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### АНАЛІЗ МІЖНАРОДНИХ ТУРИСТИЧНИХ ПОТОКІВ УКРАЇНИ ЗА ПЕРІОД З 2012 ПО 2017 РІК

*Метою статті* є аналіз динаміки туристичних потоків між Україною та іншими країнами світу, а також виявлення чинників, які найбільше впливають на розвиток міжнародного туризму.

*Методика дослідження.* Найважливішими статистичними показниками, що характеризують туристичні потоки, є кількість українців, які відвідали інші країни з туристичною метою та кількість туристів - громадян інших країн, які прибули до України. У нашому дослідженні туристичних потоків України був використаний математичний показник, що відображає особливості туристичних потоків та їх соціально-економічне значення для розвитку міжнародного туризму в країні, а саме коефіцієнт туристичних обмінів. Для дослідження були обрані країни, які принаймні 2 роки поспіль відвідували понад 50 тисяч туристів з України. Загальна кількість туристів включає осіб, які подорожували зі службовими, туристичними та приватними цілями (не враховуючи обслуговуючий персонал та військовослужбовців).

*Результати дослідження.* Більшість туристів з України їдуть до сусідніх країн, а саме до Росії, Молдови, Білорусі, Польщі, Румунії, Угорщини та Туреччини. Туреччина є популярним місцем відпочинку серед українців, оскільки знаходиться недалеко від України і може надати туристам хороший сервіс. Необхідно врахувати той факт, що велика кількість українців працює за кордоном, переважно в Європі, а також у Росії. Коли ці люди виїжджають до іноземної країни, вони можуть заявити, що їх візит є приватним, а не робочим; тому їх помилково визначають як туристів. Країнами-донорами туристів, які приїжджають в Україну, є (коефіцієнт має тенденцію до «1») Таджикистан, Узбекистан та США. Країнами, для яких Україна є донором туристів, є (коефіцієнт має тенденцію до «-1») Об'єднані Арабські Емірати, Єгипет, Кіпр, Іспанія, Греція, Австрія, Туреччина та Польща.

*Наукова новизна.* Вперше розраховано коефіцієнт туристичних обмінів України по відношенню до 29 країн світу за 2012 та 2017 роки. Виявлено країни-донори туристів, що приїжджають до України, а також країни, для яких Україна є донором туристів.

*Практична значимість.* Полягає у виявленні того факту, що Україна - це країна-донор туристів. Враховуючи той факт, що Україна багата на туристичні ресурси, з часом, використовуючи досвід туристичних країн світу, вона може змінити цей статус і приймати більше іноземних туристів.

*Ключові слова:* туристичні потоки, коефіцієнт туристичних обмінів, донори туристів.

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### АНАЛІЗ МЕЖДУНАРОДНЫХ ТУРИСТИЧЕСКИХ ПОТОКОВ УКРАИНЫ ЗА ПЕРИОД С 2012 ПО 2017 ГОД

*Целью статьи* является анализ динамики туристических потоков между Украиной и другими странами мира, а также выявление факторов, которые больше всего влияют на развитие международного туризма.

*Методика исследования.* Важнейшими статистическими показателями, характеризующими туристические потоки, является количество украинской, посетивших другие страны с туристической целью и количество туристов - граждан других стран, которые прибыли в Украину. В нашем исследовании туристических потоков Украины был использован математический показатель, отражающий особенности туристических потоков и их социально-экономическое значение для развития международного туризма в стране, а именно коэффициент туристических обменов. Для исследования были выбраны страны, которые по крайней мере 2 года подряд посещали более 50 000 туристов из Украины. Общее количество туристов включает лиц, которые путешествовали со служебными, туристическими и частными целями (не считая персонал и военнослужащих).

*Результаты исследования.* Большинство туристов из Украины едут в соседние страны, а именно в Россию, Молдову, Беларусь, Польшу, Румынию, Венгрии и Турцию. Турция является популярным местом отдыха среди украинцев, поскольку находится недалеко от Украины и может предоставить туристам хороший сервис. Необходимо учесть тот факт, что большое количество украинцев работает за границей, преимущественно в Европе, а также в России. Когда эти люди выезжают в иностранное государство, они могут заявить, что их визит является частным, а не рабочим; поэтому их ошибочно определяют как туристов.

Странами-донорами туристов, которые приезжают в Украину, является (коэффициент имеет тенденцию к «1») Таджикистан, Узбекистан и США. Странами, для которых Украина является донором туристов, есть (коэффициент имеет тенденцию к «1») Объединенные Арабские Эмираты, Египет, Кипр, Испания, Греция, Австрия, Турция и Польша.

*Научная новизна.* Впервые рассчитан коэффициент туристических обменов Украины по отношению к 29 стран мира за 2012 и 2017 годы. Выявлено страны-доноры туристов, приезжающих в Украину, а также страны, для которых Украина является донором туристов.

*Практическая значимость.* Заключается в выявлении того факта, что Украина - это страна-донор туристов. Учитывая тот факт, что Украина богата на туристические ресурсы, со временем, используя опыт туристических стран мира, она может изменить этот статус и принимать больше иностранных туристов.

*Ключевые слова:* туристические потоки, коэффициент туристических обменов, доноры туристов.

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### *THE ANALYSIS OF INTERNATIONAL TOURIST STREAMS OF UKRAINE FOR THE PERIOD FROM 2012 TO 2017*

*The purpose of this article* is to analyze the dynamics of tourist streams between Ukraine and other countries of the world, as well as to identify the factors that influence the development of international tourism most of all.

*Research methodology.* The most important statistical indicators that characterize tourist streams are the number of Ukrainians who visited other countries for tourist purposes and the number of tourists - citizens of other countries, who arrived in Ukraine. In our study of the tourist streams of Ukraine the mathematical indicator that reflects the features of tourist streams and their socio-economic importance for the development of international tourism in the country, namely the coefficient of tourist exchanges, was used. Selected for the research were the countries visited by more than 50 thousand tourists from Ukraine for at least 2 years in a row. The total number of the tourists includes persons who travelled for official, tourism, and private purposes (without vehicle servicing personnel and servicemen).

*Results of the research.* Most tourists from Ukraine go to neighboring countries, namely to Russia, Moldova, Belarus, Poland, Romania, Hungary, and Turkey. Turkey is a popular holiday destination among Ukrainians, because it's close to Ukraine and can provide tourists with a good service. It is necessary to take into account the fact that a large number of Ukrainians work abroad, mainly in Europe, as well as in Russia. When these people leave for a foreign country, they can state their visit is private, not working; therefore, they are mistakenly defined as tourists. The donor countries of tourists who come to Ukraine are (the coefficient tends to "1") Tajikistan, Uzbekistan, and the United States. The countries for which Ukraine is a donor of tourists are the (coefficient tends to "-1") United Arab Emirates, Egypt, Cyprus, Spain, Greece, Austria, Turkey, and Poland.

*Scientific novelty.* For the first time, the coefficient of tourist exchanges of Ukraine in relation to 29 countries of the world for 2012 and 2017 was calculated. The donor countries of tourists coming to Ukraine, as well as the countries for which Ukraine is a donor of tourists were identified.

*Practical significance.* It is to reveal the fact that Ukraine is a donor country for tourists. Given the fact that Ukraine is rich in tourist resources, over time, using the experience of tourist countries around the world, it can change this status and receive more foreign tourists.

*Keywords:* tourist streams, the coefficient of tourist exchanges, donors of tourists.

*Problem statement.* Tourist stream is a set of people who leave their place of permanent residence to travel in various directions on foot or by some kind of transport in the period from 24 hours to one year without engaging in paid activities and go back. The tourist stream as a totality of organized and amateur travelers exists as the basis for the formation of a tourist product.

According to the methodology of the World Tourism Organization, all residents who temporarily travel abroad, regardless of the purpose of their trip, are considered as tourists, with the exception of persons leaving for the purpose of education and work.

The tourist business is the most profitable sector of the economy of many countries. Ukraine also began to focus its efforts on the development of tourism, both internal and external.

Tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. International tourist arrivals (overnight visitors) in 2016 grew by 3.9% to reach a total of 1,235 million worldwide, an increase of 46 million over the previous year. It was the seventh consecutive year of above-

average growth in international tourism following the 2009 global economic crisis. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s (Kreag 2001).

WTTC's latest annual research, in conjunction with Oxford Economics, shows Travel & Tourism's contribution to world GDP outpaced the global economy for the sixth consecutive year in 2016, rising to a total of 10.2% of world GDP (US\$7.6 trillion). The sector now supports 292 million people in employment – that's 1 in 10 jobs on the planet. Travel & Tourism forecasts over the next ten years also look extremely favourable with predicted growth rates of 3.9% annually (UNWTO 2017).

Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities, and services. Tourism offers residents opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. Experiencing different cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living. Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases demand for historical and cultural exhibits. This interest by tourists in local culture and history provides opportunities to support preservation of historical artifacts and architecture. By learning more about others, their differences become less threatening and more interesting (World Travel & Tourism Council 2017).

It's worth noting, that the year 2017 was declared by The United Nations General Assembly as the International Year of Sustainable Tourism for Development recalling the potential of tourism to advance the universal 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs).

Travel streams are worth exploring, as tourists are one of the sources of financial revenues in a country. It is an indisputable fact, that foreign tourists brings profit to a country. For this reason, our research concentrates on the international tourist streams of Ukraine.

Ukraine is a country rich in tourist resources, but numerous political events (public protests on the main square, Maydan Nezalezhnosti; anti-terrorist operations in the East of the country) have a negative impact on the development of tourism, and in particular on inbound tourism.

By conducting a detailed analysis of the international tourist streams of Ukraine, we will be able to find out from which countries a small number of tourists come to Ukraine. In this way, we will know that more attention is needed to publicize Ukraine as a tourist destination in these countries in order to attract more tourists. In addition, this research will allow us to see in which countries of the world Ukrainian citizens spend their holidays and determine the reasons for their popularity among Ukrainians. The practical value of the results of this research lies in it.

*Analysis of research and publications.* The issues of the tourist streams of Ukraine were considered by O.O. Lyubitseva (2004), V.I. Kostashchuk (2010), O.M. Lutak, L.V. Mikhalchuk (2012), O. Yu. Bordun (2013), N.F. Alekseeva, O.Ya. Drin (2014), O.A. Pys`mennyj (2014) et al. However, the theoretical analysis of the scientific sources showed that these problems are not studied fully, which creates a need for an in-depth study.

Foreign scientists such as J. Preez & S.F. Witt (2005), Li, G., K.K.F. Wong, H. Song & S.F. Witt (2008), C. Goh, R. Law & H.M.K. Mok (2010), J. Ritalahti, A. Kontinen (2013), D.A. Kozlov (2016), N.M. Karaulova, L.V. Silicheva, V.V. Antonenko, E.E. Konovalova, Lebedev K.A. (2017) etc. study problems of tourist streams.

*Selection of previously unsolved parts of the overall problem.* It is necessary to find out whether Ukraine is more of a donor of tourists to other countries of the world, or, conversely, a certain country or several countries are donors of tourists to Ukraine. It is also necessary to find out from which countries of the world tourists come to Ukraine the most, and to which countries Ukrainian tourists go.

*The purpose of this research* work is to analyze the dynamics of tourist streams between Ukraine and other countries of the world, as well as to identify the factors that influence the development of international tourism the most.

*Data and methods.* The most important statistical indicators that characterize tourist streams are the number of Ukrainians who visited other countries for tourist purposes and the number of tourists - citizens of other countries, who arrived in Ukraine.

In studying the current state of development of tourist streams it's important to use mathematical indicators that reflect the features of tourist streams and their socio-economic importance for the development of international tourism in the country. Such indicators should take into account the following characteristics of tourist flows: 1) the ratio between the number of arrivals of foreign tourists from the country studied and the number of citizens who left for the same country for tourist purposes; 2) the share of the relevant categories of tourists in the total volume of international tourists in the country; 3) represent

the general socio-economic trends of the relevant international tourist streams. One of these indicators is the coefficient of tourist exchanges  $I$  (formula 1).

$$I = \frac{Ni - Zi}{Ni + Zi}, \quad (1)$$

where  $Ni$  is the proportion of foreigners from another country, who visited the region (country) for tourism purposes, in the total number of foreign tourists;  $Zi$  is the share of citizens of the country who visited this other country with a tourist purpose in the total number of foreign tourists in the region (country) (Kostashhuk 2010).

The meaning of this indicator can vary from -1 to +1. Indicator "-1" means that there was only the departure of tourists from the region (country) and there were no registered arrivals of foreign tourists. This means that travel companies in the country mainly work only to send their own citizens abroad. Accordingly, such a state of international tourism in the region (country) doesn't contribute to the development of its own tourist complex, because under such conditions, the tourist product created here isn't consumed. Indicator "0" means that the intensity of arrivals from another country is comparable to the intensity of departures from this country. When the coefficient of tourist exchanges is "+1" it means that foreigners come to the region (country), and the return touristic stream is absent. This situation is the most attractive for the region (country), as it contributes to the intensification of consumption of the tourist product created here and the increase of the efficiency of the local tourist complex. Extreme values of the coefficient are possible in a limited number of cases. Therefore, the absolute majority of indicators of the coefficient of tourist exchanges ranges from "-1" to "+1". At the same time, the degree of approximation of the indicator to the extreme values characterizes the intensity and direction of tourist streams, and to a certain extent reflects the development of the tourist complex of the region (country), the direction and efficiency of economic activity of the subjects of tourism business (Kostashhuk 2010).

Table 1

*Tourist streams of Ukraine, 2012-2017*

<i>Year</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>
Foreign tourists, million	22,9	24,6	12,7	12,4	13,3	14,2
Foreign tourists who visit for official, business or diplomatic purposes, million	0,3	0,2	0,05	0,04	0,03	0,09
Foreign tourists who visit for tourist purposes, million	0,9	0,5	0,1	0,1	0,2	0,04
Foreign tourists who visit for private purposes, million	16,8	18,2	9,7	11,5	12,9	13,7
Foreign tourists who visit for purposes of cultural and sports exchange, religious or other purposes, million	4,8	5,8	2,8	0,7	0,2	0,3
Tourists-citizens of Ukraine who travelled abroad, million	21,4	23,7	22,4	23,1	24,6	26,4
Tourists-citizens of Ukraine who travelled abroad for business purposes, million	0,4	0,3	0,2	0,2	0,1	0,1
Tourists-citizens of Ukraine who travelled abroad for tourist purposes, million	0,6	0,3	0,2	0,2	0,2	0,1
Tourists-citizens of Ukraine who travelled abroad for private purposes, million	20,4	23,1	22,0	22,7	24,2	26,2

The table was compiled by the author, according to the data of the State Statistics Service of Ukraine.

The Table 1 shows that in 2014 the number of foreign tourists sharply decreased in Ukraine. We also see that among foreign tourists visiting Ukraine those who arrived for a private purpose considerably prevail. Among Ukrainians travelling abroad those who travel for a private purpose also significantly outnumber the tourists in other categories.

In 2017, 5 million more Ukrainians travelled abroad than in 2012. There is a tendency towards an increase in the number of Ukrainians travelling abroad for recreation, despite a slight decline in 2014 and 2015.

The population of Ukraine on December 1, 2017 amounted to 42.4 million (according to the State Statistics Service of Ukraine). In 2017, 26.4 million Ukrainians travelled abroad. It's 62% of the total population of the country.

Table 2

*Entrance tourism of Ukraine, 2012-2017*

Country	2012	2013	2014	2015	2016	2017
Azerbaijan	39 858	111 708	69 041	75 531	105 466	95 903
Belarus	3 089 523	3 353 517	1 592 924	1 891 518	1 822 173	2 727 591
Germany	272 843	253 259	131 171	154 470	170 733	209 422
Hungary	741 917	771 005	874 184	1 070 034	1 269 653	1 058 970
Israel	105 874	120 856	101 687	149 313	216 573	261 454
Italy	88 473	90 807	55 352	63 230	76 141	84 626
Lithuania	53 943	83 283	29 401	34 898	51 922	75 511
Republic of Moldova	4 842 608	5 417 817	4 368 176	4 394 147	4 296 198	4 435 414
Poland	1 400 966	1 259 170	1 123 879	1 155 999	1 194 580	1 144 018
Romania	780 879	877 234	584 774	763 228	774 581	791 115
Russian Federation	9 507 545	10 281 382	2 361 333	1 230 448	1 473 075	1 456 362
Slovakia	476 378	424 306	416 156	412 519	410 505	366 245
Tajikistan	42 715	60 331	37 072	53 949	163 880	70 938
Turkey	112 047	150 973	116 085	140 448	199 367	270 162
United Kingdom	80 250	81 321	44 085	54 679	70 294	78 600
USA	132 938	134 663	81 698	108 284	138 000	153 694
Uzbekistan	184 433	235 114	158 006	68 751	135 351	22 683
France	63 935	64 509	39 867	45 866	54 147	60 990
Czech Republic	51 699	52 705	35 148	39 470	48 998	67 680
Kazakhstan	70 103	84 826	29 634	27 455	37 438	41 152

The table was compiled by the author, according to the data of the State Statistics Service of Ukraine.

The Table 2 comprises the countries, from which more than 50 thousand tourists arrived to Ukraine for not less than two years in a row. The total number of tourists from a particular country includes persons who visited Ukraine for official, business, diplomatic, tourist, and private purposes, cultural and sports exchange, religious or other purposes (no vehicle servicing personnel and transit).

Most tourists come to Ukraine from the neighboring countries, namely from Russian Federation, Republic of Moldova, Belarus, and Poland. This is evident from the Table 1. Close family ties between citizens of Ukraine and citizens of these countries explain this situation.

2014 saw a decline in the number of tourists from almost all countries. Nevertheless, despite this, we can note a positive trend. From 2015 to 2017, the number of tourists from neighboring countries and from other countries increased. The number of tourists from Hungary, the Republic of Moldova, Poland and Slovakia didn't decrease in 2014. Again, this is due to the close family ties between citizens of Ukraine and the citizens of these countries.

We also see that the number of tourists from Tajikistan sharply increased in 2016 (163 880) compared to 2015 (53 949). This situation may be related to the internal processes that took place in this country.

It should be noted that Ukraine has a large diaspora in such countries as Russia (1928 thousand), USA (930 thousand), Moldova and Transnistria (442 thousand), Kazakhstan (333 thousand), Belarus (159 thousand), Poland (62 thousand), Czech Republic (54 thousand), Romania (51 thousand), Slovakia (41 thousand), Germany (approximately 40 thousand), France (approximately 35 thousand), Great Britain (approximately 30 thousand), Azerbaijan (22 thousand) (Zav`yalov 2017). Officially, 930 434 Ukrainians live in the USA, while according to the diaspora the number is higher than 1.5 million. (Dostup do pravdy` 2016). Persons who are now citizens of these countries but who are of Ukrainian descent can come to Ukraine to visit their relatives or friends. Despite the fact that they are Ukrainian by nationality, they start to be considered as foreign tourists as soon as they cross the border.

Selected for the research were the countries visited by more than 50 thousand tourists from Ukraine for at least 2 years in a row. The total number of the tourists includes persons who travelled for official, tourism, and private purposes (without vehicle servicing personnel and servicemen).

Most tourists from Ukraine go to neighboring countries, namely to Russia, Moldova, Belarus, Poland, Romania, Hungary and Turkey (table №3). Close family ties between citizens of Ukraine and citizens of these countries account for this situation (except for Turkey). Turkey is a popular holiday destination among Ukrainians, because it's situated close to Ukraine and can provide tourists with a good service.

Table 3

Outbound tourism of Ukraine, 2012-2017

Country	2012	2013	2014	2015	2016	2017
Austria	103 207	112 392	96 809	106 451	105 905	115 406
Belarus	1 673 717	1 738 907	1 538 160	1 325 546	1 114 457	1 186 466
Bulgaria	48 594	64 351	47 480	43 860	54 162	58 597
United Kingdom	85 047	109 659	76 590	62 439	64 528	63 920
Greece	121 536	201 538	151 286	101 298	96 419	104 774
Georgia	50 170	82 312	90 487	81 601	104 517	111 981
Egypt	297 267	336 173	400 427	350 936	417 949	733 597
Israel	141 319	124 057	117 833	129 311	146 379	155 074
Spain	92 939	119 730	99 614	60 710	89 606	112 982
Italy	152 709	191 616	172 845	113 373	122 294	173 573
Cyprus	26 775	35 366	47 601	57 303	80 023	58 326
Lithuania	8 079	16 767	22 611	28 559	57 639	54 867
Republic of Moldova	2 174 173	2 395 258	2 421 169	1 727 308	1 655 775	1 680 353
Netherlands	73 069	82 011	75 962	87 052	92 835	114 374
Germany	380 554	376 316	308 908	294 797	275 987	344 150
United Arab Emirates	151 181	210 772	161 728	137 442	150 673	166 586
Poland	5 765 184	6 991 778	7 657 021	9 505 713	10 111 086	9 990 978
Russian Federation	5 941 305	6 140 406	4 671 321	4 080 414	3 859 820	4 376 423
Romania	549 966	791 845	522 350	678 700	857 728	1 045 424
Slovakia	508 008	571 266	656 102	755 248	886 120	854 657
Turkey	563 184	573 840	450 549	510 537	930 657	1 185 051
Hungary	1 759 986	1 900 469	2 152 512	2 442 101	2 893 370	3 118 758
France	75 396	81 995	83 207	98 353	92 733	106 697
Czech Republic	299 444	170 114	84 948	52 738	41 754	73 536

The table was compiled by the author, according to the data of the State Statistics Service of Ukraine.

It is necessary to take into account the fact that a large number of Ukrainians work abroad, mainly in Europe, as well as in Russia. When these people leave for a foreign country, they can state their visit is private, not working; therefore, they are mistakenly defined as tourists.

The Table 4 shows the rate of tourist exchanges for the years 2012 and 2017. Thus, one can see how the situation changed over 5 years.

Table 4

Coefficient of tourist exchanges

Country	2012	2017
Azerbaijan	0,4	0,5
Belarus	0,3	0,4
Germany	-0,2	-0,2
Hungary	-0,4	-0,5
Israel	-0,1	0,2
Italy	-0,3	-0,3
Lithuania	0,7	0,2
Republic of Moldova	0,4	0,4
Poland	-0,6	-0,8
Romania	0,2	-0,1
Russian Federation	0,2	-0,5
Slovakia	0,03	-0,4
Tajikistan	1	1
Turkey	-0,7	-0,6
United Kingdom	-0,03	0,1

USA	0,7	0,6
Uzbekistan	0,9	1
France	-0,08	-0,3
Czech Republic	-0,7	-0,04
Kazakhstan	0,5	0,02
Austria	-0,5	-0,6
Bulgaria	-0,03	-0,2
Greece	-0,7	-0,7
Georgia	-0,1	-0,4
Egypt	-1	-1
Spain	-0,6	-0,7
Cyprus	-0,9	-0,8
Netherlands	-0,2	-0,5
United Arab Emirates	-1	-1

The table was compiled by the author, according to the data of the State Statistics Service of Ukraine.

*Results and discussion.* The Table 4 shows that for 5 years the coefficient of tourist exchanges didn't change for the following countries: Germany, Republic of Moldova, Tajikistan, Greece, Egypt and the United Arab Emirates.

The donor countries for tourists who come to Ukraine are (the coefficient tends to "1") Tajikistan, Uzbekistan and the United States.

The countries for which Ukraine is a donor of tourists (coefficient tends to "-1") are the United Arab Emirates, Egypt, Cyprus, Spain, Greece, Austria, Turkey, and Poland.

The group of countries Ukraine has a constant exchange of tourists with (the coefficient tends to "0") includes Belarus, Germany, Israel, Italy, Republic of Moldova, Romania, Slovakia, Great Britain, France, Bulgaria and Georgia.

In 2012, the coefficient of tourist exchange between Azerbaijan and Ukraine was close to "0", and in 2017 it already tended to "1". This means that the situation changed. Azerbaijan began to supply more tourists to Ukraine.

With Hungary, the Netherlands and the Russian Federation, the situation is the opposite; in 2017, Ukraine began to supply more tourists to these countries (the coefficient tended to -1). This might be so because people who go to these countries to land a job sometimes falsely indicate the purpose of their trip.

In the cases of Kazakhstan and Lithuania, in 2012 the coefficient tended to "-1", and in 2017 it began to tend to "0". This change took place because more Ukrainians began to travel to these countries. Concerning the Czech Republic, the situation improved, because the coefficient which tended to "-1" began to tend to "0". Hence, tourists from the Czech Republic began to visit Ukraine.

Oresta Bordun (Associate Professor of the Department of Tourism of the Ivan Franko National University of Lviv) studied international tourist streams from 2008 to 2010. She notes, that during this period there was a dynamic predominance of the number of foreigners, who visited Ukraine over the number of Ukrainian tourists who travelled abroad (Bordun 2013). It's clear from the Table 1 that in 2012 and 2013 the number of foreign tourists who visited Ukraine and the number of Ukrainians who travelled abroad were almost equal. Ukrainian tourists who visited other countries began to outnumber foreign tourists coming to Ukraine in 2014 and this tendency has continued up to the present time.

In 2008, the tourist exchange coefficient was negative for Russia, Poland, and Hungary. For Romania, Slovakia, and Germany the tourist exchange coefficient was equal to zero, which meant equalizing the intensity of the tourist stream from Ukraine to these countries with the intensity of the "counter" stream (tourist stream from these countries) (Bordun 2013). We can see from the Table 4 that in 2017 the coefficient of tourist exchanges was also negative for Russia, Poland, and Hungary. As for Romania, Slovakia, and Germany, this coefficient tended to zero, but turned out to be negative in the end.

Motivation-based structure of the entrance tourist stream (9 months of 2010) is as follows: business trips - 3% of the stream; organized tourism - 6% of the stream; private tourism - 91% of the stream (Bordun 2013). The Table 1 shows that in 2017 business trips had 0.6%; organized tourism - 0.3%; private tourism - 96.5%; cultural exchange, sport exchange, religious purposes, etc. - 2.1% in the structure of the entrance tourist stream.

Motivation-based structure of the outgoing tourist stream (9 months of 2010) is as follows: business trips – 5% of the stream; organized tourism – 8% of the stream; private tourism – 87% of the stream (Bordun 2013). The Table №1 shows that in 2017 business trips had 0,4%; organized tourism - 0,4%; private tourism - 99,2% in the structure of the entrance tourist stream.

In 2011, Ukraine was visited by the largest number of tourists from the following countries: Russia (9.0 million), Moldova (4.0 million), Belarus (2.6 million), Poland (1.7 million), Hungary (0, 8 million), Romania (0.7 million), Slovakia (0.6 million), Germany (0.2 million), Uzbekistan (0.1 million), USA (0.1 million) (Lyutak, My`xal`chuk 2012). The Table 2 shows that in 2017 the largest number of tourists came to Ukraine from Moldova (4.4 million), Belarus (2.7 million), the Russian Federation (1.4 million), Poland (1.1 million), Hungary (1.1 million), Romania (0.8 million), Slovakia (0, 4 million), Turkey (0.3 million), Israel), and Germany (0.2 million). We can see that the situation slightly changed in 6 years. Fewer tourists began to arrive from the Russian Federation, and the places of Uzbekistan and the United States were taken by Turkey and Israel.

*Conclusions.* The results of the research show that Ukraine falls into the category of countries that are donors of tourists, and not into the one that comprises recipient countries. This is evident from the fact that nineteen out of the twenty-nine countries studied received a negative coefficient of tourist exchanges in 2017. Thus, Ukrainians went to these countries more often than the inhabitants of these countries came to Ukraine. Only 10 countries received a positive coefficient of tourist exchanges in 2017. More tourists from those countries came to Ukraine than there were Ukrainians who went to visit them. It concerned the following countries: Azerbaijan, Uzbekistan, Tajikistan, Kazakhstan, Belarus, Republic of Moldova, Lithuania, the United Kingdom, the USA and Israel. Therefore, we can conclude that Ukraine must eliminate internal political instability. With its moderate climate, a low feasibility of natural disasters, the development of a system of cultural monuments, a rich historical heritage, and the effective measures to publicize the domestic tourism product in the international tourist market, Ukraine can increase the volume of its GDP and take a worthy place among the originators and consumers of the global tourism product.

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