

TOURISM IN UKRAINE FOR TOURISTS FROM EUROPE: HOW TO GET QUICK WINS IN THE VISA FREE POLICY

With the adoption of the visa free regime, Ukraine gets the bright perspectives in both outbound and inbound tourism. However, there is a problem with the view of Ukraine as the travel destination in Europe, which results in low inbound tourism figures. According to 2017 edition of the Travel and Tourism Competitiveness Report, Ukraine ranks 88th in the list of 136 countries in key indicators: International tourist arrivals amount for 12,428,286; International tourism inbound receipts makes US \$1,082.0 million, while Average receipts per arrival is US \$87.1; T&T industry GDP makes around US \$1,304.8 million, which is 1.4% of its total value. As for T&T industry employment, it creates 214,364 jobs, which is only 1.2 % of the total amount of jobs. [Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)] In the list of ranks of the countries in Eurasia, Ukraine occupies the sixth place, with the indices indicated in Table 1 [2, p. 11]

Table 1

Eurasia: The Travel & Tourism Competitiveness Index 2017

[2, p. 13]

EURASIA	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International openness	Price competitiveness	Environmental sustainability	Air transport infrastructure	Ground and port infrastructure	Tourist service infrastructure	Natural resources	Cultural resources & business travel
Russian Federation	4.2	2.2	5.8	4.1	4.5	3.0	4.5	3.8	3.2
Georgia	4.9	3.1	4.9	4.4	2.2	3.3	4.0	2.4	1.6
Azerbaijan	4.8	2.9	5.4	4.0	2.4	3.7	3.3	2.4	1.7
Kazakhstan	4.3	2.3	5.9	3.8	2.6	2.8	3.1	2.6	1.6
Armenia	4.6	2.6	4.8	3.8	2.2	2.9	3.9	2.6	1.4
Ukraine	4.3	2.9	5.2	3.9	2.4	3.0	4.0	2.3	2.1
Tajikistan	4.0	2.6	4.7	4.0	2.2	2.6	2.1	2.7	1.3
Kyrgyz Republic	3.6	2.3	5.5	3.7	1.9	2.1	2.2	2.4	1.6
Eurasia Average	4.3	2.6	5.3	4.0	2.5	2.9	3.4	2.6	1.8

Ukraine is not a member of European Travel Commission (ETC) [1, p. 4]. Therefore, Ukraine does not collaborate with its members and cannot benefit from the exchange of practices of ETC marketing activities; in particular, the state cannot learn

how authenticity drives modern travel. In its BULLETIN, ETC reports that ETC members discussed innovative solutions for improving Europe's competitiveness during the Travel and Tourism Competitiveness Workshop held as collaboration of its members who came together to evaluate and assess Europe's travel and tourism performance, its key competitive advantages, strengths and weaknesses, and areas for development [1, p.4-6]. For example, the pillar index in the profile of Ukraine is price competitiveness; this parameter brings Ukraine to the 45th rank position out of 136, score 5.2.

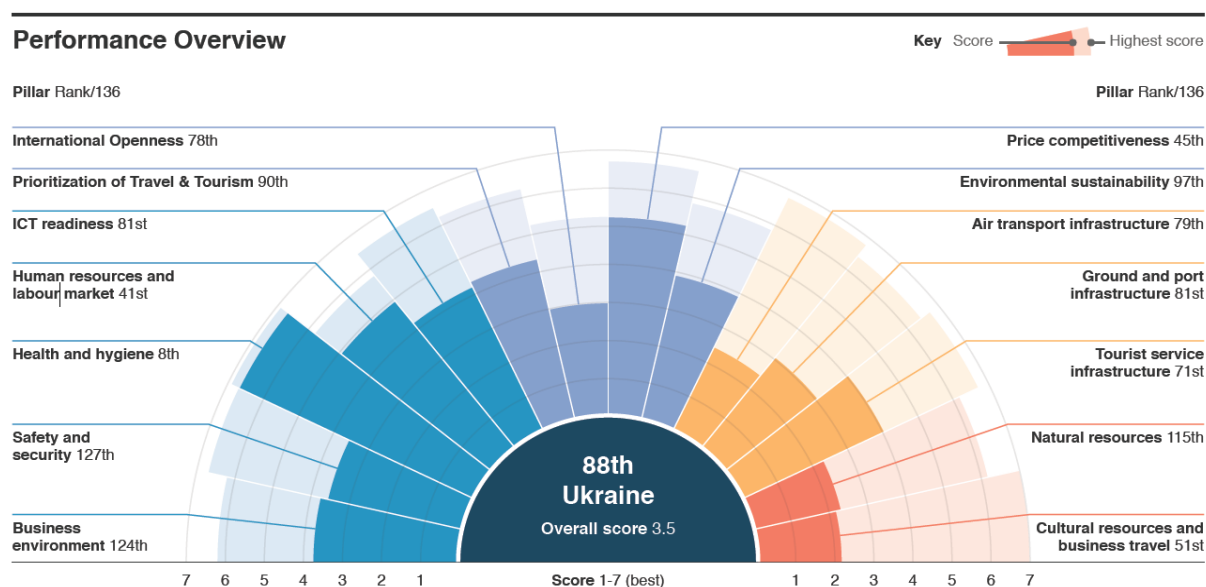


Fig. 1. Ukraine's profile in the Travel & Tourism Competitiveness Index 2017 edition. Rank 88th [2]

This issue was widely discussed during the Tourism Business Forum in Zaporizhzhya on 16 Nov 2017 at the round-table discussion 'Ukrainian Tourism within the Framework of getting visa free policy'. It is interesting, that in general, the great majority (approximately 85%) of countries have reduced, at least partially, the burden of obtaining a tourism visa in the past two years. The speakers of the round table were: Ivan Liptuga, the President of National Tourism Organisation of Ukraine, Advisor of the First Vice-Prime Minister; Pavlo Sheremeta, the Founder of Kyiv-Mohyla Business School, the former Minister of Economic Development and Trade of Ukraine in 2014; Yevhen Triskunov, the owner of consulting company *Avioplan*; Maksym Ostapenko, the Director of National sanctuary *Khortytsya*; Peter Althaus, German journalist and blogger; representatives of the Ukraine International Airlines, the Turkish Airlines, the

city of Ternopil and other bodies, places and businesses. The speakers came together to work out the strategy of attracting tourists from Europe to Ukraine.

The practical outcome of the discussion was an agreed list of issues, which demand urgent solution. These include as follows: offering new unique and therefore, attractive tours and tourist products, developing the infrastructure, starting with improving the airports, their services, doubling or tripling their the capacity, entering the Treaty on Open Skies, collaborating with media, organising press tours and fun tours to promote Ukraine as tourist destination, as Ukraine appear to be the country, few know about; the country, better known in the former socialist block as a former soviet Russian speaking country. A nowhere land.

References:

1. European Travel Commission. (2017). ETC BULLETIN. News from the European Travel Commission. Summer 2017. Access mode: [file:///C:/Users/Home/Downloads/ETCBulletin_Summer17_WEB%252BLINKS%20\(1\).pdf](file:///C:/Users/Home/Downloads/ETCBulletin_Summer17_WEB%252BLINKS%20(1).pdf)
2. World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC). (2017). Travel and Tourism Competitiveness Report 2017. Access mode: http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf