

TOURISM MARKET AND TOURISM EDUCATION IN UKRAINE

Purpose: The article deals with the problem of training for tourism professionals of the market of tourist services at all stages of its development in Ukraine.

The main methods used in the study is the analysis and synthesis of the processes that took place in the tourist market and in the tourism education. In the analysis of the market and the educational processes at each of the selected stages of development used methods of statistical information processing and graph-analytical methods of its presentation.

Results. In this article, based on my own experience and the formation of long-term observations of the tourist market and the development of educational tourism in the country, divided into three stages: I stage is characterized Soviet or planned tourism management with a predominance of active and cultural and educational. Poorly differentiated offer in tourism did not require specially trained professionals and their amount. Because small existing network of universities in general meet the needs of this sector of activity; II phase or stage of active formation of the tourist market, possibly carried out precisely because they have already started to form the system of training of all skill levels, who were able to meet the needs of an emerging market, differentiated offer, form the basis of market relations between the subjects of the tourist market. Universities train personnel who can create and implement a tourism product of mass consumption; III the current stage of the author proposes to define since 2004, when the system was implemented standardization education industry is rapidly developing a network of universities, training staff for tourism, and stabilization of the tourist market. The author emphasizes that the development of tourism is largely based on the efforts of universities to prepare tourist shots that not only train specialists, but also conduct research in the field of tourism. The author determines the direction of development of the tourism education. The author shows the role of the geographical component in the preparation of specialists in tourism at all stages of the training.

Scientific novelty of the paper is in correlation analysis of market processes and training. The article emphasizes the need to enhance the synthesis of knowledge of various sciences and the presence of the basis for the formation of tourismology, as well as increased diversity due to the practice of tourism activities.

The practical significance is in the ordering information on the development of the tourism education in Ukraine and lighting processes that occur in the activities of higher education institutions, training staff for tourism in order to strengthen ties with the government tourism and travel business. Training must be consistent with the strategic outlook for the tourism market and to rely on innovative technologies.

Keywords: tourism market, tourism education, geography of tourism

Introduction. Tourism development depends on the skill level of staff. The skill level of personnel is determined by their education system. Tourism development tomorrow depends on which curriculum and programs specialists trained today. Thus, the system of universities that train personnel for tourism, should predict the development of the tourism market to provide its employees with the skills of tomorrow. In other words, universities as organizations with strategic planning, should be widely involved in today's tourism in the country. However, government agencies are turning to scientists do not often. There is no constant relationship between public administration, tourism and universities

that train specialists for tourism. Every member of the tourist market develops autonomously and not communicate with others, to the detriment of the common improvement of tourism management process in Ukraine.

The purpose of this article is to draw attention to the need for cooperation of all members of the tourism process. This problem is not new. The problems of professional tourism education wrote the following authors: W.Fedorchenko, N.Fomenko, G.Zehmistrova [9], L.Sakun [8], O.Fastovez, T.Sokol, L.Ustyenko, S.Dmytruk and often the author of this post [eg 1 - 7]. The basis for the article is the author's own experience in training personnel for the tourism and cooperation with public and private entities in tourism, training for tourism in Ukraine and abroad.

Conjugation analysis of the tourism market and tourism education. The view on touristic education goes in hand with analysis of touristic process and market developments in the country. *The first stage actually corresponds to Soviet period.* It was a time of mass tourism development. Since the second half of XX cent. tourism gained massive, dynamic trends, directed, pursuant to the ideological doctrine of that time, to the priority of domestic, inbound tourism and sightseeing activities with some restrictions on outbound travelling. Organizational structures were formed to care of different domains of tourism: international tourism in the “adult” segment was dealt by JSC “Intourist”, BMMT “Sputnik” undertook the youth; domestic tourism and sightseeing activities were mainly organized by trade unions providing cheaper holidays by contributions (Ukrainian Republican Council for tourism and excursions). Each of these institutions had its own funds, infrastructure (accommodation, transport companies, etc.) having their own standards. That is, the tourism process was developed, differentiated and had a clear management chain to provide for strong travelling traditions among population. The active self-organized and domestic tourism prevailed. The basic product included complex services with cultural focus. It often combined open-air activities at the territories of recreation or protected areas. Under those conditions the industry needed instructors for activities, guides for domestic tourism and guides-interpreters for international flows.

High schools of philology trained guides-interpreters. In 1970ths, the hospitality college of Kyiv started education of specialists for middle tier management. Kyiv High School (Institute) of Trade and Economics trained the higher education specialists for restaurants. Geography Departments of Kyiv and Simferopol (now Taurida) National Universities provided training par excellence for tourism and excursion entities. The curriculum in general took geography and natural sciences disciplines as the basis. For example, in Kyiv the chair of physical geography and nature protection provided training on specialty “domestic area studies and tourism”. The graduates got in their diplomas qualification of “organizer of touristic and excursion activities”. In fact the latter corresponded to competencies of tourism manager. The key disciplines in this case embraced: landscapes, nature protection, protected areas, physical

geography of the world and of Ukraine, excursions business, recreation geography, geographic domestic studies, territorial planning for landscapes.

At the end of 1950s (before the real educational process launch) Ukrainian geographers, from Kyiv in particular, researched load resistance of mountain landscapes of the Ukrainian Carpathians against the impact of organized touristic groups of sports (active) tourism. They proposed optimization of the routes for vulnerable landscapes in particular. Of course it was early to mention the term of “sustainable development” then, however, we can trace some components basic for geographic explorations of the territory for the purpose of tourism.

The second stage relates to 1990-2004. State independence has radically changed approach to tourism organization: 1) tourism is not an ideological tool anymore, it became a part of life which promotes development and leisure; 2) tourism gradually strengthens as a part of economics of the country with emerging tourism industry as an inter-branch complex of tourist needs provision and increase of its impact to GNP, and 3) development of tourism leads to the formation of Destinations – areas (localities, settlements, habitats) with certain recreation and tourism functions. Thus, emerging tourism market is represented by domestic and foreign entities, specific market product built basically on the principle of absolute (resource) benefits and represented by natural, historical and culture attractions, ongoing modernization of training system. With some uncertainty of state policy its regulatory role realizes through legislation provisions for business and social tourism as well as public administrations for tourism (which, however, too often faced reforms which affects tourism activities).

Gaining independence and social and political restructuring in Ukraine have been marked by a change in its status on the international tourism market, first of all, due to expansion of its market share. Ukrainian has changed from the recipient with limited services to generator of outbound tourism flows. The similar trends were usual for almost all neighboring countries, former socialist, and had objective socio-economic background. Gradual improvements in the economic situation and some shifts towards improvements in financial state of population in 1990-s provided for favorable tourism market environment.

Positive impact had also the state travel and tourism policy implemented through, first of all, the licensing system and strengthened control over the quality of tourism services. Anyhow, the international tourism situation remains fragile: the revival of tourism activity is altered with recession, reflecting vibrations which relates to both domestic and world market conditions, under which tourism image of Ukraine remains uncertain.

In 2000 outbound tourism represented 44 % of all tourist migrations being of more than twice higher of inbound one (Table 1). Such a trend of outbound flows prevalence in the international tourism structure remained stable for the whole period. Anyway one can notice some reduce in dynamics of outbound

tourism, changes in its motivation and geography, having positive impact on the domestic tourism market. Flows of outbound tourists were mostly directed to Europe.

Table 1

Dynamics, structure and balance of international tourist flows during transformation period [10]

	1995	1996	1997	1998	1999	2000
Inbound tourism	3,7	3,9	7,6	6,2	4,2	4,4
Outbound tourism	6,9	11,5	10,5	8,6	7,4	8,7
Balance	1 : 1,9	1 : 2,9	1 : 1,4	1 : 1,4	1 : 1,8	1 : 2,0

However geography of travelling gradually expanded: in 1997 Ukrainians visited 62 countries and in 2000 – 96. Among popular destinations – Western Europe (France, Germany, UK, Austria, Switzerland) and Mediterranean (Italy, Spain, Turkey, Greece, Israel). Thanks to pro-active policy of partner-countries the tourist flows to Cyprus, Egypt, Tunis showed positive results.

Share of inbound tourism during 1990-s remained almost unchanged and provided 1/5 of the tourism activities in general. Geography of flows expanded to 168 countries with changes in patterns: European share reduced in favour of CIS, Africa, Eastern and Southern Asia, showing the trend of tourism usage as migration instrument but not the tourism attractiveness of Ukraine.

Efforts paid to revive tourism as a part of life style in Ukraine, to develop tourism market had positive impact on domestic tourism and excursions activities (Table 2) : during 2000 almost 16 millions of visitors to museums and sightseen tours. In particular domestic tourism was very much promoted by the tourism entities and local authorities in Vinnytsya, Donetsk, Dnipropetrovsk, Ternopil, Poltava, Kharkiv regions.

Table 2

Dynamics of domestic tourism, millions of tourists [10]

1995	1996	1997	1998	1999	2000
8,6	6,2	5,7	5,7	6,4	6,6

Facilitation of tourism activities caused increase in services income (3,2 times). The most popular inbound and domestic tourism destinations – city of Kyiv, Crimea, Odessa, Lviv, Donetsk regions – modernized their infrastructure for the diversified demand.

State policy was marked by Parliament hearings devoted to tourism, elaboration of State programme of tourism development by 2010, establishment of statistics monitoring and information as well as scientific provisions and education of tourism systems.

The market situation at that time got rid of centralized management.

Spontaneous conditions and weak market regulation tried to respond the high demand for travelling, abroad in particular. The outbound segment in the country started intensified development. At the same time at the beginning of 1990s the interest to Ukraine grew and nourished the inbound flows.

Intensification of social developments and changes in the economy influenced the tourism market improvements and its civilized forms

High education and training for tourism in Ukraine, in fact, evolved since the country gained its independence.

The formation of the contemporary system of education and training for tourism was pioneered by the Chair of Regional Geography and Tourism of Geography Faculty at Taras Shevchenko National University of Kyiv. The chair was established at Geography Faculty of Taras Shevchenko National University of Kyiv in 1990. From then till now the chair and its scholars actively participates development of professional training, research on tourism and practice of tourism industry in the country. The scholars of the chair participated in the elaboration of the scientific grounds for national tourism market development and its organizational formation. In 1995 the Law on Tourism of Ukraine was adopted, the state governance (in contrast with direction) body was established. The State Committee on Tourism at that time had in practice the authority of sector ministry.

Contemporaneously, high education institutions started to introduce corresponding specialty. It was a kind of a boom of high schools embracing education for tourism emergence. This trend called for improvements in education system and coordination of curricula and training plans. The private institutions of specialized education in tourism came into leaf. The public high schools established chairs and big departments combining training on tourism, hospitality management and guides-interpreters.

The curricula followed the basic branch of the high school: geographic, technical, economic, humanitarian basis. Indeed, tourism operates in junction with different spheres, thus, various high institutions found their own 'niche' in education for tourism. The geographic component, however, remained in the framework of curricula not dependent of the high school specialty. As a minimum the disciplines included "Recreation geography", "Geography of tourism". The extended version included "Excursions business" "Domestic area studies" with solid geographic approaches, "Geography of Ukraine", "Physical Geography of the world", "Economic and social geography of the world".

Established in 1997 the Association of High Schools in Tourism and Hospitality Education coordinated curriculum and programmes and professed the first branch standard of bachelor vocational training in tourism in 2004. This marks *the third stage* of tourism education system in Ukraine.

Current state. In 2004 the balance almost harmonized (equalized) given that inbound tourism to Ukraine had 2,8 times higher dynamics than the outbound one, having in mind that the during studied period latter had no significant changes, but inbound increased gradually up to the world economic

crisis. National tourism market entities annually provided services to 2-3 million visitors. There are some changes in general patterns: in 2000 outbound tourism represented more than a half of the general flow, but in 2013 it was steeped by inbound.

During 2013 Ukraine enjoyed visits of 24,7 million foreign tourists, but economic recession still has impact on tourism in-flows (Fig.1). As from the beginning of XXI cent. the inbound tourism to Ukraine is generated from mostly neighboring countries, Germany and the USA. The inbound tourism is mainly generated from CIS countries (73%), travelling with recreation (almost half of all visits), business (more than 1/3) and visits to relatives. Thus, country's tourism market has very clear "peak" season in summer (July-August), and some lower "peak" at the end of December-beginning of January. Gradually grows share of resorts and sports activities as motivation for tourism in Ukraine, anyhow they still are relatively not so popular. Accordingly, from the spatial point of view about 1/2 of tourists are visiting Crimea, 1/3 – Kyiv, 1/5 – Odessa.

During latest years Ukraine's role as a transit- country is illustrated by increase of one-day visits mainly from the CIS countries (Turkmenistan, Tajikistan, Russia, Belorussia, Armenia, Georgia, Kazakhstan).

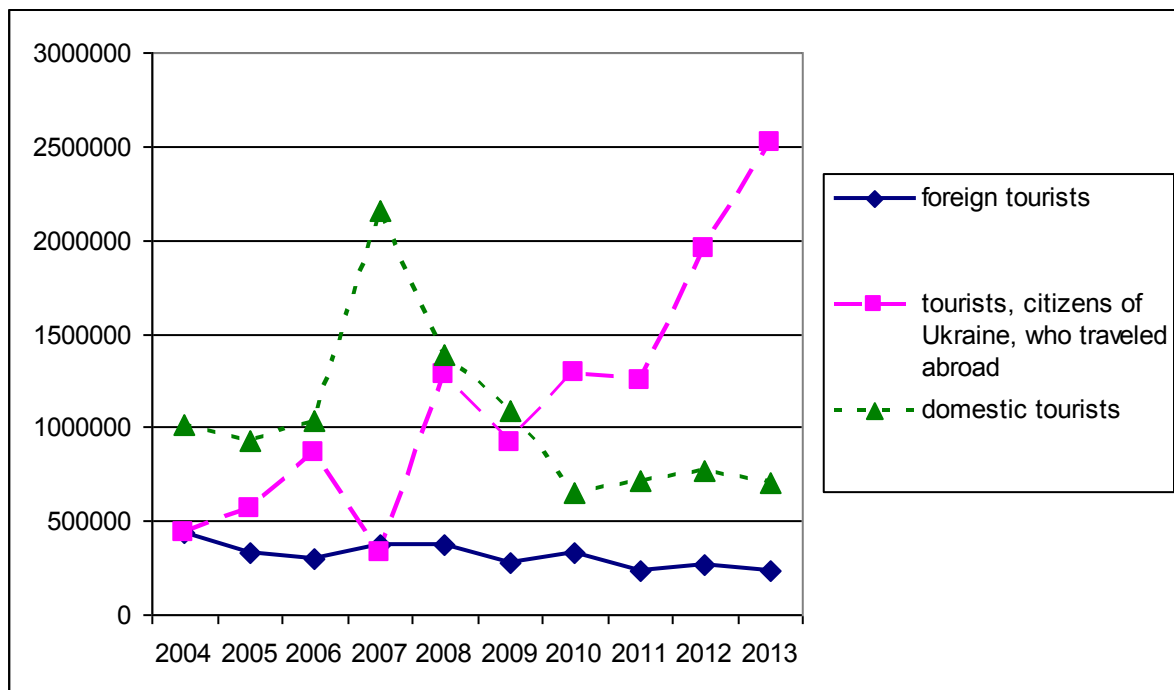


Figure 1. The number of tourists who served the tourist activities in Ukraine [10]

Outbound travelling preferences of Ukrainians are almost equally divided between the CIS and European countries. Poland, Hungary, Germany, Italy, Greece are very popular destinations together with emerging role of Georgia, Kazakhstan, Turkmenistan, however share of Belorussia and Russia remains

stable. Recreation and sightseen motivation prevails. The rhythm of outbound flows shows two “hot” seasons – clear in summer and less obvious in winter.

Gradually, during XXI the tourism market of Ukraine is penetrated by offers from Turkey and Egypt with their mass-products but as a matter of fact follows to neighboring countries is still higher.

Tourism policy of Ukraine on international tourism market is based on active marketing strategy focused on promotion of inbound tourism based on safe and comfortable stay. This is backed by introduction of simplified visas regulations, development of tourism industry and improvement of services quality in accordance with European standards. Ukraine traditionally participates fairs and exhibitions, among which London WTM, Berlin ITB, Madrid Fitur, Warsaw, Moscow MITT, etc. This allows to represent the national tourism product and promote it on world and regional markets.

Euro-2012 in Kiev, Kharkiv, Donetsk, Lviv improved tourism infrastructure and quality of tourist services.

Preconditions of it determine some stabilization of tourism market, which suffered several declines at the end of 1990 and further crises both of world and domestic scale.

During this period the state of tourism industry changed together with the drop of tourism education status. In general tourism industry built its capacity, tourism market got diversified, number of companies and employees increased. Gradually domestic tourism and excursion business livened. Previously Ukrainian tourism market generated flows internationally. It became more balanced and inbound-oriented.

The market showed increase of quantitative parameters of tourism activities (especially due to EURO-212). On the other side we faced the lack of purposeful tourism policy. That is why the market depends strongly on even tiny changes in social and economic life, which mostly cause negative effects.

Education for tourism situation also changed. The growing popularity of tourism manager as a profession attracted various high schools to their preparation.

The initial education standard was several times recast, proposed amendments caused its misbalance and economization. At the same time some branches like training of guides, specialists on active kinds of tourism went out. The geographic component of 2004 standard, however, survived based on our support among others. The disciplines like Recreation Geography, Geography of Tourism remained among the regular ones. The geographic focus strengthened such courses as “Touristic country studies” and “Touristic domestic areas studies”.

Development of Geography of Tourism, promoted such our design of textbook for bachelors and further development and design of Tourismology (or the core of tourism studies) for Master Degree levels.

In education system we experience increase in number of high schools educating for tourism. The popularity of their profession, however, just follow

the inertia. Among those who deals with tourism education for a long time there is certain differentiation upon the level of training based on qualitative features. (Fig.2).

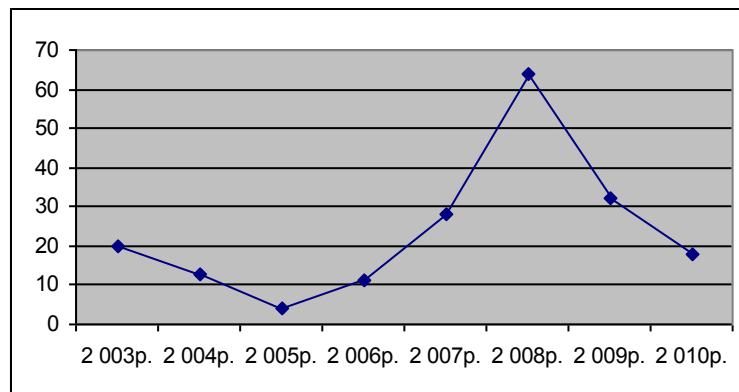


Figure 2. Dynamics of licensing universities in Ukraine [10]

The Ministry for Science and Education licensed over 100 high schools around the country to educate tourism bachelors, among those 23 institutions provide for master degree programmes. Over two decades of dedicated developments (since the first specialized chair creation) ensured the establishment of the powerful system of tertiary vocational education for tourism. The key role is played by qualitative parameters on a high school: the rate, image of the chair and its scholars, quality of vocational training based on feedback from employers. Because the number of applications is reduced the above features are getting more importance.

In general the system of education, additional training and vocational training upgrade in tourism in the country has been formed. This system, however, is vulnerable, since there is high competition among the institutions for influence the system itself. It goes about standards design, their approval, accreditation process and certification of educational services.

Being the fundamental synthetic science that studies the processes of interaction between nature and society, geography pioneered integration of tourism to the object and subject scope of its research.

The theoretical apparatus of geography provided the basis for both specialized knowledge on tourism as a social phenomenon and powerful industry; at the same time it appealed to emergence of tourismology (theory and methodology of tourism development or the core of tourism studies).

Geography, however, maintains its position in tourism managers training. Together with the conventional geographical disciplines, like Recreation Geography, Tourism Geography, Medical Geography and basics of Balneology, it enriches curriculum introducing Regional Tourism Studies, Theory and Practice of Recreation and Tourism Nature Management, Regional Problems of Sustainable Tourism Development. The particular geographical essence refines Methods of Tourism Research.

Conclusions. The first stage actually corresponds to Soviet period. Existent at that time organizational approaches to tourism during Soviet times yet did not require a large number of staff and their special training.

The second stage (1990-2004) - transformations in Tourism at the formation stage. The formation of the tourism market has formed a fundamentally different model of training specialists. There was a need for a large number of professionals - managers of tourism can develop, promote, implement tourism product. This period began in the tourism education stage standardization training managers, and their main task was the development of the tourism industry.

Stage III for the tourist market of Ukraine is a stage greater integration in international travel process. This provides further internationalization of labor. Training of Specialists in tourism should be based on new technologies, especially, information, innovative forms of service and new types of tourism. In our time tourism returns its educational role and enhanced image function. Quality training a specialist requires close contact between the government and tourism business, as customers personnel, and higher education institutions that prepare these shots.

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