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INTERNATIONAL TOURISM AND ITS IMPACT ON THE ECONOMIC DEVELOPMENT OF UKRAINE

International tourism is defined as a journey of a person outside his or her permanent place of residence, including border crossing, for the period from one day to one year with an educational, recreational, recreational or other purpose, without any paid activity at the place of temporary residence. It is determined as an important area of international cooperation in specific activities, based on the respect for the national culture and history of each nation and the fundamental interests of each country. Moreover, international tourism is regarded as a sphere for developing mutual understanding between people, and exploring the achievements of other countries in various fields. Nowadays, international tourism is considered to be one of the most developed branches of the world economy and the most dynamic branch of foreign economic activities. Thus, according to the UN World Tourism

Organization, while in 1950 the number of international tourists worldwide amounted to 25 million, in the year 2000 – 674 million, in the year 2015 the number of international tourists exceeded 1180000000. In the coming decades, this figure is expected to increase, and UNWTO forecasts international tourist arrivals to reach 18000000 by 2030 (Table 1) [1, p.15].

Modern trends of Ukrainian tourism demonstrate that it, having a strong recreational potential, is growing without a comprehensive tourism policy of the state and well-established management mechanisms. Thus, for the last 15 years, instead of reforming the industry, the state has reformed the central body of executive power in the sphere of tourism six times, including name change, which all together led to the stagnation in the sector and non-implementation of international agreements [5].

Table 1

International tourist arrivals and income from international tourism [4]

	1950	1980	1990	1995	2000	2005	2010	2013	2014	2015	2020	2030
International tourist arrivals, million people	25	278	435	527	674	809	949	1087	1133	1184	1360	1809
Income from international tourism, \$ billion	2	104	262	415	475	679	919	1197	1245	1355		

Tourism plays an essential role for employment, and it is forecasted, that around 2,500 new jobs will be created in the world daily over the next five years. Covering many sectors of the economy, it is almost impossible to determine an accurate figure for the number of workers employed in tourism industry. Moreover, the specific nature of work (seasonal, part-time, temporary work, etc.) also makes it challenging to determine a realistic and accurate number. Therefore, it is crucial, because by absorbing more workforce, tourism reduces social tension in the society.

In numerous countries tourism is one of the branches with the highest priority. Its contribution to the gross national income amounts up to 20-45% and the income from foreign tourism is the major source of currency receipt. Thus, the tourism business not only brings a considerable part of the profit to the budget of tourism-developed countries, but is also extremely promising and certainly has the potential to become one of the main sources of revenues to the state budget of other countries.

In our country there are plenty of recreational resources for the development of international tourism. But, as practice shows, the development of tourism requires not

only the available resources, but also the positive impact of a number of socio-economic, political, cultural and environmental factors [6]. Today, the situation in Ukraine is quite difficult development of international tourism: difficult political situation, hostilities in the east, annexation of Crimea and economic instability – all this has a negative impact on the tourist situation industry in Ukraine [3].

The domestic market for tourist services needs immediate changes that will meet international requirements, since the development of the domestic tourism industry is impossible without its integration into the world tourist space [2], which will promote the development of international tourism in the country. International tourism development in Ukraine, its transformation into a source of significant and stable revenues sources for the state budget as well as improvement of Ukraine's image in the world requires the country to develop the appropriate regulatory framework for tourism industry. It demands not only an efficient state policy and coordinated actions of all state and local authorities for the tourism development, but also the establishment of a competitive touristic product and substantial upgrading of the tourism infrastructure. The prospects for restoring inbound tourism flow are also associated with the stabilization of the situation in the eastern part of the country and the development of European integration processes, which will strengthen the external image and authority of the state on the international market of tourist services.

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