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Aims & Scope

The biannual journal *Archives of Tourism, Hospitality and Sport Science* is an international, scholarly, and refereed periodical aiming to promote and further research in the fields of tourism, hospitality, recreation and physical education. *ATHSS* is published by Vincent Pol University in Lublin, Poland.

The journal is addressed both to members of the scholarly community dealing with tourism, hospitality, recreation and sport science, as well as business practitioners and professionals. *ATHSS* aims at creating a platform where representatives of all aforementioned sciences are able to exchange their knowledge and experience, disseminate research findings, achievements and developments, as well as to share their insights in hands-on and case-based reports. The journal *Archives of Tourism, Hospitality and Sport Science* welcomes original, conceptual or empirical research papers, book reviews, conference reports, case studies, and letters to the editor.

The scope of the research presented in *ATHSS* is international. All submitted papers are subject to double blind peer review by the members of the Editorial Board and qualified international reviewers. Of special interest are submissions featuring new ideas, tendencies, predictions, hypotheses and achievements within the fields of hospitality, tourism, recreation and physical education as well as related areas relevant to scholars and professionals in these fields.

The submitted manuscripts are accepted for publication based on the recommendations obtained in an anonymous review process. However, the views expressed in the submitted texts are entirely those of the authors and not necessarily of the Editorial Board and Staff of *Archives of Tourism, Hospitality and Sport Science*. Criteria for evaluating submissions include the suitability of their content, significance, conceptual focus, clarity of presentation, and quotation of credible sources. Negative reviews are made available to submitting authors. To ensure professional integrity, the journal follows strict policies on unethical activities related to publication of research results.

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COMPETITIVENESS OF THE TOURISM INDUSTRY OF UKRAINE

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Abstract

The article considers the views of scientists on the essence of the concept of competitiveness as the main category of market economy. Analyzed is the competitiveness index of countries, in particular, Ukraine in travel and tourism sphere, which is formed on the basis of a number of indicators. These are grouped in 14 components and 4 subindices, which are schematically represented in the figure, which characterize the favorable environment in the country for the development of tourism, state policy, infrastructure, available natural and cultural resources, etc. The analysis of changes in the position of Ukraine and some countries of the world according to the Competitiveness Index in the field of travel and tourism, according to which our country in 2017 received a score of 3.5 out of seven possible and was on 88th place

Keywords: travel, tourism, competitiveness, index, subindex, World Economic Forum

Introduction

Specialists of the International Institute of Management Development determine competitiveness as the ability of country in conditions of market relations to produce goods and services that meet the needs of international markets, while supporting and increasing the incomes of citizens [13, p. 214–215].

Developing the views of M. Porter, “Economic Encyclopedia” submits the following definition: “Competitiveness of the country – the ability of the economy of one state to compete with the economies of other states on the

level of effective use of national resources, increase productivity of national economy and ensure on this basis a high and constantly increasing living standards of the population. The concept of competitiveness at the country level is based on the productivity of use the resources" [4].

The country's competitiveness is defined as a set of factors appropriate to a specific national economy which able to provide the supply of goods and services manufactured using the latest technologies, a free and fair market, and growing incomes, acceptable to international trade in a "price-quality" ratio.

T. I. Goncharuk believes that the competitiveness of the country lies in its ability to hold and maintain a strong positions in certain segments of the world market due to:

- firstly, the powerful economic potential;
- secondly, the stable growth of the economy on an innovative basis;
- thirdly, the developed system of market institutions;
- fourthly, the possession of significant intellectual capital and investment resources;

Fifthly, flexible system of response to changes in the world situation and diversification of national production, which enables the state to achieve the full realization of national interests [7, p. 216].

Tourism competitiveness

Competitiveness is an important economic category, which is considered in different spheres and at different levels. Competitiveness in the tourism industry has fundamental differences related with functions performed by enterprises of the tourism industry, their place of business, the size of the market, where the enterprises operate and on which their activities are oriented, the specifics of the sphere of services, where the competition struggles becomes particularly tense. Competitiveness assessment is one of the important aspects of managing a tourism enterprise and the basis for elimination of shortcomings in the work and development of the enterprise in the future.

The Concept of Tourism Development until 2022 indicates the necessity of creating a competitive national tourism product in the international market able to satisfy the tourist needs of the country as much as possible, ensuring

the comprehensive development of the regions on this basis, while preserving the ecological balance and cultural heritage [12].

In Strategy of Tourism Development and Resorts declared the necessity of forming a national tourist product competitive on the domestic and international markets on the basis of rational use of tourist resources, preservation of the natural environment and revival of the national cultural heritage, promotion of tourism development and resorts [1].

In recent years, domestic and foreign sources have increased the number of publications on the directions of increasing the competitiveness of enterprises. The issue of competitiveness assessment is considered in the works of V. S. Filonych, T. I. Goncharuk, O. E. Kuzmina, V. A. Pavlovoji, N. P. Tarnavskoji and others [5; 7-8; 13-14]. The methodological aspects of the research of competitive positions of tourist enterprises are covered in their works by such scholars as L. G. Agafonova, O. V. Boiko, V. G. Gerasymenko, M. P. Malska and others [2-3; 6; 9].

In Ukrainian economy, aimed on active integration into the world economy, the tourism industry is gradually turning into a determinant of socio-economic development, but the pace of these transformations remains unsatisfactory, as evidenced by the lowest positions in world tourist market ratings.'

Experts from the World Economic Forum, together with international tourist organizations (IATA, IUCN, UNWTO, WTCC), annually develop a compilation of tourism competitiveness index to determine the country's competitive position in tourism.

The methodology for calculating the tourism competitiveness index in 2017 has undergone some changes in comparison with the previous period. Today, the new methodology is based on 14 indicators and consists 4 sub-indexes: "Favorable environment", "State policy and creation of favorable conditions", "Infrastructure" and "Natural and Cultural Resources".

These factors are directly related to economic growth and are important for business development, including for the tourism sector.

In fig. the components of the competitiveness index in travel and tourism sphere according to their subordination are presented schematically.

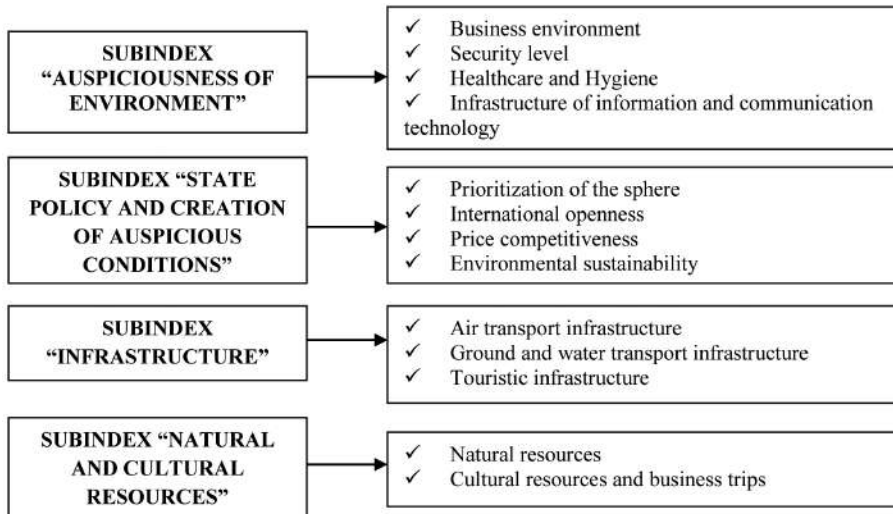


Fig. Indices of competitiveness travel and tourism

Note: according to the World Travel and Tourism Council (WTTC)

Subindex "Favorable environment" includes: business environment; security level; health and hygiene; infrastructure of information and communication technologies.

Subindex "State policy and creation of favorable conditions" reflects specific strategies or strategic aspects that affect the tourism industry more specifically. Yes, it can be factors that directly affect the decision of tourists in choosing a destination: prioritization of travel and tourism; international openness; price competitiveness; environmental sustainability.

Subindex "Infrastructure" reflects the availability and quality of the physical infrastructure of each economy. By dedicating subindex to the infrastructure, the authors of the methodology for assessing the tourism competitiveness index have made it possible to more clearly assess the place of these issues in a complex indicator: air transport infrastructure; ground and water transport infrastructure; tourist infrastructure.

Subindex "Natural and Cultural Resources" reflects the main motives of the trip. Apart from business and personal reasons, cultural and natural heritage may be the main reasons for visiting a particular country. Some countries have more

rich talent than others, but some countries save their resources better than others: natural resources; cultural resources and business travels.

The World Economic Forum published a rating of countries according to the 2017 Competitiveness Index for Travel and Tourism.

The analysis of the rating indicators makes it possible to assess the competitiveness of the tourism industry and to identify the obstacles that hamper the sustainable development of the sphere. In 2017, the rating covered 136 countries. Spain ranked first in the ranking. The top ten also included France, Germany, Japan, United Kingdom, USA, Australia, Italy, Canada and Switzerland. The position of Ukraine and some countries according to the Competitiveness Index for travel and tourism is presented in tab. 1.

Table 1. Changing the position of Ukraine and some countries according to the Competitiveness Index in travel and tourism sphere

Year of research	Number of countries in the ranking	Country of research						
		Ukraine	Jordan	Egypt	Georgia	Israel	Poland	Turkey
2007	124	78	46	58	66	32	63	52
2008	130	77	53	66	72	35	56	54
2009	133	77	54	64	73	36	58	56
2011	139	85	64	75	73	46	49	50
2013	140	76	60	85	66	53	42	46
2015	141	X	77	83	71	72	47	44
2017	136	88	75	74	70	61	46	44

X – country research was not conducted

Note: according to the World Travel and Tourism Council (WTTC)

Ukraine was scored 3.5 from 7, by Index of competitiveness in sphere of travel and tourism in 2017, and placed 88 rank.

The contribution of the tourist industry of Ukraine estimated by experts is a 1.3 million dollars or 1.4% of GDP, in the domestic sphere of tourism employed 214.4 thousand people or 1.2% of the total number of employed.

For comparison, in Poland the tourism sector is estimated at almost 8 million dollars or 1.7% of GDP, employment – 275.4 thousand people or 1.7%; in Turkey – 35.9 million dollars or 5% of GDP, employment – almost 600 thousand people or 2.3% of the employed population.

As the analysis of research data shows, in our country the business environment does not contribute to the development of tourism, as evidenced 124th place by this component. The level of security in the country is negatively influenced by the 127th place.

Unfortunately, the sphere of tourism in Ukraine is not considered as a priority either, in particular, according to the indicator “priority of tourism development for the government of the country”, the experts gave 122nd step to our country.

Competitive advantages in this ranking, like in many others, are the assessment of human resources and the labor market (41st stage) and health and hygiene is the 8th place.

Of course, in each of the 14 components of the Index there are indicators on which Ukraine has higher or lower steps. At the same time, the final result of the study showed that the prerequisites for the proper development of tourism are not sufficiently used in Ukraine.

For more information on rating positions on indicators of the Competitiveness Index of Ukraine in of travel and tourism sphere, see the table. 2

Table 2. Ukraine’s Competitiveness Index for Travel and Tourism in 2017

Competitiveness Index	Place	Value
SUBINDEX “AUSPICIOUSNESS OF ENVIRONMENT”	78	4.6
Business environment	124	3.7
Security level	127	3.5
Healthcare and hygiene	8	6.6
Human resources and labor market	41	4.9
Infrastructure of information and communication technology	81	4.2
SUBINDEX “STATE POLICY AND CREATION OF AUSPICIOUS CONDITIONS IN TRAVEL AND TOURISM SPHERE”	85	4.1
Prioritization of travel and tourism sphere	90	4.3
– priority of development the sphere of tourism for the government	122	3.4
– spendings of government on tourism development (% of the budget)	36	5.1
– effectiveness of marketing and promotional activities for attracting tourists	103	3.6

Competitiveness Index	Place	Value
- completeness of data availability that annually is provided by national administrations to the World Tourism Organization's tourism statistics compilation (0-120 is better)	18	92
- timeliness of providing monthly (quarterly) data to the World Tourism Organization (0-21 is better)	104	12.0
- position in the rating of the country's brand	65	75.2
International openness	78	2.9
Price competitiveness of tourism industry	45	5.2
Environmental sustainability	97	3.9
SUBINDEX "INFRASTRUCTURE"	79	3.1
Air transport infrastructure	79	2.4
Ground and water transport infrastructure	81	3
Touristic infrastructure	71	4
- number of hotel rooms per 100 inhabitants	103	0.2
- number of tourist infrastructure (hotels, resorts, entertaining establishments, etc.)	107	3.9
SUBINDEX "NATURAL AND CULTURAL RESOURCES"	88	2.2
Natural resources	115	2.3
Cultural resources and business trips	51	2.1

Note: according to the World Travel and Tourism Council (WTTC)

Ukraine, according to the Tourism Competitiveness Index in 2017, ranked 88th out of 136 analyzed countries. Among the lowest positions of our country are indicators of "Security and Defense" (127th place), "Business Environment" (124th place), "Natural Resources" (115th place), "Environmental sustainability" (97th place) and "Prioritization of the sphere of travel and tourism" (90th place). Ukraine's high positions include Health and Hygiene (8th place), Human Resources and Labor Market (41st place) and Price Competitiveness (45th place), which, subject to a competent strategy for the development of a positive tourist information background direction can be arranged in the key competitive advantages of the country.

If the low positions of "Security and Protection" and "Business Environment" can be justified by an unstable political situation and attributed to external factors that are difficult to influence only the levers of tourism as a separate branch, then the unsatisfactory positions of such indicators as "Natural Resources", "Environmental sustainability" and "Prioritization of the sphere of

travel and tourism” can be attributed to internal factors that can be adjusted due to the positive work of the governing bodies of the tourism sector.

According to the main Indicators of the Tourism Competitiveness Index, Ukraine among other countries does not occupy a leading position. But it is interesting to observe the distribution of the highest ratings among the countries of the world. Such countries as Spain, France, Germany, the USA, Canada, and Switzerland have been among the top 10 countries in the tourism competitiveness index for the last 10 years. In 2017, Spain strengthened its position, ranked Spain 1, France, Germany and the United States showed steady growth, such countries as Japan, Australia and Italy showed rapid growth, and Switzerland moved from 10th place in 2007 to the first place in 2017 p. Stable in the top five countries in terms of priority for travel and tourism for 2007–2017 include Malta and Singapore, some with a larger range of fluctuations show their results to Mauritius and Spain. It means that by the governance of these countries tourism was identified as a leading industry not at the declarative level.

What concerns the “Price Competitiveness” indicator, many developing countries are represented here as a leaders. Stable in the top 10 countries in terms of price / quality ratio include Egypt and Indonesia. Algeria and Kazakhstan showed a rapid increase in this indicator. As already noted, Ukraine has several indicators of Tourism Competitiveness Index with high value.

Conclusions

Generally, the formation of certain trends can be noted:

- during the study period, Ukraine experienced significant negative changes after the 2008 crisis and after the events of 2014, that is, there is no reason to assert the probability of further improvement without eliminating the very reason of such negative changes. The indicators of “Security and Protection” and “Business Environment” are closely related to political stability in the country;
- all indicators of the tourism competitiveness index were analyzed and indicators such as “Natural resources”, “Environmental sustainability” and “Prioritization of travel and tourism” were found in uncompetitive position since 2007;
- examples of countries such as Malta, Singapore, Mauritius and Spain should encourage real recognition of tourism as one of the main priorities of the state;

- a positive experience of influence of the tourism services infrastructure on the number of tourists visiting countries such as Austria, Spain, the USA, Croatia should serve as an example for our country ;
- we can state that there are competitive advantages such as Health and Hygiene, Human Resources and Labor Market and Price Competitiveness, which should become the basis for the further development of a positive tourist information background.

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