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## **SOCIO-DEMOGRAPHIC DIMENSION OF TOURISM DEVELOPMENT IN UKRAINE**

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## **SPOŁECZNO-EKONOMICZNY WYMIAR ROZWOJU TURYSTYKI NA UKRAINIE**

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**Abstract:** Over the last decade, the tourism industry is considered to be an engine of economic development in many countries of the world. On the other hand, tourism as an important socio-economic phenomenon of modern times is closely related to the development of society and is subject to its laws, so the purpose of the research is defined as: the systematization of the existing approaches, identification and justification of the main socio-demographic factors for the development of the tourism industry in Ukraine against the backdrop of the world tourism industry. The scientific novelty: analysis of previous studies has identified the key demographic and social factors that have a direct impact and determine the main trends in tourism in Ukraine. The indirect social indicator for the level and quality of population life is determined as the disposable income per person; its comparative and retrospective analysis in the context of Ukrainian regions makes it possible to identify potentially promising areas for the development of tourism business with the existing demand from the local population.

**Keywords:** population, demographic factors, social factors, tourism, transformation.

**Streszczenie:** W ostatnim dziesięcioleciu branża turystyczna stała się motorem rozwoju gospodarczego w wielu krajach świata. Z drugiej strony turystyka, jako ważne społeczno-ekonomiczne zjawisko, jest ściśle związana z rozwojem społeczeństwa i podlega jego prawom, dlatego też cel badań definiuje się jako: usystematyzowanie istniejących podejść, identyfikacja i uzasadnienie głównych czynników społeczno-demograficznych rozwoju branży turystycznej na Ukrainie na tle światowej branży turystycznej. Analiza wcześniejszych badań pozwoliła zidentyfikować kluczowe czynniki demograficzne i społeczne, które mają bezpośredni wpływ na turystykę na Ukrainie i determinują główne jej trendy. Pośredni wskaźnik społeczny dotyczący poziomu i jakości życia ludności określa się jako dochód na osobę; jego analiza porównawcza i retrospektywna w kontekście regionów ukraińskich pozwala zidentyfikować potencjalnie obiecujące obszary dla rozwoju branży turystycznej z uwzględnieniem potrzeb miejscowej ludności.

**Słowa kluczowe:** ludność, czynniki demograficzne, czynniki społeczne, turystyka, transformacja.

## 1. Stating the problem

Tourism, as an important socio-economic phenomenon of the present day, is closely linked to the development of society and is subject to its objective laws. Due to its functions (social, humanitarian, economic), it actively influences the life of society and at the same time depends on it, as well as the state of productive forces development and industrial relations, etc. At the beginning of this century, tourism became an integral part of socio-economic and cultural life, and its conceptual transformation occurred, as a completely new paradigm of leisure, recreation and entertainment sprang up, and the needs of people changed. The tourism industry, on the one hand, is a factor of globalization, and on the other, it is developing under its influence, especially that of information technology, social differentiation of the society, climate characteristics and more. All components of society can be both stimulating and inhibiting factors for tourism development, their number of interconnections and intensity of influence depend on the hierarchical level of the tourist market and its orientation. The study of factors that influence the development of tourism allows not only to predict the development of the latter, but also to analyze the relationship and accordingly the impact of tourism on the development of society

in general and the social component in particular (Druzhinina, Likhonosova, and Lutsenko, 2018, p. 57).

Many scientists and practitioners have been studying the factors that influence the development of both the domestic and global tourism industry. Recent publications are: (Nemets, Sehida, and Moshtakova, 2009; Maklashina, 2012; Rafael, and Almeida, 2017; Sirik, 2016; Slabbert and Du Plessis, 2011) and others. Each of the above have their own view concerning the problem of analysing the factors for the development of the tourism industry: SWOT analysis of the activity in the tourism industry in Ukraine (Sirik, 2016, p. 158); diagnostics of factors influencing the process of promoting tourist destination in the virtual environment (Rafael and Almeida, 2017, pp. 376-377); identification of the driving factors that motivate visits to specific natural and recreational tourist sites (Slabbert and Du Plessis, 2011, p. 1121); highlighting the factors that influence the innovative development of individual entities in the tourism industry (Maklashina, 2012, pp. 117-120). The most systematic approach to identifying the factors of tourism development is by L. Nemets, K. Segida, N. Moshtakova, who explored the socio-demographic and cultural-historical conditions of the industry's functioning to identify aspects of the analysis, namely population size and features of the population, structure by gender and age, behavioural and life-giving characteristics, available workforce potential (Nemets, Segida, and Moshtakova, 2009, p. 145). Considering the content and relevance of the published studies presented above and those by other scholars, it should be noted that most of them are purely theoretical in nature, not supported by real statistical figures. Foreign experts in the tourism industry (Rafael and Almeida, 2017; Slabbert and Du Plessis, 2011) tend to solve highly specialized problems, bypassing the definition of general trends. Most of the research findings are outdated and need updating. Attempts to trace the relationship between the socio-demographic situation and trends in the domestic tourism industry were not confirmed by statistical analysis.

## **2. Factors affecting tourism development**

All exogenous factors can be divided into three groups: on the basis of changes in time (static, dynamic); by the result (positive, negative); by function (political, socio-demographic, financial, economic, logistical). Among all the diverse factors, the socio-demographic factor (consolidation of demographic and social factors) is of greatest interest, as the tourism industry attracts not only financial and material resources, but also labour force, every year.

The demographic factor is a term used to denote the dependence of rates and proportions of social development or its individual economic parameters (size of labor resources, share of consumption in national income, etc.) on the scope of gender structure and family composition of the population, and fertility and mortality dynamics. This is a complex concept which characterizes the quantitative

and qualitative parameters of the population: the processes of reproduction (fertility and mortality), migration of the population, social mobility, health status of the population, and the level of education.

Thus, the demographic factors include: fertility and mortality rates, age structure (separation of able-bodied population, pensioners), marital status/family composition (presence of single people, childless couples), education, profession, place of residence: urban/rural, the size of the place where tourists live, population migration, national and religious composition. The authors considered them in more detail and analysed how each of these factors influences the development of tourism in Ukraine.

### **2.1. Demographic factors of tourism industry development**

Analysing the demographic situation in Ukraine and the European Union (EU) countries in 2016, it should be noted that the number of births and deaths in Europe was almost equal. Thus, natural population growth was zero, that is, 1.5 million new European citizens came to EU countries from abroad. The leading countries were the three largest in the EU: Germany with a population of 82.8 million people (an increase of 625 thousand people), France with a population of 67 million (an increase of 270 thousand people), the United Kingdom – 65.8 million (an increase of 425 thousand people). These countries also took the lead in terms of population reaching 65 years of age (retirement age) and older (Table 1).

The results of Table 1 show that Germany can be considered first in terms of an ageing population in the European Union, Italy is ranked second and France third. Accordingly, in these countries the population of retirement age is 16.824 million or 20.32% of the total population of Germany, in Italy – 13.015 million or 21.41% and in France – 11.619 million or 17.34%. In Germany, a fifth of the population are elderly people who spend part of their time on tourist trips, hence Germany ranks second in the world as the nation of travellers, second only to China. They are happy to relax in budget resorts such as those in Turkey, Greece and Latvia; additionally, the Germans favour the resorts of Spain, Italy and Austria, because, first of all, of their vital economy.

Meanwhile, a slight drop in population was recorded in Latvia, Lithuania and Italy. However, it is highly probable that this trend is driven by intra-EU migration, which is reflected in the growth of the most economically developed countries in the community.

As for the population of the EU and Ukraine, there is a positive trend here. It is growing but unevenly. In the United Kingdom and France it increased by 2.7 per 1 000 people, in Sweden by 2.5 and in the Netherlands by 1.4 per 1 000 people, whereas the population of such EU countries as Bulgaria, Hungary, Germany, Italy, Lithuania, Poland, Romania, as well as Ukraine is not increasing by this indicator, and even moving towards a decrease. Thus, the number of live births in Ukraine in

**Table 1.** Number and share of the EU and Ukraine's elderly in 2016

States	Total population (thousand people)	Population 65-69 (thousand people)	Population 65-69 (%)	Population 70 years and older (thousand people)	Population 70+ (%)
Ukraine	42 590,9	2163,6	5,08	4605,3	10,81
EU countries					
Austria	8 507	420	4,94	1 136	13,35
Belgium	11 204	578	5,16	1 416	12,64
Bulgaria	7 246	461	6,36	957	13,21
Hungary	9 877	544	5,51	1 187	12,02
Germany	82 180	3909	4,72	12 915	15,6
Greece	10 927	597	5,46	1 641	15,02
Spain	46 464	2343	5,04	6 166	13,27
Italy	60 783	3448	5,67	9 567	15,74
Latvia	2 001	99	4,95	282	14,09
Lithuania	2 943	137	4,66	405	13,76
Poland	38 018	1785	4,70	3 875	10,19
Romania	19 947	951	4,77	2 344	11,75
Slovenia	5 416	248	4,58	486	8,97
United Kingdom	65 380	3527	5,36	7 742	11,77
Finland	5 451	356	6,53	700	12,84
France	66 600	3387	5,06	8 232	12,29
Czech Republic	10 512	657	6,25	1 168	11,11
Sweden	9 645	603	6,25	1 269	13,16

Source: compiled according to the data (Official site of the State Statistics Service of Ukraine).

2016 amounted to 397 thousand, which is 14.8 thousand fewer than in 2015, and the dead – 583.6 thousand, which is 11.2 thousand fewer compared to the previous year. However, with such a small positive trend in the mortality rate of the Ukrainian population, statistics show a natural decline in the population of 186.6 thousand in 2016 compared to 183 thousand in 2015. The main causes of mortality in the Ukrainian population are circulatory diseases (67.2% of deaths in 2016 versus 68% in 2015), neoplasms (13.6% in 2016 versus 13.4% in 2015), various external causes, such as accidents, etc. A decrease in mortality at birth in Ukraine is observed, i.e. among children under 1 year. In 2015 the number of deceased children up to 1 year of age was 3318, which is 338 fewer than in 2014, and in 2016 this figure decreased by 363 compared to 2015, which makes a certain mark on the change of the average life expectancy towards an increase: for men, to approximately 66.73 years

in 2016, and for women 76.46 years. Such demographic trends contribute to the increase in the number of tourists among the elderly population, the attraction of more people to tourism activities by increasing the number of trips. This plays a significant role in creating jobs, securing employment and generating gross domestic product (GDP), and also generates the need to create a tourist product for the consumer who is a mature traveller with comfort needs. There are holidays such as social, health and excursion tours. In developing such tours for elderly people, it is necessary to take into account the state of health, the choice of the vehicle used, the place and living conditions of the accommodation, as well as the possibilities of discounts.

Yet age can also be a hindrance to a tourist trip, especially if the country's government has established a requirement for health insurance with a sufficiently high coverage limit. Usually, people over 70 are not covered by health insurance or it is very expensive. For planning tourism, age is important for evaluating the choice of activity and type of tourism, as well as a category that characterizes the economic dependence or independence of the traveller.

Another demographic indicator which is necessary to consider when planning a tourist trip is the marital status of tourists. Single-parent and one-child families are more common (Table 2), and their number is increasing every year as Ukraine is losing its tradition of large families (Druzhinina and Skorobrukh, 2013). In 2014, this percentage was 73.6%, in 2016 the number of families with one child increased by 2.4% and amounted to 76%. The percentage of single-parent families has remained virtually unchanged over the last two years of the analysed period.

**Table 2.** Description of households in Ukraine for 2014-2016

Indicators	Years		
	2014	2015	2016
Division of households by number of persons in their composition			
One person	22.8	20.3	19.7
Two persons	29.6	32.5	32.3
Three persons	25.3	25.9	26.9
Four persons and more	22.3	21.3	21.1
Share of households with children under 18 years (%)	38	38.2	38.2
Share of households without children (%)	62	61.8	61.8
Share of households without children (%) by the number of children in their composition			
One child	73.6	75.7	76
Two children	23.3	21.2	21.4
Three children and more	3.1	3.1	2.6

Source: compiled according to the data (Official site of the State Statistics Service of Ukraine).

One of the main groups in the modern tourist market is so-called single people under the age of 35. Their share in large industrial cities is about 50% of the total

population and are characterized by a high level of education, desire for success, increased demand for comfort and quality of life. They try to organize their free time and enjoy life to the full. The volume and magnitude of demand in this segment of the tourist market are large and, according to experts, it will continue to grow. In addition, the large number of single women in this target group increases the activity of tourists. Thus, according to some forecasts, the number of single women taking tourist trips will be almost 50% of the total number of tourists. According to statistics, single women value high comfort, good facilities and location, respect from staff and their personal safety. Therefore, all this must be taken into consideration by both tour operators and hotel staff.

## **2.2. Social factors of tourism industry development**

Turning to the consideration of the social factor influencing the development of tourism, it is necessary to form a system of indicators characterizing the tourism industry of Ukraine in this aspect. The main indicators include: structure of tourist flow (optimal structure – 1, inbound: 1, outbound: 4 inland); regions with the greatest influx of foreign and domestic tourists; the share of transit tourists in the total number of settlements in the country; regions with the largest inflow of domestic tourists; share of tourist services in the total volume of services provided to the population, level of education of tourists (Vasilenko et al., 2009, p. 202).

The level of a traveller's education is important for choosing a tourist destination. Increasing the level of education, and interest in another culture create a desire to travel and reach for new knowledge and feelings. Such a consumer should be offered a variety of tourist products, which includes not only rest, but also educational trips, and maybe even training courses combined with relaxation. Learning languages has become very popular lately, it increases their aspirations and desire to travel more. The tourism market offers a huge selection of language schools abroad, with both short and long term study programs. There are many benefits and discounts available for students, and there are student exchange programs that increase market demand. All this is facilitated by a significant expansion of the tourism products on offer, as close as possible to existing demand. This is confirmed by the statistics on the development of outbound tourism in Ukraine for 2014-2016. Their analysis makes it possible to conclude that in 2016 the number of those citizens of Ukraine who went abroad increased by 7% compared to 2015 and by almost 10% since 2014. The main centers of attraction for Ukrainian tourists at that time were Poland, the Russian Federation, Hungary, Moldova, Belarus, Turkey, Slovakia, Romania, Egypt, Germany, the United Arab Emirates, Israel and Italy (Druzhynina, Trunina, Sushchenko, and Zahorianska, 2020) (Table 3).

Table 3 shows the geographical dimensions and dynamics of outbound tourism development in Ukraine for 2014-2016. Poland was the most popular European Union country for 40.99% of travellers from Ukraine in 2016. Moreover, the leading

position of Poland has not altered for several years, due to the geographical and cultural proximity. One can also add military action on the territory of Ukraine and economic factors. In addition, the current flow of workers migrating from Ukraine has been significantly reoriented as previously many of them worked in Russia.

**Table 3.** Number of Ukrainian citizens who went abroad in 2014-2016 (persons)

States	Year			%		
	2014	2015	2016	2014	2015	2016
Ukraine, total	22 437 671	23 141 646	24 668 233	–	–	–
Poland	7 657 021	9 505 713	10 111 086	34.13	41.08	40.99
Russian Federation	4 671 321	4 080 414	3 859 820	20.82	17.63	15.65
Hungary	2 152 512	2 442 101	2 893 370	9.59	10.55	11.73
Moldova	2 421 169	1 727 308	1 655 775	10.79	7.46	6.71
Belarus	1 538 160	1 325 546	1 114 457	6.86	5.73	4.52
Turkey	450 549	510 537	930 657	2.01	2.21	3.77
Slovakia	656 102	755 248	886 120	2.92	3.26	3.59
Romania	522 350	678 700	857 728	2.33	2.93	3.48
Egypt	400 427	350 936	417 949	1.78	1.52	1.69
Germany	308 908	294 797	275 987	1.38	1.27	1.12
United Arab Emirates (UAE)	161 728	137 442	150 673	0.72	0.59	0.61
Israel	117 833	129 311	146 379	0.53	0.56	0.59
Italy	172 845	113 373	122 294	0.77	0.49	0.50

Source: compiled according to the data (Official site of the State Statistics Service of Ukraine).

In addition, Poland itself encourages the flow of tourists from different destinations, including those who go there to study. The Polish government thus is addressing the demographic problem that was most pressing in the 1990s, when birth rates were very low.

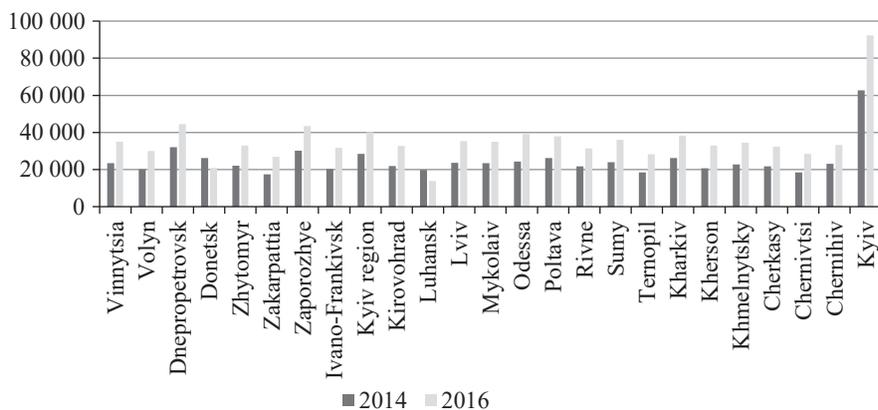
The second most attractive tourist destination is Hungary, for the reasons of its cleanliness and level of culture. Slovakia closes the top three EU countries in this list, visited by 886120 people in 2016, which is 1.35 times more than in 2014. Although it is an industrialized country with a developing economy, the lack of skilled personnel is at the forefront. In this regard, possibility of free studies in the universities of Slovakia attracts Ukrainian youth, thus increasing tourist flows.

Other foreign countries, such as Turkey and Egypt, and the UAE, are very popular. The main reasons for Ukrainian tourists to visit these countries is the affordable beach holidays and shopping trips.

Among the Union of Independent States the first place for three years has been occupied by the Russian Federation, although the volume of tourist flows to this country in 2016 decreased by 5.41% in 2015 and by 17.37% in comparison with

2014, which is explained by the armed conflict in the east of Ukraine. The second and the third place were taken by Moldova and Belarus, visited by respectively 6.71% and 4.52% of the total number of Ukrainians who went abroad in 2016, which was less than 4.08% and 4.34%, respectively. These countries are rich in natural beauty, offer an interesting excursion programmes and great opportunities for rest and health treatment. In analysing the departure of Ukrainian citizens outside their country, it should be noted that the majority of tourists prefer to travel independently, without the help of a travel agency, caused by in adequacies of the tourist business organization, low quality and high cost of services. The recent bankruptcy of the first and most famous international tour operator «Thomas Cook», which was established in 1841 and ultimately served approximately 19 million tourists worldwide, greatly contributes to this trend.

From the viewpoint of forecasting tourism demand, among the socio-economic factors of tourism industry development, such complex characteristics as the level and quality of life for the country and its regions deserve special attention. Considering that the tourism industry generates secondary demand, it can be confirmed that there is a direct correlation between the demand for tourism services, the standard and quality of life, which can be indirectly indicated by disposable income per person (Figure 1).



**Fig. 1.** Disposable income per capita by regions of Ukraine, UAH

Source: compiled according to the data (Official site of the State Statistics Service of Ukraine).

The Figure 1 shows the dynamics of disposable income per capita by Ukrainian region. The worst situation is observed in Luhansk, which alone did not improve during the analyzed period, but on the contrary – this indicator fell by more than 30%. The most promising geographical segments for the development of tourist services market for the local population are Dnipropetrovsk, Zaporizhzhia, Kharkiv, Odessa, Kyiv regions and Kyiv itself, where the highest level of per capita income is recorded.

### 3. Conclusion

Summarizing the above, one can draw the following conclusions. First, it is clear that the development of tourism at any stage is carried out under the influence of exogenous factors, which in their diversity are divided into static and dynamic, negative and positive; by their functionality – into political, socio-demographic, financial-economic and logistic enabling to determine the organizational and economic directions of tourism development for further formation of strategic imperatives of tourism business development. Secondly, by exploring the socio-demographic features of a territory it is possible to predict directions of tourist destination, increasing the popularity of certain types of tourism in order to increase the economic development of the country. For each population group, classified according to different demographic characteristics, it is necessary to have their own tourism product that will meet the demand and needs of those groups. The demographic factor allows to identify the behavioral characteristics of tourists and to find out how it affects the structure of tourist demand, also taking into account the fact that each of such groups has its own budget.

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