

Tourism Planning & Development in Eastern Europe



Edited by Hania Janta, Konstantinos Andriolis and Dimitrios Styliadis



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Senija Čaušević is a Reader in Marketing and Cultural Studies at SOAS University of London. Her research interests include discourses of management, the commodification and appropriation of cultural heritage, and the role of cultural heritage and the creative industries in the normalization of social relationships in times of post-conflict and post-crisis.

Sławomir Dorocki holds an MA in Geography and a PhD in History, obtained at Jagiellonian University in Kraków, Poland. He is currently a researcher at the Department of Entrepreneurship and Spatial Management at the Institute of Geography at the Pedagogical University of Kraków (KEN University). His scientific interests include issues in regionalization processes with a special focus on key variances across the European continent, European integration processes, historical factors, and the use of computerized and statistical research methods in studies on spatial variances. He is a member of the Polish Geographical Society and Polish Academy of Science.

Cristi Frenț holds a PhD in Economics from the Bucharest University of Economic Studies in Romania. In June 2013 he completed postdoctoral research at the International Institute of Tourism Studies within George Washington University, Washington, DC, where he made a compliance assessment with the United Nations' standards for the United States Travel and Tourism Satellite Account. Then, for more than two years, Cristi joined the Icelandic Tourism Research Centre for a project on developing a new methodology of Tourism Satellite Account in Iceland. Starting in 2016 he resumed working at the National Institute of Research Development in Tourism in Romania.

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Hania Janta, PhD, is a Senior Researcher at the Department for Cultural Studies and European Ethnology, University of Basel, Switzerland. Previously she worked as a Lecturer/Senior Lecturer at Bournemouth University, School of Tourism and as a Senior Lecturer at University of Surrey, School of Hospitality and Tourism Management, UK. Since 2016, she remains a Visiting Research Fellow at the University of Surrey. Her research interests include tourism labour and human capital issues as well as contemporary forms of mobility. She has published peer-reviewed papers in a range of journals. She is an Evaluator/Expert Reviewer for the European Commission and various National Science Foundation bodies.

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8 Three Decades of Tourism Development in Independent Ukraine: From the Collapse of the USSR to the Conflict in the Donbas

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Introduction

In 2021 Ukraine celebrated three decades of national independence. This is an occasion that prompts a consideration of the determinants of, and direction in, tourism development in this young, post-Soviet country, which is the main goal of the study reported in this chapter. Existing studies focus on the influence of singular factors on tourism in Ukraine (Riashchenko *et al.*, 2015; Ivanov *et al.*, 2016, 2017; Webster *et al.*, 2017; Sass, 2020; Smyrnov and Liubitseva, 2020) and specific time periods (Rutynskyi, 2004; Liubitseva, 2014; Kolosinska *et al.*, 2018; Lozynskyy and Kushniruk, 2020; Mykhnenko, 2020; Tomczewska-Popowycz and Quirini-Popławski, 2021). Few studies provide a comprehensive overview of the issue (Doan and Kiptenko, 2017; Kiptenko *et al.*, 2017). The current study is designed to fill the gap in research in the area of comprehensive analysis of tourism development since the collapse of the Soviet Union three decades ago with the use of canonical correlation analysis. Changes in the

tourism sector in post-communist countries were examined in a number of studies in the 1990s (Hall, 1992; Mazaraki and Voronova, 1994; Baláz 1995; Jaakson, 1996; Bachvarov, 1997; Light and Dumbrăveanu, 1999). Our study helps contribute to the empirical research available on emerging post-communist tourist destinations.

Using secondary data collected from the Worldwide Governance Indicators (WGI) project, the State Statistics Service of Ukraine (STTU) and the State Border Guard Service of Ukraine (SBGAU), the chapter examines the impact of major events such as the Orange Revolution (2004), the financial crisis (2008–2009), the European Football Championships (2012), Euromaidan political protests (2013–2014), the annexation of Crimea, the war in the Donbas region (2014) and the COVID-19 pandemic (2020) on:

- inbound tourist traffic;
- share of foreign tourists in the total number of tourists;

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