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TOURISM INDUSTRY AS A DRIVER OF ECONOMIC DEVELOPMENT OF THE STATE IN CRISIS SITUATIONS

The study examines methods of improving the tourism industry in the post-crisis period. The causes of crisis situations in Ukraine are analyzed. Ways to improve the field of tourism after the end of the war and provide security guarantees to tourist visitors, i.e. creating favorable conditions for the restoration of economic processes and the economy thanks to the tourism business, have been identified. The research substantiates proposals for tourism business at the expense of the findings problems and the analyzed results will make it possible to improve the economic condition of the tourism industry. The methods of improving the tourism industry after the war have been determined. Analyzed causes and identified ways to improve activities in the tourism industry, in order to stop the huge losses in Ukraine that led to modern times.

Keywords: COVID-19, war, tourism, crisis situation, economic development.

Introduction. The development of tourism in Ukraine has an impact on many sectors of economic activity, such as: trade, construction, production of goods, provision of services, and it is not for nothing that it is one of the most important areas of the economy of developed countries. Tourism activity is one of the most profitable branches of the economy and at the same time the most risky. Before COVID-19, travel and tourism was one of the most important sectors of the global economy, accounting for 10 percent of global GDP and more than 320 million jobs worldwide. Today, as Ukraine's economy recovers from the shock of the COVID-19 pandemic and continues to suffer from a full-scale war, it is not possible to conduct a tourism business, so businesses and large corporations are suffering heavy losses every day. In such conditions, it is necessary to effectively keep management records of tourism enterprises in order to incur smaller losses that occur at the enterprise and to make appropriate decisions.

Literature review. Despite the fact that in the scientific literature much attention is paid to the study of the influence of geopolitical factors on tourism, there is insufficient information on the development of tourism in Ukraine during the war or in the post-war period. Scientists such as: I. Shkola, T. Orekhovska, O. Korolchuk, V. Kyfyak, R. Kozhuhivska, K. Wolff, S. Larsen, T. Øgaard, K. Sano and H. Sano.

The Professional Risk Manager's International Association (PRMIA), the Canadian and Japanese Standards Associations, the German Research Foundation (DFG), the Swiss Laboratory for Risk Management (RiskLab Switzerland), the Committee of Sponsoring Organizations are engaged in the development of methods, standards and tools for managing the risks of tourism activities of the Treadway Commission – COSO and others. A standard developed by COSO, which has received wide distribution and use among financial risk management in the enterprise. This standard contains recommendations that will help create a risk management system that arises at the enterprise, including tourism risks [1].

The purpose of the study is to reveal the specifics of the development of the tourism industry as a driver of the economic development of the state in crisis situations.

Results and discussion. Tourism in Ukraine, which has not yet recovered from the losses caused by the Covid-19 pandemic, took a hit from the full-scale invasion of Russia on the territory of our country, Ukraine. The first blow to tourism was the complete refusal of Western carriers to operate flights in Ukraine. At first there was concern, and then there was a complete ban on flights of civilian aircraft in

the sky over Ukraine. Of course, tourist activity cannot exist in such conditions, there is no safe region in the country, which makes Ukraine unattractive for travel. Foreign tourists do not want to risk their lives by entering a territory that is constantly subjected to massive artillery fire and rocket-bombing strikes, significant destruction of infrastructure.

There is also a serious problem with domestic tourism, the migration of people to safer places, instead of tourist trips, all this leads to the decline of tourism activities, which leads to great losses. 13 out of 24 oblasts of Ukraine have almost completely stopped the activities of tourist enterprises.

According to the Law of Ukraine "On Tourism", entities that carry out tourism activities in Ukraine are divided into:

- tourist operators (tour operators) - legal entities created in accordance with the legislation of Ukraine, for which the exclusive activity is the organization and provision of the creation of a tourist product, the implementation and provision of tourist services, as well as intermediary activities for the provision of characteristic and related services and which in the prescribed manner received license for tour operator activity;
- travel agents (travel agents) - legal entities created in accordance with the legislation of Ukraine, as well as natural persons - subjects of entrepreneurial activity that carry out intermediary activities for the sale of tourist products of tour operators and tourist services of other entities of tourist activity, as well as intermediary activities regarding the implementation of characteristic and related services;
- other subjects of business activity providing temporary accommodation (accommodation), catering, excursion, entertainment and other tourist services;
- tour guides-translators, tour guides, sports instructors, conductors and other specialists of tourist support - natural persons who carry out activities related to tourist support, except for persons who work in the relevant positions of enterprises, organizations that belong to or that serve objects of visit;
- natural persons who are not subjects of entrepreneurial activity and provide services for temporary accommodation (accommodation), food, etc. [2]

Since, there are certain features that the subjects of tourist activity have, which distinguish it from other types of activity, which is due primarily to the specificity of the tourist product. Therefore, it is necessary to note the interpretation of the term "risk" by various domestic scientists (Table 1).

Table 1 – Features of the disclosure of the term "risk" by scientists of our country [1]

№	Author	Explanation of the term
1	O. Kalchenko	Considers the risk of the subjects of tourism activity as a term representing an action, process or phenomenon that leads to a decrease in the competitiveness of a tourist product, which entails a decrease in demand for it, a failure to achieve the expected amount of profit or incurring losses by the enterprise
2	N. Kudla	He says that in tourism, the term risk is a subjective assessment of the achieved result and the resulting income or losses. The uncertainty of the economic situation is a source of risk arising from a large number of variable factors and accidents, incomplete information about the tourist market, as well as the personality characteristics of entrepreneurs
3	I. Shkola	Explains the term risk in tourism as the probability that the enterprise will suffer losses or costs if the management decision is not made will take place, as well as if miscalculations or errors were made during the making of these decisions
4	R. Kozhuhivska	It says that there are risks of non-compliance for tourism enterprises or improper fulfillment of terms of business contracts. There are examples of cancellation of tours due to unresolved issues regarding charter flights with an airline. There are cases of unsatisfactory service to tourists due to sudden problems with the host operator

According to the data of the State Statistics of Ukraine for 2020, the number of tour operators and travel agents of Ukraine has significantly decreased, this was caused by the COVID-19 pandemic, which negatively affected all tourism activities in the world, led to the closure of borders between countries, and complicated the process of traveling around the world due to the necessity to get vaccinated and take a test in order to reduce the incidence of the disease, which led to a negative impact not only on our

country, but on the tourism industry of the whole world as a whole. Many enterprises bearing losses in 2020 decided, in order to preserve their funds, to take a very responsible step and complete their activities in the field of tourism (Table 2) [3, 4, 5].

Table 2 – Number of tour operators and travel agents by region [3]

№	Name of the administrative unit	2019				2020			
		umber of tour operators and travel agents - legal entities	Of them		Number of travel agents - natural persons - entrepreneurs	Number of tour operators and travel agents - legal entities	Of them		Number of travel agents - natural persons - entrepreneurs
			our operators	travel agents			our operators	travel agents	
1	2	3	4	5	6	7	8	9	10
1	Ukraine	797	38	1259	2644	1561	52	1109	2306
2	Vinnytska	3	6	7	64	19	6	13	60
3	Volynska	8	4	14	71	13	2	11	57
4	Dnipropetrovska	11	5	96	318	109	5	94	322
5	Donetska	9	3	26	65	26	2	24	56
6	Zhytomyrska	16	3	13	50	16	3	13	43
7	Zakarpatska	9	2	17	55	22	9	13	50
8	Zaporizka	1	3	58	85	57	4	53	90
9	Ivano-Frankivska	9	8	21	88	25	7	18	79
10	Kyivska	8	6	42	175	47	10	37	173
11	Kirovohradska	4	—	14	54	13	-	13	44
12	Luhanska	7	—	7	37	6	-	6	31
13	Lvivska	34	1	73	225	97	38	59	168
14	Mykolayivska	1	3	18	63	20	1	19	69
15	Odeska	20	3	107	141	92	2	80	102
16	Poltavska	4	—	14	136	14	-	14	110
17	Rivnenska	7	3	24	80	28	2	26	74
18	Sumska	8	3	15	86	17	2	15	68
19	Ternopil'ska	8	7	11	67	14	4	10	51
20	Kharkiv'ska	5	8	77	168	84	7	77	150
21	Kherson'ska	10	2	8	63	8	1	7	46
22	Khmeln'ytska	1	2	19	57	18	1	17	45
23	Cherkaska	7	7	20	83	20	6	14	79
24	Chernivetska	5	7	28	42	28	6	22	27
25	Chernihiv'ska	7	1	16	40	18	1	17	39
26	Kyiv	65	61	504	331	750	13	437	273

Since the beginning of the full-scale invasion, tourism activity in the country has decreased. Everything is complicated by the fact that Ukraine, like many other countries of the world, has not yet fully recovered from the coronavirus pandemic. The industry once again began to make losses and could not reach the indicators of 2019.

Foreign tourism was also affected for a number of reasons:

- impoverishment of the population, the majority of citizens observe an increase in their expenses and a decrease in income;
- even with a sufficient number of reserves, conscripts do not have the opportunity to leave the borders of Ukraine;
- significant problems with the logistics structure.

All the reasons listed above push tour operators and travel agents to close their businesses in Ukraine. To a large extent, this was caused by a decrease in tourist demand for their services, all this did not motivate people to travel, so the number of tourists decreased significantly (Table 3).

Table 3 – Number of tourists served by tour operators and travel agents [3]

№	Content	2019			2020		
		Everything	Including serviced ones		Everything	Including serviced ones	
			tour operators	travel agents		tour operators	travel agents
1	2	3	4	5	6	7	8
Entities							
1	The number of tourists served, everything	5319952	3134115	2185837	1957410	1412851	544559
2	including: - incoming (foreign) tourists	83703	37896	45807	11773	8369	3404
3	- outbound tourists	4786594	2759735	2026859	1758107	1275653	482454
4	- domestic tourists	449655	336484	113171	187530	128829	58701
Individual entrepreneurs							
5	The number of tourists served, everything	812145	x	812145	402868	x	402868
6	including: - incoming (foreign) tourists	3137	x	3137	191	x	191
7	- outbound tourists	738272	x	738272	367595	x	367595
8	- domestic tourists	70736	x	70736	35082	x	35082

Tourism takes the third place in terms of income to the country's budget, which fills it with taxes from tourist trips. Based on this, we can say that tourism pushes the development of various areas of the economy and provides many jobs for people (Table 4).

Table 4 – Dynamics of GDP to the tourism sector of Ukraine for 2015-2020 [6, 7]

№	Indicators	2015	2016	2017	2018	2019	2020
1	Nominal GDP, billion hryvnias	1979,5	2383,1	2982,9	3558,7	3974,6	4194,1
2	Growth rate nominal GDP, %	126,3	120,4	125,2	119,3	111,7	105,5
3	Real GDP, in % to the previous one year	91,2	102,3	102,5	103,4	103,2	96,0
4	Fraction tourist sector in GDP, %	1,4	1,5	1,5	1,4	1,4	0,3

The economic and social impact of the tourism industry is comprehensive:

- increase of local incomes;
- development of industrial and social infrastructure in tourist centers;
- development of industries related to the production of various tourist services;
- promoting the development of culture and folk crafts;
- creation of jobs [8].

In the conditions of war, it is difficult to talk about the development of tourism. But both for the economy and for society, it is important to preserve at least part of its activity. And after the victory - to direct a lot of effort to restore it. For this, international organizations and the government of Ukraine

should pay attention to a number of problems that should be solved gradually in order to restore such an important driver for the economy as the country's tourism activity.

The reasons that became the impetus for the decline of tourist activity on the territory of Ukraine can be attributed to:

- military actions on the territory of Ukraine, which lead to a dangerous situation not only for tourists, but also for the entire population of Ukraine, especially in places of occupation and active hostilities;
- the loss of a large part of tourist resources (historical monuments, cultural monuments, architecture, religious-tourist objects and nature reserves) this is due to the destruction due to hostilities;
- destruction of infrastructure in the areas of active hostilities (hotels, restaurants, cafes, etc.);
- complete closure of civil aviation airspace;
- violation of logistics on the territory of Ukraine, which is connected with the destruction of railway or road connections;
- placement of occupying troops in regions that are important tourist centers in Ukraine;
- a significant loss of labor resources, which is associated with the departure of personnel abroad, the transfer of personnel to other regions of Ukraine or the involvement of personnel in military operations [9].

Therefore, tourism is one of the economically important areas for the development of the country, the Russian-Ukrainian war caused a significant decrease in foreign and domestic tourism, which was caused by a number of war-related reasons and an unstable economy after the COVID-19 pandemic, where safety comes first for tourists, which Ukraine cannot guarantee today.

Conclusions. According to various data, EU countries will need from two to four years to recover. According to experts, in the near future the field of tourism will not be able to fully recover after the pandemic, and what can we say about Ukraine, a European state on whose territory the war is ongoing. The following can be considered as important post-crisis actions:

- reconstruction of infrastructure in cities that were destroyed as a result of Russia's invasion of the territory of sovereign Ukraine;
- opening of the airspace over Ukraine, which will allow the movement of civilians by air;
- reconstruction of railway connections between cities and road surface, in order to restore movement;
- conducting demining of occupied territories and developing security measures for all visitors;
- introduction of business support from the state, in order to speed up the recovery of the tourist business;
- development of digitalization programs in the tourism sector.

All this will allow the country to become attractive for both domestic and foreign tourists, the IMF in its report showed three phases of the recovery of countries after the pandemic:

- in order to compensate for the consequences of the pandemic, the state should introduce a number of measures that will help businesses restore their resources for continued recovery;
- safety measures for tourist visitors should be taken care of and all measures should be implemented according to health protocols in order to restore the trust of visitors;
- development of measures to preserve or reduce losses in relation to potential threats to such a plan [10, 11].

These measures will allow the tourism of the countries to smoothly enter the active phase, which will provide an opportunity to bring money to their budget, and therefore contribute to the development of the economy of these countries.

The conducted analysis showed that the tourism industry can be the salvation of countries in a crisis situation, for this a number of measures should be introduced that will allow tourism to recover after the pandemic and become a powerful driver of the economic development of the state in crisis situations.

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ТУРИСТИЧНА ГАЛУЗЬ ЯК ДРАЙВЕР ЕКОНОМІЧНОГО РОЗВИТКУ ДЕРЖАВИ В КРИЗОВИХ СИТУАЦІЯХ

Проблема. У цій аналітичній роботі представлено методи вдосконалення функціонування туристичної галузі в посткризовий період після завершення пандемії та війни в Україні. Адже туризм є однією з провідних галузей економіки, яка рухає інші важливі галузі. Водночас галузь туризму найбільше постраждала від вищезгаданих подій. Автори досліджують причини кризових ситуацій в Україні, які призводять до величезних збитків у туристичній сфері. Розглянуто шляхи розвитку туристичної сфери після закінчення війни, виходячи з сучасних умов. Розвиток внутрішнього туризму може стати потужним драйвером для старту розвитку туризму в Україні, а отже, сильним поштовхом для відновлення економічної активності нашої країни. Для цього необхідно забезпечити туристам гарантії безпеки, сприятливі умови для відновлення бізнесу.

Метою дослідження є розкриття специфіки розвитку туристичної галузі як драйвера економічного розвитку держави в кризових ситуаціях.

Результати. У дослідженні розкрито методи вдосконалення функціонування туристичної галузі в посткризовий період. Проаналізовано причини кризових ситуацій в Україні. Визначено шляхи покращення розвитку сфери туризму після закінчення війни та забезпечення гарантій безпеки відвідувачів-туристів, тобто створення сприятливих умов для відновлення економічних процесів та економіки завдяки туристичному бізнесу.

Наукова новизна. Дослідження обґрунтовує пропозиції для туристичного бізнесу за рахунок виявлених проблем, а проаналізовані результати дозволять покращити економічний стан туристичної галузі. Проаналізовано причини та визначено шляхи покращення діяльності туристичної галузі, щоб зупинити величезні втрати в Україні, до яких призвели відомі всім події.

Висновки. Туристична активність зможе відновитися і після пандемії, і після перемоги в повному обсязі. Сьогодні, не гаючи часу, ми вже починаємо відновлювати туристичний бізнес. Україна – європейська держава, і ми це доведемо. До важливих дій слід віднести відкриття повітряного простору над Україною, що дозволить пересувати цивільне населення повітряним транспортом; реконструкцію залізничного сполучення між містами та дорожнього покриття; проведення розмінування територій та впровадження підтримки бізнесу з боку держави. А головне – це розвиток програм цифровізації в туристичній сфері.

Ключові слова: COVID-19, війна, туризм, кризова ситуація, економічний розвиток.

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