israel (by 20.2%) increased significantly. At the same time, according to official statistics, the number of tourists arrived in Ukraine from Hungary (by 16.6%), Slovakia (by 10.8%), Poland (by 4.2%) and Russia (by 1.4%), Table 1.

TABLE 1.

TOP 10 COUNTRIES WHICH CITIZENS WENT IN UKRAINE DURING 2016-2017 YEARS

Name of the country	2016 pik		2017 pik		2017/2016, %
	Persons	Share, %	Persons	Share, %	
Moldova	4 474 151	32,88	4 548 192	31,51	1,6
Belarus	1 827 751	13,43	2 732 990	18,95	49,5
Russia	1 542 631	11,34	1 521 038	10,55	- 1,4
Poland	1 195 089	8,78	1 144 391	7,94	- 4,2
Hungary	1 271 173	9,34	1 059 838	7,35	- 16,6
Romania	775 823	5,70	792 870	5,50	2,2
Slovakia	410 732	3,02	366 327	2,54	- 10,8
Turkey	206 706	1,52	275 506	1,91	33,3
Israel	217 160	1,60	261 119	1,81	20,2
Germany	171 455	1,26	210 056	1,46	22,5

Source: compiled by authors according to [10-13]

In 2017, 26.4 million Ukrainian citizens left abroad, which is 7.2% more than in 2016.

The introduction of visa-free travel with the EU countries affected the increase in 2017 of the flow of Ukrainians to the European Union countries, in particular, to Germany (by 24.7%), Romania (21.9%) and Hungary (7.8%). In addition, the growth of the flow of travel Ukrainian tourists is observed in Egypt (by 75.5%) and Turkey (27.3%). At the same time, there was a slight decrease in the number of Ukrainian tourists visiting Slovakia (by 3.5%) and Poland (by 1.2%), Table 2.

It is the development of the service sector that actively promotes self-employment and the growth of its welfare as a leading international investment and promotes countries to develop an «open information» and innova-

tive society. Therefore, even a country that does not have sufficient traditional material resources (oil, natural gas, natural resources), using the potential of the development of services can succeed: high rates of economic growth, improve the balance of payments and enter the developed countries of the world. Significant potential in this area belongs to tourist and recreational services.

According to expert estimates, for one UAN, invested in the development of recreation and tourism, in favorable conditions you should expect up to 8-10 additional involved hryvnias invested to related areas and industries (serving tourism and recreation) [2].

Priorities for the development of tourism and recreation in the context of observance of the standards of environmentally sustainable development become the main

TABLE 2.

TOP OF THE 10 COUNTRIES WHERE THE CITIZENS OF UKRAINE MOVED OUT DURING 2016 – 2017

Name of the country	2016 pik		2017 pik		2017/2016,%
	Persons	Share, %	Persons	Share, %	
Poland	10 111 086	40,9	9 990 978	37,8	- 1,2
Russia	3 859 820	15,6	4 376 423	16,5	13,4
Hungary	2 893 370	11,7	3 118 758	11,8	7,8
Moldova	1 655 775	6,7	1 680 353	6,4	1,5
Belarus	1 114 457	4,5	1 186 466	4,5	6,5
Turkey	930 657	3,7	1 185 051	4,5	27,3
Romania	857 728	3,5	1 045 424	3,9	21,9
Slovakia	886 120	3,6	854 657	3,2	- 3,5
Egypt	417 949	1,7	733 597	2,8	75,5
Germany	275 987	1,1	344 150	1,3	24,7

Source: compiled by authors according to [10-13]

trend of the EU countries by 2020. This is stated in the European Charter for Sustainable Tourism in Protected Areas. In the EU countries, a set of requirements for the development of tourism has been formed, including: Awareness (public, consumers) as for principles of functioning of «protected territories» as an inheritance of humanity that should be preserved for future generations; observance of environmental standards taking into account interests, safety and environmental requirements; protection and improvement of the natural and cultural heritage of local territories, prevention of the destruction of the unique tourist and recreational heritage on the ground due to the threat of anthropogenic loading [13].

All EU countries pay particular attention to supporting the development of environmentally-friendly tourism on the ground; protection of natural resources available at the local level; reducing the pressure of anthropogenic load from tourism activities, which may worsen the quality of

the landscape, water and air, increase the use of energy and water, and create the risks of environmental pollution.

As to the development of the market for tourism and recreation services in Ukraine (up to 2020), a number of strategic priorities [13] have been identified, the practical implementation of which will have a positive impact on the growth of the competitiveness of tourism and recreation services both on the domestic and on the world market. Strategic priorities for the development of the tourism services market in Ukraine should be recognized: a cost-effective and rational attitude to cultural heritage sites at the local level for tourism and recreational activities; development and approval of the State target program for the development of tourism and resorts of Ukraine for the period up to 2022; development of green tourism in the countryside; creation of qualitative and diversified tourist product on the basis of rational use of available at the local level tourist and recreational resources.

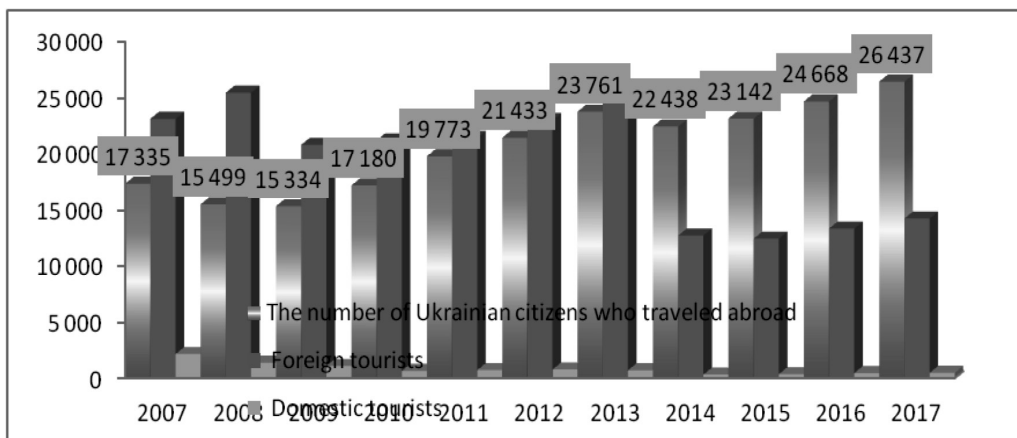


FIGURE 1. CHART OF TOURIST FLOWS IN UKRAINE IN 2007 – 2017

Source: compiled by authors according to [2, 10-13]

As our study showed, the growth of outbound tourism in Ukraine in 2018 compared with the last summer period is 30%.

The most popular regions by the number of visits during the summer season of 2017 were: Odessa region - 1 303 400 people; Kherson region - 1,004,600 people; Zaporizhya region - 791 300 persons; Lviv region - 721,900 people; Ivano-Frankivsk region - 528,600 people; Mykolaiv region - 491 100 people. In the first months of 2017, the most popular regions of Ukraine visited by internal tourists were Kiev and the Kiev region - 5,684,300 people; Lviv region - 2,505,500 people; Odesa region - 2 335 400 people. Taking into account the statistics on the fact that 77% of Ukrainians never left the country, the potential of the tourist services market in Ukraine is far from being exhausted and has great potential.

There are various points of experts regarding the development of the domestic tourism market. Many experts believe that the service in the Ukrainian tourism industry is gradually improving; infrastructure improves, small and medium businesses are activated. At the same time, the current state of infrastructure and the quality of the functioning of the domestic recreation and tourism sector shows its lack of efficiency; Ukrainian tourist cities do not often adhere to international standards for the provision of tourism services; the sector of tourist services requires the shadowing and effective state regulation of the tourist industry. An important task for the development of the national economy is to ensure its social orientation, the role played by recreational and tourist activities.

As our research showed today, there is an imbalance

of tourist flows of international and domestic tourism. We fully agree with the scientists who argue that the reorientation of the structure of the national economy to the priority of production of goods for the production of services is important for the effective development of the tourism industry. According to the World Economic Forum, Ukraine is currently using only one third of the available tourist and recreational potential. One of the ways of activating this industry is to increase the social impact of the tourism sector, which we followed on the example of the Dnipropetrovsk region, in particular, the city of Kryvyi Rih.

According to indicators of the development of the regional tourist services market, the structure of households' cash expenditures for 2017 amounted to 134.94 UAH for recreation and culture per month (2.4% to consumer spending, 2.1% to cash expenditures); for education - 74.82 UAH. (1.3% and 1.2% respectively); visits to restaurants and hotels - 235.68 UAH. (4.1% and 3.7%); eating out of the house - 128.72 hryvnias (2.3% and 2.0%). The purchase of tickets for recreation facilities and other institutions amounted to 32.04 UAH. (0.6% and 0.5%) of the value of consumer monetary expenditures is 5710.10 UAH. per month (100.0% and 90.4%). On average, per month for one household in Dnipropetrovsk region for 2017, non-cash benefits for the payment of goods and health care services, tourist services, vouchers for recreation facilities amounted to 10.66 UAH [15]. In recent years, household incomes have been growing quite slowly in Ukraine, and food expenditure has remained extremely high, which has kept back the development of other leisure expenses, table 3.

TABLE 3.

STRUCTURE OF COMPLEMENTARY MONTHLY EXPENDITURE OF HOUSEHOLDS,% [15]

	January-September	
	2016	2017
Consumer Costs	93	93
food	51,2	48,4
Health care	4,3	4
transport	3,7	3,6
communication	2,3	2,4
Rest and culture	1,4	1,6
education	1,1	1,1
restaurants and hotels	2,3	2,5
Distribution of consumer spending		
Groceries	54,2	51,4
Non-food goods	23,5	25,5
services	15,3	16,1

The given data testify to necessity of activization of social changes on the market of tourist services, granting of a tourist sphere of social measurements.

At the present stage of tourism development, the concept of social tourism is based on three basic principles: providing recreation and improvement of every member of society by attracting low income people into the tourism environment; subsidizing of tourist trips of poor citizens; participation of state and public structures in the development of tourism. Particular attention deserves the development of ecological routes, the inclusion of the natural world in the value orientation of the individual, which will promote the introduction of ethical norms of communication and attitude towards nature in the social life. We are talking about the peculiarities of the functioning of industrial attractions within the industrial cities, which today are able to satisfy the cognitive and recreational needs of the population. There is a world-wide experience of familiarizing with the peculiarities of the country's productive heritage, in particular in Germany.

This is about the well-known «Route of Production Heritage», which was introduced in the Ruhr district in 1999, during which tourists can visit 19 settlements that present the regional history of coal and steel production.

Ukraine has a great potential as anthropogenic landscapes (they occupy 92-94% of its territory), as well as a large number of technological landscapes, technological artifacts, and industrial landscapes that can be effectively used as objects of social tourism.

It is substantiated that social performance of tourism and recreation can be disclosed through a wide range of social effects, which in general include: development of the personality of a person (cognitive, aesthetic, creative, holistic, behavioral, educational, socio-cultural, social and communicative, sports); restoration of the health of the population (recreation and recreation, usually defined as reproductive or reproductive); Improving the social aspects of economic development (increasing employment, income, economy and GDP).

In 2013, the municipal program for the development of industrial tourism in Kryvyi Rih was adopted, which is aimed at implementing a strategic plan for the development of a modern industrial city. The industrial heritage of Kryvorizhya is a system of unique mountain-industrial landscapes of European significance, unique engineering and technogenic formations that have significant potential for creating a new tourism product and have a tourist attraction.

TABLE 4.

INDUSTRIAL HERITAGE OF KRYVYI RIH

The area of Kryvyi Rih is 425 km ² Mining landscapes make up 48.8% of the territory The industrial heritage includes more than 800 production facilities, old railways, hydrotechnical structures, etc.	45 mining iron ore mines
	41 quarries
	89 waste
	26 failed zones in the fields of underground mines
	15 sludge and ore combines
	34 spellstone objects: 12 open trenches of mines, 3 trenches, 11 tents, 2 underground workings, etc
	6 energy companies
	5 metallurgical enterprises
	28 machine-building plants
	5 chemical plants
	14 construction companies
	9 woodworking enterprises

Source: compiled by authors according to [3]

It is important to optimally use the tourist and recreational load on preserving tourist resources, obtaining the socio-economic effect without disturbing the ecological balance of the environment. It is about both working industrial objects and the remnants of the industrial heritage. The presence of a non-standard tourist product allows you to form creative excursions with unique objects: underground, transport, museums of the history of industrial enterprises, social and cultural attractions associated with the industrial past of the region. For example, in the city there are industrial excursions «Northern shining of Kryvyi Rih», «Kryvyi Rih – miner», «Descent into the operating mine», etc.; review excursions «Night Kryvyi Rih from the height of the Petrovsky dump», «Kryvyi Rih is city of ore and metal»; event excursions «Festival» The Night of Industrial Culture»; historical excursions «Streets of the old city», «Old Hdantsivsky mine», «To the old Red reservoir mines» and others.

As practice shows, tourism activity in large industrial centers suffers from excessive formalization, and therefore focuses on the production of relevant services as a commodity of mass culture. With the growth of the needs of tourists in quality services, it is necessary to take into account the environmental components and to introduce the instrumental values of industrial tourism as a socio-cultural practice.

A traditionally industrial city, Kryvyi Rih is no exception. It was considered an area of increased risk to human life and health. Recall that in accordance with the theory of reflexive modernization of W. Beck, every person, regardless of her status and age, lives in a society at risk. At the same time, it is precisely the extremity of industrial zones that prompts people to travel to such places. We consider it expedient to use the term «ecotourism», which includes

specific variants, types and methods of development of the natural environment. Motivation of ecological tourism is not only contemplation of natural habitats, including industrial ones, but the desire to diagnose their condition, to carry out the necessary socio-cultural activities for their preservation and reproduction. Thus, the social dimension of the development of tourist services in the development of industrial tourism will be realized through: accessibility of excursions and other tourist services; psychophysical relaxation; satisfaction of cognitive needs; cultural and educational actions; participation in creating a positive image of the industrial region; acquaintance with the extraordinary, surprising results of the influence of technological development of industrial production on the geospatial landscape composition. It is ecotourism that can satisfy the demand for excursions for certain social groups of the population, influence the rationally-savvy attitude and use of natural resources.

Conclusions The study of social dimensions of the tourist services market in Ukraine has proven the efficiency of tourism as a factor in the socio-economic development of the industrial region. In conditions of reducing the cost of recreation, ecotourism as a non-standard tourist product becomes topical, gives the potential of the industrial city a tourist attraction, stimulates creative proposals for familiarization with the unique objects of industrial destinations. The form of excursions with developed ecological routes is a socially responsible form of tourism, which can not only satisfy the cognitive and recreational needs of the individual, but also form a rational and resourceful use of natural resources. It is an effective means of preventing the devastating effects of human production and transformation activities.

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