

РОЗВИТОК ПРОДУКТИВНИХ СИЛ І РЕГІОНАЛЬНА ЕКОНОМІКА

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GENERAL TRENDS IN THE DEVELOPMENT OF THE TOURISM SECTOR IN UKRAINE BEFORE AND AFTER COVID 19

The article deals with the development of the tourism sector in Ukraine. According to the 2026 Strategy for the Development of Tourism and Resorts in Ukraine is determined that the sphere of tourism is associated with the activities of more than 50 industries, and its development diversification of the national economy, preservation and development of cultural potential. Tourism flow into Ukraine is estimated by the World Economic Forum. They estimated the total income from tourism in Ukraine in 2019 at 1.3 billion US dollars. Tourist flows in Ukraine is also observed by statistics of Ukraine. Analysis of statistics shows a significant increase in sales in summer and a decrease in sales in the off-season and winter. Tourism market in Ukraine during COVID-19 is researched, too. According to the State Statistics Service, value of sales by travel agencies in the second quarter of 2020 decreased by 95.8% from the recovery to the second quarter of 2019 and hotel services decreased by 84.1%.

Keywords: tourism, market, tourist flows, domestic tourists, foreign tourists, region.

JEL classification: Z32

ЗАГАЛЬНІ ТЕНДЕНЦІЇ РОЗВИТКУ ТУРИСТИЧНОГО СЕКТОРУ В УКРАЇНІ ДО І ПІСЛЯ COVID-19

Стаття присвячена розвитку туристичного сектору в Україні. Аналізовано туристичну сферу України протягом останніх 20 років, відповідно цьому, мала тенденцію до скорочення. Україна належить до тих країн, що мають значний, але нереалізований туристичний потенціал. Відповідно, місце України в рейтингу Світового економічного форуму Travel&TourismCompetitivenessIndex останні 20 років коливалося в межах 76 – 88 серед 140 країн світу. Туристичні потоки України 2019 році оцінено в 1,6 млрд. дол. США (в 2013 році – 4,1 млрд. дол. США) згідно даних світової туристичної організації UNWTO. Світовий економічний форум оцінив загальний дохід від туристичної діяльності в Україні в 2019 році в 1,3 млрд. дол. США. Досліджено, що на іноземні потоки в Україні припадає лише 18 % і зберіглася тенденція диференціації структури в'їзної туристичного потоку. Порівняно з 2018 роком, Україна стала більш привабливою для громадян європейських країн, зокрема Німеччини, Ліхтенштейну, Великобританії, Литви, Латвії та Швеції. Показник в'їзду стосовно в'їзду в Україну громадян, які прямували з Білорусі, Угорщини, Словаччини, Казахстану, Нідерландів, Іспанії та Бангладеш. У статті визначено наступні сегменти туристичного ринку в країні, такі як міський туризм; екологічний (зелений); етнічний; сільський; культурно-пізнавальний; подієвий; медичний, лікувально-оздоровчий; гастрономічний; релігійний; гірський, спортивний, велосипедний; пригодницький та активний; науковий та освітній; круїзний та яхтовий; шопінг та розважальний туризм. Проте в звітах Світової туристичної організації та Європейської комісії Україна ні в одному з зазначених сегментів не входить навіть до ТОП 50 країн світу. Ще одним свідченням нерозвинутої в Україні туристичної інфраструктури, особливо інфраструктури, що пристосована до кліматичних умов країни, виступають показники сезонності на вітчизняному туристичному ринку. Аналіз статистичних даних показує значний зріст продаж в літній період і скорочення продаж в періоди міжсезоння та зимовий період. Аналізовано туристичних потоків України за 2019 рік в регіональному розрізі (аналізувалися лише внутрішні потоки за даними Державної служби статистики) та виділено чотири регіони на які припадає 80,2 % туристичних потоків України. Епідемія COVID-19 мала значний вплив на туристичну галузь України, відповідно, обсяг продаж туристичними агентствами в II кварталі 2020 року скоротився на 95,8 % по відношенню до II кварталу 2019 року, готельні послуги скоротилися на 84,1 %.

Ключові слова: туризм, ринок, туристичні потоки, внутрішні туристи, зовнішні туристи, регіон.

Formulation of the problem. The active inclusion of the tourism sector in the national economy and economic circulation requires in-depth study of the scientific basis for balanced practical steps on its effective use.

Analysis of recent research and publication. The researching of tourism of Ukraine devoted to the works of domestic and foreign scientists: O. Hulych, P. Zhuk, V. Kravtsiv, Z. Gerasimchuk, L. Cherchyk, V. Matsola,

O. Kifyak. They proved the importance of tourism in the economy at the national, sectoral and regional levels, the creation of attractive and favorable conditions for investment in this area. At the same time, methodological approaches are insufficiently developed and the evaluation of the tourist sphere from the point of view of investments is analyzed. Practical undisclosed issues of investment evaluation of recreational and tourist sphere of the region and practical undisclosed issues of tourism before and after COVID-19 led to the choice of the topic of the article.

The purpose of the article is to assess the tourist market in Ukraine before and after COVID 19.

Presenting main materials. According to the World Tourism Organization [7], the contribution of tourism to the world's GDP is 10 percent. Every tenth worker in the world economy (about 330 million people) works in tourism and travel. Thus, tourism is one of the priority areas in the world economy, which leads to the development of individual industries and socio-economic development of entire countries. In some countries, the tourism industry forms most of the national wealth of the state.

Every government of Ukraine has identified tourism as a priority area of the economy and implemented tourism development programs in Ukraine. According to the 2026 Strategy for the Development of Tourism and Resorts in Ukraine [5] (Order of the Cabinet of Ministers of March 16, 2017 № 168) is determined that the sphere of tourism is associated with the activities of more than 50 industries, and its development diversification of the national economy, preservation and development of cultural potential, preservation of ecologically safe natural environment, and also raises the level of innovation of the national economy, promotes harmonization of relations between different countries and peoples. In addition, tourism is one of the means of implementing foreign policy.

However, despite the attention of the tourism authorities, there has been a downward trend over the last 20 years. The share of tourism in gross domestic product of countries is only 1.4% and the number of employed is 1.3% of the total number of people working in the economy. Exports of tourist services declined from 4.71 billion UAH in 2010 to 2.47 billion UAH in 2019. Ukraine, which has all the conditions for the development of tourism and travel, lags far behind neighboring countries for the development of tourist infrastructure and quality of tourist services.

Thus, Ukraine belongs to those countries, which have significant but unrealized tourism potential. Travel & Tourism Competitiveness Index [6] has ranged from 76 to 88 among 140 countries for the last 20 years.

Table 1

Dynamics of the Travel & Tourism Competitiveness Index for Ukraine

	2009	2011	2013	2015*	2017	2019
Place	77	85	76	-	88	78
Rank	4,0	3,8	4,0	-	3,5	3,7

Source: *The Travel & Tourism Competitiveness Report* (<https://www.weforum.org/>), rank

* Note: in 2015, Ukraine's rating was not determined

The analysis of the tourism market is complicated by statistics from various sources, due to, on the one hand, different methodological bases of accounting, on the other hand, a significant shadow turnover in the industry. It is

impossible to accurately determine the capacity of the market for tourist flows today.

The State Agency of Ukraine for Tourism and Resorts, which coordinated state policy in the field of tourism, was abolished in 2015, and Ministry of Economic Development was entrusted with managing state policy, but in 2020 these functions were transferred to Ministry of Culture of Ukraine. Today, statistics on the development of tourism in Ukraine often contain significant contradictions and differences. According to the Department of Tourism of the State Statistics Service (<http://ukrstat.gov.ua>) sales in the tourism market in 2019 amounted to 32.7 billion UAH (\$ 1.3 billion).

At the same time, the Department of Service Statistics estimates sales in the field of travel agencies in 2019 at 14.9 billion UAH (\$ 0.6 billion), and the market capacity of all areas engaged in servicing tourist flows (travel agencies, organization of accommodation and catering, entertainment and recreation) at 96.3 billion UAH (\$ 2.7 billion).

The World Tourism Organization estimated Ukraine's tourist flows in 2013 at 4.1 billion US dollars and in 2019 at 1.6 billion US dollars. The World Economic Forum estimated the total income from tourism in Ukraine in 2019 at 1.3 billion US dollars. According to USAID experts, the foreign tourist stays in Ukraine for 4 days and spends about 600 US dollars during this time It corresponds to about 8.5 billion US dollars of revenues from tourism activities (14.2 million tourists * \$ 600).

The similar situation is observed with statistics on tourist flows in Ukraine. According to the State Statistics Service, 607.2 thousand tourists were served in 2019. According to the Ministry of Economic Development, 13.6 million foreign tourists visited Ukraine in 2019 and 525.3 thousand people made a domestic trip.

According to the World Tourism Organization, 14.2 million foreign tourists visited Ukraine. Taking into account that the World Tourism Organization provides that a foreign flow in Ukraine accounts only for 18%, the total tourist flow in the country should be 78.9 million people (although such a number of trips around the country can be considered unlikely).

The recorded decrease in the inflow of tourists to Ukraine is mainly due to a decrease in flows from the Russian Federation (by 7%) and a decrease in border exchange. At the same time, there is a tendency to differentiate the structure of the incoming tourist flow. Compared to 2018, Ukraine has become more attractive to citizens of European countries, including Germany (increase in tourist flow by 14%), Liechtenstein (12%), Great Britain (11%), Lithuania (24%), Latvia and Sweden (13%), Luxembourg (20%), Austria (27%). In addition, for Armenians (8%), Uzbeks (12%), Danes (almost 2 times), Estonians (6%), Portuguese (14%), Belgians (27%), and for citizens who traveled from Finland (11%), Croatia (16%), Cyprus (15%) and the Philippines (11%). The indicator fell in relation to the entry into Ukraine of citizens traveling from Belarus (13%), Hungary (10%), Slovakia (14%), Kazakhstan, the Netherlands (9%), Spain (13%) and Bangladesh (21%).

According to the 2026 Strategy for the Development of Tourism and Resorts in Ukraine, the following segments of the tourist market in the country are distinguished: urban tourism; Chernobyl tourism; ecological tourism (green tourism); ethnic tourism; rural tourism; cultural and sight-seeing tourism; event tourism; medical tourism, treatment

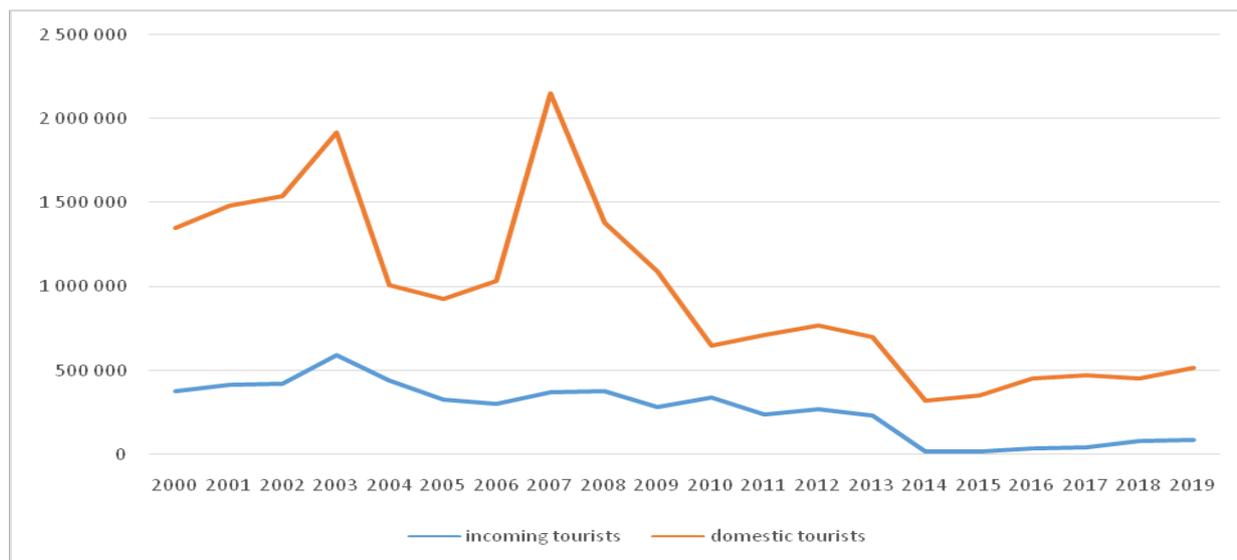


Figure 1. Dynamics of Tourist Flows in Ukraine

Source: State Statistics Service of Ukraine (SSSU) (<http://ukrstat.gov.ua>), people

and health tourism; resort tourism; gastronomic tourism; hiking, cycling, skiing and sport tourism; religious tourism; business, work tourism; industry tourism; adventurous and active tourism; scientific and educational tourism; cruise and yacht tourism; shopping and entertainment tourism.

However, in the reports of the World Tourism Organization [7], the European Commission [2] Ukraine isn't even in the TOP 50 countries in any of these segments. Totally, 70.3% of foreign tourists and 56.3% of domestic tourists travel around the country for recreation and entertainment; 19.4% of foreign tourists come to Ukraine to attend certain events (specialized tourism). At the same time, 33.5% of domestic tourists travel for business purposes.

The indicators of seasonality in the domestic tourist market are another evidence of the underdeveloped tourist infrastructure in Ukraine, especially the infrastructure

adapted to the country's climatic conditions. Analysis of statistics shows a significant increase in sales in summer and a decrease in sales in the off-season and winter.

Nowadays we can identify the following segments of the tourism market.

Urban tourism. According to the World Tourism Organization, urban tourism is actively developing in the world. Almost all regional centers of Ukraine have strategies for tourism development which provide for the development of the city as a tourist brand. However, the cities of Kyiv, Lviv, Odesa, Ivano-Frankivsk and Kamyanets-Podilskyi are popular in tourist routes today. According to the 2019 City Travel & Tourism Impact Report on the global development of urban tourism, Ukraine remains at the level of Central African countries. There are no official statistics on urban tourism in Ukraine, but a generalized analysis of various independent sources allows us to estimate the market capac-

Table 2

Dynamics of the Structure of External Tourist flows in Ukraine

	2011	2015	2016	2017	2018	2019
business, work	3 781	2 209	2 361	4 760	8 066	5 324
leisure, recreation	82 280	9 968	26 357	30 394	61 011	61 027
treatment tourism	15 762	2 836	6 309	3 618	4 755	2 812
sport tourism	6 031	0	3	225	235	194
specialized tourism	551	81	0	258	283	16 874
other	3 736	65	41	350	1 595	609

Source: State Statistics Service of Ukraine (SSSU) (<http://ukrstat.gov.ua>), people

Table 3

Dynamics of the Structure of Domestic Tourist Flows in Ukraine

	2011	2015	2016	2017	2018	2019
business, work	67 763	111 820	104 221	133 199	132 839	174 069
leisure, recreation	333 016	202 920	254 151	271 735	260 021	293 043
treatment tourism	54 358	32 335	87 972	66 098	59 933	44 862
sport tourism	35 135	1 801	2 721	1 215	1 435	2 453
specialized tourism	1 994	79	365	290	127	2 670
other	5 284	8 072	4 131	4 430	2 444	3 294

Source: State Statistics Service of Ukraine (SSSU) (<http://ukrstat.gov.ua>), people

ity of 8-9 million tourists a year, of which about half falls on the city of Kiev. It should be noted that all cities leading the urban tourism market have significant potential for cultural and historical heritage, which suggests that urban tourism is closely linked to the cultural segment, or is part of it.

Chernobyl tourism. The site of humanity's worst nuclear disaster is becoming extremely popular year after year. According to the operators serving this tourist flow, the number of visits to the exclusion zone has increased from 10 thousand people in 2015 to 75 thousand in 2019. Foreign tourists accounted for about half of all visits.

Medical tourism. In the segment of medical tourism there are two components: travel for medical procedures and rehabilitation in the specialized institutions (sanatoriums, boarding houses and recreation centers).

In the leading countries with a high level of medicine, the income from inbound health and medical tourism is measured in hundreds of millions of dollars annually and makes a significant contribution to the country's budget. In recent years, medical tourism, including both treatment and diagnosis and rehabilitation, accounts for about 2% of world's GDP. According to the analytical findings of the International Medical Travel Journal [3], medical tourism is becoming one of the fastest growing industries. The biggest profits are expected in medical tourism, focused on the provision of services for cosmetic surgery, cancer treatment, reproductive medicine and dental treatment. According to the Deloitte Center for Health Solutions [1], the economies of countries with low prices for medical services will earn more than 2 billion US dollars from this type of activity.

The main areas of inbound medical tourism in Ukraine are the provision of medical services in the following medical specialties: reproductive medicine; dentistry; ophthalmology; cardiology; aesthetic medicine and cosmetology; plastic surgery; sanatorium treatment; cell engineering. According to the State Statistics Service of Ukraine, Ukraine was visited for the treatment of about 3 thousand foreign tourists in 2019. According to a specialized medical portal [1] about 50 thousand medical tourists were in Ukraine last year. More than 50 medical institutions accept foreign patients, most often working through international providers, intermediary companies, which for a small percentage look for the patient's clinic abroad, taking into account his needs.

The second direction of medical tourism is treatment in sanatoriums of Ukraine. According to the State Statistics Service, there are 2,500 health facilities in Ukraine, mostly located in coastal regions. Thus, Odesa, Mykolaiv, Kheron and Zaporizhia oblasts account for 43.8% of health facilities in Ukraine. Every year in Ukraine about 2 million people have sanatorium treatment, of which 6.3% are foreigners. The market leader is Lviv oblast, which ranks sixth in Ukraine in the number of institutions and occupies 16.1% in the number of healthy citizens (more than 300 thousand people).

The analysis of tours of companies, the program of which includes visits to the centers of thermal waters of Zakarpattia, shows that the thermal pools of Berehovo (health complex "Zhayvoronok"), Velyatyno (tourist complex "Tepli Vody"), Koson (health and recreational complex "Termalni Vody"), Kosyno (medical and health complex "Eko-Termal"), Barvinok (thermal complex of the hotel-ranch "Zolota Hora"), Uzhok (health complex

"Uzhanski kupeli"), as well as bathing in tubs in the village Lumshory and salt lakes of Solotvyno.

Ecological tourism (green tourism). Ecological tourism is a relatively young branch in the tourism sector, but demonstrates great potential for further growth. Rural areas attract people to relax, avoid the daily noise of big cities and discover a real Ukrainian village with its history, local traditions, cuisine and natural beauty. According to the State Statistics Service of Ukraine, about 40,000 people rest in the field of green tourism every year, and 233 officially registered farmsteads provide services. However, according to independent experts, more than 80% of farmsteads provide services without official registration. The market leaders are the Carpathian region (Ivano-Frankivsk, Lviv, Chernivtsi oblasts), which account for 71.9% of the tourist flow of Ukraine and Khmelnytsky, Volyn and Ternopil oblasts – 17.6%.

Resort tourism. Beach tourism is one of the most popular among all age and social categories of tourists, as a motto, known as "three S": Sea – Sun–Beach (Sea-Sun-Sand), is always relevant. However, after the annexation of the Crimea, tourist flows to seaside resorts decreased significantly. In fact, the leader of the resort is Odesa this year. According to the Department of Culture and Tourism, in 2019 3.8 million tourists visited Odesa, including 1.49 million foreign tourists. Mykolaiv, Kherson and Zaporizhia oblasts declare about 300 thousand tourists a year. However, it should be noted that most domestic tourists prefer to rest in the private sector and therefore are not taken into account by official statistics.

Skiing tourism. Skiing tourism is developed in the Carpathian region in Lviv, Zakarpattia, Ivano-Frankivsk and Chernivtsi regions. In the Western region of Ukraine more than 20 ski areas with more than 60 ski lifts have been developed. These are Carpathian's best ski areas: Bukovel, Yablunysia, Vorokhta, Yasinya, Rakhiv, Slavske, Tysovets, Podobovets, district of Borzhavsky Polonyn and Mount Kراسiya. Bukovel is Ukrainian's largest ski resort today. According to the Yaremche administration, the number of tourists in Bukovel ski resort is 1 million people every year. At the same time, independent experts estimate the tourist flow at 5-6 million people a year. According to the State Statistics Service of Ukraine, about 400-500 thousand people visit the new Drahobrat ski resort in Zakarpattia region every year. According to the local governments, almost 400-500 thousand tourists visit Slavskiy ski resort annually. According to independent estimates, the number of people should exceed 1 million people in the future. According to various analytical offices estimate, the number of visitors, who stays for a day, is about 50% of the total tourist flow. About 60 thousand visitors are resting in Tysovets' this year. Taking into account the ski lifts adjacent to Tysovets', the number of tourists in this region may be 100 thousand people. About 7-8 million fans of skiing sport visit every year in Tysovets'.

Religious tourism. Today in Ukraine there are about 130 pilgrimage services that organize trips to the holy places of Ukraine. On average, one such service offers about 50 trips a year. The objects of religious tourism include a network of Roman Catholic and Greek Catholic cathedrals, churches, monastic complexes, sacred objects (Lviv, Lutsk, Zhovkva, Zarvanytsia, Bila Tserkva, Chortkiv, Ivano-Frankivsk; architectural and historical-religious monuments of the early Protestant denominations (Lutherans, Calvinists, Socinians),

sacred places of pilgrimage of Hasids from around the world (Uman, Medzhibozh, Berdychiv, Novohrad-Volynskyi). The various analytical offices claim, that the share of religious tourism is 8-10% (in twice lower than the world average), and the number of tourists is at least 1 million people.

Three quarters of religious tourism is directed to Western and Central Ukraine, about 14% – in the eastern regions, less than 10% – in the south.

According to local governments in 2019, the number of religious tourists in Lviv was about 700 thousand people, in Kyiv – about 600 thousand people, in Pochaiv – 500 thousand people, in Zarvanytsia – up to 500 thousand people, in Dzhublyk – up to 300 thousand people, in Svyatohorsk – about 100 thousand people.

Business, work tourism. According to the State Statistics Service of Ukraine in 2019, 179.4 thousand tourists, who travelled for business purposes and 19.5 thousand tourists for specialized purposes were served. A total of 922 exhibitions were held, including 403 exhibitions and 519 fairs. The largest numbers of exhibitions (219 events or 24%) were held by exhibition organizers registered in Kyiv, (149 events or 16%) – in Odesa oblast.

Of the total number of events, 14% had the status of international, 24% – national, 59% – interregional, 3% – regional. Of the 218 national exhibitions, 131 were held with the participation of only domestic firms, and 87 – domestic and foreign firms. 56 thousand organizations took part in the exhibition events, of which 3 thousand – foreign. Foreign participants represented 63 countries and took part in most of the exhibition events. A total of 5,597 thousand people took part in the events.

According to the portal (<https://conference-service.com.ua>), there are currently at least 242 hotels in Ukraine that provide services to businessmen. Distribution of business hotels on the territory of Ukraine is extremely uneven. Thus, most business hotels are concentrated in the centers of business activity – Kyiv (27%), Odesa (24%) and Lviv (14%) oblasts, which account for 65% of their total number. The similar situation is observed with the location of conference rooms at hotels, the total volume of which is 722 units. The share of TOP 3 regions in the market of business tourism in Ukraine from this indicator is 67% (483 halls), in particular: Kyiv oblast – 34% (246 halls), Odesa oblast – 21% (152 halls) and Lviv oblast – 12% (85 halls).

Industry tourism. Today, industrial tourism is underdeveloped in Ukraine. In total in Ukraine there are 142 objects which correspond to objects of industrial tourism. The largest concentration of industrial tourism facili-

ties is concentrated in Dnieper region (Dnipropetrovsk and Zaporizhia oblasts), as well as in Donetsk, Kharkiv and Mykolaiv oblasts.

There is no official record of the number of tourists arriving at industrial tourism facilities in Ukraine. The State official statistical accounting of the form 1-Tour is conducted only for tourism entities, according to the Law of Ukraine “On Tourism” are displayed only tour operators and travel agents. Thus, the analysis of the dynamics of tourists arriving at the objects of industrial tourism can be carried out on the basis of generalized separate publications of tourist enterprises, specialists in the organization of industrial tourism. According to their unofficial data, about 50 thousand people visit industrial tourism facilities in Ukraine every year.

The most popular areas of industrial tourism in Ukraine are: quarry of mineral resources in Kryvyi Rih – one of the largest in the world; Horishni Plavni; Drohobych salt mine; Odesa seaport.

Analysis of tourist flows of Ukraine in 2019 in the regional context (analyzed only domestic flows according to the State Statistics Service), allows to identify four regions that account for 80.2% of tourist flows in Ukraine. First, it is a coastal region: Odesa oblast, which accounts for 3.72% of tourist flows. The Carpathian region is represented by Lviv and Ivano-Frankivsk oblasts, 14.9 and 6.3% of tourist flows, respectively.

The main region of Ukraine in the market of tourist services is Kyiv oblast, which accounts for 55.3% of tourist flows in the country, of which 99.2% falls directly on the city of Kyiv. All this indicates a better level of infrastructure development in the tourism sector of these regions and selective and incomplete awareness of both domestic and foreign citizens about the available natural, recreational, therapeutic resources of other regions of Ukraine.

About 11% of tourist flows fall on the group of regions located in different parts of Ukraine and have significant differences in the saturation of natural, historical, cultural and recreational resources. The average volume of tourist flows in this group ranges from 8 to 22 thousand tourists per year. Traditionally industrialized Dnipropetrovsk and Kharkiv oblasts are located in Eastern Ukraine and Zaporizhia oblast, which has access to the Sea of Azov, is located in Southern Ukraine, Volyn and Zakarpattia oblasts are located in the West of the country, are rich in natural resources.

Thus, only 9 oblasts in Ukraine occupy 90.9% of the Ukrainian tourist market. It is also impossible to identify all-Ukrainian trends in the dynamics of domestic tourist flows in Ukraine, which may indicate a significant impact of

Table 4

The Impact of COVID-19 on Sales of Tourism

	Q1 2020	Q2 2020	Q3 2020
Temporary accommodations	-13,9	-84,1	-54,3
Providing meals	-26,9	-68,3	-40,5
Activities of travel agencies	0,8	-95,8	-40,9
Art, entertainment and recreation	5,0	-66,9	-24,0

Source: State Statistics Service of Ukraine (SSSU) (<http://ukrstat.gov.ua>), % to the previous year

Table 5

Changes in Tourist Flows in Ukraine by COVID-19

Year	Q1	Q2	1	2	3	4	5	6	7
-75,3	-13,0	-96,2	6,7	7,1	-46,2	-95,7	-96,4	-96,3	-96,5

Source: The World Tourism Organization (UNWTO) (<https://www.unwto.org>), % to the previous year

regional characteristics on the competitiveness of a region and the formation of tourist flows at the regional level.

There are also significant differences in the structure of tourist flows for the purpose of travel. In most regions, the main purpose of the trip is leisure and recreation. The largest share of business trips is in Sumy, Odesa, Kyiv and Dnipropetrovsk oblasts. People often go to Lviv oblast for treatment.

The COVID-19 epidemic had a significant impact on the tourism industry of Ukraine. According to the State Statistics Service, value of sales by travel agencies in the second quarter of 2020 decreased by 95.8% from the recovery to the second quarter of 2019 and hotel services decreased by 84.1%.

Conclusions. The tourist sphere of Ukraine during the last 20 years is analyzed; accordingly, it has had a tendency to decrease. Ukraine is one of those countries that has significant but unrealized tourism potential. The total income from tourist activity in Ukraine is analyzed and domestic and foreign flows to Ukraine are estimated. The tourist flows of Ukraine for 2019 are analyzed in the regional context and four regions are identified, which account for 80.2% of tourist flows in Ukraine. The COVID-19 epidemic had a negative impact on the tourism industry of Ukraine.

The scientific results obtained in the article are aimed at identifying tools and improving them in the development of tourism.

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