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EUROPEAN INTEGRATION STRATEGY FOR TOURISM DEVELOPMENT OF UKRAINE

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The purpose of this article is to investigate the essence and features of the implementation mechanism of the European integration strategy for the development of tourism in Ukraine.

Methods of research. The article uses general scientific methods of researching economic phenomena: epistemological analysis, theoretical generalization, methods of analysis and synthesis, induction and deduction, structural-logical analysis, extrapolation, grouping and classification.

Presentation of the main research material. The tourism industry of Ukraine is one of the first to suffer large-scale losses with the start of a full-scale war in Ukraine. The state budget did not receive almost 35% from the tourism industry, which was caused by the suspension or complete exit of tourist companies from the Ukrainian market of the tourism industry. The European integration process of tourism development in Ukraine consists in the implementation of European norms and standards, the spread of its own cultural, historical, geographical achievements in the EU countries. This will lead to the adaptation of European cultural identity in Ukraine and general integration into the European environment. Therefore, one of the key tasks of the Ukrainian tourism industry is the need to actively continue the implementation of the adopted strategic course for European integration through the mechanism of implementing the European integration strategy for the development of tourism in Ukraine. That is why the mechanism for the implementation of the

European integration strategy for the development of tourism in Ukraine is becoming relevant, since only with the help of integration into the European space and the adoption of European laws, standards, norms and rules will Ukraine be able to revive and ensure the appropriate level of safe and high-quality tourist flow of Ukrainian tourists to EU countries and others.

Conclusions from the conducted research. It was revealed that as a result of comprehensive actions regarding the implementation of the European integration strategy for the development of tourism in Ukraine, the following advantages will occur: the competitiveness of national and regional tourism products will increase with the prospect of expanding to European markets; the quality of life of the population will increase by ensuring socio-economic growth, environmental safety, consolidation of society, providing access to services in the field of tourism according to European standards; the emergence of new jobs and the expansion of the population's opportunities for employment and self-employment; creation of a modern tourist information industry, as well as ensuring information freedom about the tourist resources of Ukraine in the global information European space.

Keywords: European integration strategy; integration processes; tourism development of Ukraine; tourism industry; mechanism of implementation of European integration strategy; tourism industry; competitiveness; European space; tourist flow.

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ЄВРОІНТЕГРАЦІЙНА СТРАТЕГІЯ РОЗВИТКУ ТУРИЗМУ УКРАЇНИ

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Метою даної статті є дослідження сутності та особливостей механізму реалізації євроінтеграційної стратегії розвитку туризму в Україні.

Методи дослідження. У статті використано загальнонаукові методи дослідження економічних явищ: гносеологічного аналізу, теоретичного узагальнення, методи аналізу і синтезу, індукції та дедукції, структурно-логічного аналізу, екстраполяції, групування й класифікації.

Виклад основного матеріалу дослідження. Туристична галузь України є однією з перших, яка зазнала масштабних збитків з початком повномасштабної війни в Україні. Державний бюджет недоотримав від туристичної галузі майже 35%, що спричинено призупинкою або повним виходом туристичних компаній з українського ринку туристичної індустрії. Євроінтеграційний процес розвитку туризму в Україні полягає у імплементації європейських норм і стандартів, поширенні власних культурних, історичних, географічних здобутків у країни ЄС. Це призведе до адаптації в Україні європейської культурної ідентичності та загальної інтеграції до загальноєвропейського середовища. Тому одним із ключових завдань української туристичної галузі є необхідність активізації механізму реалізації євроінтеграційної стратегії розвитку туризму в Україні. Саме тому механізм реалізації євроінтеграційної стратегії

розвитку туризму України набуває актуального значення, оскільки лише за допомогою інтеграції у Європейський простір та прийняття європейських законів, стандартів, норм та правил Україна зможе відродити та забезпечити належний рівень безпекового і якісного туристичного потоку українських туристів до країн ЄС та ін.

Висновки з проведеного дослідження. Виявлено, що у результаті комплексних дій щодо реалізації євроінтеграційної стратегії розвитку туризму в Україні матимуть місце такі переваги: зросте конкурентоспроможність національного та регіональних туристичних продуктів з перспективою розширення на європейські ринки; зросте якість життя населення шляхом забезпечення соціально-економічного збагачення, соціо-екологічної безпеки, надання широких можливостей у сфері туризму за європейськими нормами; поява нових робочих місць та розширення можливостей щодо працевлаштування, а також забезпечення інформаційної свободи туристичних ресурсів України у світовому інформаційному європейському просторі.

Ключові слова: євроінтеграційна стратегія; інтеграційні процеси; розвиток туризму України; індустрія туризму; механізм реалізації євроінтеграційної стратегії; туристична галузь; конкурентоспроможність; Європейський простір; туристичний потік.

Statement of the problem and its connection with tasks. The tourism industry of Ukraine is one of the first to suffer large-scale losses with the start of a full-scale war in Ukraine. The state budget did not receive almost 35% from the tourism industry, which was caused by the suspension or complete exit of travel companies from the Ukrainian market of the tourism industry. The hotel and restaurant sector also suffered catastrophic destruction, some of which remained in occupation or were destroyed and are not suitable for restoration. However, in the second half of 2022, the Ukrainian tourism industry began to adapt and resume its activity through excursion safety tours to the west of Ukraine.

The tourism in Ukraine's industry is one of the main industries that has a direct impact on the country's budget and its overall socio-economic condition. That is why the mechanism for the implementation of the European integration strategy for the development of tourism in Ukraine is becoming relevant, since only with the help of integration into the European space and the adoption of European laws, standards, norms and rules will Ukraine be able to revive and ensure the appropriate level of safe and high-quality tourist flow of Ukrainian tourists to EU countries and others.

Analysis of recent publications on the problem. Current issues of the European integration direction of the tourism industry of Ukraine were studied by many economists. Research issues of the tourism industry in the context of the European integration of Ukraine (Babikova, 2021; Bigus, 2018; Drebot, 2021; Zayachkovska, 2017; Zinchenko, 2017; Khudaverdiyeva, 2022). Actual problems of the development of tourism in Ukraine (Gaponenko, et al., 2022; Zakharin, 2019; Komirenko et al., 2018; Marynyak, 2021; Molchanova, 2021; Olshanska, 2017; Pankova, 2022; Rubanyak, 2020; Schegliuk, 2019; Yarovy, 2016). However, the implementation of the European integration strategy for the development of tourism in Ukraine in general is not covered at a sufficient level, which prompted the study of this issue.

Statement of the main results and rationale. The European integration process of tourism development in Ukraine consists in the implementation of European norms and standards, the spread of its own cultural, historical, geographical achievements in the EU countries. This will lead to the adaptation of European cultural identity in Ukraine and general integration into the European environment. Therefore, one of the key tasks of the Ukrainian tourism industry is the need to actively continue the implementation of the adopted strategic course for European integration through the mechanism of implementing the European integration strategy for the development of tourism in Ukraine. Tourist flows among the Ukrainian population and the population of European Union member states also have a direct impact on the integration of our tourism industry into the European economic and humanitarian and social space (Babikova, 2021; Zakharin, 2019).

This is confirmed by the fact that in 2021, the cultural and educational and pilgrimage route from Vinnytsia to Kamianets-Podilskyi via Bar "Podilsky Way of St. James" (Camino Podolico) was officially accepted into the European Federation of the Way of St. James. Thanks to this, a new certified cultural route of the Council of Europe may appear in Ukraine, which allows popularizing and developing local heritage at the international level, establishing cooperation between communities and with other countries (Pankova, 2022). The Camino Podolico is modeled after the Ways of St. James, which pass through Europe and lead to the city of Santiago de Compostela in Spain, where the relics of the Apostle James are kept. The Ukrainian route with a distance of 250 km includes more than 10 Podillia communities. Testing of this route began immediately in 2021, in which more than 150 travelers from different cities of Ukraine took part, who for convenience were provided with a bilingual guidebook, a detailed map of the route with the maximum number of interesting objects, signposts on the way, a pilgrim's passport and certificates of passage. However, at present, due to the full-scale war, this route does not work (Drebot, 2021).

Thus, the mechanism for implementing the tourism development strategy of Ukraine in the conditions of European integration is the same powerful step on the way to solving global problems in the field of tourism industry, which can be achieved through a strategically oriented state policy of tourism in the focus of European integration shifts (Zinchenko, 2017). Therefore, Ukraine adopted Decree No. 168 of March 16, 2017, which highlights the main essence of the strategic development of tourism until 2026. This strategy has a European integration orientation and defines the main conditions, tasks and goals of the development of the tourism industry in Ukraine based on European standards (Fig. 1).

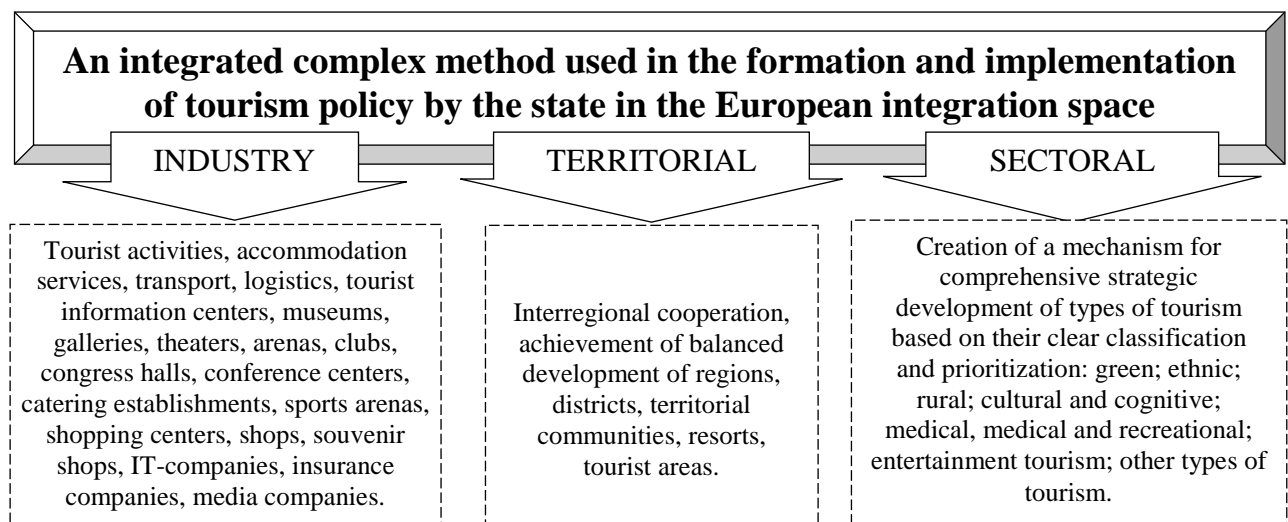


Source: systematized and built by the author on the basis of (Bigus, 2018; Zayachkovska, 2017; Yarovy, 2016; Tourlib.net, 2022; Tourism.gov.ua, 2022).

Fig. 1. Key conditions for the sustainable development of the Ukrainian tourism industry under the influence of European integration factors

The main goal of the mechanism for the implementation of the tourism development strategy of Ukraine is the formation of favorable, safe conditions for the competitive development of the tourism industry in accordance with international European quality standards. The implementation of this mechanism will provide Ukraine with a European-integrated, competitive industry in the world market, which will help accelerate socio-economic development and improve the quality of life of the population and popularize Ukraine in the world (Khudaverdiyeva, 2022).

The mechanism for the implementation of the tourism development strategy of Ukraine in the conditions of European integration helps to form an integration method in the formation and implementation of tourism policy, which provides for the synergy of such basic elements as: sectoral, territorial and sectoral (Fig. 2).



Source: systematized by the author (Bigus, 2018; Zayachkovska, 2017; Yarovy, 2016; Tourlib.net, 2022; Tourism.gov.ua, 2022).

Fig. 2. The main elements of the integrated complex method used in the formation and implementation of tourism policy by the state in the European integration space

In order to achieve the goals of the European integration strategy for the development of tourism in Ukraine, within the framework of the main elements of the integrated approach and the main identified priority directions, it is necessary to ensure the synergistic interaction of all elements of the mechanism of state regulation of the development of tourism with an orientation to the rules and norms of the European Union. Let's consider each individual element further (Gaponenko, et al., 2022).

1. The legal mechanism is aimed at compliance by subjects of the process of implementation of the European integration strategy with the principles of constitutionality, legality and transparency.

2. The organizational and economic mechanism is aimed at ensuring the principles of strategic partnership and cooperation of executive authorities and local self-government bodies, sustainable development of territories and maintenance of a high level of competitiveness by involving representatives of business structures. A clear definition of tasks by the subjects of implementation of the European integration strategy will make it possible to distribute responsibility for decision-making and their implementation:

- a plan of measures for the implementation of the European integration strategy, which will make it possible to evaluate the achievement of the goals of this strategy by means of monitoring and determining the effectiveness of the measures implemented at the state, using the established development indicators;

- target and regional programs for the development of the tourism industry;

- contracts concluded on the basis of public and private partnership.

- providing support to the domestic producer of tourist products;

- promotion of financial recovery of tourism industry enterprises;

- implementation of modern information and marketing and smart technologies.

3. The financial mechanism of the European integration strategy ensures the implementation of the principles of honesty and predictability of the actions of state authorities in the distribution of financial resources of the state budget, investment funds, grants of international organizations, attracting bank loans and loans from non-banking institutions, leasing and insurance companies (Komirenko et al., 2018).

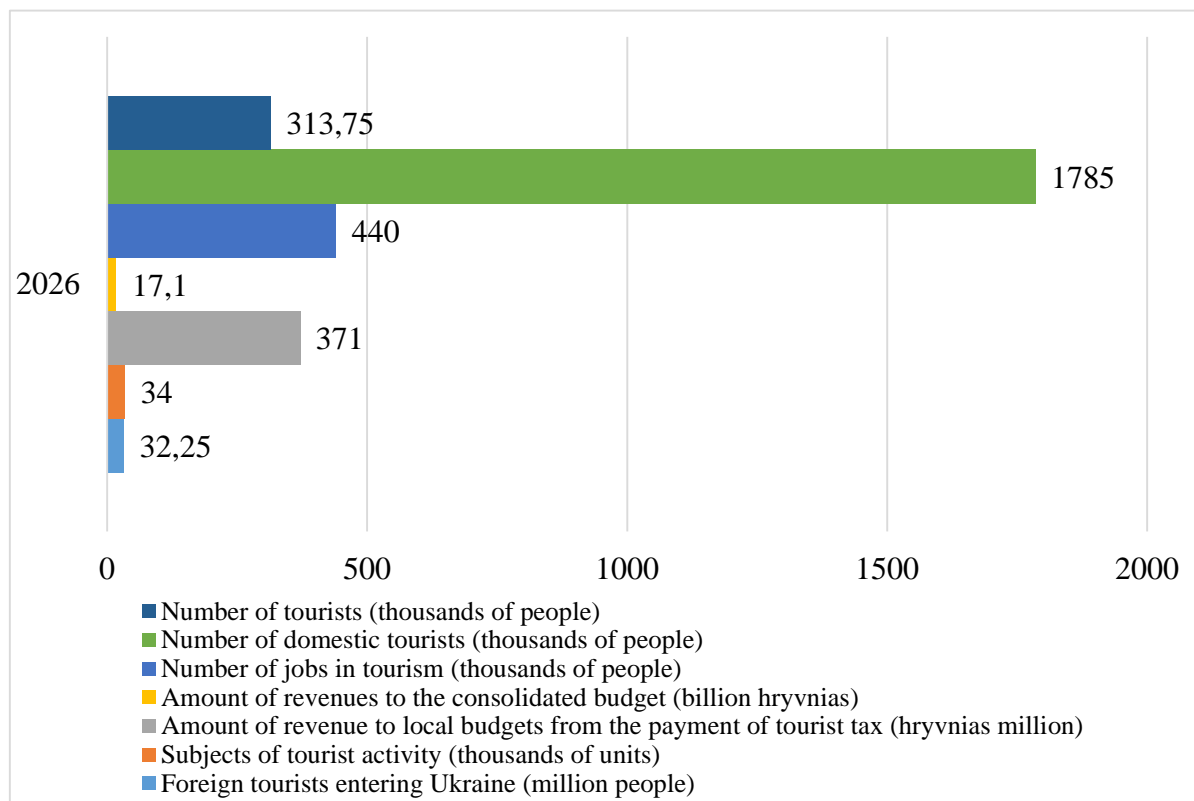
Financial support for the implementation of the European integration strategy is carried out within the limits of state and local budgets, tourism business entities, funds of international technical assistance, other international donors, financial organizations and institutions, funds of investors and other sources not prohibited by law. The amount of financing of the European integration strategy is formed under the influence of specific tasks and within the limits of financial resources provided by the country's state budget for the relevant year (Marynyak, 2021; Schegliuk, 2019; Rubanyak, 2020).

One of the conditions for the successful implementation of the European integration strategy is the development and implementation of a monitoring system taking into account objective indicators of development. In addition, there is a constant comparison of the results of its implementation in terms of achieving the goals of the European integration strategy and regional development strategies.

The implementation of the provisions of the European integration strategy, implementation of the action plan, and monitoring of the status of their

implementation are carried out by the central and local authorities within the limits of the Constitution and laws of Ukraine. Non-governmental organizations, independent institutes and experts are involved in monitoring in order to maintain objectivity and impartiality. The results of the monitoring may be the basis for adjusting the European integration strategy for the formation of the Ukrainian tourism industry (Molchanova, 2021; Olshanska, 2017).

Effective diagnostics of the development of the Ukrainian tourism industry and the achievement of the main Euro-strategic goals defined by the European integration strategy use benchmarks of development, the results of state statistical observations in the tourism industry, other data from central executive authorities and indices of international ratings of the development of the tourism industry. As a result of the implementation of the European integration strategy, the forecasted indicators will have the following value (Fig. 3).



Source: systematized and built by the author on the basis of (Bigus, 2018; Zayachkovska, 2017; Yarovy, 2016; Tourlib.net, 2022; Tourism.gov.ua, 2022).

Fig. 3. Forecast indicators of the development of the Ukrainian tourism industry for 2026. in the vector of the European integration strategy

Conclusions and prospects for further research. Therefore, as a result of an effective mechanism for the implementation of the European integration strategy for the development of the Ukrainian tourism industry, it is necessary to achieve the following values: an increase in the costs of tourist flows of the

population during trips in Ukraine to 80 billion hryvnias in 2026; increasing the volume of capital investments in the field of tourism and resorts to 6.6 billion hryvnias in 2026; ensuring the activity of the institute of decentralized organizations in the field of tourism (creation of a national tourism organization and relevant regional tourism organizations); functioning of the Unified tourist information system; implementation of the satellite account system recommended by the UN World Tourism Organization (UNWTO); establishment of ten tourist offices abroad; liberalization of the visa regime with ten countries of the world, which are target tourist markets for Ukraine. The resulting effect of the implementation will be as follows: the competitiveness of national and regional tourism products will increase with the prospect of expanding to European markets; the quality of life of the population will increase by ensuring socio-economic growth, environmental safety, consolidation of society, providing access to services in the field of tourism according to European standards; the emergence of new jobs and the expansion of the population's opportunities for employment and self-employment; creation of a modern tourist information industry, as well as ensuring information freedom about the tourist resources of Ukraine in the global information European space.

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