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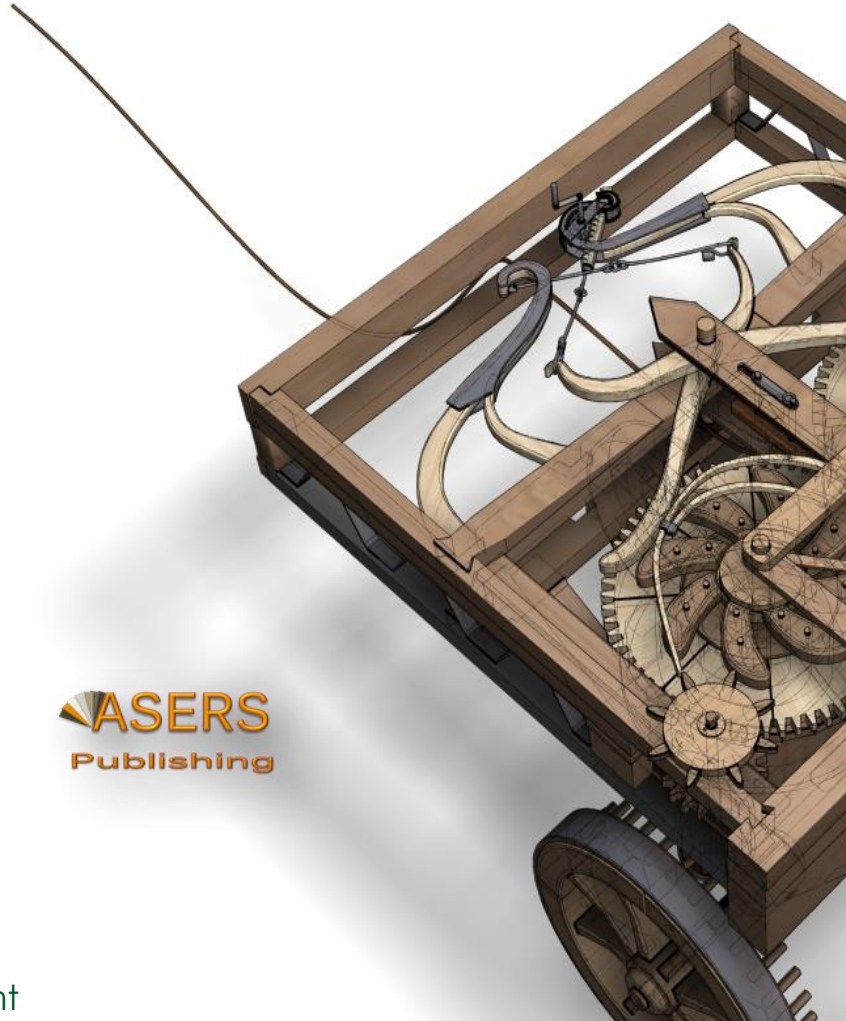
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State and Trends of Sustainable Development of Tourism in Ukraine and the World

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Abstract:

Nowadays, tourism is among the most important socio-economic sectors of the world economy, so the urgency of the problem under investigation is due to the need for sustainable development of tourism in Ukraine. The purpose of the article is to develop recommendations for the sustainable development of tourism in the world and in Ukraine, in particular, in the Carpathian region. To the leading methods of research problems of the article include the analysis of theoretical sources, analysis of statistical data, comparison. The article examined the essence of tourism, its categories, nature and factors of sustainable tourism development, studied the development trends of tourism in the world, analyzed the development of tourism in Ukraine and the Carpathian region, made the comparison of the indicators of tourism development in Ukraine and in other countries, identified problems of sustainable tourism development in Ukraine, ways of their decision are developed. The materials of the article have practical value for ensuring the sustainable development of tourism in Ukraine, in the Carpathian region or at the level of other regions of the country.

Keywords: mountain-recreational resources; investments; infrastructure; region; tourism; tourist services.

JEL Classification: Z30, Z32, Z33.

Introduction

The research topic is "The state and trends of sustainable development of tourism in Ukraine and the world". It is relevant because tourism is one of the most important sectors of the economy. After all, the importance of tourism in the world is constantly increasing and exactly the question of the development of tourism is standing in a number of priorities for the economic growth of many countries. This is due to the fact that revenues from international tourism are an important indicator of the economic growth of world countries.

Every eleventh workplace in the world belongs to the tourism industry. Currently, the growth rate of tourism development (5% per year) is ahead of the growth of the global economy (2-3% per year). This proves that tourism, to a large extent, is a factor that contributes to the development of the world economy (Pirogov and Pirogova 2017). According to F.M.Y. Roxas, J.P.R. Rivera, E.L.M. Gutierrez, tourism is an independent system characterized by complexity and dynamism, which necessitates consideration of sustainability considerations. In order to effectively manage tourism, it is very important to understand the underlying it system structures and feedback mechanisms that influence how tourism works over time (Roxas *et al.* 2018). Sustainability in tourism implies a positive overall balance of environmental, socio-cultural, and economic impacts of tourism, as well as a positive impact of visitors and local residents on each other (Pisarevsky 2014).

The geographical position of Ukraine, its natural resources, climate, historical-cultural and recreational potential are a good prerequisite for turning tourism into a profitable sector of the national economy. The theoretical significance of the article lies in the study of the essential and informative characteristics of the sustainable development of tourism in Ukraine and the world. The practical significance of the work lies in proposing directions

for the sustainable development of tourism in the Carpathian region that can be presented to the authorities with the purpose of the effective use. The theoretical basis of the article consists of fundamental developments on the topic under study, which were presented in the works of domestic and foreign authors.

Many authors paid attention to the problems of sustainable development of tourism in Ukraine and the world and offered ways to solve them. The main problems of the development of tourism in Ukraine, according to the authors such as A.A. Terebukh, O.P. Makar, G.Ya. Initskaya, are due to the following reasons: the slow growth of investment in the development of tourism infrastructure; lack of budget financing important for the development of tourism and resort areas; lack of solvent demand; the discrepancy between national tourism services and the price and quality; dependence of the efficiency of the industry on the economic and political situations; low level of information technology in Ukraine; minor state efforts in sustainable tourism development; imperfection, vagueness and instability of environmental legislation; low marketing and branding effectiveness; imperfect international air transport network; imperfect road infrastructure; undeveloped local transport network; outdated land transport infrastructure; insufficient level of development of the hotel chain; low presence in the market of leading car rental companies; low level of the availability of the Internet; adverse tax regime; high transport rates; communication narrowness of the population in tourist contacts; lack of an integrated system of state management of tourism in the regions; imperfection of the regulatory framework; the incompatibility of the vast majority of tourist establishments with international standards; imbalance of social and economic efficiency of the use of recreational resources and the need to preserve them; tax load that interferes and scares away the potential investors in the field of tourism; insufficient information-advertising activities abroad; imperfection in the regional regulation of the tourism industry (Terebukh *et al.* 2015; Bolgova *et al.* 2016).

Barash Yu. S. believes that the basis of the tourism industry is, above all, tourism infrastructure and travel services. In Ukraine, the current state of the infrastructure does not satisfy either domestic or foreign tourists, and the quality of services makes modern tourist products not competitive (Barash 2014). However, in the literature there is no actual research on the problems of sustainable development of tourism in Ukraine and the world, as well as in specific regions (particularly in the Carpathian region), which will be discussed later in this article.

1. Literature Review

In recent years, the tourism industry has become an important social and political phenomenon that affects the economies of many developed countries. Modern tourism, without a doubt, integrates almost all industries. Every year in the world is almost a billion-tourist travel. Tourism, surely, one of the highly profitable industries. E.N. Artemova and O.G. Vladimirova divide tourism into categories: tourism within the country, including domestic and inbound tourism; national tourism includes domestic and outbound tourism; international tourism includes inbound and outbound tourism. According to the functional classification, tourism can be recreational, health-fitness; cognitive; business; sports; ethnic; religious; transit; educational (Artemova and Vladimirova 2015). The impact of tourism is usually estimated by economic, social, cultural indicators (Agyeiwaah *et al.* 2018). Tourism forms up to 10% of the total GDP of EU countries. In developed countries, tourism contributes to the socio-economic development of countries. In some countries, tourism has become the main industry of the economy, which determined the dependence of its economic situation on international tourism.

From the point of view of such authors as H. Séraphin, M. Platania, P. Spencer, G. Modica, tourism, in addition to a positive impact, can also have a negative effect. Among the negative impacts of the industry can be noted excessive tourism. Indeed, in the summer of 2017, this became a serious problem, especially in Europe. There was a lot of anti-tourism – movements due to excessive tourism, as well as proposals to deal with this issue. Excessive tourism in the near future may cause some areas to fall, for example, Venice (Séraphin *et al.* 2018).

According to K.I. Arbuzov, sustainable tourism is a type of tourism, at which rationally uses environmental resources, maintains the socio-cultural characteristics of the host territory, ensures the efficiency and viability of long-term economic processes, restores tourism resources and improves the production technology of tourist services (Arbuzova 2014). Pirogova O.V., Pirogova A.Yu. consider that sustainable tourism is the subjecting to fluctuations the aggregate of relationships and phenomena that occur as a result of traveling and staying in the country (region) of people who do not live and do not work there (Pirogov and Pirogova 2017). From the point of view of Pisarevsky E.L., with the sustainable development of tourism is achieves a balance in the implementation of economic, environmental, social and cultural development goals, takes into account the interests of all stakeholders, makes rational use of tourism resources and comprehensive partnership (Pisarevsky 2014).

Factors that affecting the development of tourism are: the permanent one: natural-geographical, historical-cultural; the changing one: political, socio-demographic, financial and economic, scientific and technical (Korzhirov 2015). By the S.V. Dusenko and N.L. Avilova, in the context of sustainable tourism development, the competitive

advantages of the region are classified into external and internal. The external ones are natural-geographical, technological, ecological, political-legal, socio-economic. Internal – this is the professionalism of workers, tourism infrastructure, consumer awareness and preferences, the level of competition and others (Dusenko and Avilova 2017).

J.I. Pulido-Fernandez and Y. Lopez-Sanchez believe that the appropriate image allows conveying to potential customers the features of the place, which gives rise to competitive advantages, as well as trusting in the destination, contributing to the attraction and loyalty of tourists. In addition, the image has a strong influence on the behavior of tourist demand, not only before travelings, but also during the stay, and even in the future. If tourists have a limited knowledge about the destinations they have yet to visit, so a strong, positive, distinctive image that is recognizable in the home markets of these potential tourists lends significant support to the competitive positioning of the destination (Pulido-Fernandez and Lopez-Sanchez 2014; Koroteeva *et al.* 2016).

In 2017, the following features of the development of tourism in the world can be distinguished. There has been an increase in the number of international tourist arrivals by 7%. In Europe, the number of foreign arrivals increased by 8% (to 671 million arrivals). The same growth dynamics was demonstrated by the African continent. In the Asia-Pacific region, the number of foreign arrivals increased by 6% (324 million arrivals), in the Middle East the 58 million international tourist arrivals – an increase by 5%; in the America continent – 3% (207 million international tourist arrivals). In South America, the number of foreign arrivals increased by 7%, Central America and the Caribbean showed an increase of 4%. In North America, the number of arrivals increased by 2%, but good results in Mexico and Canada contrasted with the decrease in the number of tourists in the United States. According to available data for Africa, the region recorded a record 62 million international arrivals (+ 8%). A strong recovery in tourist flow was observed in North Africa (+ 13%), while in sub-Saharan Africa there was an increase of 5%. The Middle East (+ 5%) received in 2017 (ATOR Bulletin 2018).

In the coming years, expected a gradual shift of emphasis in the development of tourism from the traditional markets of Western Europe, the USA, Japan and Canada to alternative markets such as Central and Eastern Europe, China, South Korea, Mexico, as well as some countries in the Middle East (Kazybaykyzy *et al.* 2015). In recent years, the leaders in the number of tourists were France, the United States and Spain.

Tourism in Ukraine in the future can be a driver for economic growth at the right development policy. In Ukraine were developed a "Strategy for the development of tourism and resorts for the period up to 2026". The implementation of the Strategy provides for the achievement of the following indicators: an increase in the expenditures of tourists while traveling in Ukraine to 80 billion hryvnias in 2026; an increase of volume in capital investment in tourism and resorts to 6.6 billion hryvnias in 2026; ensuring the activities of the institute of self-regulating organizations in the sphere of tourism and resorts (the creation of a national tourism organization and the corresponding regional tourism organizations); the operation of the Unified Tourist Information System containing information about all the tourist and recreational resources of the country suitable for use in tourism, including objects of cultural heritage and natural reserve fund; the implementation of the satellite account system recommended by the United Nations World Tourism Organization (UNWTO); founding ten tourist representations abroad; liberalization of the visa regime with ten countries of the world, which are the target tourist markets for Ukraine (About the approval of strategy of tourism development and resorts for the period until 2026, 2017).

Tourism infrastructure is formed from many factors, which include: transport infrastructure, recreational infrastructure and social infrastructure of the state. The territory of Ukraine is rich in recreational resources, which are the basis for organizing sanatorium-resort treatment, mass recreation and tourism (Kupatadze and Kizilöz 2016). Mountains are part of the landscape recreational resources. Mining and recreational resources are concentrated in the Carpathians. Beach resources are also concentrated in the coastal areas of such regions as Odessa, Nikolaev, Kherson, Zaporozhye, Donetsk regions. Ukraine is also rich in informative recreational resources that have pronounced regional specifics – historical monuments associated with the emergence and development of Ukrainian history and culture, ethnic characteristics, monuments of folklore, folk architecture.

Consider the transport infrastructure. Every tourist, at the beginning of his journey, must get to the immediate place. The transport infrastructure of Ukraine has 54 railway stations, of which 18 are international, and four of them pass more than 300 thousand passengers a day; 27 international air terminals and 17 international bus stations. The high-speed potential of rail transport in Ukraine is the lowest in Europe. In Ukraine's air transport there are 27 international airports, of which only four have real capacity – the number of passengers is above 1 million passengers a year. Automotive transport in Ukraine has several disadvantages. The first is the poor condition of the road surface according to experts. Even despite the fact that the country has 11 transnational transport routes and 17 international bus stations, the level of transport infrastructure remains low due to the condition of the

coverage. More than half of the auto transporters have either outdated or not high-quality vehicles, that's why every fifth official domestic flight is late due to vehicle problems.

Social infrastructure includes the divisions of public catering, health care, organizations on recreation, cultural provision and tourist accommodation. Considering the fact that, in terms of funding, the tourism industry in Ukraine is ranked 14th out of 21 industries, the state of social infrastructure is a bit outdated and significantly delayed in development compared with European countries. According to experts, only 7 cities of Ukraine (Kiev, Odessa, Kharkov, Lviv, Dnieper, Vinnitsa and Chernivtsi) are considered cities that are fully prepared to accept tourists.

In Ukraine today, the development of tourism is hampered by many factors, among which are the imperfection of the legislative base, the limited range of services offered, the lack of funds for the reconstruction of historical and architectural monuments and full information about possible tourist routes. This list can be further continued. In Ukraine, the tourism industry sector, as such, is not developed (Gurova 2017). The tourism industry in Ukraine has many imperfections and problems, each of which requires a systematic solution, which as a result will contribute to the development of domestic and international tourism in Ukraine.

2. Materials and Methods

The main method used in analyzing the sustainable development of tourism in Ukraine and the world is a statistical analysis. In the Carpathian region, the Main Directorate of Statistics are in Lviv, Ivano-Frankivsk, Zakarpattia and Chernivtsi regions – are offices that responsible for collecting and publishing in open sources statistical data on the research topic. For the analysis of data by country, the site "Knoema" was chosen, which is a source of relevant global data (Knoema 2018).

For the analysis of indicators characterizing the development of tourism in Ukraine and the world, by the author were chosen the indicators:

- across the Carpathian region and its regions: Lviv, Ivano-Frankivsk, Zakarpattia and Chernivtsi: the number of foreign tourists served by tour operators, the number of domestic tourists, the number of sanatoriums and boarding houses with treatment, the number of sanatorium-preventoriums, the number of bases and other recreation facilities, the total number of hotels, hotels and other guest accommodation sites, the total number of places in hotels, hotels and other accommodation facilities, the total number of visitors to the accommodation facilities;
- comparative analysis of the development of mountain tourism in the Carpathian region, Switzerland, Austria, Turkey and France: the number of ski resorts, the maximum length of the route, the minimum price for ski-pass;
- comparison of infrastructure and prices of the resort "La Plagne" and the largest resort of the Carpathian region "Bukovel": types of recreation in the resort territory, sports opportunities in the region, skipasses price;
- comparison of data for Ukraine, Switzerland, Austria, Turkey and France: the dynamics of revenues from international tourism in % of the total export of the country, the total contribution of tourism to GDP (for 3 years), an analysis of investment in tourism and government spending on tourism in 2017.

At the same time, most of the indicators must be investigated over the course of several years. As an empirical base of research, data on tourism development in the Carpathian region, in Ukraine, and countries such as Switzerland, Austria, Turkey, and France were taken, as mountain and recreation resources similar to the Carpathian region are located in their territories.

It is important to characterize the Carpathian region. The Carpathian region occupies an area of 56.6 thousand sq. km. The Carpathian region includes the territories of Lviv, Ivano-Frankivsk, Zakarpattia and Chernivtsi regions. The Carpathians is one of the richest with natural as well as medicative resources of the regions of Ukraine. The link between recreation and recovery in the Carpathians is inseparable. Unique reserves of mineral waters are concentrated in the Carpathians. The climate of the Carpathians favorable for health, allows you to get rid of many diseases. There are quite a large number of private hotels that offer their treatment programs. And all these programs are much wider than the classic medical tourism, because there is a combination of active rest with medical procedures. Also, the Carpathians is famous ski resort. At various local peaks, such as Pogar, Trostyan, Kremen (Polytechnic), Warsaw (Menchil), mountain Vysoky Verkh, are located many ski slopes of the most varied difficulty. In the Carpathians you can find all, starting from elementary ski fields designed for beginners to the most difficult trails. Geo-economic benefits of the territories of the Carpathian region are concluding on their emplacement at the crossroads of trans-European and Eurasian trade-economic, transport-infrastructure, production-cooperative, raw materials and energy and other flows.

The study of the problem was carried out in three stages:

- at the first stage, a theoretical analysis of the existing methodological approaches to the analysis of the development of tourism in the region was carried out, statistical indicators were selected for analysis;
- at the second stage, a study of selected indicators was conducted, and their comparison in dynamics (2015-2017);
- at the third stage, generalizing conclusions were made regarding the development of tourism in the Carpathian region, in Ukraine and in individual countries of the world; proposals for the development of tourism were made.

3. Results

Let's compare the main indicators characterizing the development of tourism in the Carpathian region. We first consider separately the four territories included in the Carpathian region: Lviv, Ivano-Frankivsk, Zakarpattia and Chernivtsi regions. Analysis of the development of tourism in the Zakarpattia region in 2015-2017 present in Table 1.

Table 1 – Analysis of the development of tourism in the Zakarpattia region in 2015-2017

Indicators	2015	2016	2017	Relative change, %	
				2016 to 2015	2017 to 2016
Number of foreign tourists served by tour operators, persons	13	68	102	423.1	50.0
Number of domestic tourists, pers.	3049	3594	4016	17.9	11.7
Number of sanatoriums and boarding houses with treatment, units	21	19	19	-9.5	0.0
Number of sanatoriums-preventorium, units	2	0	0	-100.0	0.0
Number of houses and resorts, units	4	4	4	0.0	0.0
Number of bases and other recreation facilities, units	28	22	19	-21.4	-13.6
The total number of hotels, guesthouses and other guest accommodation places, units	268	256	250	-4.5	-2.3
The total number of places in hotels, guesthouses and other accommodation facilities, units	16930	15865	15310	-6.3	-3.5
Total number of visitors to accommodation facilities, people	230000	269250	313082	17.1	16.3

Source: compiled by the author based on the materials of the Main Department of Statistics in the Zakarpattia region (2018)

Table 2 – Analysis of the development of tourism in the Ivano-Frankivsk region in 2015-2017

Indicators	2015	2016	2017	Relative change,%	
				2016 to 2015	2017 to 2016
Number of foreign tourists served by tour operators, persons	1324	2473	3190	86.8	29.0
Number of domestic tourists, pers.	57708	68912	55779	19.4	-19.1
Number of sanatoriums and boarding houses with treatment, units	15	15	15	0.0	0.0
Number of sanatoriums-preventoriums, units	1	1	1	0.0	0.0
Number of houses and resorts, units	2	2	2	0.0	0.0
Number of bases and other recreation facilities, units	12	12	12	0.0	0.0
The total number of hotels, guesthouses and other guest accommodation places, units	230	257	274	11.7	6.6
The total number of places in hotels, guesthouses and other accommodation facilities, units	12186	14414	14695	18.3	1.9
Total number of visitors to accommodation facilities, people	282585	341199	340680	20.7	-0.2

Source: compiled by the author based on the materials of the Main Department of Statistics in the Ivano-Frankivsk region (2018)

In the Zakarpattia region, the number of foreign tourists served by tour operators increased annually – in 2016, the growth rate of the indicator was 423.1%, in 2017 – 50%. What is a positive trend. The number of domestic tourists also increased annually – in 2016, the growth rate of the indicator was 17.9%, in 2017 – 11.7%. The number of sanatoriums and boarding houses with treatment decreased by 2. The number of sanatoriums-preventoriums in 2015 was 2, in 2016-2017- not a single. Number of houses and resorts during the 2015-2017 years were 4. The number of bases and other leisure facilities is decreasing annually. The total number of hotels, hotels and other

guest accommodation places and the total number of places in hotels, guesthouses and other guest accommodation facilities are decreasing each year, but the total number of visitors to accommodation facilities has increased annually. Thus, despite the decline in the number of accommodation facilities, tourism is developing in the region, their workload has increased. Analysis of the development of tourism in the Ivano-Frankivsk region in 2015-2017 present in Table 2.

In the Ivano-Frankivsk region, the number of foreign tourists served by tour operators increased annually – in 2016, the growth rate of the indicator was 86.8%, in 2017 – 29%. What is a positive trend. The number of internal ones increased in 2016, the growth rate of the indicator was 19.4%, in 2017 the decrease was 19.1%. The number of sanatoriums and boarding houses with treatment throughout the entire period was 15, the number of houses and boarding houses for rest for 2015-2017 was 2, the number of sanatoriums- preventoriums was 1, the number of resorts and other recreation facilities was 12. The total number of hotels, guesthouses and other guest accommodation areas increased annually – in 2016, the rate of growth of the indicator was 11.7%, in 2017 – 6, 6%. The total number of places in hotels, guesthouses and other accommodation facilities also increased annually – in 2016, the growth rate of the indicator was 18.3%, in 2017 – 1.9%, but the total number of visitors to the accommodation facilities decreased in 2017. Thus, despite the growth in the number of accommodation facilities, the number of tourists in the region is decreasing. Analysis of the development of tourism in the Lviv region in 2015-2017 present in Table 3.

Table 3 – Analysis of the development of tourism in the Lviv region in 2015-2017

Indicators	2015	2016	2017	Relative change, %	
				2016 to 2015	2017 to 2016
Number of foreign tourists served by tour operators, persons	3057	8370	6042	173.8	-27.8
Number of domestic tourists, pers.	1828	3099	1161	69.5	-62.5
Number of sanatoriums and boarding houses with treatment, units	45	40	42	-11.1	5.0
Number of sanatoriums-preventoriums, units	0	0	0	0.0	0.0
Number of houses and resorts, units	4	4	4	0.0	0.0
Number of bases and other recreation facilities, units	9	12	14	33.3	16.7
The total number of hotels, guesthouses and other guest accommodation places, units	331	343	337	3.6	-1.7
The total number of places in hotels, guesthouses and other accommodation facilities, units	33626	30869	32927	-8.2	6.7
Total number of visitors to accommodation facilities, people	715333	861250	987866	20.4	14.7

Source: compiled by the author based on the materials of the Main Department of Statistics in the Lviv region (2018)

Table 4 – Analysis of the development of tourism in the Chernivtsi region in 2015-2017

Indicators	2015	2016	2017	Relative change, %	
				2016 to 2015	2017 to 2016
Number of foreign tourists served by tour operators, persons	106	112	82	5.7	-26.8
Number of domestic tourists, pers.	1828	3099	1161	69.5	-62.5
Number of sanatoriums and boarding houses with treatment, units	3	3	3	0.0	0.0
Number of sanatoriums-preventoriums, units	0	0	0	0.0	0.0
Number of houses and resorts, units	1	1	0	0.0	-100.0
Number of bases and other recreation facilities, units	3	3	3	0.0	0.0
The total number of hotels, guesthouses and other guest accommodation places, units	94	86	81	-8.5	-5.8
The total number of places in hotels, guesthouses and other accommodation facilities, units	4751	4872	3993	2.5	-18.0
Total number of visitors to accommodation facilities, people	107236	105637	116959	-1.5	10.7

Source: compiled by the author based on the materials of the Main Department of Statistics in the Chernivtsi region (2017)

In the Lviv region, the number of foreign tourists served by tour operators increased in 2016, the growth rate of the indicator was 173.8%, in 2017 the decline was 27.8%. What is a negative trend. The number of domestic tourists also increased in 2016, the growth rate of the indicator was 69.5%, and in 2017 the decline was 62.5%. The number of sanatoriums and boarding houses with treatment for the entire period decreased by 3, the number of houses and boarding houses for rest in 2015-2017 were 4, there are no sanatoriums-preventoriums in the region, the number of bases and other recreation facilities increased by 5 over the entire period.

The total number of hotels, guesthouses and other guest accommodation increased in 2016, the growth rate of the indicator was 3.6%, In 2017, the decline was 1.7%. The total number of places in hotels, guesthouses and other accommodation facilities also decreased in 2017 relative to 2015, but the total number of visitors to accommodation facilities increased annually. Thus, despite the decline in the number of accommodation facilities, the number of tourists in the region for 3 years has increased. Analysis of the development of tourism in the Chernivtsi region in 2015-2017 present in Table 4.

In Chernivtsi region, the number of foreign tourists served by tour operators increased in 2016, the growth rate of the indicator was 5.7%, in 2017 the decline was 26.8%. What is a negative trend. The number of domestic tourists also increased in 2016, the growth rate of the indicator was 69.8%, and in 2017 the decline was 62.5%. The number of sanatoriums and boarding houses with treatment for the entire period was 3, the number of houses and boarding houses for rest for 2015-2016 was 1, in 2017 – not a single one, there are no sanatoriums in the region, the number of bases and other recreation facilities for the entire period was 3. The total number of hotels, guesthouses and other guest accommodation areas decreased in 2016 by 8.5 %, in 2017, the decline was 5.8%. The total number of places in hotels, guesthouses and other accommodation facilities in 2017 compared to 2015 decreased, but the total number of visitors to accommodation facilities increased in 2017. Thus, despite the decline in the number of accommodation facilities, the number of tourists in the region has increased over 3 years. We will analyze the development of tourism in the whole Carpathian region in 2015-2017 and present the data in Table 5.

Table 5 – Analysis of the development of tourism in the whole Carpathian region in 2015-2017

Indicators	2015	2016	2017	Relative change, %	
				2016 to 2015	2017 to 2016
Number of foreign tourists served by tour operators, persons	4500	11023	9416	145.0	-14.6
Number of domestic tourists, pers.	64413	78704	62117	22.2	-21.1
Number of sanatoriums and boarding houses with treatment, units	84	77	79	-8.3	2.6
Number of sanatoriums-preventoriums, units	3	1	1	-66.7	0.0
Number of houses and resorts, units	11	11	10	0.0	-9.1
Number of bases and other recreation facilities, units	52	49	48	-5.8	-2.0
The total number of hotels, guesthouses and other guest accommodation places, units	923	942	942	2.1	0.0
The total number of places in hotels, guesthouses and other accommodation facilities, units	67493	66020	66925	-2.2	1.4
Total number of visitors to accommodation facilities, people	1335154	1577336	1758587	18.1	11.5

Source: compiled by the author on the basis of data from Tables 1-4.

In the Carpathian region, the total number of foreign tourists served by tour operators increased in 2016, the growth rate of the indicator was 145%, in 2017 the decline was 14.6%. What is a negative trend. The number of domestic tourists also increased in 2016, the growth rate of the indicator was 22.2%, and in 2017 the decline was 21.1% (Figure 1).

For 3 years, the number of sanatoriums and boarding houses with treatment, the number of houses and boarding houses for rest, sanatoriums-preventoriums, the number of bases and other recreation centers has decreased. The total number of hotels, hotels and another guest accommodation increased 2.1%. The total number of places in hotels, guesthouses and other accommodation facilities in 3 years has also decreased, but the total number of visitors to accommodation facilities has increased. Thus, despite the decline in the number of places in accommodation facilities, the number of tourists in the region in 3 years has increased. Due to the fact that mountain-recreational resources, similar to the Carpathian region are located in countries such as Switzerland, Austria, Turkey and France, consider the indicators for the development of mountain-recreational resources of these countries in comparison with Ukraine (Carpathian region) (Table 6).

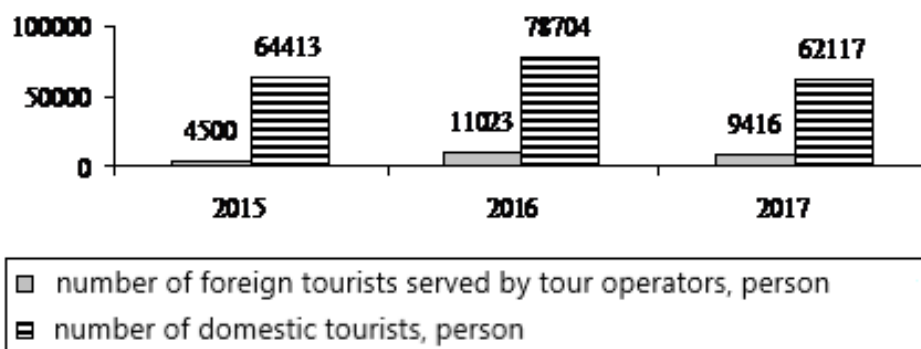


Figure 1 – Analysis of the number of tourists registered by tour operators in the Carpathian region in 2015-2017

Source: compiled by the author on the basis of data from Table 5

Table 6 – Comparative analysis of the development of mountain tourism in the Carpathian region, Switzerland, Austria, Turkey and France in 2015-2017

Countries	Number of ski resorts	Maximum length of the ski trails, km	Minimum skipass price, euro
Switzerland	47	650	35
Austria	55	280	18
Turkey	6	42	6
France	75	650	20
Ukraine (Carpathian region)	15	55	3,7

Source: compiled by the author on the materials of site "Skirest.com" (Skirest, 2018)

Table 7 – Comparison of infrastructure and prices of the resort "La Plagne" and the largest resort of the Carpathian region "Bukovel"

Resort	Rest in the resort territory	Sports opportunities in the region	Skipass prices
The resort "La Plagne" (France)	SPA centers Discos and night clubs Restaurants and bars Fitness centers Availability of ski school	Cross-country ski trails Paragliding Rink Hiking Sledging Climbing wall Snowrafting Pool Snowbike Snowtubing	55 EUR./day in high season, 45 EUR./day in low season
The resort «Bukovel» (Ukraine)	SPA centers Discos and night clubs Restaurants and bars Fitness centers Night skiing Availability of ski school	Cross-country ski trails Paragliding Hiking Sledging Pool Rink Snowrafting Snowbike Snowtubing	13 EUR./day in high season, 15 EUR./day in low season

Source: compiled by the author on the materials of site «Skirest.com»

In comparison with other countries, in the Carpathian region is not the most affordable price for visiting the lifts. However, the resorts of the Carpathian region are significantly inferior in terms of the number of resorts and the length of the routes of Switzerland, Austria and France. In general, foreign resorts ski tourism can be divided into several regions. Most of which are from Scandinavia and Western Europe. The most popular are Austria, France, Andorra, Switzerland, Bulgaria, Sweden, Finland and Norway. According to the International Report on Snow & Mountain Tourism, La Plagne in France (consisting of 10 villages) is the most popular place of stay for ski-

lovers (Aleksandrova, 2018). Let's compare the infrastructure and prices of the resort "La Plagne" and the largest resort of the Carpathian region "Bukovel" in Table 7.

Comparing the "La Plagne" Resort (France) and the "Bukovel" Resort (Ukraine), one can see that, at the price of ski passes, the "Bukovel" Resort is the most attractive. In terms of the number of services on the territory of the resort and on the sports opportunities of the region, the Ukrainian resort is in no way inferior to the French. Let's compare the development of international tourism in Ukraine and other countries that have mountain and recreational resources similar to the Carpathian region in Table 8.

Table 8 – Dynamics of revenues from international tourism, in% of total exports of the country

Countries	2015	2016	2017	Absolute deviation	
				2016 to 2015	2017 to 2016
Switzerland	4.8	4.7	4.4	-0.1	-0.3
Austria	8.9	9.1	9.4	0.2	0.3
Turkey	17.6	17.8	14.2	0.2	-3.6
France	7.9	7.1	6.9	-0.8	-0.2
Ukraine	3.5	3.5	3.7	0	0.2

Source: compiled by the author on the materials of site "Knoema" (Knoema, 2018)

Compared to other countries in Ukraine, the share of income from international tourism in the country's total exports is the lowest during 2015-2017, despite the fact that it increased in 2016. The highest rate of countries surveyed in Turkey is 14-17% (Kiziloz and Kupatadze 2015). Let us compare the contribution of tourism to GDP in Ukraine and other countries that have mountain-recreational resources similar to the Carpathian region in Table 9.

Table 9 – Total contribution of tourism to GDP, %

Countries	2015	2016	2017	Absolute deviation	
				2016 to 2015	2017 to 2016
Switzerland	8.8	9	9.1	0.2	0.1
Austria	14.8	15	14.8	0.2	-0.2
Turkey	12	11.1	11.6	-0.9	0.5
France	8.9	9	8.9	0.1	-0.1
Ukraine	5.4	5.4	5.7	0	0.3

Source: compiled by the author on the materials of site "Knoema" (Knoema, 2018)

Compared to other countries in Ukraine, the total contribution of tourism to GDP is the lowest for 2015-2017, despite the fact that the indicator increased in 2017. The highest rate among the countries surveyed in Austria is 14-15%. Let's consider investment in tourism sphere and government spending on tourism in 2017 in Ukraine and other countries that have mountain-recreational resources similar to the Carpathian region in Figure 2.

The volume of investment in the sphere of tourism and government spending on tourism in 2017 in Ukraine among the countries surveyed is the lowest. France has the highest values in terms of the countries reviewed.

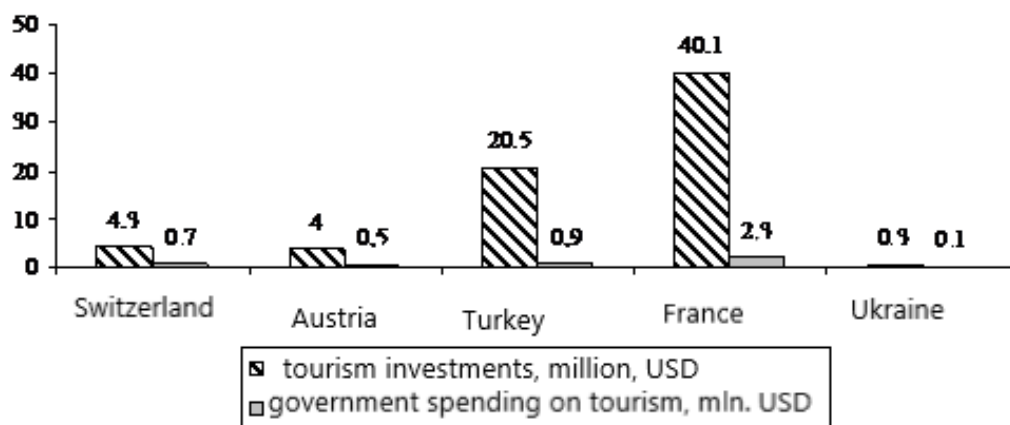


Figure 2 – Analysis of investment in the sphere of tourism and public spending on tourism in 2017

Source: compiled by the author on the materials of the site "Knoema" (Knoema, 2018)

4. Discussion

After analysing the development of tourism in the Carpathian region, in Ukraine and in individual countries of the world, a number of conclusions can be made:

1. In the Zakarpattia region, despite the decline in accommodation facilities, tourism is developing in the region. The total number of hotels, guesthouses and other guest accommodation places and the total number of places in hotels, guesthouses and other guest accommodation facilities are decreasing annually, but the total number of visitors to accommodation facilities has increased annually; the number of foreign tourists served by tour operators increased annually; the number of domestic tourists also increased annually.
2. In Ivano-Frankivsk region, an increase in the number of accommodation facilities, a decrease in the number of tourists in the region, the number of visitors to the accommodation facilities, and the number of domestic tourists has been revealed.
3. In the Lviv region revealed an increase in the number of accommodation facilities, the number of visitors to the means of accommodation. Tourism in the area is developing annually. Of the negative trends, it is possible to single out only a decrease in the number of sanatoriums and boarding houses with treatment, as well as a decrease in the total number of places in hotels, guesthouses and other means of accommodating guests.
4. In Chernivtsi region revealed a decrease in the number of accommodation facilities, an increase in the number of tourists.
5. Over the past 3 years, an increase in the number of foreign tourists served by tour operators has been identified in the Carpathian region, and the number of domestic tourists has decreased. For 3 years, the number of sanatoriums and boarding houses with treatment, the number of houses and boarding houses for rest, sanatoriums-preventoriums, the number of bases and other recreation centres has decreased. The total number of hotels, inns and other guest accommodations has increased. Thus, despite the decline in the number of places in accommodation facilities, the number of tourists in 3 years in the region has increased.
6. In comparison with other countries, in the Carpathian region, the most affordable price for visits to the lifts, but the length of the ski trails is less than in Switzerland, Austria and France.
7. When comparing the resort "La Plagne" (France) and the resort "Bukovel" (Ukraine) it was found that at the price of ski passes the most attractive is the "Bukovel". In terms of the number of services on the territory of the resort and on the sports opportunities of the region, "Bukovel" is in no way inferior to the French resort.
8. It was revealed that in Ukraine the volume of investment in tourism, government spending on tourism, the total contribution of tourism to GDP, the share of income from international tourism in the country's total exports compared with France, Turkey, Austria, Switzerland are the lowest during 2015-2017.

According to Himinets V.V., the tourism and recreation sector of the Carpathian region is based on the following advantages: advantageous geographical position; relatively high environmental safety in the region; availability of the necessary natural resource base; relatively low level of industrialization of the territory; the economic competitiveness of the recreational sphere (Himinets 2012).

As for Ukraine as a whole, in almost all the considered indicators it lags behind the development of tourism in the considered European countries.

O. O. Shapa, O. G. Milashko highlight the following problems hindering the development of the travelling and tourism sector in Ukraine: low protection of property rights, difficulty in obtaining a visa, low level of openness under bilateral air agreements, insufficient stability in the development of the travelling and tourism sector, the reliability of police services is below the average level, the lack of air traffic to foreign destinations, the poor quality of roads (Shapa and Milashko 2016).

According to the author, among the urgent problems of the domestic tourism industry are: the complexity of the tourism business; lack of positive information, both in the domestic and international information field; insufficient development of the hotel industry. Concerning the development of tourism, different authors express several points of view.

M. Rakhman believes that further development of democracy, reforming the regulatory framework and taxation system, ensuring transparency in business, political stability, identifying priority areas for the economic development of the state and individual regions in particular (for example, the Carpathian region) – all this will ensure the creation of a highly profitable tourism industry, which will satisfy the needs of domestic and international tourism, taking into account natural and recreational, social on the economic, historical and cultural potential of the country, its national characteristics (Rakhman 2015).

Himinets V.V. believes that, given the annual positive dynamics of the tourist business in the world, the model of "the ecologically clean region – more tourists" acquires a new economic meaning for the local population.

The development of tourism business in the Carpathian region should stimulate progressive changes in its economic life, increase the capitalization of the tourism and recreation industry and all its components. To increase the attractiveness for tourists of the region, he proposes to carry out the cleaning of reservoirs and landscaping of beaches; create reserves to preserve untouched nature; develop national crafts; contribute to the creation of folk ensembles; hold arts festivals; carry out the restoration of monuments of history, art and architecture, museums; create new tourist centers, while exploring areas that were previously considered unsuitable for tourism and recreation (Himinets 2012).

K.A. Aksenenko and K.I. Tarasova believe that Ukraine has significant potential for the development of tourism in the context of various areas. Therefore, it is necessary to attract investment in the tourism industry of the country, which will attract more tourists and, accordingly, increase the volume of services provided (Aksenenko, Tarasova 2017). L.V. Martseniuk believes that for the development of tourism the main directions of state policy should be: the preservation of tourism resources; improvement of the regulatory framework; the creation of economic conditions to stimulate the development of tourism; the provision of benefits for the organization of tourist work; attracting investment in the development of the tourism industry; promoting competition; ensuring the safety of tourists (Martsenyuk 2018). Romanukha O.M. proposes to contribute to improving the socio-economic situation on the part of the state in order to create comfortable conditions for domestic and foreign investors; create the most optimal systems for using the country's natural-tourist resources; to exercise effective control over the standardization and certification of hotel services; simplify tourist formalities; carry out comprehensive work to improve the material base of tourism; prepare highly qualified personnel; make the most of information and communication technologies (Romanukha 2016).

According to the author, the following is necessary for the development of tourism in the Carpathian region:

- strong state support is important. First it needs to create appropriate conditions for the work of tourism enterprises, institutions and organizations. The advanced methods and standards of tourism services requires for the development and implementation; it is necessary to offer favorable conditions for small and medium-sized businesses;
- it is necessary to increase the efficiency of using recreational resources and objects of cultural heritage;
- to strengthen the material and technical base of tourism;
- development and implementation of the information policy for the development of tourism;
- optimization of the connection of tourism and culture. It is the national cultural heritage in most countries that is a powerful generator of attracting tourist flows;
- one of the most important steps of the state policy in the sphere of tourism should be the creation of a positive image of Ukraine as a tourist state and the active promotion of a tourist product.

Thus, the analysis of the state of the domestic tourist market indicates that the development of tourism in Ukraine is only at an initial stage. Ukraine has a significant natural potential for the development of domestic and international tourism, and, therefore, has all the prerequisites to become one of the most developed countries in the tourism and recreation sector.

Conclusion

Summarizing the results, we can draw certain conclusions. Tourism is one of the promising sectors of the economy. Since tourism is a journey, that can be carrying out with a different purpose, from this it is divided into different types. In accordance with the extent to which the journey takes place, tourism can be internal and external. Sustainable development of tourism means its ability to maintain its quantitative and qualitative indicators over a long period of time, i.e. to meet the expectations of residents and tourists, both in a short and long period, without causing damage to the environment of the territory, which is interested in this phenomenon. Ukraine has all the prospects to become a rich country, if we pay more attention to the development of tourism. Ukraine has a favorable geographical position, natural resources, territorial resources, cultural heritage and the like. The tourism industry acquires special relevance in the Carpathian region, which is associated with a favorable temperate climate, picturesque mountain landscapes and a clean environment, the presence of numerous natural and cultural monuments.

In recent years, among the positive trends in the development of the Carpathian region, including Lviv, Ivano-Frankivsk, Zakarpattia and Chernivtsi regions, we can highlight the growth in the total number of hotels, guesthouses and other places of accommodation, the growth in the total number of visitors to accommodation facilities served by tour operators. In the region were marked low prices for services in comparison with European countries, there are high-level resorts with a large number of services for tourists.

The analysis of the development of tourism in Ukraine showed that compared with France, Turkey, Austria, Switzerland in the country, the volume of investment in tourism, government spending on tourism, the total contribution of tourism to GDP, the share of income from international tourism in the total exports of the country is much lower than in other developed European countries. According to the author, the development of tourism in Ukraine is hampered by the lack of a developed infrastructure, the lack of necessary state support, and the attractive image of the country among foreign tourists and investors is not enough.

For the sustainable development of tourism, it is necessary to improve existing services and develop new forms of attracting customers with mandatory state support in the following areas: improving of the regulatory-legislative framework of the industry enterprises; the establishment of a powerful advertising domestic tourist product; further development of e-commerce and social media; introduction of modern information technologies, Internet and mobile applications; improving the quality of the hotel product and service in relation to individual customer needs; providing a variety of tourist products in an optimal ratio of price and quality; development of business tourism; attracting domestic and foreign investors; allocation of funds for the construction of new and modernization of existing tourist facilities; at the same time, it is important to take care of nature, not to harm it.

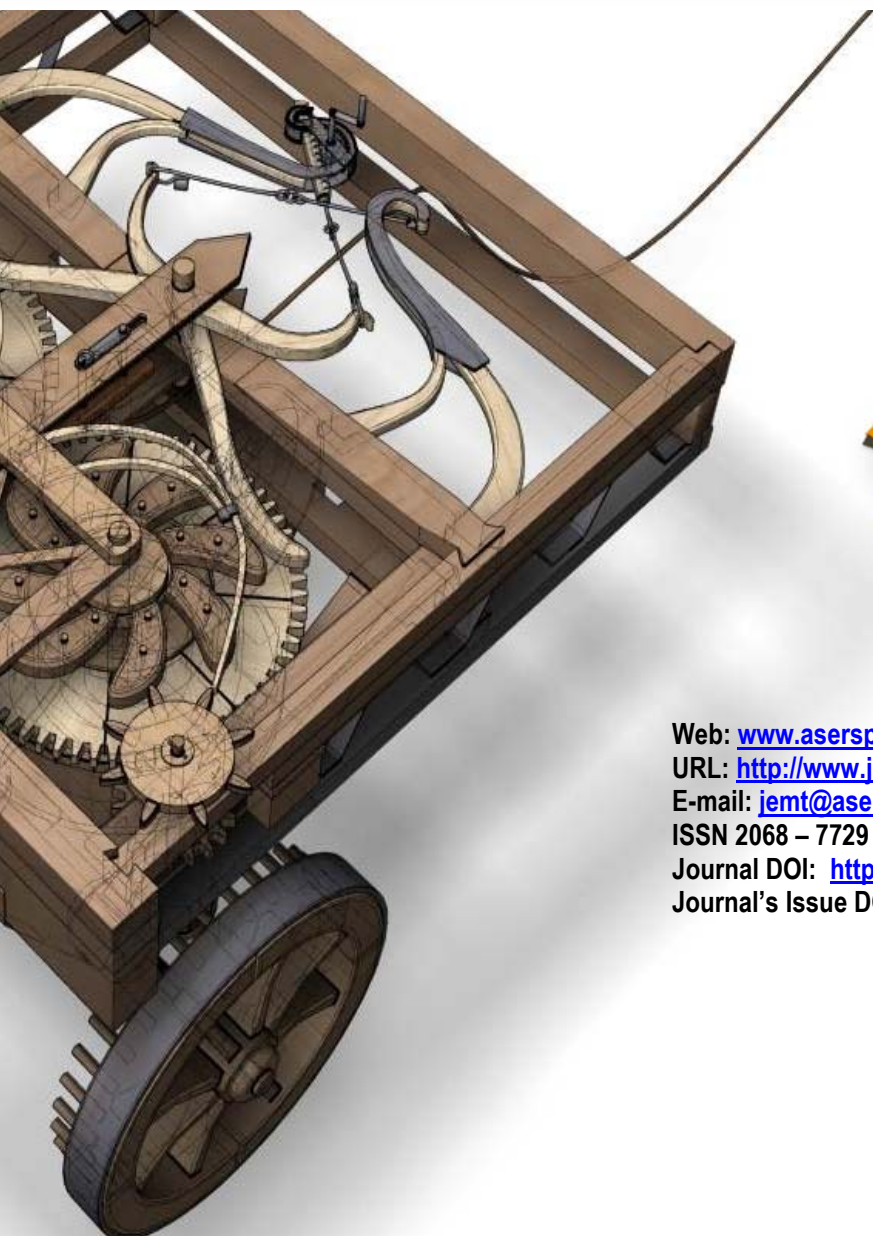
Increasing the attractiveness of the country and the development of tourism in Ukraine will allow to create the additional jobs, replenish foreign exchange reserves, restore infrastructure, strengthen the authority in the global community. At the same time, further research is needed on the sustainable development of tourism in Ukraine and the world. The most promising direction of further research on the topic of the article is to study the experience of developed countries, which will allow deciding which mechanisms should be used for the development of tourism in Ukraine.

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