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STRATEGIC DIRECTIONS OF SUSTAINABLE DEVELOPMENT OF THE TOURISM INDUSTRY

L. V. Tranchenko, V. V. Yavorska, N. V. Tereshchuk

Odesa I. I. Mechnikov National University

Abstract

Today, in the conditions of global restructuring and reorientation of economic sectors, the growth of people's needs and motives for tourism is important. Tourism as a branch of the economy is gradually taking leadership positions in many countries of the world, as well as in Ukraine in the future. Therefore, we have significant unrealized human, natural-resource, historical-cultural, tourist-recreational and scientific-technical potential, a good geographical location, and a favorable climate. Also, the peculiarity of the current situation in the country, economic and political instability, the conditions of the military conflict, insist on the further development of our state, which must necessarily include the creation of conditions for the development of the tourism industry.

At the same time, the formation of a highly developed tourism industry and its integration into the world market of tourist services are connected with the need to solve acute socio-economic problems and attract international experience. The article reveals that the phenomenon

of the 21st century. determine today - the hospitality industry, which has become one of the leading directions of socio-economic activity. It has been proven that this is the business of the 21st century. which contributes to the creation of new jobs, the search for methods of increasing the competitiveness of enterprises at the global level, the popularization of the country on the international market of services and, as a result, raising the level of the national economy.

However, in recent years, the tourism industry in Ukraine has been in a state of stagnation, therefore, the determination of factors influencing the development of the hospitality industry is relevant, because with the help of the acquired knowledge, it is possible to prevent the degradation of one of the most promising branches of international business. The article examines the influence of factors on the sustainable development of the tourism industry, economic studies of the potential opportunities of this industry within the general strategy of the socio-economic development of the world in general and Ukraine in particular.

Key words: sustainable development; tourism; tourism industry; development management; competitive environment.

Problem statement and its relevance. Domestic tourism is part of the world system and follows the trends of its development. Having its historical features, namely the unique system of sanatorium-resort treatment, Ukraine can, on this basis, create an effective management model for the sustainable development of domestic tourism, a more focused preservation of the nation's health. However, there are a number of problems in the existing system of public administration, without the solution of which this is impossible. It is about the incompleteness of the institutional design of the industry in general and its main directions - domestic regional and interregional tourism, as well as the problem of spatial development of tourism [1].

The past year and a half has shown that tensions in the world regarding the COVID-19 pandemic are not decreasing, and this implies a change in management strategies for tourism development. For Ukraine, the problem is complicated by the deterioration of its relations with a number of countries, which becomes an additional restriction for international travel. The effectiveness of strategic management is determined by the ability of states to adequately assess the proposed external and internal challenges. Policy in the field of tourism should be based on the understanding that modern tourism is an open system that is in constant interaction with such social spheres as the economy, ecology and social environment, and its product is the result of the

activities of many industries. The task of the state is the choice of goals and strategies for the development of the industry, which ensure a balanced interaction of these spheres, and the direction of its development through conscious support and influence on various state institutions that support the balance of the interests of the participants.

Analysis of recent researches and publications. Many domestic scientists and practitioners are drawn to the management and sustainable development of the tourism and hospitality industry, as this direction is promising today. In particular, the theoretical and methodological principles were developed in the works of V.V. Abramova, V.V. Aleksandrova, M. Baranovskyi, L. D. Bozhka, M. V. Grabar, V. A. Bigori, O.V. Hryvkivska, T. V. Grynko, O. Davydova, A. Matvienko, S. G. Nezdoiminova, T.I. Tkachenko and others. The well-known works of the above-mentioned scientists are of great significance from the point of view of solving the problems of tourism in a competitive environment. First of all, they are a scientific and theoretical base for the further development of theoretical and methodological foundations, which adds a purposeful character to tourism management. All this determines the necessity and relevance of the study of this problem.

The purpose of the article is to develop strategic directions for the development of the tourism industry in Ukraine.

Presentation of the main research material. One of the most important guidelines of modern state policy is the concept of sustainable development, which defines it as development that meets the needs of the current generation and does not harm the ability of future generations to meet their own needs [1]. According to the concept, in 2015, the UN General Assembly announced 17 Sustainable Development Goals (SDGs) for the period up to 2030, including for tourism. Taking into account the seriousness of the situation that arose in connection with the COVID-19 pandemic, and in accordance with the SDG, countries were offered five main directions for saving and transforming tourism after overcoming it [2]: 1. Mitigating socio-economic consequences (saving jobs, strengthening trust and security). 2. Increasing competitiveness and sustainability (development of tourism infrastructure and improvement of the quality of service provision, diversification of products and markets, promotion of domestic tourism). 3. Digitization of the tourism ecosystem, creation of innovative solutions, investment in digital skills. 4. Greening (promotion of sustainable development, implementation of carbon-neutral solutions, development of ecotourism) in conditions of depletion of clean water reserves,

loss of biodiversity in nature, degradation and pollution of the earth and its atmosphere, and other impacts. 5. Coordination and partnership to transform the sector and achieve sustainable development goals. Following these directions means that "within the framework of the Central Committee approach, the role of all participants in tourism processes should go beyond the traditional logic of profit maximization. This is a key point based on the modern international interpretation of the tourism industry as the activity of a huge network of actors representing a system of related industries" [3]. In essence, this is a call to change the target values of states - from efficiency to social justice, to the formation of the concept of responsible development.

Experts believe that the development of sustainable tourism is possible only when a critical mass of ideologues of this concept is formed in politics, business, and society, who consider the protection and support of world and domestic natural and cultural resources to be their main task [4]. Ukraine joined this agenda, but the pandemic halted the process of industry development. According to estimates of the UN World Tourism Organization, the total losses of tour operators in 2020 amounted to more than 1.3 trillion. UAH (60% from 2019). Domestic tourism decreased by 35-40%, inbound tourism by 93.6% (forecast), outbound tourism by 77.5%. The profitability of tour operators decreased by 60%. 30% of travel agencies stopped working, more than 50,000 industry specialists were left without work [5].

The level of tourism development achieved in the pre-crisis period and measures of state support for the economy in the conditions of the pandemic allowed the industry, albeit with great losses, to adapt to the crisis situation and survive. It is important that the development of tourism follows new world trends. These include initiatives to reorient tourism to the fulfillment of the SDGs, the use of digital technologies, changes in the structure of supply and demand, the emergence of new types and forms of tourism, a shift in emphasis to the relationships between actors and the joint creation of tourism products [3]. Now we need a clear long-term policy to bring the tourism industry out of the crisis and its sustainable development, based on a comprehensive systemic approach to the problem, on the understanding of tourism as one of the most important subjects of the socio-ecological-economic transformation of Ukraine. For this, the country's sustainable development strategy is needed, which ensures a unified focus and balance of development strategies of all sectors for the implementation of the Central Development Goals. It is possible to transform tourism into a sustainably developing industry only by solving a number of serious systemic problems at the state level.

Over the years of its existence, tourism, as the most complex object of state administration, has never acquired "institutional" certainty, repeatedly changing its jurisdiction and being subordinated to various departments, which created inconsistencies in the actions of its individual subsystems and led to the inefficiency of tourism in general. The state began to pay significant attention to tourism only in recent years [2]. Today, Ukraine can be classified as one of the countries with an average level of tourism development, which does not sufficiently use the favorable conditions for the proper development of inbound tourism.

The conducted analysis makes it possible to determine the directions of development of the tourism industry in Ukraine, which are seen in the need to strengthen the role of the state, which will be able to provide material support for the development of tourism; formation of an effective model of cooperation of private-state partnership, to adhere to the implementation of the "Strategy for the development of tourism and resorts for the period until 2026" [6]. According to the UN World Tourism Organization (UNWTO), the contribution of tourism to world GDP is 10%, and the total number of jobs directly or indirectly related to tourism is 11%, therefore a balanced state policy in the field of tourism is an important part of sustainable economic development of Ukraine in the world. "The development of tourism stimulates growth in related areas of the economy, which is particularly important for the regional development of Ukraine. In addition, we have extremely wide opportunities to attract year-round tourism thanks to our unique natural opportunities, rich historical and cultural heritage. The development of tourism is an important component of economic growth, and the approval of the Development Strategy will allow for more effective coordination of work in this direction," Stepan Kubiv commented on the Government's decision [2; 6].

The strategy defines the approach of the state tourism policy in the following areas:

- safety of tourists;
- regulatory and legal support;
- development of tourist infrastructure;
- development of human resources;
- marketing policy for the development of tourism and resorts.

The strategy provides that by 2026 in Ukraine:

- the number of foreign tourists will increase by 2.5 times;
- the number of domestic tourists will increase by 5 times;

- the number of jobs in the field of tourism will increase by 5 times;
- the filling of budgets of all levels from the implementation of tourist activities will increase 10 times;

- the number of tourist activity entities will increase by 5 times;
- tourists will spend up to UAH 80 billion during their travels in Ukraine;
- a positive image of Ukraine as a country attractive for tourism will be created [6]. "The development of a tourism strategy is one of the conditions that we have to fulfill as part of the implementation of the Association Agreement with the EU. We are already working on its implementation: we are creating a plan of actions for the implementation of the Strategy, we are conducting an active dialogue with representatives of Ukrainian business, we are working out the legislative framework", - noted Deputy Minister of Economic Development and Trade of Ukraine Mykhailo Tatarchuk [5; 6].

The difficult political and economic situation in Ukraine restrains the development of the tourism industry. The situation of uncertainty scares away potential foreign tourists. Therefore, to improve the situation, it is necessary, first of all, to conduct a competent information policy aimed at creating a positive image of the country. The scale of tourist flows depends to a significant extent on the political and macroeconomic situation (primarily, inflation, exchange rate changes), real incomes of the population, the availability of tourist infrastructure facilities, and the image of tourist facilities. In recent years, there has been an increase in outbound tourism in Ukraine due to a significant reduction in the interest of foreigners in Ukraine. Despite the significant potential of the tourism industry, in Ukraine over a fairly long period of time there has been an increase in the gap between the volume of inflows and the outflow of funds from the country, directly or indirectly provoked by the import of tourist services: from payment transfers to foreign tour operators and other subjects of the host party - to personal expenses of tourists, which are not taken into account by official statistics [9].

Today, Ukraine loses to European countries in many indicators of the competitiveness of tourist services, because it does not pay due attention to this area, and irrationally uses its competitive advantages. Our state is practically uncompetitive, which is due to:

- insufficient development of tourism infrastructure;
- ineffectiveness of state policy;
- lack of formed attractive tourist image of the country.

References. Therefore, increasing the competitiveness of the tourism sector is a key task of the economy of modern Ukraine. It is important to focus efforts on providing tourists with not only the availability of cultural and natural objects for viewing, but also safety, high standards of hospitality, improving the quality of infrastructure, and a reasonable price policy [7]. At the same time, it is necessary to constantly work on ensuring the effective and comprehensive use of the existing potential, the creation of a competitive national tourist product and the promotion of this product on the European and world market of tourist services.

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Institutional Review Board Statement

The experimental studies were carried out in the conditions of a chronic experiment in accordance with international standards of humane treatment of vertebrate animals and approved by the Ethics Committee of Odesa National Medical University (N7/21, 11 October 2021).

Informed Consent Statement

The data of experimental studies are given. Written informed consent from the patients was not necessary to publish this paper.

Data Availability Statement

The data presented in this study are available on request from the author.

Conflicts of Interest

There is no conflict of interest.

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