

TOURISM AS A PERSPECTIVE INDUSTRY OF ECONOMY

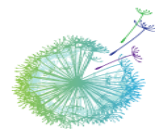
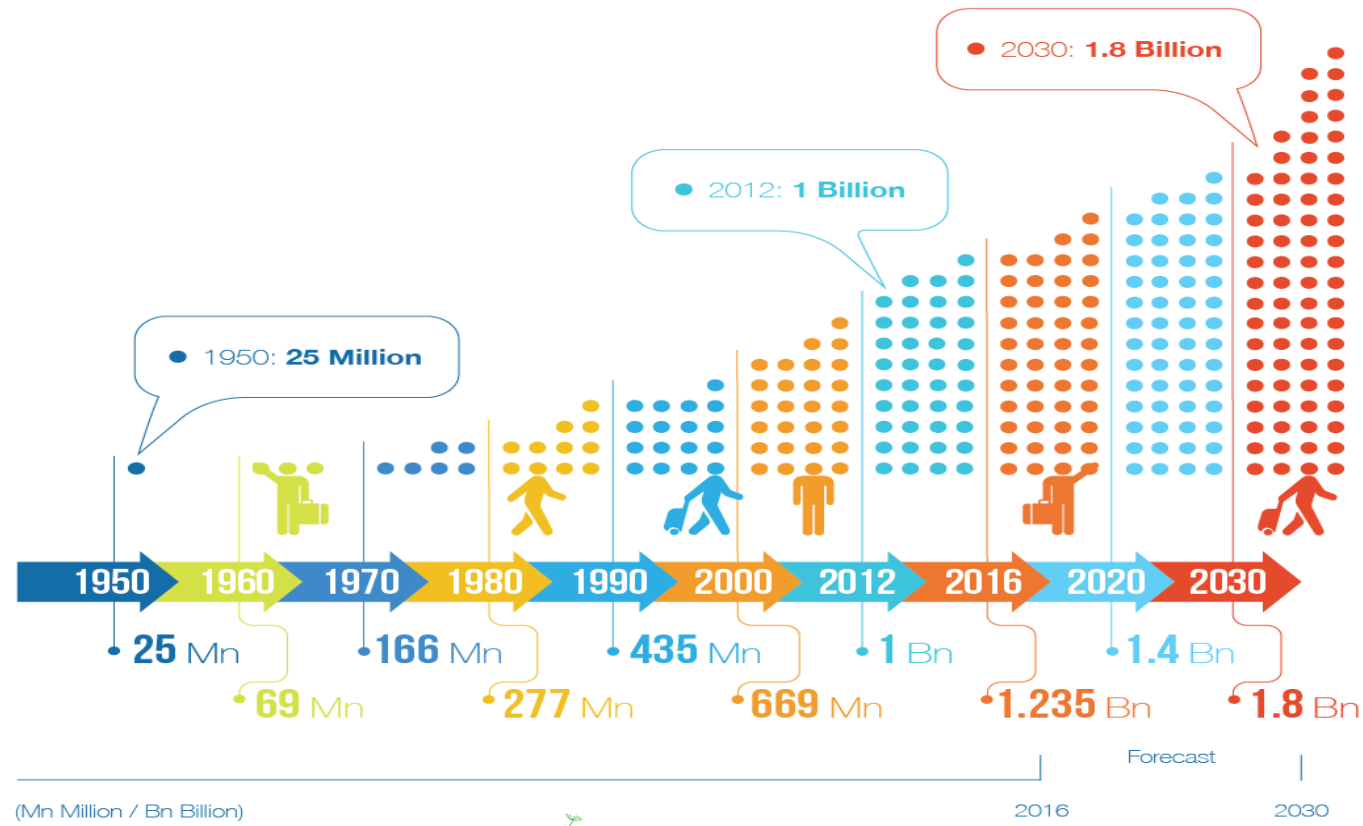


UNWTO World Tourism Organization



Growing Tourist Flows

INTERNATIONAL TOURIST ARRIVALS 1950 - 2030



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



INTERNATIONAL TOURISM 2017

International tourist arrivals: 1,323 million

International tourism receipts: US\$ 1,332 billion*

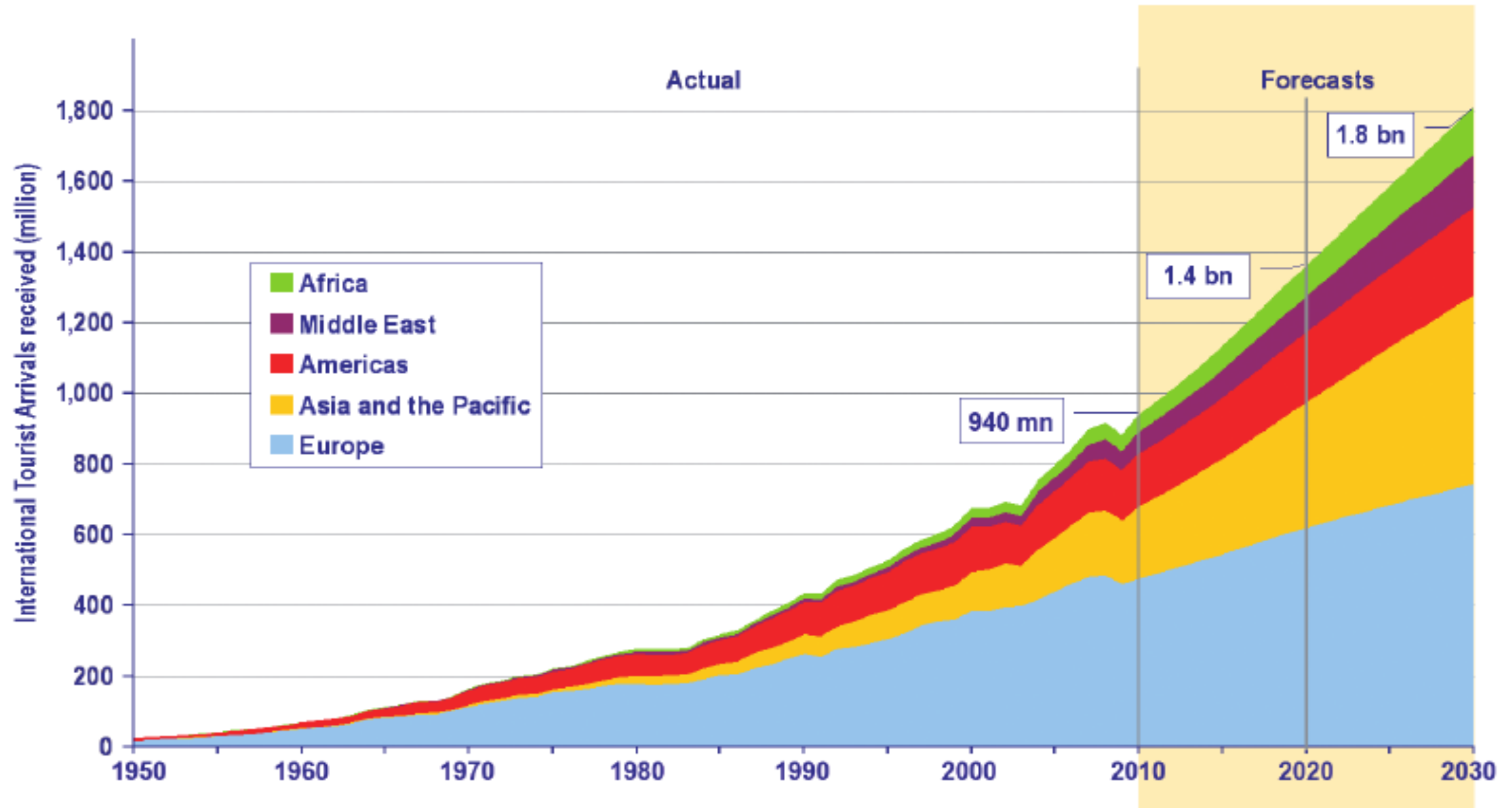
MARKET
SHARE



MARKET
SHARE



* 2017 data



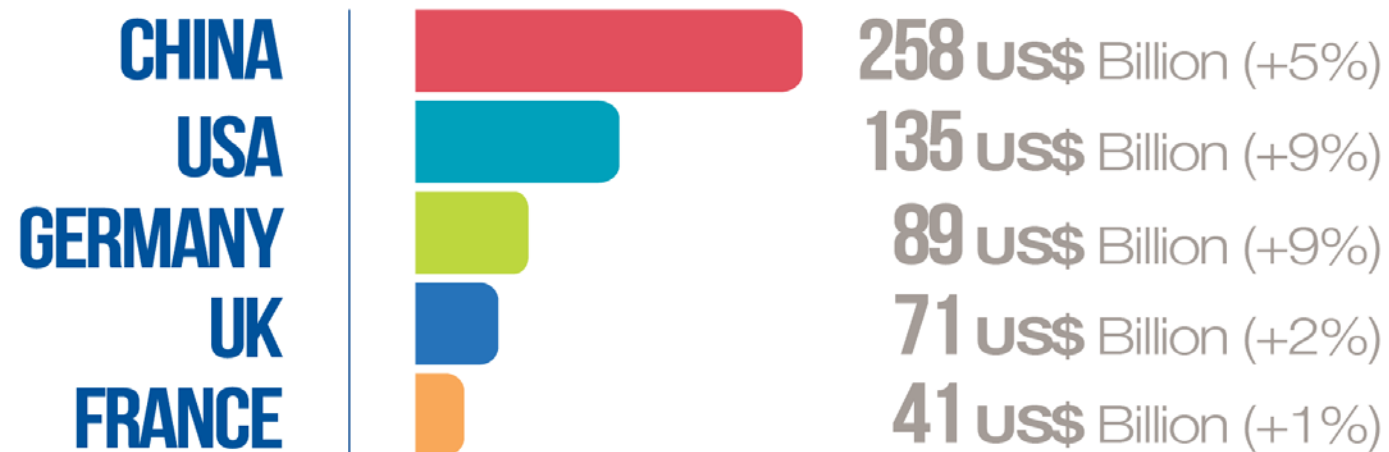
WORLD'S TOP TOURISM ARRIVALS 2017



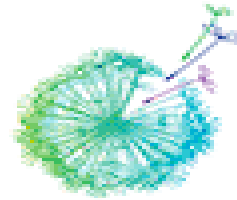
¹ Arrival data for the United States refers to 2016, while the growth rate refers to the first 9 months of 2017 only as data for full year is not yet available

Source: © UNWTO Tourism Highlights 2018 - World Tourism Organization (UNWTO), August 2018

WORLD'S TOP TOURISM SPENDERS 2017



Source: © UNWTO Tourism Highlights 2018 - World Tourism Organization (UNWTO), August 2018

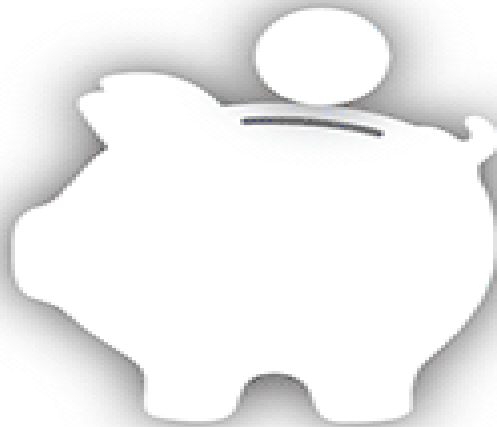


2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



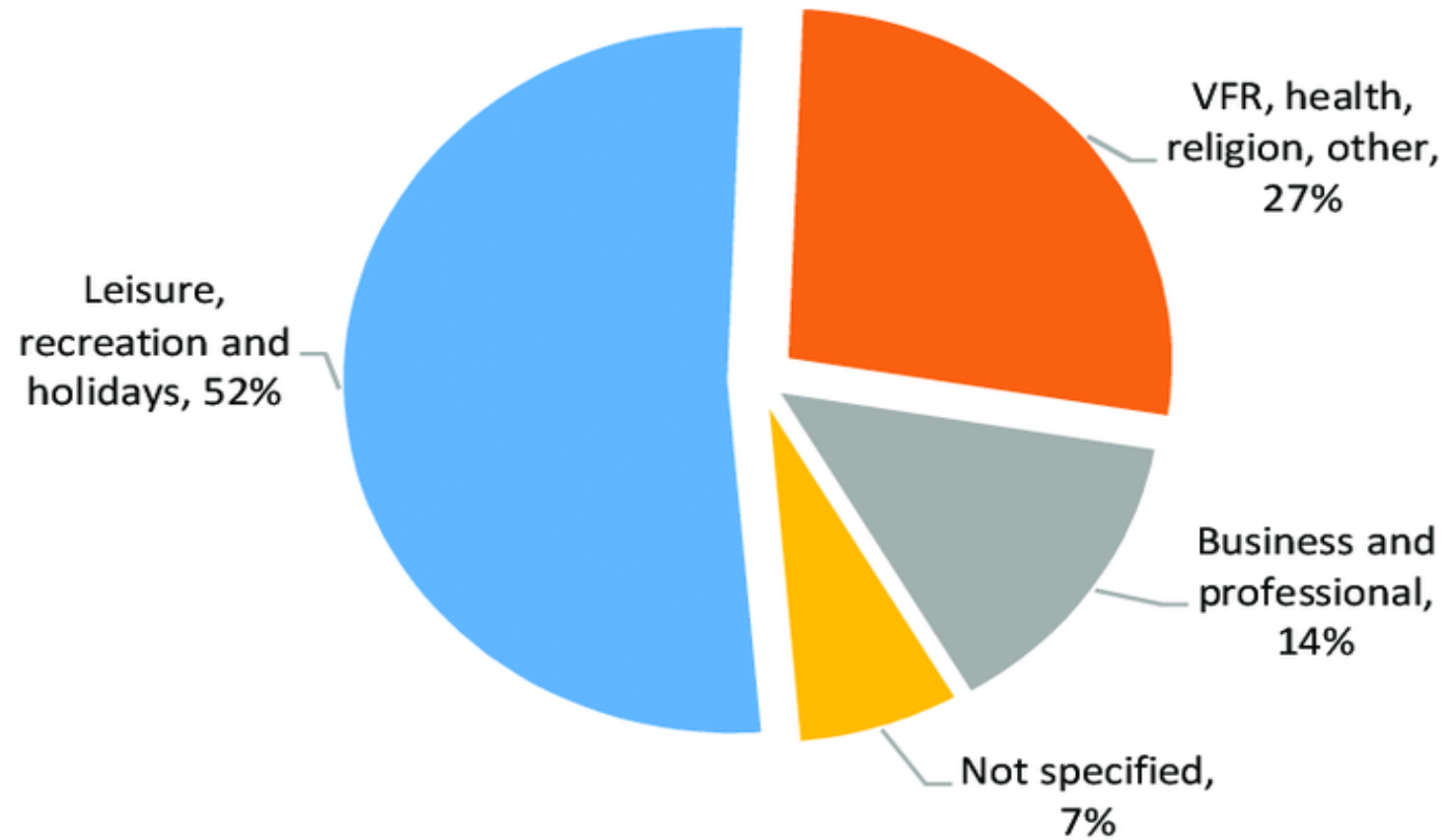
WORLD'S TOP TOURISM EARNERS

INTERNATIONAL TOURISM RECEIPTS 2016



Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

Target Tourism





WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) 2016

Specialty "Management of Tourism and Hospitality" in the NTU KhPI



MEASURE – MANAGE – IMPROVE



Entrance and exit tourist flows in Ukraine, persons

Years	Number of Ukrainians who traveled abroad	Number of foreigners who visited Ukraine	Number of tourists served by tour operators and travel agents	Number of tourists served by tour operators and travel agents		
				foreign tourists	citizens of Ukraine who traveled abroad	domestic tourists
2007	17334653	23122157	2863820	372455	336049	2155316
2008	15498567	25449078	3041655	372752	1282023	1386880
2009	15333949	20798342	2290097	282287	913640	1094170
2010	17180034	21203327	2280757	335835	1295623	649299
2011	19773143	21415296	2199977	234271	1250068	715638
2012	21432836	23012823	3000696	270064	1956662	773970
2013	23761287	24671227	3454316	232311	2519390	702615
2014*	22437671	12711507	2425089	17070	2085273	322746
2015*	23141646	12428286	2019576	15159	1647390	357027
2016*	24668233	13333096	2549606	35071	2060974	453561
2017*	26437413	14229642	2806426	39605	2289854	476967

Entry of foreign citizens to Ukraine in 2017, persons

The number of foreign citizens who arrived in Ukraine *	Of these - for the purpose of the trip						
	official, business, diplomatic	tourism	private	teaching	employment	immigration (permanent residence)	cultural and sports exchange, religious and others
14 229 642	88 976	38 958	13 741 653	4 521	2 640	4 027	348 867

The departure of Ukrainian citizens abroad in 2017, persons

Number of citizens of Ukraine who traveled abroad *	Of these - for the purpose of the trip		
	business trip	organized tourism	private trip
26 437 413	97 271	120 887	26 219 255

Tourism and Resorts Development Strategy for 2016-2020

defined the main vectors of development in the field of tourism

- 1) Improvement of professional training in tourism**, including hotel, restaurant, club, museum and other activities related to tourism, providing improving professional training in tourism and customer service quality of tourist services.
- 2) Providing scientific support and research in the field of tourism and resorts**, introducing progressive innovations.
- 3) Formation and promotion of a positive image of Ukraine** as an attractive country for tourism, which will increase the flow of tourism to Ukraine, the adoption of Ukraine on the world tourism market.
- 4) Formation and implementation of competitive national, regional and local tourist products**, which will promote the quality of the tourist product, increase in demand for tourist services, increase of revenues from the sale of tourism services to the State and local budgets.

Improvement of the system of professional training of specialists in the sphere of tourism

- preparation of educational programs on vocational training in the field of tourism, taking into account the needs of the labor market;
- harmonization of qualification requirements and higher education standards in higher educational establishments, which provide training of specialists in the sphere of tourism and standards of professional training;
- development of basic competencies of specialists and professional standards for tourism;
- approval of qualification requirements of tourists;
- introduction of popular diplomacy as an instrument for attracting people to popularize tourism in Ukraine.

Formation and promotion of a positive image of Ukraine

- development and realization of the marketing strategy of promotion of the national tourism product of Ukraine;
- information support of the implementation of state policy in the field of tourism;
- creation and management of foreign languages of the tourist Internet portal Visit Ukraine with the presentation in a single format of reliable and up-to-date information on tourist opportunities of regions and cities of Ukraine;
- development, production and distribution in Ukraine and abroad of printed products, which promotes tourist opportunities of Ukraine;
- presentation of Ukrainian tourism potential at national and international exhibition and fairs events, conferences, forums, etc .;
- creation of the National Tourist Organization.

Formation and implementation of competitive national, regional and local tourist products

- promotion and marketing promotion of the official tourist brand of Ukraine;
- introduction of the program of creation of the national network of tourist brands;
- creation of an interactive layer database containing information on all tourist and recreational resources of the country, suitable for use in tourism, including objects of cultural heritage and natural reserve fund recommended for visiting tourists and for the formation of a national network of tourist excursions routes

Program areas of personnel training in tourism

- **introduction of innovative components at all stages of teaching;** implementation of the information component of the organization of tourism activity; factors of introduction and use of information technologies in tourism activity;
- **use of international and national experience in the formation and introduction of innovations in the activities of tourist enterprises;** methods of managing the choice of directions and options for the development of tourism enterprises in an unstable market environment;
- **emphasis on entrepreneurial skills and abilities,** teaching a systematic course of starting and conducting private affairs, which will promote business development in certain regions and in Ukraine as a whole;
- **high professionalism and creativity of the teaching staff,** using foreign teaching experience;
- **possibility of passing the practice in the system of tourist provision at domestic and foreign enterprises;** constant communication with employers and the possibility of internship and work already during training.





THANK YOU! ©*Victoria Matrosova*

