

*TOURISM STUDIES IN "GEOGRAPHY AND TOURISM" JOURNAL: 2007-  
mid 2014 REVIEW*

*During recent decades Ukraine got several impetuses for development, in academic sphere in particular. We aimed our scoping research on tracing and questioning the role of the collection of scientific papers "Geography and Tourism" in tourism studies in the country. Our quantitative and qualitative assessments, despite some subjectivity limitations, prove the complex and systematic approach propagating the tourismology (as the core of tourism studies) and integrative role of geography in the research domain. The review of publications during 2007-mid 2014 reveals the all-Ukrainian scope of the Journal, its consistent promotion of young scholars and international cooperation.*

*Key words: tourism studies, Geography and Tourism, Ukraine, review.*

*Introduction.* Independency challenges excite onward transformations in Ukraine, of academic developments in particular. Established in 1990 at Geography Faculty of Taras Shevchenko National University of Kyiv Chair of Regional Studies and Tourism (the Chair) pioneered the evolution of contemporary approaches to tourism studies in the country purporting the integrative role of geography. This idea gained development and recognition in the collection of scientific papers "Geography and Tourism" Journal (the Journal) established in 2007.

We aimed to trace and to question the role and consistency of the Journal in shaping the tourism studies in Ukraine. We speculated that complex and systematic approach promoted by the Journal platforms its all-Ukrainian and international prospects in the domain.

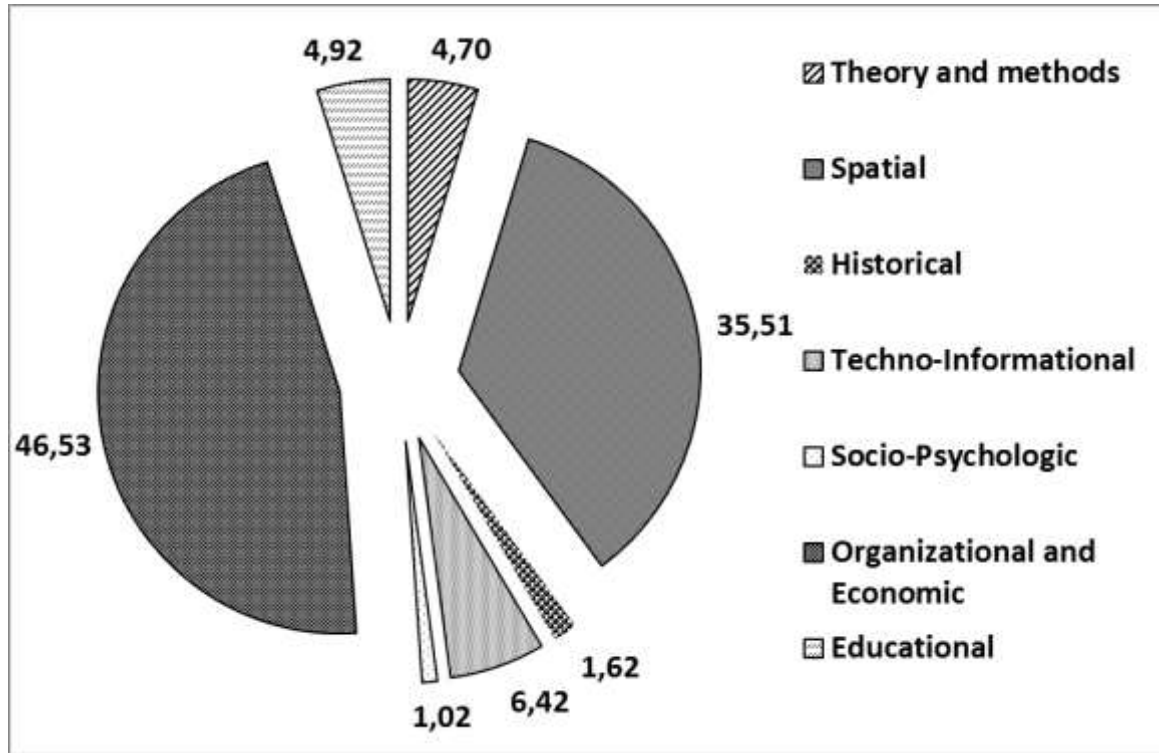
The variety of conventional content analysis methods enables quantitative and qualitative assessments of research results (theoretical, applied or combined/descriptive, explanatory, evaluative or combinations of the above), topical characteristics of discourse, propagation across Ukraine and abroad. We realize certain limitations of subjectivity and believe, however, our scoping view on the Journal evolution serves better understanding of current (unfortunately, often inaccessible because of language factor) tourism studies in Ukraine discourse.

*Progress on the way.* The evolution of "Geography and Tourism" reflects that the first in Ukraine Chair of Regional Studies and Tourism of Taras Shevchenko National University of Kyiv promotes consistent progress of the Ukrainian tourism studies purporting the integrative role of geography. The regular publications started in 2009 and span 28 issues from 2007 by mid of 2014. The structure of the Journal gained final patterns by 2011. Currently it calls for papers quarterly to present research results on: "Geography of Recreation and Tourism: Theory and Applied Studies", "Regional and Human Geography: Topical issues", "Nature Geography: Theory and Practice".

During 2007-2014 the Journal published 1125 papers. The disciplinary

patterns confirm the dominance (65%) of materials related to tourism studies, which in some cases enrich the regional and nature geography sections (25% and 10%, respectively).

A total of 723 tourism related papers reflect the mission of the Journal to favour complex and systematic approach to subject differentiation (Figure 1).

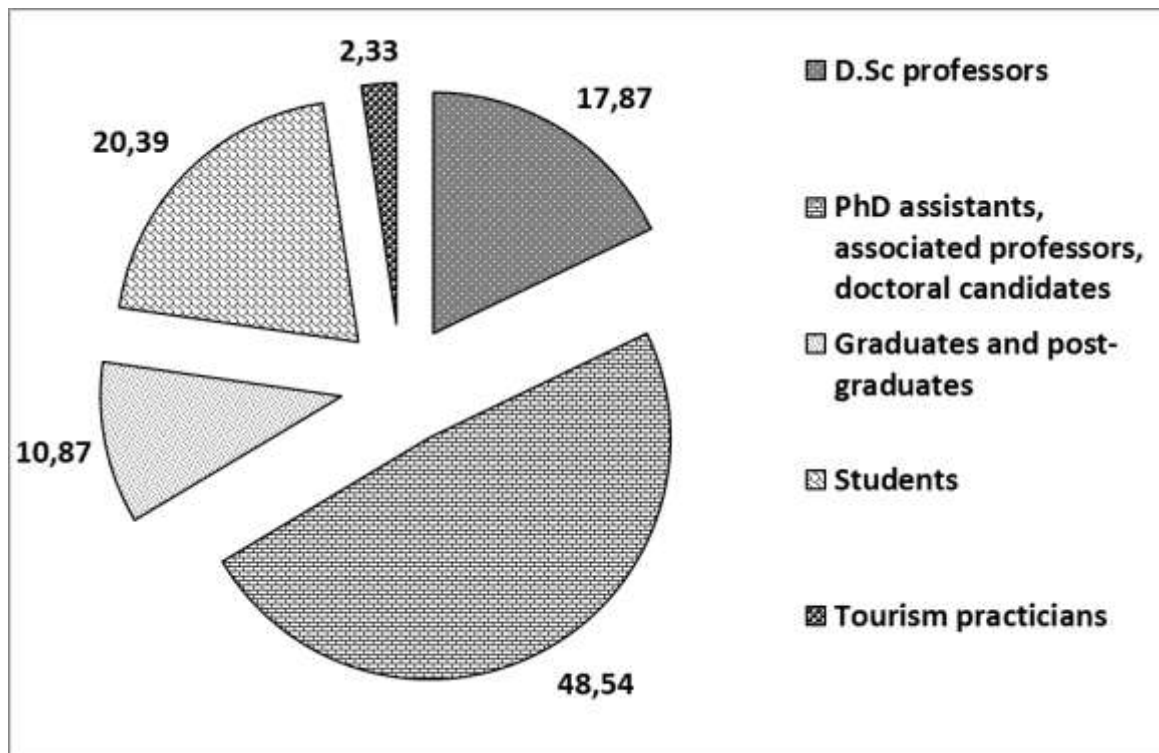


*Figure 1. Patterns of tourism studies focuses in “Geography and Tourism” 2007-2014, %*

Upon the whole range of topical focuses the fundamentals discourse progresses in 8% of theoretical and about 18% of combined theoretical and applied papers. Papers on theory (concepts, terms and methods) mirror progressive shaping of wider and general (philosophical) essence of the core of tourism studies –Tourismology, germinating as a branch in Ukraine.

The last decade of XX century boom of tourism-oriented chairs in various academic institutions across Ukraine incited scholars of differentiated disciplinary domains to welcome the Journal enthusiastically. Authors from other regions of Ukraine (45,69%) compete the Chair and other Kyiv situated academicians (45,79%) in tourism explorations comparing to 25:70 respective ratio in regional and human geography papers.

Two thirds of the Journal’s all-Ukrainian intercourse on tourism studies reflects results of established researchers. Rateable participation of young scholars proves the successive policy of the editorial board (Figure 2).



*Figure 2. Composition of tourism studies' authors by degree, "Geography and Tourism" 2007-2014, %*

The initial steps of the Journal internationalization, in the course of conferences in particular, endorsed participation of scientists from Belarus, Moldova, Kyrgyzstan and Uzbekistan. Among 77 foreign authors (7,9% of all) Russian scholars dominate with 70%. Traditional ties with Polish academicians compete with contribution of Italian scholars (each 14% of foreign authors), which reflects the strengthening cooperation of the Chair with Macerata University, including the programme of double master degree in planning and management of tourism systems.

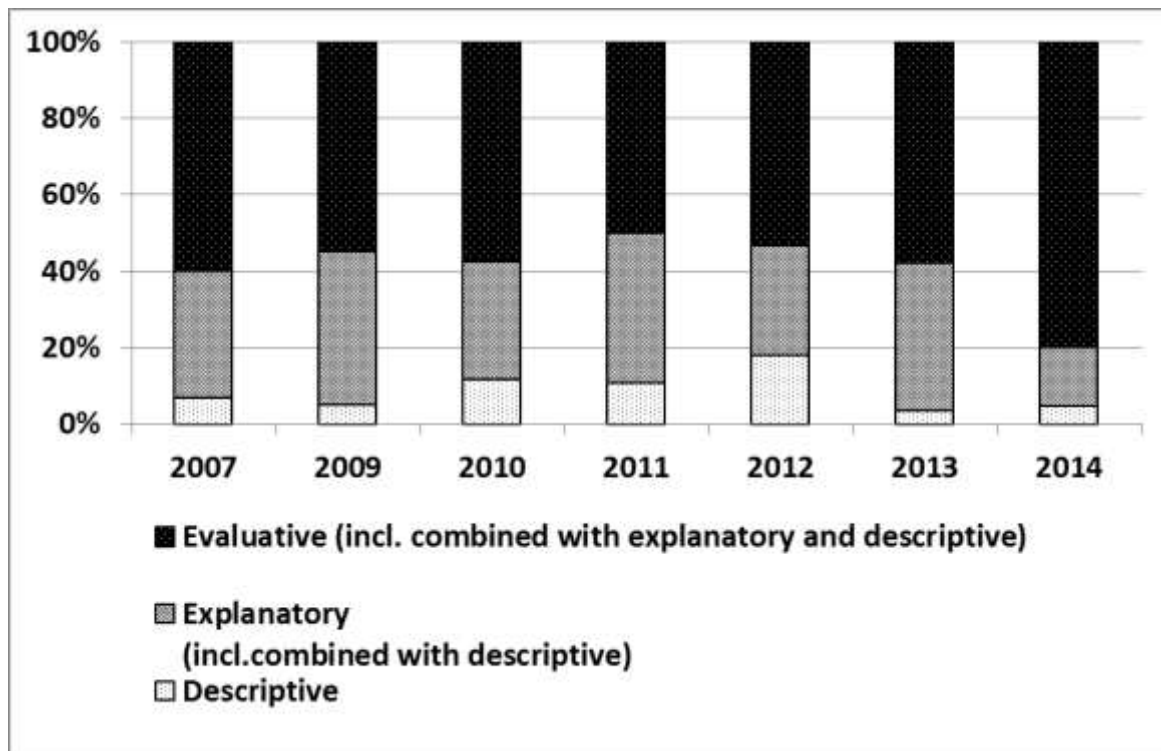
*Avowal of all-Ukrainian complex and systematic tourism studies.* The farsighted ideas of the Chair progenitor D.Sc.Boris Yatsenko [1] and his successor D.Sc Olga Lyubitseva [2] set the fashion of the Journal. The tourism study section "Geography of Recreation and Tourism: Theory and Applied Studies" gained a foothold in the Journals' structure as from its third edition onwards. Starting from collection of papers in sections "Scientific research for tourism" and "Scientific and pragmatic challenges of recreation and tourism" (Issues ## 1,2), the editorial board differentiated publications to additional sections "Problems of tourism development in the world and Ukraine" (Issues ## 3,4), "Problems of regional development" (Issues ##10-15).

In addition the Journal's structure dynamically embraced sections of respective conferences. The all-Ukrainian conference "Regional geography as inter-disciplinary scientific domain: topical problems" mirrored the 20<sup>th</sup> anniversary of Chair establishment by section "Regional Geography of

Tourism” (Issue #6), the International conference “Ukraine-Italy: cooperation in tourism” (Issue #7) by sections “International cooperation and education in the context of national tourist product”, “National tourist product and image policy of the country”, the all-Ukrainian conference “Tourism: science, education, practice” by “Geography of tourism”, “Regional studies of tourism” and “Innovative practice of tourism” sections (Issues ##8, 9). Consistent cooperation with Italian colleagues (Macerate University) prompts further round-tables and conferences (issues ##13, 16, 24).

Issues ##13, 14 introduced the apropos reflections of researches related to EURO-2012 in Ukraine and Poland. The prominent event inspired applied explorations of academicians across Ukraine and Poland. A total of 32 topical papers in Journal’s editions of 2010-2012 investigated challenges and prospects of tourism development in general [to name just some 18, 38, 66, 147, 156, 167, 203, 226] and with specific spatial focus [to name just some 19, 35, 84, 110, 192, 223, 255] in particular.

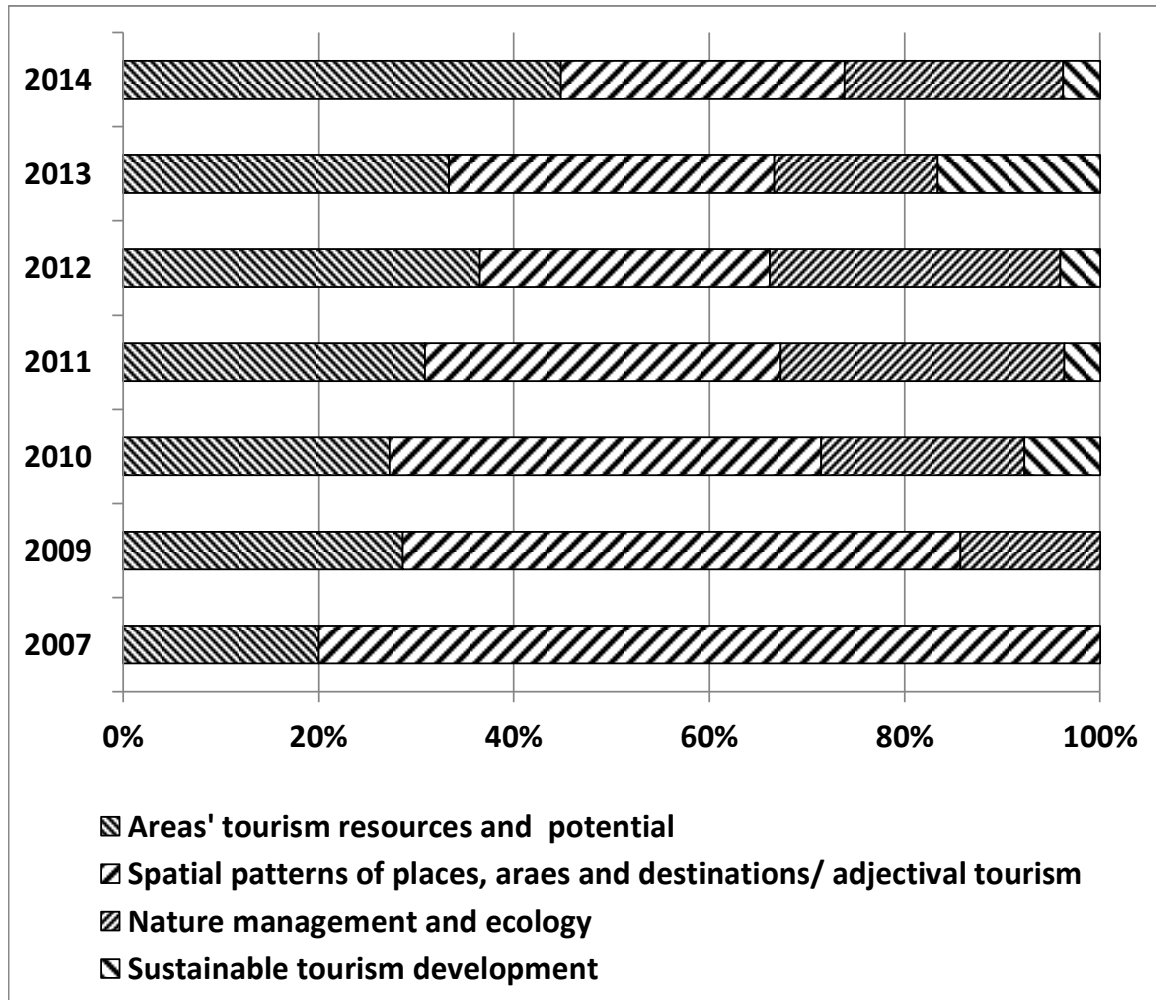
The discourse on the core of tourism studies launched by the Chair academicians [86, 121, 126, 132, 201] captures followers from other institutions in Kyiv and regions of Ukraine [7, 46, 47, 50, 68] (young scholars in particular [239, 176, 102, 55]) and abroad [2, 160, 246, 247]. The applied research dominance (70%) strengthened by robust evaluative focus of the Journal’s papers prove the pragmatic value of tourism studies in Ukraine (Figure 3).



*Figure 3. Research approaches patterns of tourism studies in “Geography and Tourism” Journal, 2007-2014 (%)*

At least one third of Journal’s articles in every issue mirror the spatial

view on the domain. The growing number of papers on areas' tourism resources and potential combine with enhancement of nature management, ecology and sustainable development considerations (Figure 4).



*Figure 4. Spatial focus of tourism studies in “Geography and Tourism” 2007-2014, %*

The geographic focus on tourism studies [197, 122] evolves in series of complex comparative studies of world regions (D.Sc, prof. Oleksandr Beidyk and PhD, prof.as. Sergiy Syrovets), ecologic aspects of tourism development and numerous papers on domestic regions professed by respective local-based scholars. The ecologic trails designs represent notable works of students led by D.Sc, prof. Olexandr Dmytruk.

The dominant share of papers reflects understanding of the integral organizational and economic focus on market issues (Figure 5). The one fifth among them analyses adjectival tourism activities from the inter-disciplinary perspective (religious, industrial, events, rural and green as the most popular in Ukraine). The notable tourism logistics research gains momentum following D.Sc, prof. Ihor Smyrnov works. Papers on regulation and governance in tourism speculate in many instances the benchmarking experience for Ukrainian

tourism enhancement (for example students led by PhD, prof.as. Victoria Kiptenko). What is natural for “Geography and Tourism” a bulk of papers devoted to economic aspects have definite geo-referencing to regions of Ukraine and/or the world.

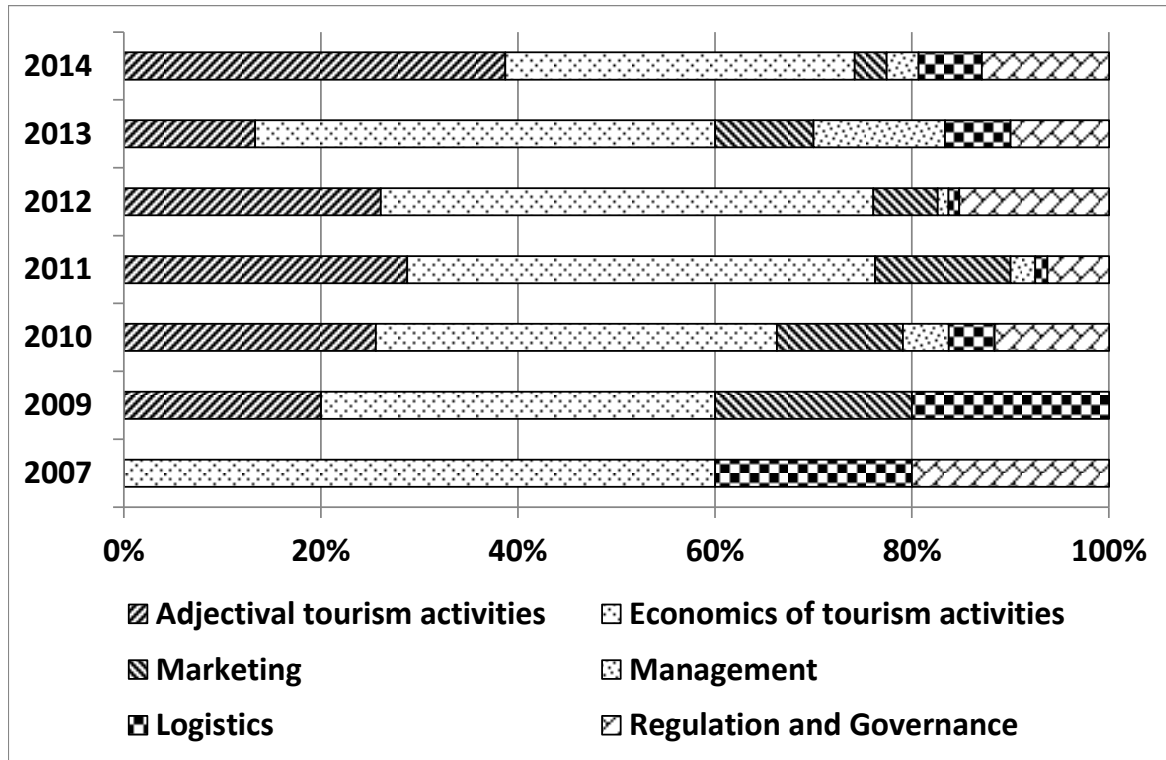


Figure 5. Organizational and Economic focus of tourism studies in “Geography and Tourism” 2007-2014, %

Among the studies presenting results on technological aspects of travel and tourism services over 40% in average explore the digital transformation of the domain and geo-informational innovations. The historical, social and psychological surveys just peep. Tourism-based educational and training concerns reflect strengthening of internationalized discussion on the Journal’s pages [ 11, 14, 37, 148, 144, 175, 210].

The reach of the journal during 2007-2014 platforms its solid role in all-Ukrainian complex and systematic tourism studies (Table 1.)

Table 1. Pillars of tourism studies represented in “Geography and Tourism”, 2007-2014

Regional Institutions (location)	Faculty/Chair Title	Authors: references	Key concepts and/or research branches
Taras Shevchenko National University of Kyiv		Beyidyk O.O.: 21, 22, 23, 24	Tourism resources and regions of the world,

(Kyiv)	Chair of Regional Geography and Tourism	Kiptenko V.K.: 56, 86, 87, 88, 89, 90, 92, 93, 122	tourismology, tourism regional studies, tourism competitiveness, governance of tourism and its sustainable development, digital transformation of tourism, education
		Lyubitseva O.O.: 117, 118, 119, 120, 121, 122, 123, 124, 125, 126	Tourismology, regional geography of tourism, education, governance of tourism sustainable development in Ukraine
		Malynovska O.Yu.: 92, 127, 131, 132, 133, 134, 209	Tourismology, marketing of national tourism, children tourism, innovative forms of tourism and hotel business, business tourism, education and training
		Matvienko N.M.: 135, 136, 137, 138, 139	Insurance services, tourism resources (Turkey) and tourism industry (India, Croatia), recreation complex of Podillya
		Smyrnov I.G.: 200, 201, 202, 203, 204, 205, 206, 207	Tourismology, logistics in hospitality and for sustainable development, economics and marketing, psychology and sociology of tourism
		Shparaga T.I.: 125, 193, 194, 195, 196,	regional studies of museums, castle complexes and pilgrimage, wine tourism in Ukraine and its regions
		Syrovets S.Yu.: 21, 22, 23, 24, 213	tourism in the Capital region, tourism resources and regions of the world
		Yatsenko B.P.: 234, 235, 236, 237	Education, tourism industry of Japan
		Fedchuk A.P.: 63, 64, 132	Tourism process in Antarctic, geography for tourism
Taras Shevchenko National University of Kyiv (Kyiv)	Chair of Economic and Social	Matvienko V.M.: 137, 138, 139	Insurance services, tourism resources (Turkey), recreation complex of Podillya

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	Geography	Glibovets V.L.: 69,70	Tourism in urban areas
		Oliynyk Ya.B.: 157, 158, 159, 197	Geography for tourism, eco-networks and national tourism product promotion, education
Taras Shevchenko National University of Kyiv (Kyiv)	Chair of Geography of Ukraine	Dmytruk O.Yu.: 51, 52, 54, 53, 65	Recreation landscape, eco-tourism and eco- trails designs (26 in total), Kyiv in particular, business tourism
		Motuzenko O.O.: 12, 124, 145, 147, 148, 149	Tourism and recreation potential (Kyiv in particular), wine- gastronomic tourism, education
		Udovichenko V.V.: 215, 216, 217	Marketing communications, recreation load, formalities and international regulation
		Uliganets S.I.: 12, 54, 218, 219	Tourism and recreation potential (Kyiv in particular), business tourism, tourist behaviour
Taras Shevchenko National University of Kyiv (Kyiv)	Chair of Geodesy and Cartography	Datsenko L. : 44, 45	Cartography for tourism
National Aviation University, Institute of International Affairs (Kyiv)	Chair of Regional Geography and Tourism	Balabanov G.V. : , 14, 15, 16, 17	Balanced regional development of tourism, tourism competitiveness and aviation, education
		Borysiuk O.A.: 30, 59, 240, 245	Regional aviation system, innovations
		Zarya I.V.: 240, 241, 242, 243, 244, 245,	Tourism industry development, in Ukraine in particular, tourism management, innovations
		Pestushko V.Yu.: 172, 173, 174	World market of tourist services, demographic preconditions of tourism development, Chernobyl as destination
		Stepanets N.P.: 211, 212	Education, tourism in rural areas
		Uvarova G.Sh.: 222, 223, 224	Education, international co-operation , marketing



Institute of hotel, restaurant and tourism business of Kyiv National University of Culture and Arts (Kyiv)	Chair of International Tourism	Antonenko V.S.: 5, 6, 7, 8, 9, 10, 11	Education, climate changes impacts, tourism of cultural heritage, green tourism
		Kozlovskiy E.V.: 8, 67, 105, 106, 108	International organizations, cultural heritage, innovations in tourism, globalization effects
		Ustymenko L.M.: 220, 221	Video-ecology
		Vyshnevskya G.G.: 226; 232	Excursion programmes, gastronomic attractions
		Kornilova N.V. : 97, 98, 99	Tour-operating, event tourism, Chernigiv region
		Kornilova V.V. 100, 101	Advertisement in tourism business, tourism of cultural heritage, Sumy region in particular
National University of food technologies (Kyiv)	Chair of Hotel and Restaurant Business	Basyuk D.I.: 19, 20	Competitiveness, wine tourism
		Dotsenko V.F., Arpul O.V., Bondar N.P., Dudkina O.O. : 57, 58	Infrastructure of the Capital region of Ukraine
Kyiv University of Tourism, Economics and Law	Chair of Tourism Theory and Practice and Hotel Industry	Didenko K.D.: 47, 48, 49	Tourismology, tourist road traffic in Europe, youth tourism
Bogdan Khmel'nytskiy National University of Cherkasy (Cherkasy)	Chair of Tourism and Hotel and Restaurant Business	Novikova V.I.: 153, 154, 155, 156	Tourism infrastructure, resorts, education
		Radchenko O.M. 177, 178, 179, 180	Historical and ecologic aspects of tourism in Ukraine, tourism marketing, social media in tourism
Yuriy Fedkovych National University of Chernivtsi (Chernivtsi)	Chair of Geography and Tourism Management	Boyko I.D.: 31	SPA tourism
		Ivanunik V.O.: 75, 76	Tourism in Chernivtsi region
	Yavkin V.G.: 238	Tourism in the Carpathians	
	Chair of Geodesy, Cartography and Land Management	Dutchak C.V.: 66	Cartography for tourism
Ivano-Frankivsk national technical University of Oil and Gas (Ivano-Frankivsk)	Chair of Tourism	Penderetskiy O.V.: 170, 171	Complex studies of industrial tourism, in Carpathian region in particular

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V.N.Karazin National University of Kharkiv ( <i>Kharkiv</i> )	Chair of Tourism Business	Parfinenko A.Yu.: 161, 162, 163, 225	Tourism competitiveness and governance, education
Kharkiv National Economic University ( <i>Kharkiv</i> )	Chair of Economics	Zima O.G.: 250, 251, 252	Green tourism, informational environment, destination branding
		Lola Yu.Yu.: 115, 152, 252	Travel company management, tourism information centres
Kryvyi Rig National University ( <i>Kryvyi Rig</i> )	Chair of Physical Geography, Domestic Studies and Tourism	Patsyuk V.S.: 167, 168, 208	Complex studies of industrial tourism
Volodymyr Vynnychenko Kirovograd State Pedagogic University ( <i>Kirovograd</i> )	Chair of Geography and Geo-ecologyh	Kolotukha O.V. 95, 96	Social tourism, sports tourism
Ivan Franko National University of Lviv ( <i>Lviv</i> )	Chair of Tourism	Mals'ka M.P.: 123, 128, 129, 255	Geography of recreation and tourism, governance, tourism in Lviv region
		Rutynskiy M.J.: 186, 187, 188, 189	Geography of tourism, motivation in tourism, Carpathian resorts
		Bordun O.Yu.: 27, 28, 29	Rural areas tourism, cave and religious tourism
	Laboratory of Geography, Nature Management and Tourism Research	Zin'ko Yu.: 123, 253, 254, 255	Geography of recreation and tourism, tourism process in Lviv region, rural- geo-tourism and sustainable development
Lviv State Institute of Advanced Technologies and Management named after V'yacheslav Chornovil ( <i>Lviv</i> )	Chair of Tourism	Bozhuk T.I.: 32, 33	Complex studies of religious tourism
		Brunets B.R. : 25, 34, 35	Touristic infrastructure, Lviv region, education
		Chornenka N.V. 39, 40, 41	Youth, event tourism, innovations, Lviv
V.I.Vernadskiy Tauride National University, Sevastopol Institute of Economics and Humanities ( <i>Sevastopol</i> )	Chair of Tourism	Voronin I.M.: 227, 228, 229, 232	Economics and globalization of tourism, hotel industry, education
		Voronina G.B.: 229, 230, 231	Economics and globalization of tourism, animation services,
Uzhgorod national University ( <i>Uzhgorod</i> )	Chair of Tourism	Shandor F.F.: 190, 191, 192	Touristic branding, the Carpathians

The Journal enjoys promising for further cooperation accessions from scholars of Vasyl Stefanyk National University of Prykarpattya (Ivano-Frankivsk) [13, 68, 110], Volyn National University named after Lesya Ukrainka (Lutsk) [61, 73, 116, 143], Lutsk University of Human Development of “Ukraine” University [166], Taras Shevchenko National University of Lugansk [50], East Ukraine Volodymyr Dahl National University (Lugansk) [46, 212, 248, 249], Kyiv National University of Trade and Economics [169] and its institutions in Vinnytsya [83, 94] and Kharkiv [233], Nizhyn State University named after Mykola Gogol (Chernigiv region) [198, 199], Bogdan Khmelnytskyi Melitopol State Pedagogic University (Melitopol, Zaporizhzhya region) [26], Poltava University of Trade and Economics [113, 114], Zhytomyr National Agricultural University [107, 109, 130,], National University of Water Usage and Nature Management and International Economic and Humanitarian Institute (Rivne) [78, 185], Dnipropetrovsk State University named after O.Gonchar [1, 214], Khmelnistkiy Cooperative Trade and Economics Institute [15, 103].

The Journal propagates cooperation of scholars from different institutions and regions of Ukraine [6, 15, 123, 204]. Besides already mentioned contribution of international scholars on the core of tourism studies and educational aspects, the Journals’ internationalization promotes co-authoring with foreign specialists [7, 11, 43, 85, 145] (Table 2).

*Table 2*  
*Notable foreign authors of “geography and Tourism, 2007-2014*

Institute of hotel, restaurant business and tourism (Cingoli, Italy)		Prof.Carfagna E. 46, 48, 50	Education, wine and gastronomic tourism
		Montecchiari A.: 144, 145	Education, wine and gastronomic tourism
Macerata University (Italy)		Santini C., Cavicchi A., Crespi I., Andriani V.: 42	Sustainable development, wine tourism
		Nicosia E., Porto C.M : 150	Wine tourism
Instytut Geografii i Studiów Regionalnych Akademia Pomorska w Slupsku (Poland)		Parzych Krzysztof: 111, 112, 85, 164, 165	Tourism management, tourist behaviour
M.V. Lomonosov Moscow State University (Moscow)	Chair of Recreation Geography and Tourism	Aleksandrova A.Yu.: 2, 3	Tourismology, innovative forms of tourism
Moscow State Institute of Tourism Industry (Moscow, Russia)	Chair of Psychology and Management	Polevaya M.V.: 11, 175	Education
Dagestan State Pedagogic University (Russia)	Chair of Physical Geography	Khanmagomedov Kh.L., Gebekova: 80, 81, 82	Recreation potential, resources of Dagestan

	Chair of Pedagogics and Education Methods	Gebekova A.N.: 81, 82	Recreation potential, resources of Dagestan
Institute of Tourism Belarus State University of physical culture (Belarus)	Chair of Continuous Education	Mechkovskaya O.A.: 140, 141, 142	Recreation resources of Central and Eastern Europe, geography of tourism

Gradually, the applied papers increases from Institute of Ecology and Geography of the Academy of Sciences of Moldova [79], Kyrgyzstan Tourism Academy [74], Pedagogic University of Krakow (Poland) [183], Samarkand State University (Uzbekistan) [4] and Russian institutions: Altai State Agricultural University [146, 181, 182], Elets State University [72], Orenburg State University [62], Perm State University [184], Republic of Mordovia “Scientific-Research Institute of Humanitarian Sciences” [151], Russia Economic University [104], South Federal University [77], St. Petersburg State University [71].

*Conclusion.* Evolution of the Journal during 2007-mid2014 proves its all-Ukrainian role in knowledge sharing. Consistent and successive approach platforms complex tourism studies, including developments in the core of the domain, which is propagated as Tourismology. The authors timely react to the acute issues of dynamic transformation of the country and pragmatically mirror challenges with the specific focus to regions of Ukraine. The promotion of young scholars positively effects the future of the Journal, in context of its further internationalization in particular. The far-sighted co-operation with Macerate University, Institute of Girolamo Varnelli (Cingoli, Italy), as well as communications from Russian, Belorussian, Moldova and Central Asia scholars cultivates international cooperation.

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*(Authors' translation from Ukrainian into English; \*- original in Russian; \*\* - original in Polish)*

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*REGIONAL GEOGRAPHY DISCOURSE IN “GEOGRAPHY AND TOURISM”  
JOURNAL DURING 2007-2014*

*Establishment of Regional Geography and Tourism Chair at Taras Shevchenko National University of Kyiv and its collection of scientific papers “Geography and Tourism” reflect the challenges of the Ukrainian society development at the edge of XX-XXI centuries. Review of published in 2007-2014 materials determines the subject focuses, characterizes authors and role of the journal in scientific communications. The landmarks reached prove the strong positions of the chair in regional studies of Ukraine, contemporary regional and global processes. Considerable promotion of young scholars prospects further development and internationalization of the scientific journal “Geography and Tourism”.*

*Key words: regional geography, country studies, scientific journal, Ukraine, review.*

*Introduction.* The irreversible transformations marked the last decade of the XX century: Ukraine gained independence and started its path to market economy and international integration. Novel challenges embraced among others education and training domain. Contemporaneously, in 1990, geographers of Taras Shevchenko National University of Kyiv heralded establishment of the Regional Geography and Tourism Chair (the Chair). The initial premises of its scholars professed the complex geographical studies of a country correlating “internationalized” regional geography with the original title in Ukrainian “*kraïnoznavstvo*” (equivalent to German *Länderkunde* or *stranovedenie* in Russian). Further developments favoured expanded essential focuses and the concept of plurality of world system structures and taxonomic elements by the Chair progenitor D.Sc. B.Yatsenko. The academic discourse on Regional and Human Geography in Ukraine got another impetus by “Geography and Tourism” Journal launch in 2007. By this scientific paper collection the Chair aims to promote knowledge sharing and young scholars.

This year marked the crucial developments in the country. The current integrative tasks call for assessment of attained results and potential prospects of the Chair’s efforts to represent its ideas to academic community. Our review of regional geography discourse in “Geography and Tourism” Journal, thus, questions the landmarks reached during 2007-2014 and speculates the progressive role of the Journal.

The quantitative indicators ground structural patterns of the topical publications’ focuses, scholars of different background and propagation of the Journal. We took the liberty of qualitative content analysis; therefore, recognize the flaws of subjectivity to certain extend. Hoping for excuse of our colleagues for misinterpretations, if any, and inability to name everyone we believe our review in English language edition of the Journal will lift the veil over the way of regional geography thinking in human geography framework purported by the Chair.

*Landmarks on the way.* Papers on regional geography constitute a quarter

of the Journal materials on the road of its evolution from 2007-2014. Initially biennial releases (2007, 2009) irregularly multiplied in numbers per year due, in some cases, to the special issues devoted to conference papers. For instance, Issue # 5 (2010) marked the 20<sup>th</sup> anniversary of the Chair establishment as an edition of all-Ukrainian conference “Regional geography as inter-disciplinary scientific domain: topical problems”. That year regional geography research appeared also in Issue #8 together with the materials of tourism conferences also represented in special Issues #7, #9 and #14 (without regional geography works). In addition, dynamic ideas over the Journal development during next years caused a kind of turbulence in its structure. The regional geography part has refined by Issue #16, 2011 since when it is titled “Regional and Human Geography: topical issues”.

A total of 280 topical works of 1125 (on tourism, regional and human geography, nature geography) in all the published issues illustrate the synergy of the research of historical, economic and social aspects of the area, country or region patterns and their interrelation and interdependence at local, national, regional and global levels. The gradual increase of political, cultural and geocological analysis contests the dominance of economic assessments (Figure 1).

The Journal consistently platforms scientific discussion on regional geography aimed to continuity and succession: students and graduate students authored almost a half of the papers. In addition, over one third of the publications represent results of young fledged academicians (Figure 2).

The experienced authors prerogative the theory and methodology issues. About 20% of Journal's papers touch fundamentals discourse on regional and political geography, international and global studies, as well as concerns of education. Motivated young and courageous researchers expand the topical focuses to the contemporary and innovative applied studies.

A lion share of authors (70%) represent scholars of the Chair and other Kyiv situated institutions. Academicians from western and central part of Ukraine affiliate the Journal inchmeal. The voice of scholars from Donetsk, Khmelnytsky, Kyrovograd, Mykolaiv, Sumy, Zaporizhzhya and Zhytomyr regions, however, keep silence on its pages till now. Just a few (5% of all papers) opuses represent research of foreign authors on logistics (USA), spatial patterns of settling, economy and environmental management, demographic problems (Belarus), and spatial organization of the service sector (Kyrgyzstan), geourbanistics, environmental management, GIS technology, cultural and creative studies (Russia Lomonosov Moscow State University, Dagestan State University, Chuvash State University named after I. Ulyanov, North-Eastern Federal University named after M.K. Ammosova, Voronezh State University, Nizhnevartovsk State University).

The Journal, thus, faces challenges to propagate itself around Ukraine and internationally.



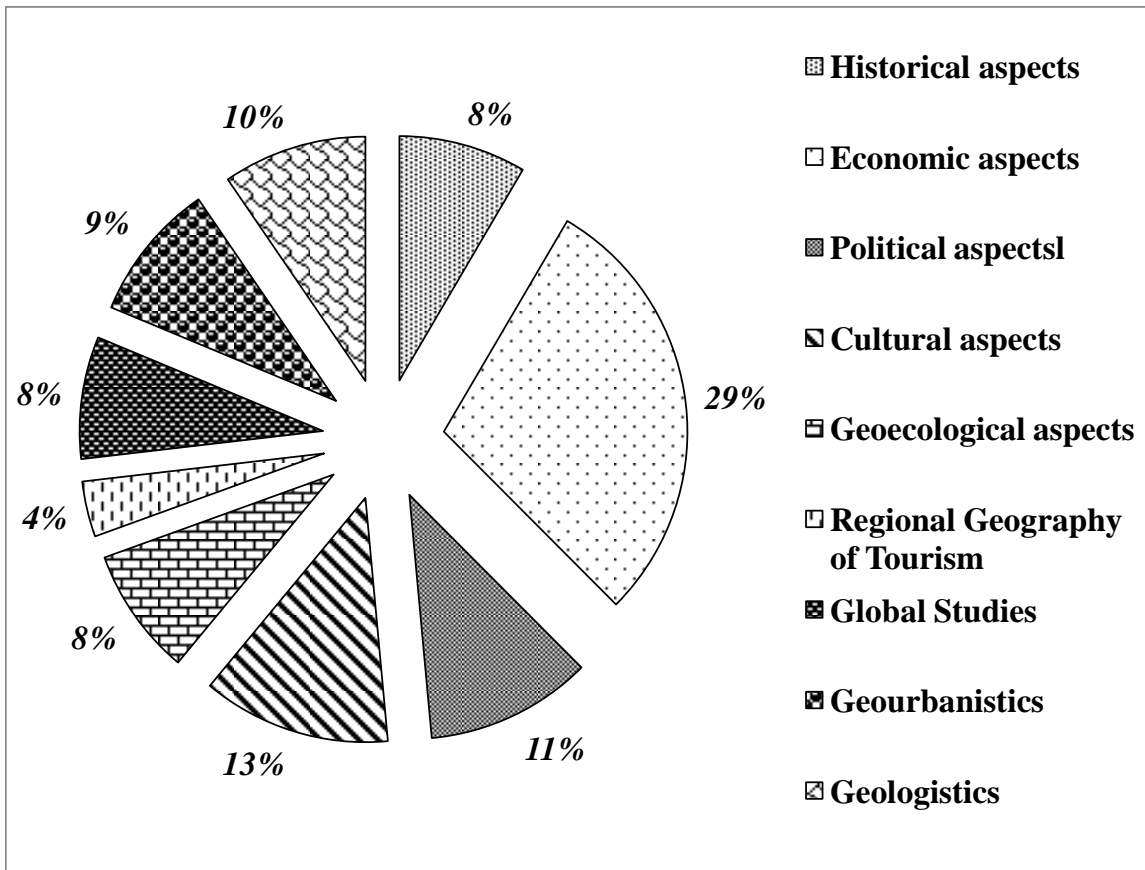


Figure 1. Patterns of subject focus of regional geography research in "Geography and Tourism" 2007-2014, %

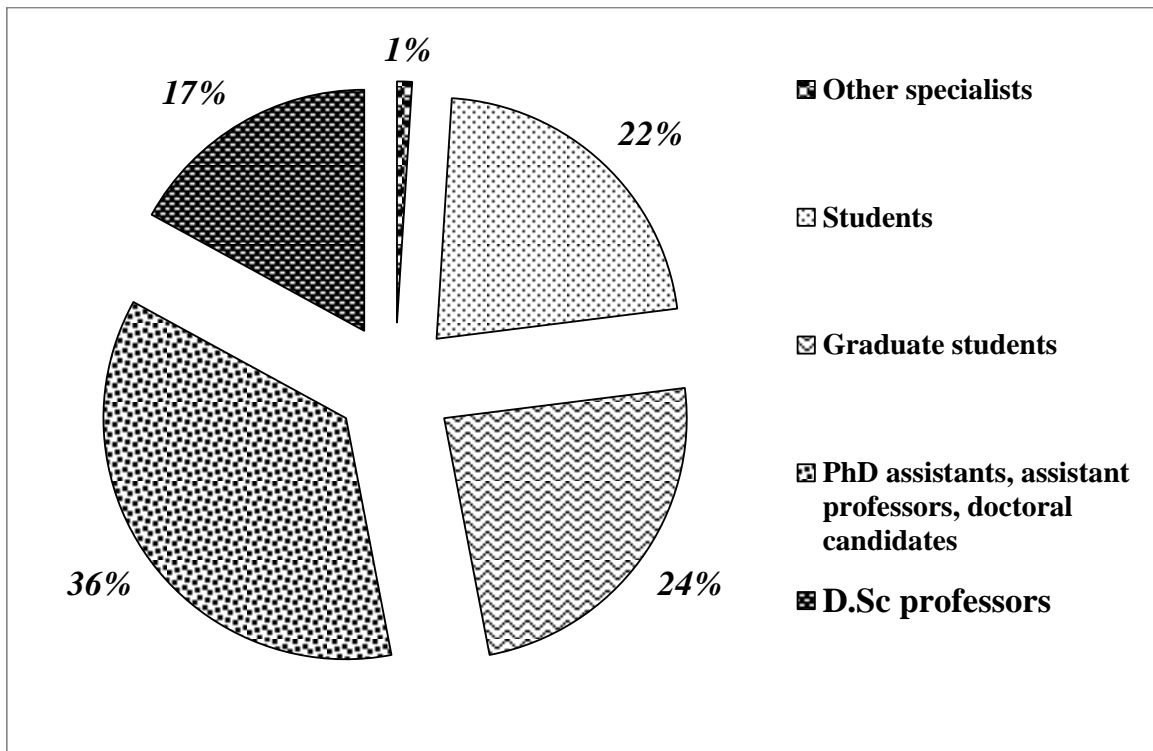


Figure 2. Composition of regional geography authors by degree, "Geography and Tourism" 2007-2014, %

*Refine of the Journal's approach features.* The substantive content of the regional geography part of the Journal evolved by the end of 2011. Early editions (Issue #1, 2007; Issue #2, 2009; Issue #3 and #4, 2010) collected papers to represent "Issues of the day of geography". The Chair's 20<sup>th</sup> anniversary was marked by conferences on regional geography and tourism, thus, Issue #5 (2010) represents the assemblage of research on "History of studies in regional geography", "International studies", "System research in regional geography". Issue #6 (2010) reflected studies on "Regional geography" and "Regional geography of tourism". The last was also a part of "touristic" Issue #8, 2010. At the edge of 2010-2011 (Issue #10) the Journal's editorial board introduced two parts to collect papers on regional geography: "Regional Geography as an interdisciplinary academic approach: topical issues" and "Problems of regional development". In attempt to part tourism studies and geography research the Issue #15 (2011) compiled "Geography: issues of the day" section. "Regional and Human Geography: topical issues" refined the topical section title from Issue #16 onwards.

The very first release of the Journal launched the discussion over the theory of Regional Geography inspired by D.Sc, prof. Boris Yatsenko [127]. The varied aspects of fundamentals discourse [2, 6, 14, 20, 58, 62, 74, 79, 82, 90, 117, 129, 132] join hands with investigations on historical developments and current challenges in regional and human geography in Ukraine [4, 59, 75, 76, 78, 110, 128], in education in particular [33, 48, 57, 66].

The general discourse of Journal's papers accounts for considerations of world globalization challenges [34, 35, 40, 52, 56, 95, 114] as well as dialectic unity (interrelation) of world and regional/domestic economy [9, 39, 89, 100, 105, 133]. Explorations of geopolitical [18, 36, 96, 99, 111, 112, 113, 116] and geoeconomic aspects [5, 11, 20, 49, 130,], geourbanistic [30, 31, 67, 81, 131], geocology [26, 32, 60, 77] and geologicistic [80, 83, 106, 107, 108] promote reflections on subjects as follows:

- big spaces and challenges of geographical environment,
- countries, areas and places as integral parts of the world system,
- hierarchic levels research accounting both for object scale and its operation scale (i.e. industrial complexes, corporate groups, etc.).

Studies of Ukraine [13, 27, 28, 54, 81, 98, 115, 126] its positioning in the world and prospects of EU integration in particular [10, 12, 16, 19, 42, 43, 51, 97, 101, 102, 103, 104, 118]. Papers devoted to various aspects of Ukrainian regions development (mostly embracing Western and Central part of Ukraine and Capital region) constitute about fifth of the topical publications [21, 22, 37, 38, 47, 50, 64, 92, 119, 123, 124].

Academicians of the National Academy of Science – its Council of Productive Force of Ukraine Research [79], Institute of Geography [66, 81, 89, 90] National Scientific Antarctic Centre of Ukraine [23, 24] shares the Chair's approach focused on problematic issues of social and economic development on the Journal's pages. Gradually regional studies experts of conventional and

newly established chairs at geographical and international studies departments in various regions of Ukraine affiliated the journal with their papers. The progressive immixture of the Ukrainian regional academic communities coherently shapes the content and reach of the various concepts represented by established scholars (Table 1).

*Table 1.*  
*Notable authors and concepts of regional geography research represented in “Geography and Tourism”, 2007-2014*

<i>Regional Institutions (location)</i>	<i>Faculty/Chair Title</i>	<i>Authors: references</i>	<i>Key concepts and/or research branches</i>
Vinnitsya State Pedagogical University named after Mykhailo Kotsiubynsky (Vinnitsya)	Nature Geography	Volovyk V.M.: 123, 124	Cultural landscapes, migrations, Podillya
Lesya Ukrainka Eastern European National University (Lutsk, Volyn region)	Country and International Studies faculty	Kotsan N.N.: 41	Regional geographic studies of cross-border activities (customs)
		Stashchuk Yu.V.: 117	Border contradictions
		Klimchuk B.P.: 37, 38	Complex studies of Volyn Region, small enterprises
Vasyl Stefanyk National University of Prycarpathia (Ivano-Fankivsk)	Chair of geography and Nature Sciences	Slyvka R.D.: 96, 97, 98, 99	Geo-conflictology, impact of conflicts on country/region
		Krekhovetskiy V.V.: 47	Transport system, Ivano-Frankivsk region
Taras Shevchenko National University of Kyiv (Kyiv)	Regional Geography and Tourism	Braychevskyy Y.S.: 12, 13, 14	International trade, social and political development, integration
		Kiptenko V.K.: 33, 34, 35, 36	Global studies, micro-states, strategic geography
		Smyrnov I.G. : 106, 107, 108, 43, 133, 118	Geo-logistics, integration
		Stafiychuk V.I.: 110, 111, 112, 113, 114, 115, 116	Political geographic analysis, political globalization
		Yatsenko B.P.: 127, 128, 129, 17, 49,	Theory and methodology of regional geography, international trade, Japan

	Chair of social and economic geography	<i>Ishuk S.I.:</i> 31	Industrial agglomerations
		<i>Gladkiy O.V.:</i> 28, 31	Industrial-agglomerative formations
		<i>Zapotockiy S. P.:</i> 53, 54, 130	Competitiveness , regional planning
		<i>Oliynik Ya.B.:</i> 74, 75, 76, 77, 78, 79	History and theory of regional geography, regional policy, geo-urbanistics, education
		<i>Melnyk L.V.:</i> 64,65	Ukrainian grain market, Khmelnytskyi region
	Chair of nature geography and geoecology	<i>Gavrylenko O.P.:</i> 26, 27	Geo-ecology
	Geography of Ukraine chair	<i>Maslyiak P.O.:</i> 62	Principles of country study
	Institute of Foreign Affairs	<i>Doroshko M.S.:</i> 18	Political geography
		<i>Kryganivskiy V.P.:</i> 48	Cultural and educational aspects in regional geography
National Aviation University (Kyiv)	Regional geography and tourism Chair, Institute of International Affairs	<i>Balabanov G.V.:</i> 4	Theory and history of regional Geography
		<i>Borysyuk O.A.:</i> 11	Regional air traffic systems
Ivan Franko National University of Lviv (Lviv)	Economic and Social Geography	<i>Knysh M.M. :</i> 39, 40	Regional studies, globalization of terrorism
		<i>Kotyk L.I.:</i> 6, 40	Social geography, transport infrastructure, global studies
		<i>Biletskiy M.I.:</i> 6	Social geography
	Geography of Ukraine Chair	<i>Lozynskiy R.M. :</i> 57	Geographic education
Taras Shevchenko National University of Lugansk (Lugansk)	Geography Chair	<i>Kisel'ov Yu.O.:</i> 51	Geosophysical aspects of integration
Kryviy Rig Economic institute of Kharkiv V.N.Karazin National University (Kryviy Rig)	Chair of productive force and production technologies	<i>Shiyan D.V.:</i> 92	Morbidity, GIS, Kryvbass region

Yu.Bugay Poltava International Scientific and technical University ( <i>Poltava</i> )	Poltava Busienss Institute	<i>Lavrynenko S.I.</i> : 52	Geodemography
V.G.Korolenko Poltava National Pedagogical University ( <i>Poltava</i> )	Chair of Geography and Area Studies	<i>Ermakov V.V.</i> : 20, 21, 22	Industrial society, Poltava region
		<i>Shevchuk S.M.</i> : 75	Human geography schools of thought
Poltava University of economy and trade ( <i>Poltava</i> )	Chair of Tourism and Hotel Business	<i>Logvyn M.M.</i> : 52, 55, 56, 95	Demographic trends, globalization
	Chair of basicl economic disciplines	<i>Lytovchenko I.V.</i> : 58	Ecologic regionalization
		<i>Shukanov P.V.</i> : 56, 95	Globalization processes, demographic problems
Yuriy Fedkovych Chernivtsi National University ( <i>Chernivtsi</i> )	Chair of geography of Ukraine and Regionalistics	<i>Dgaman V.O.</i> : 19	Pseudo-migrations
	Geography and Tourism Chair	<i>Vladiychuk K.V.</i> : 19	
Mykola Gogol Nizhyn State University ( <i>Nizhyn, Chernigiv region</i> )	Chair of Geography	<i>Smal V.V.</i> : 100, 101, 102, 103, 104, 105	Postindustrial society, knowledge economy, EU
V.I.Vernadskyi Taurida National University, Sevastopol economic and humanitarian Institute, ( <i>Crimea</i> )	Chair of Tourism	<i>Voronin I.M.</i> : 126	Informatization processes
Kherson State University ( <i>Kherson</i> )	Chair of Social and Economic Geography	<i>Pylypenko I.O.</i> : 82	Social geographic periphery's delimitation and measurement
Odesa I.I.Mechnikov National University of Odesa ( <i>Odesa</i> )	Chair of Social and Economic Geography	<i>Topchiev O.G., Malchikova D.S.</i> : 60	Geo-ecological problems, geo-planning paradigms
Stepan Dem'yanchuk International Economic and Humanitarien University ( <i>Rivne</i> )	Chair of Geography and Tourism	<i>Pelekh Yu.V., Romaniv A.S., Romaniv O.Ya.</i> : 80	Agro-logistics
National University of Bioresources and	Chair of Mining	<i>Kal'ko A.D.</i> : 32	Subsoil use

Nature Management (Rivne)	Teaching and Research Centre	<i>Bobrovitskiy A.V.:</i> 9, 10	Integration, finance system
	Nature geography	<i>Volkova L.A.:</i> 50	Medical demographic situation Rivne region
	Water management and ecology	<i>Kushniruk Yu.S.:</i> 50	
Ternopil Volodymyr Gnatyuk National pedagogic University (Ternopil)	Geography of Ukraine and tourism	<i>Zastavetska L.V.:</i> 131, 132	Settlement systems and territorial communities
		<i>Dudarchuk K.D.:</i> 30	Social and economic development of region's cities, methods
Ternopil National Economic University (Ternopil)	Chair of Human Resource Management and Regional Development	<i>Iil'yash I.D.:</i> 30	Social and economic development of region's cities, methods
Oles Gonchar Dnipropetrovsk National University (Dnipropetrovsk)	Geology and Geography faculty	<i>Bezugliy V.V.:</i> 5	Transnationalization, EU
		<i>Afanasiev O.E.:</i> 2	Nature management
Uzhgorod National University (Uzhgorod)	Chair of Physical Geography and Nature Management	<i>Koval K.P.:</i> 42	Cross-border co- operation
Uman Pavlo Tychyna State Pedagogical University (Uman, Cherkasy region)	Chair of Nature Geography	<i>Sytnyk O.I.:</i> 119	Industrial regions, Central Ukraine

The Journal shows clear trend of young scholars' promotion. Established academicians lead promising students and post-graduates [17, 35, 36, 49, 53, 54, 65, 74, 78, 108, 110, 118, 133]. Some papers escorted Ph.D. research: complex geographical studies of Antarctica [23, 24], information sphere [7, 8], viticulture-wine complex [84, 85, 86]. Other works reflect promising thesis explorations on knowledge economy [1], intellectual potential [70, 71], social developments [72, 73, 120], labour potential [69], agriculture markets [15] agrologistics [93, 94] and rural areas development [46, 121]. Regions of Ukraine remain conventional focus of young scientists' research [3, 12, 29, 44, 45, 61, 63, 68, 109, 122, 134,]. Number of original views raised by novices [25, 87, 88, 91, 125] cherish hopes for further strengthening of regional geography studies in Ukraine.

*Conclusions.* During the period 2007-2014 the Chair managed to cultivate the sound scientific communications on regional geography through the Journal. Academicians of Ukraine support complex research approach by multi-focus studies of economic, political, social and ecological developments at various taxonomy levels accounting for interrelatedness and interdependence of structures and integrity of world system. Complex research of Ukraine and its

regions in global and regional context enrich the salt of the prospective international propagation of the Journal. It proves the progressive role of knowledge sharing platform for young and fledged scholars cultured to support and advance the germinating Kyiv regional geography school of thought.

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**GEOGRAPHY OF TOURISM: EVOLUTION OF ACADEMIC DISCOURSE IN UKRAINE**

*Transformation of social life in Ukraine during the last decades causes changes in the approaches to tourism, in academic domain, in particular. Recent international communications on the geography of tourism in Ukraine, however, lacks detailed presentation of concepts and their logics. The discourse investigation questioning the concepts evolution lifts the veil on the Ukrainian academicians' elaborations in geography of tourism and its role in the core of tourism studies – tourismology – idea.*

*Key words: geography of tourism, the core of tourism studies, tourismology, Ukraine.*

*Introduction.* Transformations of the society related to the dissolution of the USSR and transition to market-based economy in Ukraine reconstructed the vision of tourism as a phenomenon, approaches to its effects and provisions for the cotemporary development. The former illiberality of international communication and current limitations of inertia, in academic domain in particular, foreground the necessity to communicate the discourse of the geography of tourism and prevailing concepts in the country. Recently the general review of geographic studies of tourism in Ukraine got presentation to the international academic community (O.Lyubitseva, V.Kiptenko et.al. in Wyrzykowski J., Widawski K., *et.al.*, 2012). The briefly traced periods in tourism geography research, however, necessitate the insight on concepts evolution following the logics of the social demand for tourism studies in the country.

The geographic essence of tourism itself (just to mention C. M. Hall and S.J. Page, 1999) puts focus on the basic concepts related to the spatial peculiarities to be understood and taken into consideration. The academicians of the Chair of Regional Geography and Tourism at Taras Shevchenko National University of Kyiv (established in 1991) pioneer and promote the above discourse within the booming tourism studies in Ukraine.

The recent developments facilitate understanding of tourism as a synthetic sphere, which constitutes the subject matter of scientific domains considering its social, cultural, economic and other effects. The edge of 20<sup>th</sup>-21<sup>st</sup> century brought forward academic discourse on the complex core of tourism studies. This domain, for example, denominated as “*turystyka*” in Poland (W.Kurek,

2008), germinates in Ukraine under the title of “*tourismology*” (V.Pazenok and V.Fedorchenko, 2004; O. Lyubitseva, M.Malska, Yu.Zin’ko in V.Fedorchenko, V.Pazenok, O.Kruchek *et.al*, 2013). Elaboration of its grounds endures the wide academic discussion, which speculates the specific position of geographic approaches to tourism studies in Ukraine.

We aimed our scoping study, thus, on the nexus of the fundamentals professed. We questioned the logics of the evolution of concepts developed by geographers and their outcomes. The insight on and communication of the intellectual progress refines further debate on the directions of the discourse in geography of tourism approaches and their role in shaping the core of tourism studies by Ukrainian academicians.

*Geography of Tourism discourse in Ukraine.* Geography and geographers in Ukraine contributed to tourism studies by research and discourse, which have consistent logic. The exploration of the attractions and investigation of the possibilities of their complex usage for the purposes of active tourism based the initial focus of geographical research of the territories and their nature, balneal (springs) resources, in particular, during mid19<sup>th</sup> - mid20<sup>th</sup> centuries (V.Fedorchenko and T.Diorova, 2002).

The resources-oriented studies - descriptive in many cases - nevertheless, provided for substantiation of tourism resources and potential classification schemes and prompted further spatial analysis of resorts and recreation areas. Facilities and economic-based studies during 1960s-1980s followed needs of mass tourism and infrastructure and facilities development. Besides substantiation of tourism specialization of various locations, areas and regions discourse of that period brought to the fore the idea of territorial-recreation system (TRS) (V. Preobrazhenskiy, 1975): the recreational and social-geographic system, which integrates the sub-systems of nature complex, engineering structures, personnel, recreants and governing body as subsystems. Based on the above concept the Ukrainian geographer N. Krachylo (1987) substantiated geography of tourism focus on spatial patterns of conditions and special features of tourism industry development in various areas, regions and countries. Further elaborations enhanced the concept of recreation complex (O. Topchiev, 2005), embracing the cycles of recreation activities (with elements of recreation and additional services provision), recreation clusters based on 13 types of recreation activities and sub-complexes of recreation (resorts, cultural and business, sports, ecologic (green), confessional and entertaining, etc.).

The above concepts adjustment in 1990s draws our attention to the varied ties providing for the mechanisms of tourism complex of the territory integrity (Fig. 1).

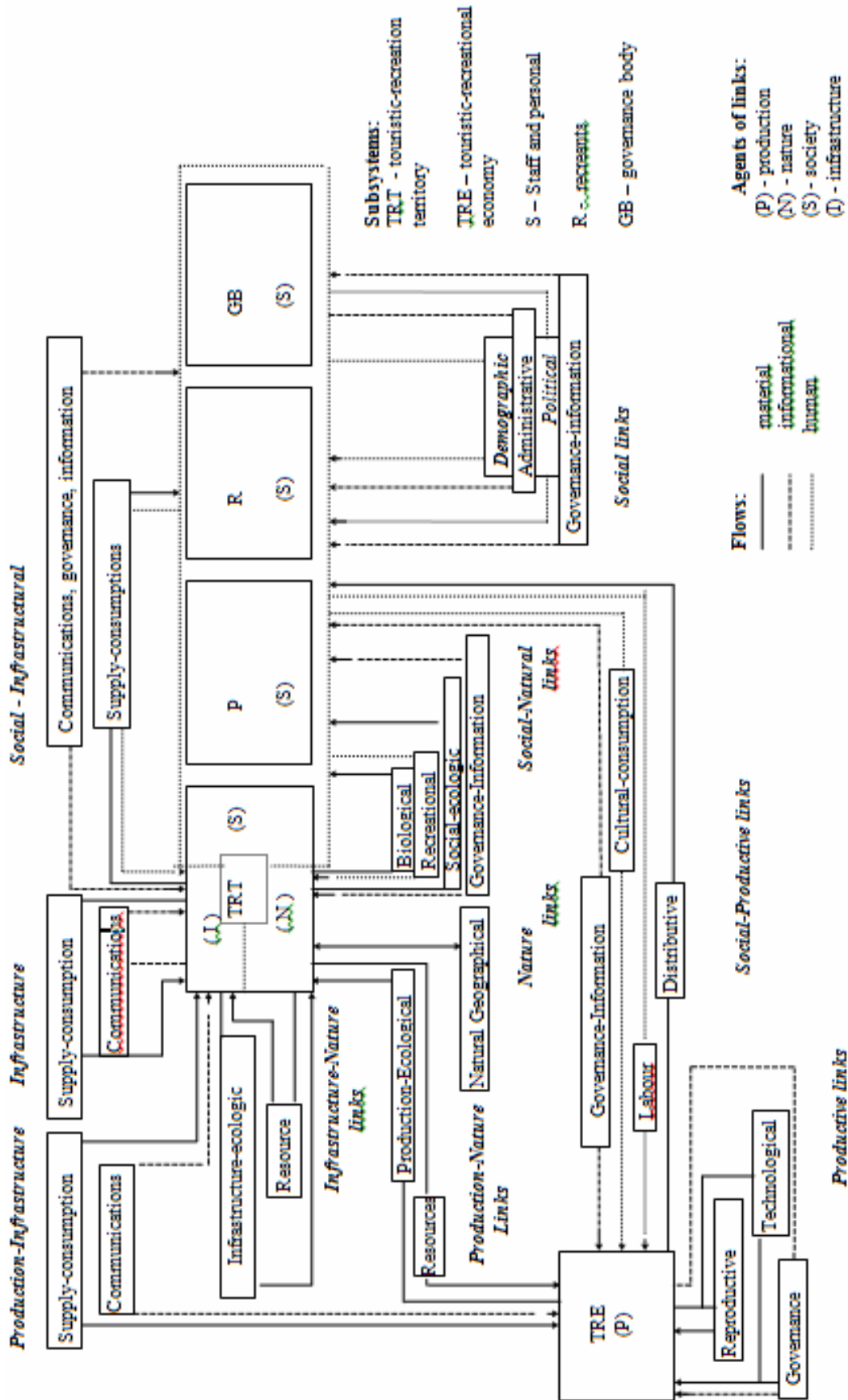


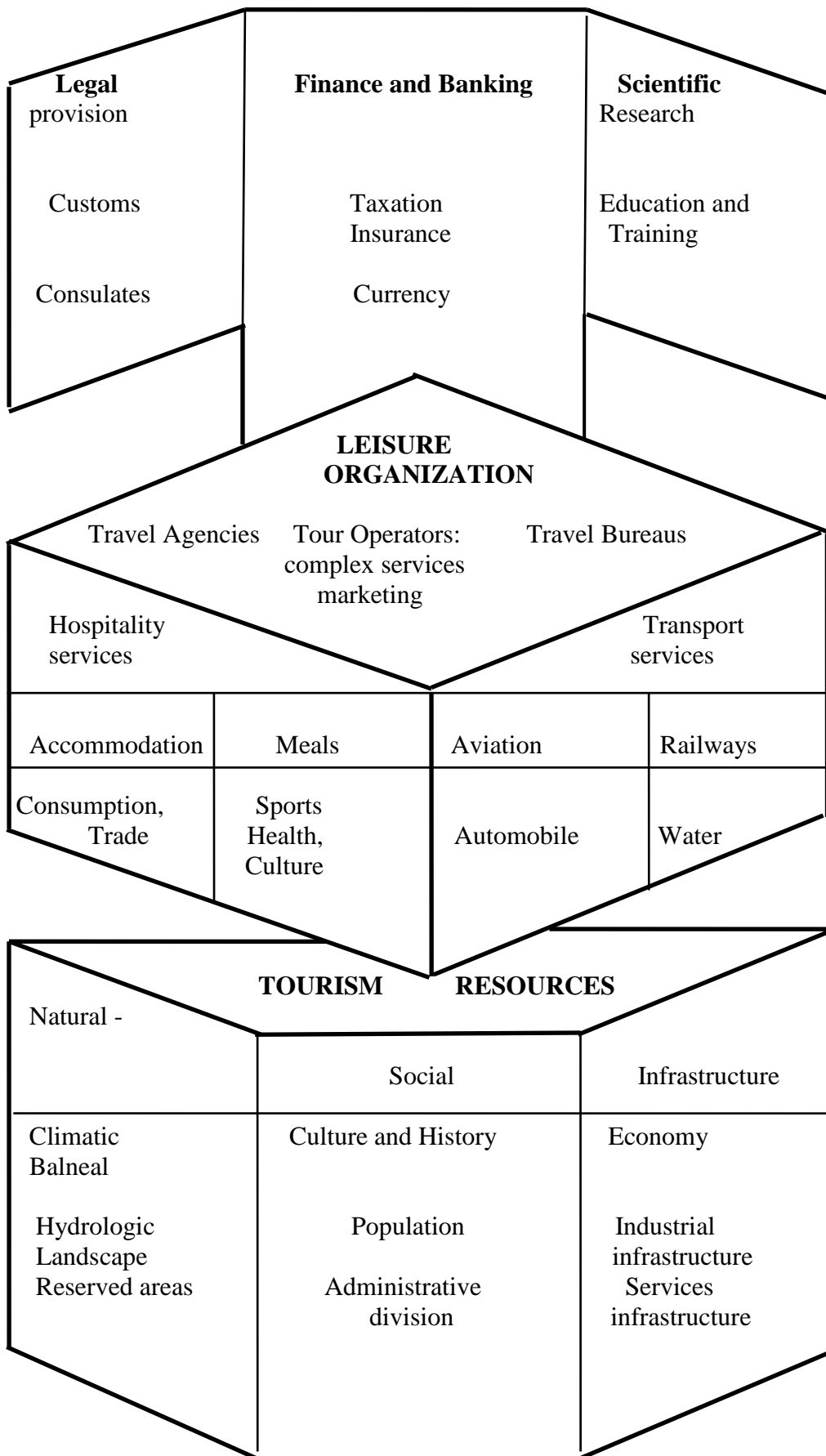
Figure 1. Tourism complex of the territory

The touristic-recreation territory integrates nature, infrastructure and social components and allows differentiation of horizontal and vertical interactions with the touristic-recreation economy and other sub-systems, correlated with the needs of tourism industry, tourism management and planning for the purposes of tourism policy shaping under the new conditions of market-based economy in Ukraine.

The transformations of the 1990s and specific focus on economic efficiency mirror the market-based researches and elaboration of tourism industry concept interpretation as the inter-branch complex, operation of which aims to satisfy diversity of leisure demand in travelling ( O. Lyubitseva and V.Babrytska (Kiptenko), 2008) (Fig.2). Grounded by theoretical and methodological discourse of social and economic geography and inter-branch complex research and based on the system approach as well as the doctrine of territorial production complexes, the structure of tourism industry embraces production, territorial and institutional-organizational functional sub-systems. The elements of the spatial patterns of tourism (SPT) integrate the recreation and tourism clusters (a combination of tourism industry components within the specific territory) and form the territorial and production complex of recreation and tourism activities of certain taxonomy level.

Such an approach prospects insight on the basic category of tourism studies: “destination”, which means place having features attractive for tourists and enabling satisfaction of their growing demand, adapted to consumer preferences with regards to quality and safety. Generally it is the place chosen by the tourist to realize the motive of his/her travelling. Its scale varies from the location of certain hotel or resort to the country, region or macro-region. Destination choice reflects the resource-based motivation: attraction as a resource of the territory, which corresponds to the desires of the tourist and his/her perceptions of comfort (accessibility, services and their quality, etc.) and tourism image of the territory of destination. Available hospitality industry facilities, specific services (excursions, leisure, recreation, etc.) entities, transport and other social infrastructure inform the spatial patterns of tourism of the territory (SPT).

The components of the SPT vary dependent on the type of localization (functions and types of settlements, population of the place), size and level of tourism industry entities concentration, specialization and other features. The quantitative parameters substantiate the classification of SPT and the qualitative ones ground its typology. Combination of qualitative and quantitative features of the SPT defines discrete and areal elements. Points, centers and hubs represent the discrete forms while resorts, resort areas and zones constitute the areal ones (O. Lyubitseva, 2003). Besides the form and size the SPT elements vary on attractors/resources, which form the SPT itself and integrate localization of tourism services consumption at this place.



*Figure 2. Tourism industry composition*



The elements of SPT of any level, thus, differ on combinations composition and formation mechanisms and, actually, represent the destination. In this sense the concept of “destination” corresponds to the concept of “the element of territorial structure of recreation and tourism activity”. The destination, thus, means any territory providing for the recreation and tourism activity (of the tourism services market entities) and tourist him/herself. Based on the above the destination means a territory (place, location) having features attractive for tourists and facilities providing for satisfaction of their growing demand in correspondence with quality and safety requirements. The common usage of tourism resources by tourism industry entities grounds the formation of destinations and conditions their hierarchy based on the form and size of the SPT elements (O. Lyubitseva, 2009).

The above considerations enhance approaches to tourism development from the point of view of the destination’s (place, territory) competitiveness and image. The assessment concept includes five key features: access, amenities, attractions, assortment and address (V. Kiptenko and O. Malynovska, 2009). Each of them gets specific understanding from the geographical point of view. The physical and spatial characteristics ground the concept of *access* together with the evaluation of differentiation of visits regime, psychological, and informational provision for travelling to destinations. It relates to the different taxonomy levels of territories and entities, facilities – *amenities* - involved into productive and servicing process (hotels, molls, shops, restaurants etc., sanitary and parking facilities etc.). Their spatial patterns correlate with the localization of *attractions*: museums, monuments, theatres, castles, sports facilities and proposal related to their operation provided with the appropriate information on destination, its history, natural and cultural features, events, festivals and other festivities. The combination of the previous three features determines *assortment*: the diversity of tourist products, routs, spatial organization of tourism. The *address* targets the proposal of destination on the market. It focuses on geographical (spatial) accessibility, motivational (attractiveness) and operational aspects of touristic interactions within the places of various scales (local, areal, regional/national or international).

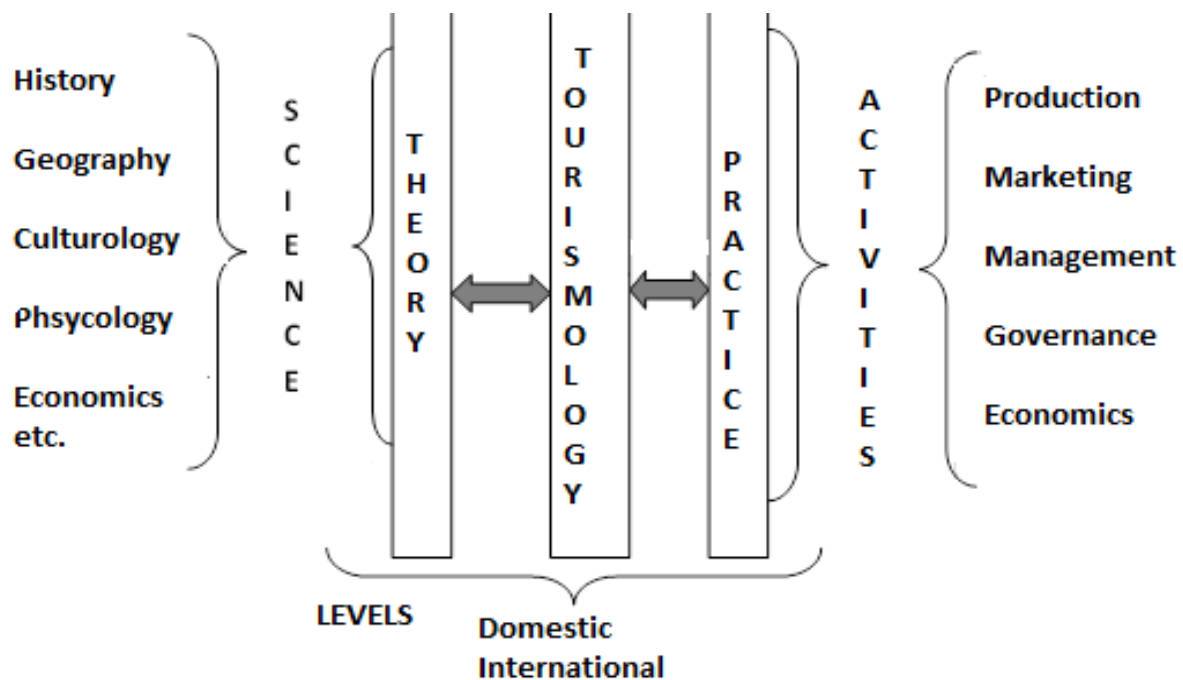
The dynamic tourism development requires rethinking of previous principles of geographical studies of tourism in globalized environment. The recreation geography extends its focus to spatial patterns and human behavior during the recreation activities in social and cultural systems (D.Nikolaenko, 2001); the geography of tourism, in turn, subjects on spatial organization of tourism industry (I.Smal, 2010) or spatial organization of tourism process (O.Lyubitseva, 2003). Contrary to the notions of 1970-1990s that recreation geography embraces geography of tourism, consideration of recreation activities as a part of tourism process favours the priority of geography of tourism (N.Fomenko, 2008) or geography of recreation and tourism query, since the above two disciplines are tightly interlinked (O.Beydyk, 1998).

Currently, the subject matter of geographic research of recreation and

tourism infiltrates the sustainable development concept in addition to the explorations of tourist movement, factors of its development, structure and spatial peculiarities of tourism phenomena and nature, social and economic processes linked to its effects. Among them the prospects of nature usage by tourism entities (tourists, tourism organizers), in which balance between levels, rates and directions of development correlates with the complex development of economic, social and ecological components, since tourism represents the resource-based activities and state of natural and social environment is at the same time the resource and the condition for the sustainability.

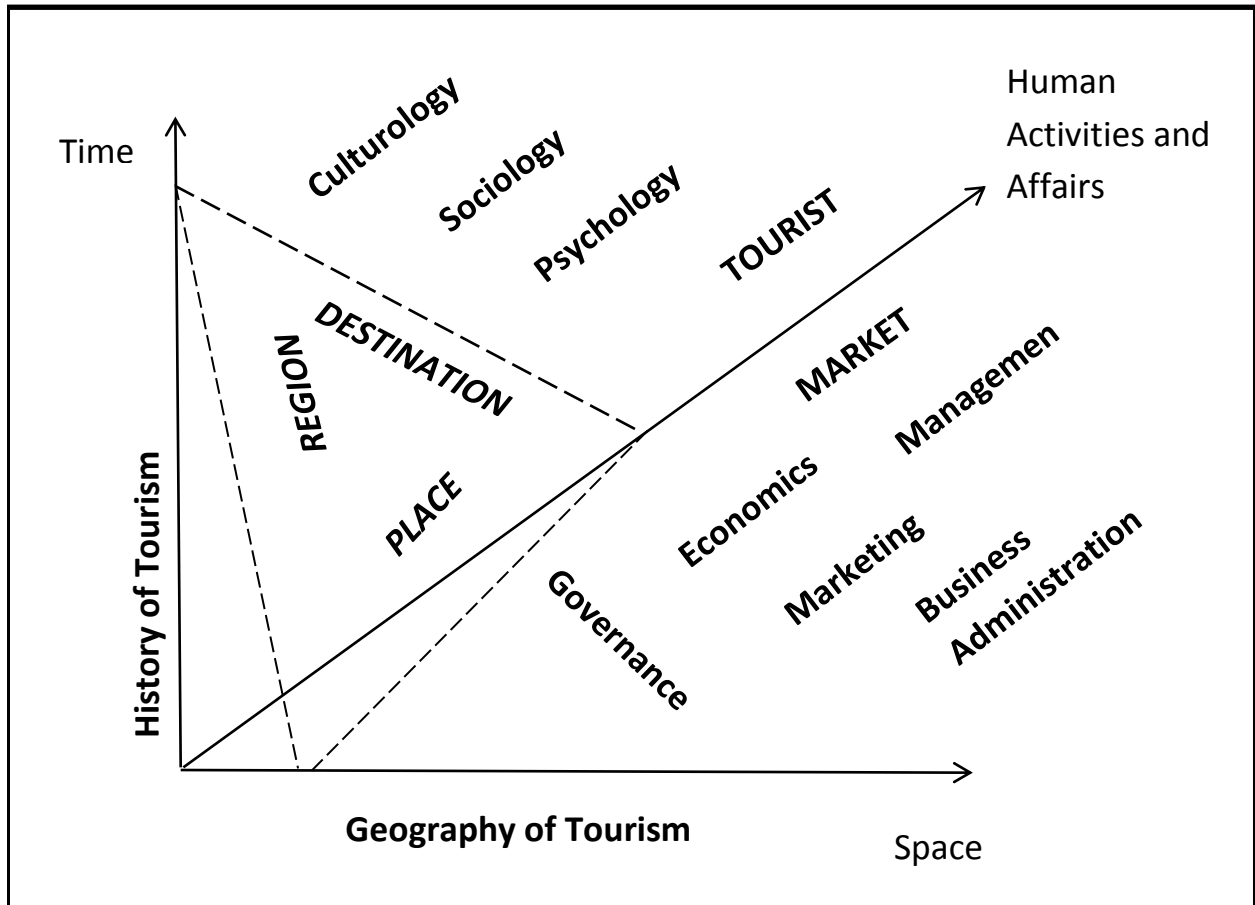
The transformation of the subject matter of geographic approach to tourism studies substantiates understanding of geography of tourism as an interdisciplinary branch of geographic knowledge on conditions and possibilities of the territory to provide for sustainable tourism development, regularities of its geospatial (territorial) organization caused by exogenous and endogenous factors. The contemporary discourse focuses on tourism process as the social phenomenon, tourism (geo-recreational) space and assessment of its sustainability and adaptability, interrelations of touristic, social, economic and other functions of place (territory). The domain develops in several directions, including recreation and tourism resource studies, areal tourism studies, tourism studies of countries, research of spatial organization of tourism industry and its branches, complex regional research of state and prospects of sustainable tourism development.

In fact, the maturity of geographic approach in studying tourism and its effects on society and environment informs number of reasons to be included to the theoretic generalization of the core of tourism studies or tourismology (Fig. 3). (O.Luvbitseva and V.Kiptenko, 2008).



*Figure 3. Tourismology magnitude*

Tourism as an inter-disciplinary subject matter has chronological, chorological and activity-based dimensions of human affairs. The very definition of tourism brings to the fore the concept of the place and, thus, the logics of the integrative role of geographical approach to the core of tourism studies (Fig. 4).



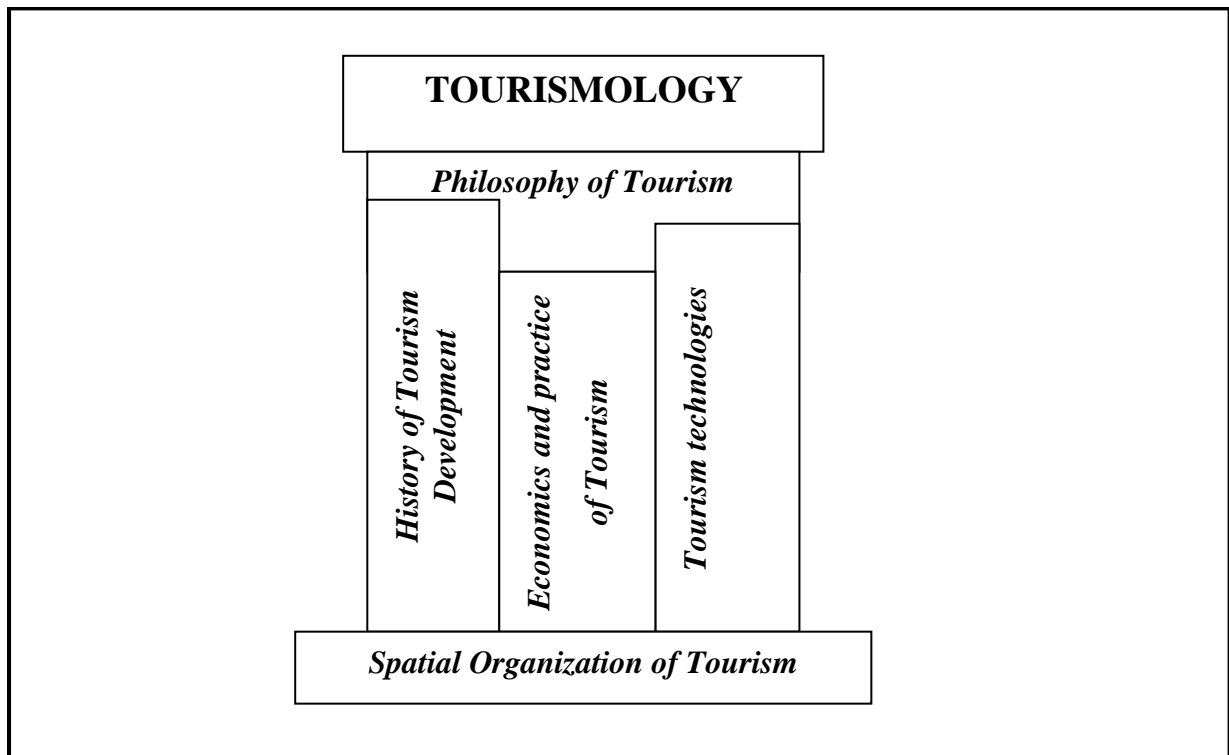
*Figure 4. Inter-disciplinary dimension of tourism*

Tourism development needs knowledge of space and the opportunities of the territory (as well as water areas (aquatory), and airtory). Requirements of tourists vary more and more together with changes in cultural and living standards and cause the diversification of proposal to stimulate the development of the tourism market. The knowledge of the territory informs the heart of scientific assessment of place conditions and opportunities for sustainable and socially-oriented tourism: limits of recreation activities pressure on certain types of landscapes, development of tourism infrastructure in terms of tourist needs, recreation areas and territorial recreation facilities planning, assessment of competitive position of tourism place, destination, region.

The geographically grounded understanding of place provides a complex view on natural, economic, social, cultural, political etc. environment to supply tourism with the best of possibilities to match demand and proposal. In addition,

geographical comparison as a method and practice allows evaluations of strengths and weaknesses, opportunities and threats from one place to another and serves as a basis for decisions making. In particular it matters for the tourism policy aimed to complex and balanced or - in other words - sustainable tourism development for the benefit of population and economy of certain place, area, country, region.

The logics of geography of tourism concepts evolution prompts reasonable transformation of the current “branch” or “sectoral” approach to the core of tourism studies. Considering the tourismology through the lens of systematic knowledge organization it should generalize the meta-theory of tourism studies embracing the basis of the spatial organization (resources, territorial organization of destinations, sustainable tourism development), history of tourism in the world, regions, countries, etc., organizational and economic (market) aspects (economy, marketing, management, etc.) and technological provision of tourism development (Fig.5).



*Figure 5. Systematic organization of the core of tourism studies*

*Conclusions.* Geographical approach to tourism studies in Ukraine extends the subject, varies methodological approaches, deepens inter-branch geographical ties and co-operation with non-geographical disciplines. Interpretation of geography of tourism subject developed from resource focus, through tourist flows and patters of formation, location and spatial organization of tourism industry to the inter-disciplinary discourse on spatial organization of tourism activities (including conditions and features of their development and localization) or spatial organization of tourism process (consumption of tourism product during tourist migrations). The evolution of geography of tourism in

Ukraine proves the maturity of its conceptual grounds of research of such multidimensional phenomenon as tourism is. The reach of the current state of geography of tourism in Ukraine grounds its potential to contribute to the core of tourism studies or tourismology by complex research of spatial aspects of tourism.

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## *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.Ustymenko, 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 gradutors 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 patters: 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, Gergia, Kazakhstan).

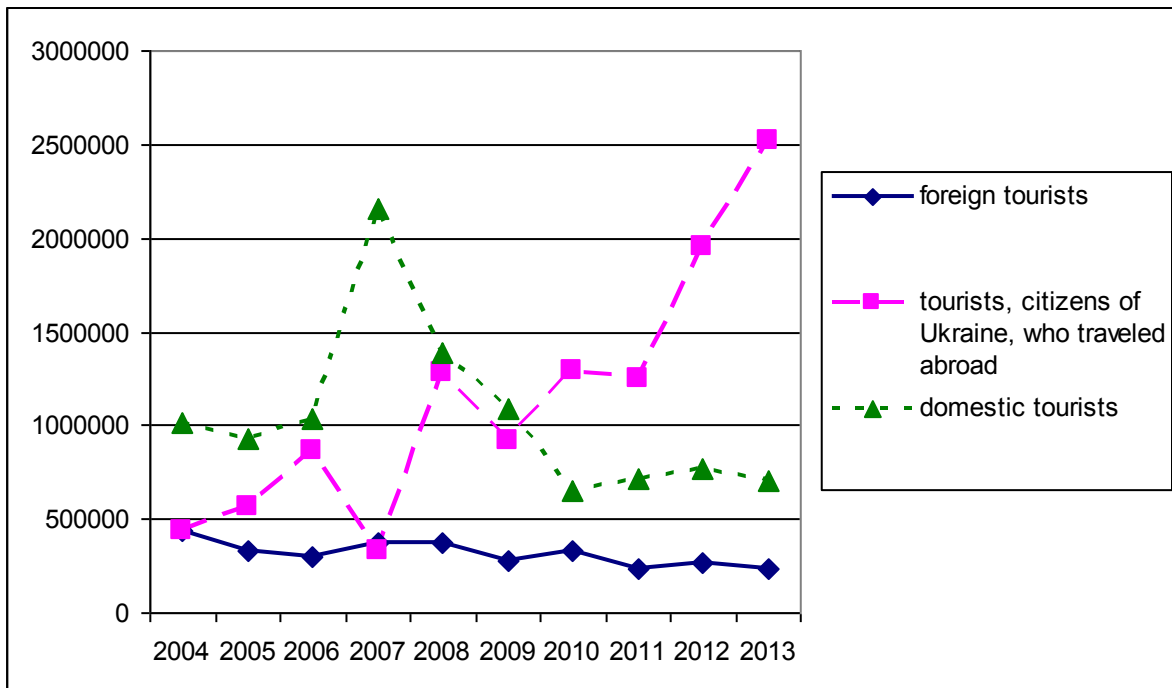


Figure 1. The number of tourists who served the tourist activities in Ukraine [10]

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.

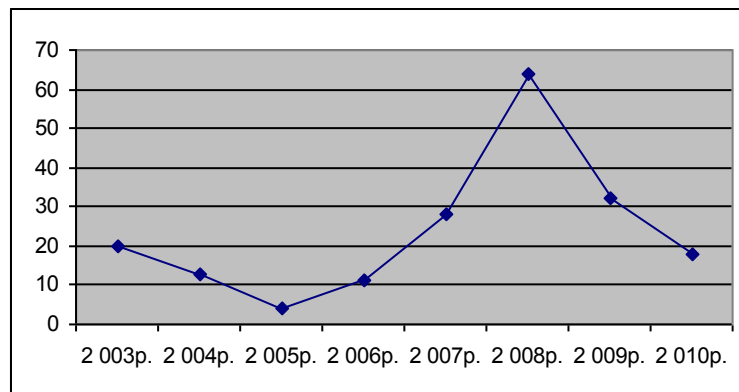
Education for tourism situation also changed. The growing popularity of tourism manager as a profession attracted various high schools to their preparation.

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 this 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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**REVENUE MANAGEMENT METHODS AND THEIR EFFECTIVENESS IN  
UKRAINIAN AND RUSSIAN HOSPITALITY MARKETS**

*This paper studies different methods of Revenue Management, analyzes how applicable and effective they are in Ukrainian and Russian hospitality markets. Reviewed the concept of "Revenue Management".*

*Keywords: revenue management; pricing optimization*

*Introduction.* Revenue Management is the application of disciplined analytics that predict consumer behavior at the micro-market level and optimize product availability and price to maximize revenue growth [1]. The primary aim of Revenue Management is selling the right product to the right customer at the right time for the right price. Effective price is the price that meets the interests of both the seller and buyer. When talking about the company, already operating in the market, there's no need to calculate the price for it, its management more likely solves the problem of pricing optimization and revenue growth. Every new player in the hospitality market, however, will inevitably have to figure out what price must be set.

Some of the below contents are based on the research of Marina Smirnova, Assistant Director of Revenue and Consulting at Colliers International and discussion with Nataliya Vernyhora – Director of Revenue at Fairmont Grand Hotel Kyiv.

*Revenue Management methods.* The first calculation method (and the easiest one) is pricing based on set margin adding to the cost of the room. The above way is, however, inapplicable for players just entering the market because they have nowhere to get information about the costs. Consultants and senior staff of the hotel business calculate costs determined as a percentage of estimated revenues on the basis of expert coefficients. Based on these calculations the hotel operators are recommended a certain price, however, it gets adjusted, as a rule, due to various circumstances at later stage.

International practice suggests other methods of calculating the average price for a room. For example, the so-called Hubbert method, which "binds" the average price for a room to the costs incurred by the investor during the construction, given that for every thousand dollars in costs there is \$1 in price per room. For example, if construction of 235 rooms hotel amount \$95 million, including the cost of construction and installation work not less than 60% or \$57 million, the cost of every room is \$242.5 thousand. The average price per room shall be about \$240 - 250 thousand. The same method is useful for evaluation of existing hotel business as a property: the average sale price is multiplied by the number of rooms and a thousand to obtain an estimated cost.

Despite the downside of Hubbert method, which binds to the price level to "historic" values of the construction costs and does not consider the current

costs, this method is quite viable for preliminary calculations [2].

The second type is represented by analog methods. The intuitive method does not operate with concepts of cost, profit and market prices. The operator sets the price guided only by their own prediction and that selected initial prices are correct to some extent. While setting the prices the operator relies on prices of competing players, assuming that the same quality of product implies similar prices. The only advantage of this method is its simplicity. While a drawback is very significant: this method does not take into account the final result - profit. Using analog methods requires adjustments, absence of which may adversely affect the income of the hotel.

Another analog method is the methods of low and high prices. Method of low prices suggests that the operator monitors the pricing policies of competitors and relies on it when choosing his market entry strategy. At the same time it sets lower prices than the competitors. This method takes into account the flexible demand for accommodation services. Markets with flexible demand suffer differently from even a small change in accommodation price, which results in a significant change in demand. Under flexible demand the hotel can earn additional income by lowering the price thanks to increase in turnover, and vice-versa: reduction of price per room leads only to decrease in total revenues of the hotel if the demand is inflexible.

Method of high prices is the opposite of the previous one. It suggests setting higher prices in comparison with the main competitors. At the same time an operator who decides to use this method should follow the advertising policy, which stresses the exclusive benefits of the hotel and the premium quality of service. Because the customer strongly associates the quality of service with the price, this tactic provides a chance for success. Recently hotels successfully applied the method of high prices while entering Moscow's market and a number of other regional ones.

At the same time the above policy has pitfalls: the consumer does not always believe that high prices are backed by high quality services. Comparing inflated prices with offers from other hotels of the same class, the client may prefer not to overpay and choose another hotel [2].

Regardless of whether the operator is practicing the method of high prices or bets on higher hotel load by lowering prices, it can receive the same income. The later is formed based on the average selling price, on one hand, and on hotel load rate, on the other. Result of combining this data gives the revenue per available room (RevPAR) - one of the basic elements of the hotel enterprise economics. Revenue in this case proceeds from the sales of hotel rooms and is calculated from the load and the average selling price without taking into account the costs [1].

There are two main strategies to increase revenue by the sale of rooms. The first one is the price optimization: fewer rooms are sold but at higher prices. The second option is, respectively, the load optimization, which means more sales at lower prices. Each market participant is free to choose any strategy. The



choice of strategy depends on the hotel market conjuncture as well as other factors. While choosing it is important to take into account the costs and revenues that are generated by all hotel profit centers, its restaurant first of all. We can assume that by establishing high prices hotel and other profit centers get smaller turnover [2].

Methods of revenue management by setting high or low prices are called natural. They can hardly be qualified as efficient because they don't allow obtaining the absolute maximum revenue. These methods, nevertheless, are the most common and serve to a large number of players on the market.

The method of rate plans is a better solution for revenue management compared with the methods of high or low prices. The basic principle of this method is the ability to offer the same product at various prices to different client groups.

Several rate plans covering a large number of separate client categories provide the opportunity of more sales at different prices and thus gain greater total revenue.

Rate differs from the price since it assumes some terms and conditions to be strictly followed. For example, the hotel weekend rate does not mean that lower price is provided to any guest staying at the hotel on Saturday and Sunday. To some extent it means that discount is not related to rate plans. Rate plans always clearly state certain conditions. For example, at a \$100 a day rate, a weekend rate of \$75 is set for the groups staying in for at least 2 nights and ordering a set menu in addition to accommodation and breakfast.

Each plan includes both its own terms and conditions and a clear purpose for a particular client group. The plan design is preceded by customer base segmentation process. This technique is used by most market players.

*Situation on Ukrainian and Russian markets.* In Ukraine and Russia where the 4 and 5 Star hotels managed by international operators are hardly present, we can also see that there is a lack of efficient revenue management. Basic pricing methods, nevertheless, are used almost everywhere. The pricing strategies are represented by four main variations:

- By season: it differentiates weekdays, weekends, holidays, periods of exhibition activity, high and low seasons;
- By room type: standard, premium, deluxe (used by almost all enterprises);
- By business resources: it assumes different prices for corporate and individual clients;
- By a number of guests: this means a price lower for groups of customers rather than individuals;

Practice shows that regional hotels in Ukraine and Russia sell from 40% to 65% of the rooms "off the rack". Because of poorly diversified demand operators can avoid more diverse offers and rate plans design. Russian regions face the opposite trend in load management implementation: most hotels charge for advance booking around 25% of the accommodation price [3]. Most of the

hotels employ the tactics of increasing revenue by higher prices, which mean they lose the opportunity to work more effectively with discount segments such as tourists and sightseers.

The situation is, however, changing rapidly. Several national management companies and international operators have already gained access to regional markets. Managers of network companies examine the situation on the regional markets and develop competitive prices based on observations. Increased competition turns down the opportunity to inflate the price without thinking about the effective management of revenues.

To monitor the effect of price on the market position of the hotel it's necessary to keep track of the position in question. It involves the collection and processing of various statistics. Data on the average selling price of rooms (ADR) for the year broken down by month, monthly and annual revenue per available room (RevPAR), thus, play a key role. Comparing the number of rooms sold to the same average parameter of the market operators provides the market penetration index. Index above 1 means that the hotel has high demand and value below 1 suggests that the entity gets less market share than it is potentially able. Parameters of competitors' sales, own sales and demand help to estimate the hotel's ability to increase its income by changing the average price of a room [1].

Comparison of the average prices of the room and average revenue per room in regional hotels proves that almost passim the revenue per available room is much lower than the average sales price. The difference between the average price and revenue per available room is about 50%, s that suggests the majority of the market players move towards a higher price while demand optimization bothers them to a much lesser extent. Such a situation is fraught: the slightest change in market conditions may lead to noticeable revenue decrease, which in turn lowers the position of the hotel in the market. Those hotels with revenue per available room close to the sales price witness highly consistent demand. The operators, nevertheless, tend to take advantage of the ability to set high prices. Situation of high demand, which allows selling expensive rooms, stimulates an increase in new hotel projects in the regions: higher prices provide investors with a high refund rate.

Markets of the majority of Russian and Ukrainian cities are characterized by the inelastic demand for hotel services. High prices are factored by lack of trips motivated by popular tourists' attractions, predominance of guests who come for business purposes and cannot amend booking and the lack of substitutes of accommodation. High prices, as a rule, are not backed by the appropriate level of service, which leads to conflict between supply and demand. There is little or none discount policies on the regional markets and in fact the average price is as close to the average rate as possible. The above developments lead to a "seller's market" situation, which happens when the demand far exceeds supply.

Noteworthy is a gap of 100 percent or higher between the price of

standard and deluxe rooms at regional hotels, explained by the high demand for luxury rooms [3; 4]. In some regions accommodation rates are set haphazardly and spontaneously. They can be quite similar even in hotels of different segments. Despite the discrepancy of the services to the world standards, prices at different regional centers are, virtually, set at the same rather high level. The hotel loads, nevertheless, don't fall. Altogether described above patterns indicate the inelastic demand and the absence of competition.

*Conclusions.* Because the sufficient number of investors and international operators plan their entry to regional markets of Ukraine and Russia, representatives of regional hotel markets try to develop their action plan. Domestic operators try to figure out how to cope with the increasing competition. By further employing a high price policy they may lose a certain part of market share, which is likely to go to competitors - hotels managed by international operators, which also set high prices, based, however, on the appropriate product quality. The good solution favours decrease of the average selling prices and a targeted demand groups approach. Otherwise, revenue per available room will inevitably fall due to decreasing load.

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*MARKETING-MIX OF SUSTAINABLE TOURISM (ON EXAMPLE OF NATIONAL NATURE PARK (NNP) "SYNEVYR")*

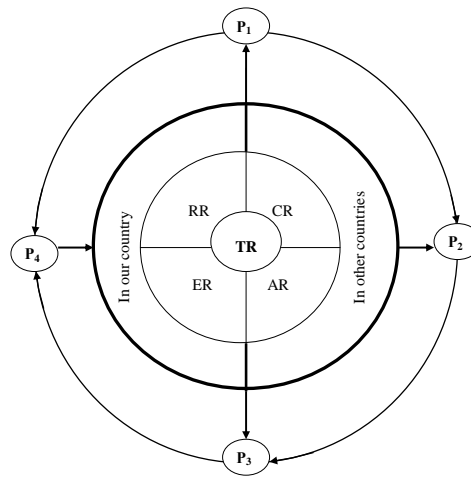
*Disclouser of sustainable tourism marketing-mix peculiarities on example of National Nature Park (NNP) «Synevyr». Classical marketing-mix method developed by J. McCarthy. Alternitive marketing-mix method proposed by B. Loterbol. Marketing-mix of sustainable tourism worked out by the author and applied to NNP «Synevyr». Original variant of sustainable tourism marketing-mix was proposed by the author in the paper and applied to NNP «Synevyr». So appropriate for NNP «Synevyr» conditions tourist product policy, price policy, communication and promotion policy, as well as distribution policy were worked out. Scientific novelty of the paper lies in the fact that for the first time original marketing-mix of sustainable tourism was formulated, modelled and pictured as scheme as well as applied to NNP «Synevyr» with defining its tourist products, price, promotion and distribution policies. Proposed in the paper original model of sustainable tourism marketing-mix has huge practical significance for tourist business in general and for NNP «Synevyr» especially as it allows to develop tourist product, price, promotion and distribution policies of tourism development in Carpathian region of Ukraine.*

*Keywords: classical marketing-mix, alternative marketing-mix, sustainable tourism marketing-mix, NNP «Synevyr's» marketing policy.*

The marketing mix in tourism like classical marketing mix is one of the main concepts of marketing theory that defines the components, tools and software variables used in tourism management and control of the tourism market. One distinguishes the classical model «4P» of marketing mix (product, price, promotion and place) and its modifications “6P” and “7P”, as well as alternative model “4C” (customers value, cost, convenience, communication). In the existing literature on tourism marketing in most cases these models of marketing mix mechanically applied to the activities of the tourism industry and travel companies, despite the fact that tourism as a branche of service sector has its own characteristics and unique features, including the most important one i.e. the fixing and attention to tourism resources on basis of which tourism business create a product. Accordingly, the marketing mix in tourism must take this into account and in our opinion has to have an original, unique to the tourism industry model. Literature and publications on the topic of the article include both classic marketing dictionaries [1] and training manuals on marketing tourism that belong to Ukrainian authors [2; 3; 4], as well as publications of international and national scientific conferences devoted to development problems and prospects of tourism industry in Ukraine and in the world [5; 6; 7; 8], recommendations of tourism field practitioners [9] and authors' copyright training complexes "Tourism Marketing" [10; 11].

Marketing Mix (complex) is term that was first used by Neil Borden from Harvard Business School in 1964 with the aim of identifying key components, tools and software variables that marketers use to manage and control market. It was a "cake recipe" that would be tasted better than its individual components.

The idea of the marketing mix was offered with the conviction that every company should coordinate and integrate various marketing programs to maximize their effectiveness and efficiency. There are various models of marketing mix for different purposes, each with different components. The most famous and popular version of the model is the marketing mix called “4P”, (proposed in 1978 by Jerome McCarthy) which components are Product, Price, Promotion and Place. Component «Product» includes the following features and characteristics of quality, style, design, packaging, service, warranty, warnings, life cycle, investment and profits. Component «Price» covers prices, discounts, public prices for credit and loan conditions. Component «Promotion» includes advertising, relations, direct marketing, promotional sales. Component «Place» means using the direct or indirect marketing channels, distribution of goods, territorial coverage of the market, retail, supply, logistics and order fulfillment.



*Fig. 1. Model of the marketing mix of sustainable tourism (authoring)*

*Notes: TR - Tourist Resources, RR – recreational resources, CR - cognitive resources, ER - Event Resources, AR- artificially created resources.*

This model of marketing mix immediately attracted great interest and suggestions for additions. Thus, the proposed models were “6P” (plus policies and public - relations), and then – “7P” (added personnel, process and planning). Academician Bob Loterbol in 1990 proposed an alternative variant of marketing mix called "4C" - from the perspective and interests of the buyer: Customer value (value of the goods to the buyer), Cost (cost of the goods to the buyer), Convenience (goods' convenience to the buyer), Communication (buyer awareness about the product).

Despite the fact that sometimes the marketing mix model “4P” considered to be too simple for the current market situation and focused mainly on the traditional markets of consumer goods, yet for experienced and new generations of marketers it continues to serve as a model of an integrated approach to marketing planning and retains its importance for the development and implementation of integrated marketing programs of companies. That is

confirmed by Ukrainian [15] and foreign text – book on marketing [16].

As for the tourism marketing mix models, the available literature is mainly dominated by the mechanical approach of applying models of “4P” or “7P” to marketing activities of travel agencies and tourism industry as a whole, unfortunately, without considering distinct and unique tourism specificity as the only service industry (and type of business), which forms on the basis of tourism resources, the consumption of which is the basis for tourism development. Actually tourism business activity is the "sale" of tourist resources (TR), i.e. tourism products formed on them. If your TR is "sold" to your customers (residents), it is domestic tourism; if your TR is "sold" to non-resident buyers, it is a foreign ( inbound ) tourism; if TR is " sold" to our citizens it is outbound tourism. That is why in the center of the model of the marketing mix in sustainable tourism should be not the consumer ( tourist), and not the staff (as some authors propose), but tourism resources, as they define tourism specialization and the corresponding range of tours, their prices , specific promotional and advertising business , marketing channels and transport-logistics support ( Fig. 1). Indeed, depending on the available tourism resources (in Fig. 1 they for convenience considerations are divided into three main groups, in reality there may be many more of them - see [4, 86-88 ]), the tourist destination's specialization determines the type of tourism product – “P1” (this can be recreational tourism (according to seasons), cognitive tourism, leisure tourism, etc.), that can be offered for sale. Accordingly, depending on where the resource is located (at home or in another country) and to whom it will be offered (to residents or nonresidents ) the specialization of tourism product is defined i.e. for domestic consumption (domestic tourism ), for external use ( foreign tourism ) or consumption abroad (outgoing tourism).

Tourism resources define the price of tourism products – “P2” (arrow from “P1” to “P2” indicates the sequence of marketing "steps" in tourism ). First of all, the price of tourism products (especially in international tourism) is affected by travel distance for tourism consumption. No wonder in the cost of long-distance travel 70-80 % is transport cost (aviation as usual). Thus, the closer to the tourist resources is the tourist place of residence, the lower is the price of the tour. For example, residents of Kyiv in order to visit Pechersk Lavra or Sophia Cathedral (which are on the list of UNESCO World Heritage Sites), need to spend on transport (if they have no their own cars) 3-5 UAH. But for the tour to Beijing (China) flight distance to several thousand kilometers (10 hours fly time) and cost several hundred dollars are required. The second factor that influences the price of tourism products is the level of infrastructure development of tourist resources and its modernity. So when this level is low the permit price will be lower, but the living conditions are worse, and vice versa.

The specificity of the resource base of tourism determines the characteristics of “P3” component of the marketing mix in tourism, i.e. promotional and advertising activities. Thus, the hallmark of tourism advertising is the ability to artistically portray those tourist resources that are offered for

sale, such as ocean, beach, palm trees, famous cities and places, medieval castles, palaces and fortresses, unique natural sites and more. Moreover, the ad's rules allow the advertising to depict all of this in publications and advertising media better and brighter than in reality. So, choosing a particular tour, paying a price for it, getting all the information, a tourist falls through "P4" component to his long-awaited vacation spot where he uses tourism resources "to the fullest" (thus arrow from "P4" is directed to the center of the model, rather than from it, as in the case of "P1" – "P3"). That element "P4" in model of marketing mix in tourism means tourist destination, i.e. the location and use of tourism resources (destination). And the arrow from "P1" to "P4" suggests that there is a system connected with sales of tourism products with a direct or indirect distribution channels, transportation and logistics considerations and so on.

Let's illustrate the practical application of marketing mix model in tourism proposed by author on example of NNP "Synevyr." The resource base for tourism development there includes such types of tourism resources, as:

I. Nature and recreation:

a) Lake, of Synevyr which is a real pearl of the Carpathians Region, poetically named Sea Eye; recognized wetland of international importance under the Ramsar Convention; one of the seven natural wonders of Ukraine;

b) mountainous terrain and climate;

c) mineral springs rich in calcium, magnesium, iron, bromine, particularly Kolochava spring (local name Borkut) with access to 5 places of Tereblyanska Valley, including one - in the NNP "Synevyr";

d) 3 ecological and local history trails: "Forest" Krasny - Synevyr Lake", "Rafting Museum - Lake "Wild", "Kolochava";

d) 2 thematic trails "Kychera", "Berezovets";

e) 8 tourist routes: "Synevyrsky Pass - M. Kamyanka (*M. – mountain, w – willage.*) - Synevyrske Lake", "Ostriky - Grebla", "Arpad defence line", "Kolochava - M.Strymba", "Ostriky - M.Hreben", "Sphagnum wetland Hluhanya - Kosy Top", "W.Nehrovets - M. Periwinkle - M.Prysloptsi – Forest of Suhar - W. Kolochava", "Forest of Kvasovets - M.Krasna - M.Menhul - W. Vilshana".

g) 120 rural households willing to develop rural green tourism.

II. Cultural and sightseeing:

a) 10 museums in the willage of Kolochava (Skansen "Old Village", "Holy Spirit" wooden church (1795), museum of Chek writer Ivan Olbracht, the Czech school, the Soviet school, Bunker of Shtayer, Kolochavski Bokorash, Kolochava's local raibw, Defence Line Arpad, Museum of soldiers-internationalists - Fig. 4);

# 10 музеев Колочавы

<p><b>Скансен «Старое село»</b> Музей архитектуры и быта под открытым небом воссоздаёт старинное село Водзьяны</p> 	<p><b>Контакты</b> kolochava.com</p> <p>Организация экскурсий: урочевартер «Алко-тур»</p> <p>м.п. и Киев: (044) 285-09-85, 322-09-85</p> <p>м.п. и Коломыча: (033) 462-41-41, (067) 215-09-85</p> <p>адрес в Коломыче: ул. Шевченко, 81-а</p>	<p><b>Церковь 1795 года</b> Деревянная церковь Святого Спаса. Два храма в стиле барокко построены без единого гвоздя</p> 	<p><b>Музей Ивана Ольбрахта</b> Музей известного чешского писателя, автор нескольких произведений про Коломычу</p> 
<p><b>«Чешская школа»</b> Школа с чешским языком преподавания работала в Коломыче в 1941–1948 гг.</p> 	<p><b>«Бункер Штаера»</b> Участие группы повстанцев Милоша Штаера, действовавшей в Коломыче в 1949–1957 гг.</p> 	<p><b>«Колочавские бокорашы»</b> Музей охоты на карпатском лесорубам в специализации леса - бокорашы</p> 	
<p><b>«Советская школа»</b> Переход атмосферы обучения советских детей в 60–70-е годы прошлого века</p> 	<p><b>«Колочавская узкоколейка»</b> Среди экспонатов – паровоз 1961 года, 10 вагонов, дрезины и инструменты путевого</p> 	<p><b>«Линия Арпада»</b> Оборудован в виде бункера линии защиты венгерского войска во Второй мировой войне</p> 	<p><b>Воинам-интернационалистам</b> Посвящен 26 колочанам, принимавшим участие в 34 зарубежных военных конфликтах армия СССР</p> 

Rice. 4. Museums of Kolochava willage

b) Regional Transcarpathian cuisine (dishes like Bagach, Vurda, Krumpli, Tokan, Lotsi, Hombovtsi);

d) Transcarpathian wines, balsams and cheese tasting.

III. Events:

a) Riplyanka Festival (the first was in June 2013) - in the local dialect “ripa” means potatoes; riplyanka - local dish of mashed potatoes, corn or wheat flour;

b) music festival "The Synevyr trembitas are calling";

c) regional festival "Vilshany Spivanochny (Singing)" (willage of Vilshana).

These kinds of tourism resources of Tereblya Region, where the NNP "Synevyr" is, situated allow to develop many types of tourism i.e. relevant tourist products – “P1”, in particular, on the basis of natural and recreational resources - the agro, green, eco, mountain skiing, recreational and therapeutic tourism, hyking and tracking, etc.; based on cultural and cognitive resources -



cultural, cognitive, ethnographic, wine (eno), gastronomy (Travel & Food) tourism etc.; event-based resources - festival tourism.

“P2” component of the marketing mix means pricing, but it has its own characteristics with respect to NNP "Synevyr" and generally – to all tourism in Transcarpathia Region. As we know, it is located at significant distance from the central, eastern and southern parts of Ukraine, therefore, it entails higher transportation costs compared to local resorts. Considering this the component “P2” should be compensated by low local prices for tourist services in Transcarpathia region, taking into consideration that the local components of tourism services cost (i.e. wages, local prices of food and raw materials, transportation fares, etc.) allow it, because they are much lower than in Kyiv and in other major cities of Ukraine. It is important to provide that services prices of NNP "Synevyr" were competitive in comparison not only with other regions of Ukraine, but also with local producers. According to the data provided in the source [12], the cost of accommodation and three meals a day at the NNP "Synevyr" is 150 UAH. / day. For comparison, the estates of rural green tourism of Tereblyanschyna Region in the summer (when the NNP "Synevyr" works) have prices of) 150-170 UAH., in the off-season - even 110 UAH. So there is something to think about. The estimated cost of recreational and tourist services for 1 person for 12 days' stay in the NNP "Synevyr" (along with additional services - Table 2.) is 2180 UAH., That certainly is a very competitive price compared with other objects of this type in Transcarpathia region and Mizhhirskyi area.

*Table 2.*

*Determining of estimated cost of recreational and tourism services in NNP "Synevyr" [12, 16]*

<i>Number</i>	<i>Objects</i>	<i>Service content and oriented cost</i>
1	Building №1 housing 48 beds, kitchen and 20 places for eating.	Ground floor: 1 room for 3 persons, 1 room 7 persons. First floor: 1 room for 3 persons; 5 rooms for 4 persons each; 1 room for 5 persons. Second floor: 1 room for 2 persons; 2 rooms for 4 persons each. Home Infrastructure (2 showers, 8 sinks, 4 toilets)
2	Building №2 housing 24 beds.	Ground floor: 4 rooms for 3 persons each. First floor: 4 rooms for 3 persons each. Home infrastructure.
3	Building №3 housing 9 beds	Ground floor: rooms for 3 persons each with home infrastructure.
4	Building №4 housing 36 beds with a conference hall	Ground floor: conference room, home infrastructure. First floor: 8 rooms for 3 persons each; second floor: 4 rooms for 3 persons each.
5	Building №5 housing 3 beds	1 room with 3 beds with home infrastructure.
Total: 120 beds		Price for 1 persons a day - 60 UAH., 12 days -720 UAH.

6	Kolyba "Kvasovets" restaurant enterprise with ethnic cuisine and service with seats for 40 persons and 4 pavilions with 16 seats.	Food service based on ethnocuisine and ethnoservice actions, such as: Breakfast: banosh (20 UAH), tea with rosehip berries; Lunch: mushroom soup (20 UAH): boh rash (18 UAH), raspberries tea; Supper: trout (17 UAH.), strawberries tea.
		The cost of food for 1 person per day - 150 UAH, 12 days - 1800 UAH.
7	Health-medical complex with elements of ethnic and ritual performances	Mineral water, bath with mineral water (70 UAH), massage (30 UAH), health drinks and more. Total cost - 100 UAH.
8	Recreational and sports facilities	60-minute horseback riding (20 UAH); Fishing services with preparing trout (60 UAH); use of sports equipment (10 UAH / hour). Total service cost - 90 UAH.
9	Cognitive recreational and sports tourism	Guided use of trails: thematic (10UAH), environmental (10UAN). Tourist routes: 2-day hike with overnight (110UAH). Total cost - 130 UAH.
		Supplements cost for 12 days - 320 UAH.
Estimated cost of touristic – recreational services for 1 person per 12 days - 2180 UAH		

The communication component of the marketing mix in tourism – “P3” (promotion, advertising, PR, etc.) also has to be effectively used in the work of the NNP "Synevyr." First of all it concerns advertising. The development of the tourism product has several features that defines specificity of travel services: first, tourist services, unlike traditional products, do not have stable properties, such as quality, taste, usefulness, therefore require priority development of such features of advertising as information and propaganda: Second, the specificity of tourist services necessitates the use of visual tools that fully illuminate an object of tourist interest. It is in tourism that advertising has to use principle "better to see once than to hear a hundred times." For example, the quality photo is able to make a much greater emotional impact than eloquent narrative. Therefore, advertising in tourism branch should always use photos, video and other multimedia materials.

In addition, high-quality and professionally made advertising provides a double effect: on the one hand, it helps tourism businesses to develop new markets, expand sales, on the other - to increase the income of tourism enterprises, through which it is possible to provide adequate staff salaries (which in turn, increases the interest of personnel in joint activities).

Promotional offers by NNP "Synevyr" developed by teacher of Department of Tourism of Kiev Drahomanov Pedagogical University are Iwashko Y.P. related with Kvasovets forest, NNP "Synevyr", food service on the basis of ethnic and ritual performances, health and medical services,

cognitive services, ethnographic tourism in Kolochava village. There is successful, in our opinion, development of advertising leaflet [12, 30]. NNP "Synevyr" should advance such advertising in the Internet space, as well as in neighboring areas - Lviv, Ivano-Frankivsk, and as in other regions of Ukraine. A positive feature from the point of view of popularization of tourism and recreational services of NNP "Synevyr" is that the Cabinet of Ministers of Ukraine defined as promising sights for building of sports facilities for Olympic training, including ski lifts and infrastructure village of Synevyr and village of Synevyrska Polana (mountain Kamyanka) and village of Kolochava (mountain Strymba). In 2005, Mizgirya district council won the All-Ukrainian competition of projects and programs of local governments. With the project "Revival of the Carpathian village", the activity of the Mizgirya Center for Entrepreneurship is activated. The project was started in 2006 when the sector of tourism of local Administration and the Center for Regional Development "Trembita" prepared materials and conducted 12 training sessions with the owners of rural estates, tourist facilities staff, students of Mizgirya professional lyceum which were willing to open their own businesses in rural tourism. Consultants during the training were from various business organizations of Transcarpathia region and Ukrainian government.

During the first stage, the number of participants covered by training, was more than 100 people. During training sessions Advisor for organizers and owners of tourist centers, was developed and distributed among the participants'. It covered questions of the regulatory work of rural and green tourism (R&GT); R&GT certification rules; the R&GT efficient operations landscape planning, hygiene and security of agro estate, holidaymakers catering, the rights and obligations of rural households; emergency aid on rural and green tourism routes, etc. [12].

"P4" component of marketing mix in tourism in relation to the NNP "Synevyr" has its own problems that are common to the development of tourism in the area. In particular: a) the absence of the master plan; b) completion of Mizgirya land sharing and land monetary valuation; c) improving of area service infrastructure; d) strengthening of communicational accessibility of territories that are perspective for the development of tourism and recreation (e.g. poor roads, lack of telephones, etc.); d) marking out the statutory mechanism for marking routes for active forms of recreation (like hiking, horse riding, cycling, etc.).

*Conclusions.* Proposed in article author's model of marketing mix in sustainable tourism takes into account the specific characteristics of sustainable tourism and its mandatory binding and attention to tourism resources and, at the same time has as a basis the classical model of the marketing mix. In our opinion, this model of marketing mix in sustainable tourism can be recommended for use in the educational process in the course "Marketing Tourism", which confirms the author's many years of experience teaching this discipline to future managers tourism field at Kyiv National Taras Shevchenko

University [10] and Kiev National University of Culture and Arts [11]. This model of the marketing mix for sustainable tourism should be used in promotional and marketing activities of the NNP "Synevyr" as an integral part of its business development strategy. This will allow effectively promote and advertise tourism resources and opportunities of NNP "Synevyr" at Ukrainian and foreign tourist markets.

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### SPATIAL DIFFERENTIATION OF TOURISM ACTIVITY IN UKRAINE

*The main goal of the article is to reveal spatial patterns of tourism activity in Ukraine. We used both — general scientific and interdisciplinary methods of research. Among first group those were literature review, analysis and synthesis, generalization and formalization etc. Major results were obtained using interdisciplinary methods: mathematical, statistical, visualization approaches. We disclosed high concentration of tourist activity in Ukraine. Besides spatial disorder, our study revealed probable functioning of black market. We also exuded main centres of tourism activity, tourism mobility and productivity of labour in tourism. This study is the first attempt to analyse spatial patterns of tourist activity in Ukraine on the level of districts and cities of regional significance. Analysis of basic indexes (income, employment and productivity) finds the most essential peculiarities of local tourism development. The detailed research of real situation with tourism on local level serves further assessment on necessary improvements in legislative, organizational, spatial, business and other components of tourism activity.*

*Key words and phrases: tourism activity, income from tourist companies, employment in tourism, productivity of tourism, index of tourism consumption, spatial differentiation of tourism*

*Introduction.* Starting from the beginning of XXI century tourism became one of the rapidest-growing sectors of Ukraine's economy. According to data provided by the State Committee of Statistics of Ukraine in 2012 income of tourist companies (tour operators and travel agents) made more than 4.7% of GDP (over €6.65 bln). This sum was earned by selling of almost 2 mln tour-packages to more than 3 mln Ukrainian residents and foreigners. (<sup>1</sup> € — this symbol is used for hryvnia (Ukrainian national currency, <sup>1</sup> bln – billion, mln — million

Meanwhile, there is a wide range of factors that hold the development of tourism sector in our country. Besides the imperfection of national legislation and regulation, as well as the insufficiency of state investments in tourism sector and infrastructure development, absence of National tourist offices, considerable spatial differentiation of tourism development and demand across the country makes deterrent effect. Demand for services provided by travel agents and tour operators clearly represents the level of local people wealth. At the same time, locals from large and developed destinations both host tourists and actively travel by themselves.

So, our study questioned the geographical peculiarities of tourist activity in all the districts of Ukraine, level of demand on tourist services, profitability and employment in tourism. Besides, we assumed the essence of spatial disorder on both demand and supply sides of tourism activity and probable functioning of black market within some territories of Ukraine.

*Analysis of last researches and publications.* Ukrainian scientific literature explored tourism activity generally on regional level. There are lots of works engaged in general and highly specialized researches of different

elements of tourism by region. Our elaboration is the first topical study with the goal of detailed analysis of local tourism development — within districts and cities of regional significance.

*Unsolved problems.* This study could make a background for solving such existing problems, as spatial concentration of tourism activity, underdevelopment of legislation, top-down tourism governance, blackening of tourism market etc.

*The goals of the article.* Our goals include the analysis of spatial patterns of local tourism development in Ukraine, determination of top destinations in terms of income, employment, productivity and other indexes, detection of local peculiarities of tourism activity, creation of background for further elaborations regarding specific questions of governance, market activity, legislation and localization of tourism.

*Legislative background.* Verkhovna Rada (the Parliament), the Cabinet of Ministers of Ukraine (the Government), the State Agency of tourism and resorts (central executive institution in tourism), the Verkhovna Rada and the Council of Ministers of the Autonomous Republic of Crimea, local state administrations, local authorities and other bodies within their competence govern the tourism activities in Ukraine. State control over the activities in tourism aims to evaluate the effectiveness of the state tourism policy. Accordingly, national tourism statistics grounds for the national and international monitoring of the development of this industry.

Organization of state statistical observations and collection of administrative data obeys the Law of Ukraine “On tourism”, the Law of Ukraine “On rehabilitation and recreation of children” and the State Standard 4527 “Tourist services. Accommodation. Terms and definitions”. These legislative documents determine forms and types of tourism, subjects of tourism activity, types of accommodation and recreation, requirements for collective means of accommodation and other norms of tourism functioning.

*Methodological background.* System of indicators for tourism statistics includes number of accommodation (including those for recreation of children) entities and allocated guests (including foreigners), capacity of hotels and other accommodation facilities, number of tour operators, travel agents and excursion bureaus with indexes of their financial and economic activity (employment, income, productivity, etc.). We based our study on a group of indicators representing activity of travel agencies and excursion providers.

The State Committee of Statistics annually collects data from travel companies (tour operators, agents and excursion bureaus) — legal bodies and physical bodies-entrepreneurs — by special form named “1-TURISM - Report on tourism activity in ... year” from all regions, districts and cities of Kyiv and Sevastopol.

Our study analysis statistics of 669 administrative divisions in total (all districts and cities of regional significance of Ukraine) in 2012. On one side, this year shows the agile tourist flow among Ukrainians — both within the country

and abroad — resulting from Ukrainian-Polish EURO-2012. On the other side, the successive developments are insecure without proper understanding of the phenomena. That is why income from tourism activity, average number of full-time employees in tourist companies and quantity of sold tour-packages are adjusted to per capita rates. In addition, we take into account the coefficient of employment, tourism activity among the locals, index of tourism consumption and labour productivity in tourism.

*Summary of results.* The analysis of *income from tourist companies* included tour operators, travel agents and excursion bureaus. It proves high rates of spatial differentiation across the country. Over 56% of districts and cities of regional significance in 2012 suffered without income, while 43% had the lowest income from tourism — below ₴100 th (th — thousand). The top profit yielded the city of Kyiv (₴4.8 bln) followed by the Crimean cities Simferopol (₴3.3 mln) and Sevastopol (₴3 mln). The main peculiarity we discovered is dotted location of income from travel companies within the country. Top cities and districts in terms of income located in Kyiv region (North), Crimea and Odesa region (South), Ivano-Frankivsk and Lviv regions (West), Donetsk and Kharkiv regions (East). The profit of top-ten districts sums more than 92% of total country's income from tourist agencies in 2012.

Distribution of income from tourism in Ukraine in 2012 is following:

- approximately 73% of districts had less than ₴100 th;
- over 6% of districts had between ₴100 and ₴200 th;
- another 6% of administrative divisions resulted in range from ₴200 to ₴500 th;
- approximately 4% of districts earned from ₴500 th to ₴1 mln;
- 7% of districts got from ₴1 to ₴10 mln of income;
- 3% of divisions profited from ₴10 to ₴332 mln;
- city of Kyiv (0.1% of districts of Ukraine) is the only that broke billion border with more than ₴4.8 bln profit from tourism.

On figure 1 you can see the results of top districts with income over ₴10 million.

*Per capita income from tourist companies*, however, puts forward Yaremche city with almost ₴10 th of income per person. Such a result caused by low population and high profit from tourism here. The territory of this district includes popular climate and ski resorts of Ukraine, such as Bukovel, Palianytsia, Yablunytsia, Vorohta and Tatariv. So, these small in population villages receive large number of tourists and, as a result, occupy leading position in per capita income from tourist companies.

Next two cities that are Kyiv and Truskavets, had approximately ₴1.7 and ₴1.1 th profit per person. Other administrative divisions didn't brake ₴1 th barrier. Distribution of per capita income from tourist companies resulted as follows:

- 0.1% of districts — approximately ₴10 th per person;



Figure 1. Income from tourist companies in top destinations of Ukraine in 2012

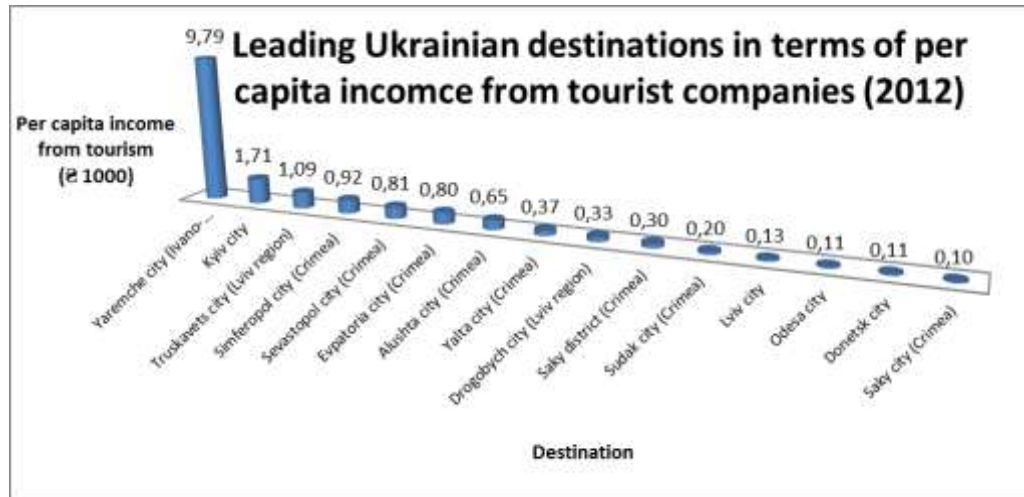
- 0.3% of districts — between €1 th and €2 th per person;
- 0.6% of districts — between €0.5 th and €1 th per person;
- 1.2% of districts — between €0.1 th and €0.5 th per person;
- 41.1% of districts — below €0.1 th per person;
- 56.7% of districts reported absence of income.

Both direct and per capita indexes of income from tour operators, travel agents and excursion bureaus disclosed that top profits have regional centres, Crimean coastal cities and popular tourist destinations (ski, balneology and climate resorts). On figure 2 is showed the value of per capita income from tourist companies in top districts with over €0.1 th profit per person.

Index of *employment in tourism* reflects the similar trend. Thereby, Kyiv city became an unconditional leader with almost 5500 employees in tourist companies in 2012. None of the other districts and cities of regional significance in Ukraine had over thousand employees in this sector of economy that year. Kyiv is the largest business, cultural, scientific and financial centre of the country. Besides, next to Kyiv located Boryspil airport — the international gates of our country. So, high employment in tourism caused by the objective need and demand on travelling and leisure among local people. Next follow Odesa and Kharkiv cities. Odesa (over 800 employees) is the grandest seaport and one of the cultural capitals of Ukraine. It's also popular coastal resort. Kharkiv city (over 650 workers) is an ex-capital and one of the largest cities of our country.



It's also one of the business destinations of Ukraine with comparatively high life standard. So, high employment in tourism in Odesa and Kharkiv caused by both — enough wealth for travelling among local community and popularity of these cities among international and domestic leisure and business tourists.



*Figure 2. Per capita income from tourist companies in top destinations of Ukraine in 2012*

Distribution of employment in tourism in Ukraine is following:

- 0.1% of districts (Kyiv) has over 5000 workers;
- 0.5% of districts have between 500 and 1000 employees;
- 2.8% of districts have from 100 to 499 earners;
- 1.6% of territorial units — between 50 and 99 workmen;
- 6% of districts have from 10 to 49 employees;
- 32.6% of units — lower than 10 workers.

It's significant to point out that approximately 56% of districts and cities of regional importance indicated that they had none employee who worked in tourist company in 2012. It means that over half of administrative unions of Ukraine didn't have any tourist company that was legally registered and functioned in a legal way. The possibility of absence of any tourist or excursion company in over than half of the country is quite inconsiderable and should be analysed more accurately. But, on our opinion, it's more likely that those regions' tourism activity functions violating Ukrainian law because of small scale of recreation activity. Moreover, comparing employment to income from tourism where we disclosed that 56.7% of districts stated null results in 2012, the problem of black market becomes more obvious.

Spatial differentiation in employment is the same with income from tourist companies. Accordingly, 3.8% of destinations with more than 100 employees engaged in tourism hire over 85% of all Ukrainian workers who labour in this sector of economy. Furthermore, 25% of districts state that have less than 5 employees. Top positions in employment go to regional centres, big

cities, Crimean and other regions' popular resorts. So, we could underline that indicator of employment much more clearly exposes the problem of high concentration and need of dispersal of tourist activity in Ukraine.

*Employment coefficient* (look at figure 3) is the ratio of quantity of employees to total population of district or city. This index enhances our suppositions about spatial concentration of tourism on definite territories of our country. The results iterated the trend of per capita income from tourism putting forward Yaremche city with index equal to 2.06%. Such a high value of coefficient leaves far away all the other districts of Ukraine and clarifies the specialization of local people on tourism sector. In our different elaboration we analysed employment in hotel sector. So, Yaremche also had one of the highest employment rates in hotel business, one of the largest quantity of accommodation facilities and capacity of hotels.

Partition of employment coefficient among Ukrainian districts is following:

- 0.1% of units (Yaremche) have coefficient over 2%;
- 1.8% of districts have coefficient between 0.1% and 0.4%;
- 42.1% of units have coefficient less than 0.1%.
- 56% of districts state null results.

Intensity of tourism and travel mobility of local people all over Ukraine represents *quantity of sold tour-packages*. This index makes possible to estimate the frequency of travelling of local populace. It's obvious that the top position went the city of Kyiv as destination with the largest income from tourist companies. The amount of sold packages here rose to over than 1.056 mln. Distribution of this index is stated below:

- 0.1% of districts — over 1 mln packages;
- 3.1% of units — between 10 th and 100 th packages;
- 6.3% of districts — between 1 th and 10 th packages;
- 30% of units — less than 1 th packages.

The index of sold tour-packages strengthens the problem of blackening of Ukrainian tourism market. Thus, over 60% of districts didn't point out any sold package in 2012. Moreover, 3% of administrative divisions sold almost 90% of tours while another 37% of districts — only 10<sup>th</sup> part of packages. The top rating is shown on figure 4.

*Index of tourism consumption* is the ratio of total quantity of sold tour-packages to the local territory's population introduced in per cent. This indicator shows the frequency of travelling of local people and gives the possibility to compare tourism mobility of people in different regions of our country. So far, the results showed only one destination with the index over 100%. Top place went to Yaremche city with the index over 150%. It's not difficult to conclude that at least every person of this district bought a tour-package in 2012 while half of people travelled twice.

Of course, this evaluation is quite relative because some customers could buy more than 2 packages and some people didn't travel at all.

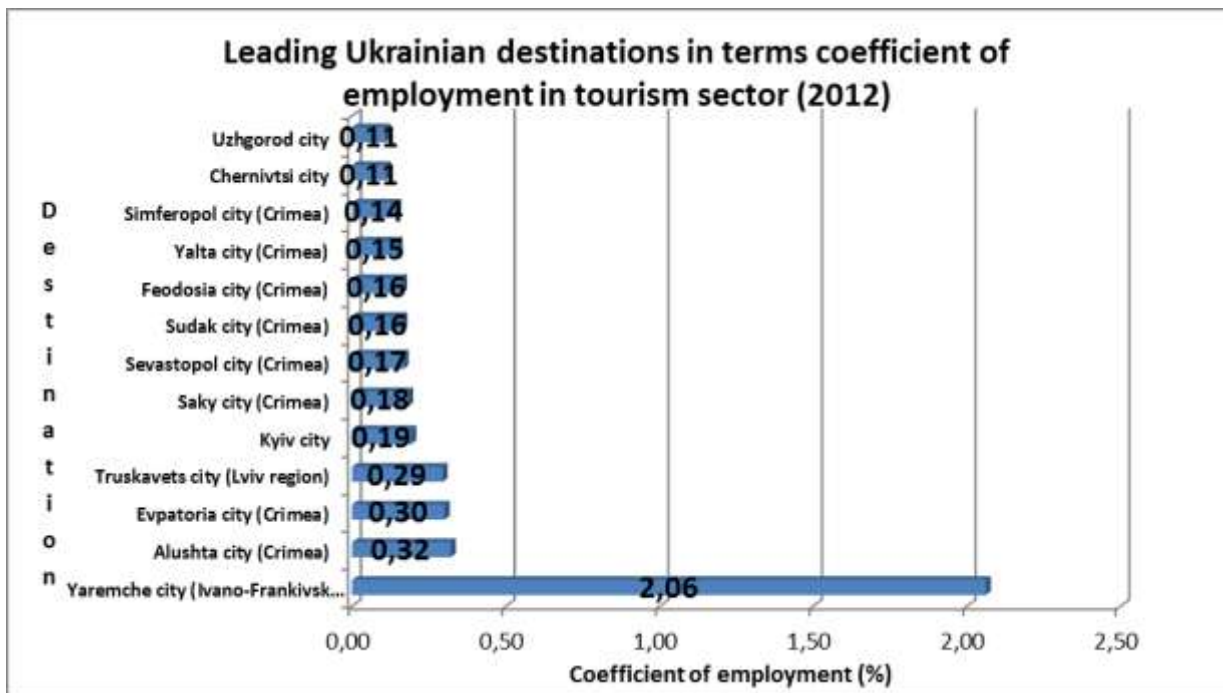


Figure 3. Coefficient of employment in tourist companies in top destinations of Ukraine in 2012

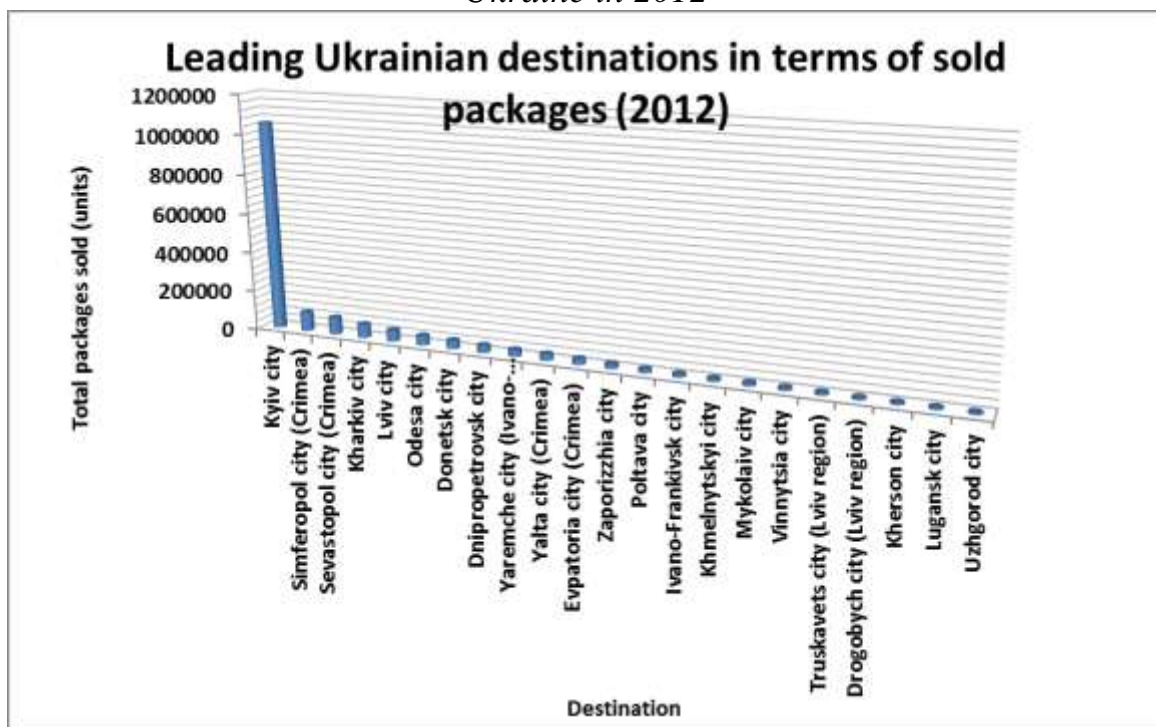


Figure 4. Top destinations in terms of sold tour-packages in 2012

Next position in tourism consumption went to Truskavets city that's in Lviv region. This resort with its mineral waters is one of the most popular balneology centres of Ukraine. It has the unique water named "naftusia" that is famous all over former USSR. Besides water, Truskavets has warm and temperate humid climate that pleasantly influences on human's health. Next goes Kyiv city where indicator of tourism consumption showed that only third part of

the populace used services of tourist companies in 2012. We can explain such a low consumption in Kyiv by the high number of citizens.

Succeeding top destinations are Crimean resorts. It shows that people from coastal areas use services of tourist agencies more often than people from big cities with developed economy and high life standards. The fact that people from resorts try to leave their places of living during the summer season to avoid the crowd increases tourism consumption index here. Besides, these destinations have fewer inhabitants than big cities, so the index obtains higher values.

One of the top positions also got Drohobych city and Volochysk district. Drohobych is the second city by populace and economic significance in Lviv region. It's an industrial centre of region with developed engineering and petroleum refining. As a result, local people have enough welfare to travel more frequently than people from other regions of Ukraine. Regarding the Volochysk district, that's in Khmelnytskyi region, we could say that it's developed industrial territory. For example, there functions an affiliate plant of PJSC "Motor Sich" — one of the largest engine manufacturers for airplanes and helicopters worldwide. Besides, the district has developed engineering, food industry and agriculture. These factors could influence on wealth of local people and their demand on tourist services.

To follow up we introduce the distribution of tourism consumption index:

- 0,1% of districts resulted with index over 150%;
- 1.3% of divisions had index between 10% and 50%;
- 10.3% of units resulted with index between 1% and 10%;
- 27.6% of districts had index lower 1%.

Top Ukrainian destinations with the highest tourism consumption index are shown on figure 5.

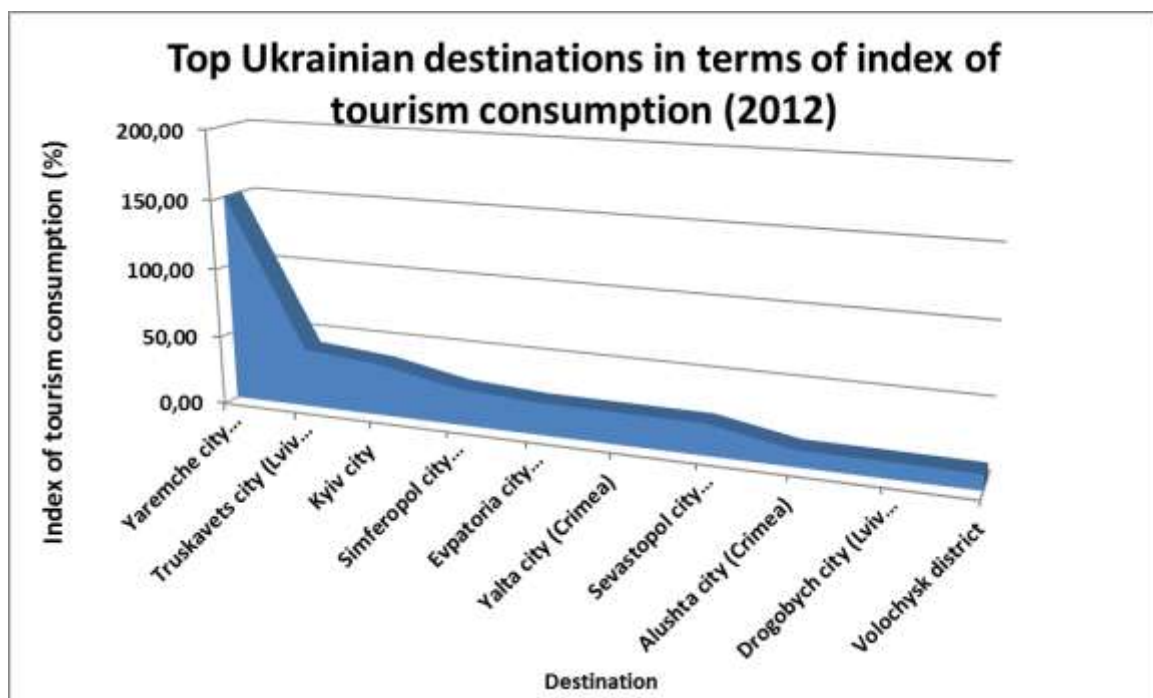


Figure 5. Top Ukrainian destinations in terms of tourism consumption index in 2012

*Productivity of tourism* shows the effectiveness of labour work in tourist companies in money equivalent. We calculated this parameter by dividing the total employment in tourism into the income from tourist companies. So far, we discovered three districts of Ukraine that resulted with over €1 mln of income per person. Those are Nyzhniogirsk and Saky districts of Crimea, and Yavorivsk district of Lviv region. These territories showed up as the most efficient in terms of personal contribution in tourism business.

To get a review we state the distribution of productivity of tourism among Ukrainian administrative divisions:

- 0.4% of districts had more than €1 mln per person;
- 0.7% of divisions had between €0.5 mln and €1 mln per person;
- 9.1% of units resulted between €0.1 mln and €0.5 mln per person;
- 26,6% of districts concluded between €10 th and €100 th per person;
- 5% of units had less than €10 th per person.

Relaying on mentioned, we can conclude that the productivity of work in tourism is mediocre. Though, there are a few territories with record results while other districts have low indexes of personal contribution. To clarify the numbers, according to UAH-USD (*Ukrainian hryvnia to US Dollars*) exchange rate in 2012: €1 mln = \$125 th. So, top Ukrainian destinations earn over \$125 th from each employee engaged in tourism. On the other hand, bottom territories earn lower than \$1250 per person a year. The results of our elaboration also discover a huge spatial differentiation in productivity of tourism.

*Conclusions.* Results of evaluation of income, employment and productivity confirmed our suppositions about spatial disorder in location of tourism in Ukraine. The main peculiarity we disclosed is concentration in limited list of destinations, such as big cities (Kyiv, Odesa, Kharkiv, Lviv etc.), municipalities and districts of Crimea (Yalta, Simferopol, Sevastopol, Evpatoria and others), and some unitary territories in other regions of our country. Moreover, for each analysed index top positions occupied inconsiderable per cents of territorial units while over half of the country stated null results. This fact forms basis for our hypothesis about probable problems with legalization of tourism activity and functioning of black market. Other trends we discovered are high profitability of tourism and intensive mobility of locals in popular travel destinations as well as strong disproportion of personal labour effectiveness of employees engaged in tourism. So, our study could be the starting point of detailed research with the goal of working up proposals for government directed for synchronization of tourist flow, diversification of geography of tourism consumption, legalization of black market activity, improvement of legislation on tourism, reformation of administrative structure of this branch etc. Besides, exploration of bottom level of tourism governance (districts and cities of regional significance) is the first step for localization of tourism administration and respectively reorientation on reception activity despite of supplying tourists to other countries.

**REGIONAL AND HUMAN GEOGRAPHY: TOPICAL ISSUES**

UDC 911.3

Yatsenko B.

**CONTEMPORARY TRENDS OF POLITICAL GEOGRAPHY**

*This paper investigates the basic lines of contemporary political geography. The insight reveals the historiography of key steps of political-geographic making, formation of subject matter of the discipline, present day problems and themes of explorations. The focus points out the trends of situation in political-geographic regional and international studies, electoral geography, conception of geographic places and problem of "power".*

*Key words: political geography, geopolitics, political-geographic regional and international studies, electoral geography, concept of geographic places, power.*

Geography deals with political concerns for a long time. We know from ancient Europeans Aristotle, Thucydides and Livy about political organization of ancient states, interrelation between the geographic peculiarities of a territory and a policy, the features of an area and the opportunities of military strategies. Famous treatise of Sun-Tzu tells about the art of war. The middle age political think tanks Machiavelli, Hobbes, Montesquieu, Rousseau and others also touched upon the political geographic issues.

French philosopher Turgot introduced the term "political geography" in 1750 to show relations between geographic factors and political organization of society [1]. F.Ratzel animated political geography as an academic branch by his first work in the domain "Politische Geographie" (1885) and first monograph "Politische geographie" (1897) [13]. The ideas of political geography as a science germinated in 1890s. Swedish political scientist Rudolf Kjellen introduced the term "geopolitics" in 1899.

Domain of research of political geography changed in time. Subjects as territory, its geographic (political-geographic) positioning, frontiers and borders, peculiarities of government setup and administrative division, concept of power and potential to use it shaped the focuses of political geographic explorations.

During the 20<sup>th</sup> century the reputation of this branch fluctuated among academicians and public due to political situation changes (especially in the socialist countries). Its subject matters, nevertheless, remained topical and needful.

The political geography discourse also shifted during the 20th century. Initially political geography aimed to determine impact of geographic factors on the political reality and architecture of political actors (states, for instance) as well as competition for economic resources and spheres of influence. The objectivist descriptions of certain territories dominated. They lacked peculiarities of social identities and competition of political forces concerns. In some cases interpretation of political processes gave preference to geographic

(environmental) factors.

Later, the content and direction of political-geographic research changed. Nowadays the very insight on geographical processes and systems has to take into account political factors. First of all it became clear that geospatial differentiation in terms of social and economic geography may lack correlation with physical-geographic distinctions. Secondly, extended understanding of “politics” embraced such realities as political identity, political movements, power of various types, etc. Being transformed in the second half of the 20<sup>th</sup> century political geography at the edge of millennia questions the influences of factors of politics (political sphere) on state of geographic, more explicitly geospatial, entities.

Accordingly, understanding of subject matter of the political geography changed in the course of the last century. In the first quarter of the 20<sup>th</sup> century the core reflected the absolute authority of American geographer J. Bowman – president of Association of American geographers and advisor of the Treaty of Versailles [4]. On his opinion political geography aims on studies of governmentally or legally established political entities and their spatial similarities around the Earth. European geographers supported that idea. For example, the famous Ukrainian geographer Stepan Rudnytskyi in his paper “Ukrainian concern on making of political geography” (1923) [14] explains that this branch investigates and represents relations between public life and the Earth. In 1950s the idea of studying the political life of states in geographic space got perfection by French scientist Jean Gottmann (1952, 1973) [6, 7], whom Western geographers consider to be the most serious specialist in political geography of 20<sup>th</sup> century.

Intensification of political geographic explorations during the last quarter of the 20<sup>th</sup> century run further changes in subject matter. Combination of geospatial analysis with political geographic vision of various phenomena of social life expanded the field of research in political geography. The conventional research focuses of political geographic regional and international studies extended to examination of global and regional interrelations and spatial regularities political organization of the society. Such developments promoted elaboration of the concept of “geographic places” (territorial-political systems) introduced by John Agnew (1987, 2002) [2, 3]. At the junction of political geography and geopolitics, beside the classic geopolitical concerns, the interrelations geospace - different kinds of power got focus (C.Flint, 1985; J.Nye, 2011) [5,12].

In the USSR and later across the post-soviet terrains the political geography initially meant study of territorial alignment of political forces (I.M.Maergoyz, 1971) [11]. The prevailed definition of political geography considered it as geographic science in the framework of social and economic geography, which learns the spatial organization of political existence of the society, territorial combination of political forces being caused by co-impact of various social and economic factors (V.Kolosov, 1988) [10]. Such a

cumbersome and imperfect depiction had to be modified. First, M.Kaledin (1996) [8] introduced the concept of efficient political geography detecting the unity of political and geographic factors of social development. The ideas of political geographic space as an integral part of geo-space and territorial-political system ( “geographic places” of J.Agnew) appeared and spread.

Based on the above Russian academicians V.Kolosov and M.Mironenko (2001) [9] proposed rather constructive definition: “political geography studies the interrelations between the integral geo-space and political sphere as one of four human activity spheres: economic, social, political and spiritual”.

These authors assume that the integral geo-space combines economic, social, political and physical spaces. Their superposition differentiates the integral geo-space: social, economic and natural conditions of activity. Thus, the objects of political geography study are the territorial-political systems interrelated with each other and the geo-space. Territorial-political system means combination of elements of the political sphere (system of political institutions with various functions of political power) and different social institutions, social groups, etc.) existing on the territory. Understandably, these systems differ on complexity and scale. The above insight on the object of political geography got followers among Ukrainian geographers (B.Yatsenko, V. Stafiychuk, Yu.Brayshevskyi) [15].

At the edge of 20<sup>th</sup>-21<sup>st</sup> centuries the political geographic research conjoins both conventional themes and issues and new trends of scientific explorations. Research of classic fashion embrace:

- Numerous works on political-geographic country studies representing conventional political-geographic survey of countries focused on history and morphological features of the territory, state borders, problems of historic core and capital of the state, problematic areas (“hot spots”) or areas of separatism;
- Works conjoining global and national levels of analysis, where, on one side, the attention is paid to various typologies of the states, on the other – to their political-geographic positioning at macro-, meso- and micro-levels;
- Political-geographic research with focus on geospatial disclosures of political process in the state: relations nation-state, national state as a community; sources and determinants of political power of a state, national interests of a state;
- Simultaneously intensified political-geographic and geopolitical studies of political forces balance at global and regional level;
- Rather independent research of electoral geography acquiring applied character.

Formation of new reality of the world system under globalization, information and technological revolution, establishment and development of industrial society renews topics and issues in political geography.

- The political-geographic discourse embraces explorations of



regularities of increasing complexity of world economy, where interrelated national economies appear to operate together with new actors: multi-national corporations and banks, regional systems of integration, powerful international institutions, world cities and metropolitan regions.

- Formation of information society creates new conditions and needs of political-geographic research. The territorial-organizational basis of geospatial information networks does not change radically the world order, however, embeds new system of world links and orders. Contrary to the existing organizational structures network operations enable flexible adaptations to the dynamic environment. The geospatial structure appeared at the start of 1990s to serve the needs of financial and banking monopolies rapidly gained power thanks to progress in information and communication technologies and functioned promptly adjusting to the needs of the entire society. System of information networks also transformed the practice of geopolitical processes.
- Under network society formation and integration processes the classic triad of political-geographic country studies – “territory (borders) – state (national interests, power) – national and territorial identity” – experiences rethinking of the contemporary functions of the state in terms of economy, social affairs and national security. A part of competence shifts to higher (integrative entities, international alliances, etc.) or lower (regions, metropolitan regions) levels of governance system.
- The concept of geographic places enables new complex and simultaneous approach to political-territorial systems of the society at various levels of hierarchy: from community to state and supranational formations.
- At the junction of political-geographic and geopolitical issues the explorations of balance and interaction of political forces have permanent topicality. Contemporaneously, understanding of “power” broadens together with geo-conflict situations concerns.

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During last decades the key conventional branches of political geography gained strength and deepen structure (political-geographic country studies, electoral geography, etc.). At the same time new directions reflect conditions of post-industrial stage and information society formation: studies of political-territorial systems (concept of geographic places), types of power used in geopolitical opposition and conflicts, research of national and territorial identity, etc.

The fledged and structured branches initiate our further insight.

*Political-geographic country studies* constitute the core as from the conception of political geography as a science. Territory, nation (or groups of

nations), political system of the country, its economy, infrastructure, etc. are explored mutually and in the historic context. The issues of independence and state sovereignty on the terrain of the country, formation of its national interests, security and human rights abundance have strategic importance. The permanent problems related to territorial delimitation nurtured the solid applied branch on frontiers and borders – limology. Far-long known role of political and geographic positioning of the state reflects the given world system political and geographic features, which can significantly impact the economy. Geographers pay a good few attention to studies and development of territorial government setup and administrative division, territorial governance of various types, explorations of capital cities and metropolitan regions.

*Electoral geography* came up in 1920-30s as an applied branch of political geography. The western democratic countries with political and ideological pluralism propagated this domain the most. Wherein it is worth mentioning that electoral geography development has limitations in the former USSR (as well as in other authoritarian and totalitarian states) with one-party system and de-facto no choice elections development.

Electoral geography is one of the best elaborated and dynamic disciplines within political geography due to its positioning at a junction of several branches: geography, political science, sociology, psychology, history, etc. The strong ties link it with political regional studies and regional political sciences. The electoral geography roots, however, in geography but not political science. The objective of electoral geography adds explanation and causes detection of territorial differentiation of political sympathies of population to their description. Infiltration of basic notions of “geographic places” concept into the electoral-geographic analysis can enhance the applied potential of the branch.

Among the domains of political geography germinated at the edge of 20<sup>th</sup> and 21<sup>st</sup> centuries the territorial-political systems and issues of “power” (being at a junction of political geography and geopolitics) attract the foreground attention. Contemporary vision of political geography objects territorial-political systems (TPS) interacting with each other and geo-space (ibid V.Kolosov, M.Mironenko, 2005). The regularities of territorial and political organization of such systems reveal the concept of “geographic places” (ibid J.Agnew, 1987; J.Agnew, 2002). Its two basic provisions stipulate as follows:

1. Geographic place as a nucleus of political sphere is a field of interaction of social processes operating on various hierarchical levels: from local to global. Given the above the social and political entities of certain levels (communities, civil organizations, church, political parties, media, etc.) influence people’s conception of situation in the country or area.

2. Geo-spatial differences in the course of social and political processes – from developments and outcomes of elections to formation of powerful national and trans-national social movements or government behavior – have geo-spatial context. Ultimately, the balance of political forces in the state results from multiplicity of local communities’ choices and, at supranational

level, the political choices of governing elites of the region's countries.

Another basis of the geographic places concept is as follows:

- Hierarchy of territorial-political systems compose two levels of various qualities. The national systems get shape in homogenous legal and administrative framework of the certain state. The transnational TPS origin dependent on conditions of powers' play in geopolitical processes.

- All kinds of geographic places have substantial typological differences. The civilizational features mostly determine national TPS typology: systems formed in spheres of Christian, Muslim, Far East civilizations). The peculiarities of positioning in the world system and balance of geopolitical powers set the typology of transnational TPS.

*Studies of geopolitical regions and problems of "power"* follow the conventional interest of scholars to the situation in the big political-geographic (geopolitical) spaces of the world having their own typology:

- The "regions of power": USA, EU countries, Russia, China, Japan;
- The "junction regions" embracing the sustainable areas of Central European countries (including Ukraine) and opposition terrains of the Far East: North and South Korea, China and Taiwan, etc.;
- The "black hole regions" represented by apparent examples of Central and Eastern Africa, Middle East, southern part of Central Asia.

Geopolitical position of countries and regions of the world system strongly depends on the balance of geopolitical powers. Nowadays political geography and geopolitics scholars distinguish four kinds of power: military, economic, soft and smart.

The last decade developments modified the classical concept of power: along with military and economic powers the importance of soft power and smart power increase. The diffusion of the resource potential of power prompts the emergence of new actors (TNC, international organizations, international metropolitan regions, and even social movement and natural hazards), which conjoin their operations with efforts of individual states in the world political geographical processes.

The process of globalization and development of information society stimulate intensification of different regions of power activities depolarizing the basis of unipolar world. Although the United States dominate in all kinds of power and the EU and Japan keep their positions as centers of economic powers, the potential of China rapidly increase while Russia remains the military power. The political-geographic geospatial patterns, thus, differs from the one professed by the concept of center-periphery.

All the above listed subjects of international relations - Western Europe, the USA, Russia and China (the so called "geopolitical quadrangle") – will navigate the direction of development of the geopolitical structure of the world in the next decade. They, however, must pay attention on the extant potential of Japan and new regional leaders: Turkey, Iran, India, South Korea, Brazil and others. The latter pursue their own set of interests, actively represent and defend

them in the formation of international orders of game.

The regional network of geopolitical relations, thus, forms in many regions of the world. For example, in Europe relations between Western Europe and Russia play a significant role in representation of Euro-Atlantic and Eurasian systems respectively. They have long-lasting and dynamic history of competition and cooperation especially in shaping and defining the orders of the game across spaces that have always been at the cross-roads of interests of powerful forces of great empires and blocks: Baltic-Black seas, Baltic-Caspian seas and Balkans.

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*DECIDING ON NATO: A NECESSARY STEP OR A PREMATURE MOVE?*

*This previously unpublished text has been prepared for the conference on Ukraine – European Union relations (“Ukraine and EU Members or Neighbours?”) held by Kyiv Mohyla Academy in Kyiv in 2008. Although, over the six following years, the social context became rather outdated, we believe that the recent events of Maidan-2014 and the following conflict in the East of Ukraine bring the ideas expressed in the paper from hypothetical to practical dimension. Therefore, we offer this text as a retrospective clue for better understanding of Ukraine’s political outburst of 2014.*

*Ukraine has declared European and Euro-Atlantic integration to be its ‘number one’ foreign policy priority. However, a serious debate is going on on whether the declared course is indeed representing interests of Ukrainians. One can observe a serious split not only within Ukrainian political elite but also among the population. There is a clear geographical pattern of people’s attitude towards the EU and NATO. Ukrainians still have not created their common identity with more or less clear notion of Ukraine’s place and role in the contemporary world. One may distinguish at least two identities: the Ukrainian-nationalist one of western regions and the soviet identity in the east and south with central Ukraine wavering in between. This paper argues that Ukrainians are not ready to make a rational choice about NATO and European integration. The choice, if it were to be made, would be guided by emotions and stereotypes rather than understanding of real ‘pros’ and ‘cons’. Forcing people to decide about NATO membership at this point is a dangerous path towards not only refusing participation in Euro-Atlantic security system but also refusing the values of democracy and civil society. More so, treating NATO membership as a necessary step on the road to the EU may have a negative effect on public opinion on European integration.*

*Introduction.* Ukraine’s foreign policy, in the last few years, has been marked by a significant shift from neutrality towards integration into the European Union and NATO. While European aspirations were officially announced during the presidency of Leonid Kuchma, NATO became a serious priority after Victor Yushenko took his office in 2005. However, instead of consolidating Ukrainian society around the idea of closer political and economic cooperation with the West, the latter shift has rather deepened a cleavage among Ukrainians. Political parties, seeking electoral support and lacking convincing arguments in their economic and social programmes, attempt to make the most of people’s sympathies for Russia and the West making societal tensions even worse. This paper raises the question whether it is the right time to bring Euro-Atlantic integration to Ukraine’s political agenda considering the effect it produces on Ukrainian society.

It is not only domestic debate that makes NATO choice a difficult one. Russia is strengthening its position as an international actor and clearly shows its negative attitude towards NATO expanding to Russian borders. Interestingly, preventing Ukraine from joining NATO is not only an end but also a means of influencing politics in Ukraine. Pro-Russian political parties actively use NATO-related rhetoric to gain electoral support in eastern and southern regions

of the country. Currently, Ukraine is being split based on people's loyalty to Russia. The split has a very clear geographical pattern with south and east being strongly pro-Russian, west mostly pro-European, and centre more or less neutral.

Changes in foreign policy chronologically coincide with serious political crisis inside Ukraine. The old spectrum of political parties has demonstrated its low vitality and trifling support among population. There is really little difference between economic and social platforms of the three main rivals' regardless of how they position themselves in liberal-social dimension. The Party of Regions, Nasha Ukraina and Yulia Tymoshenko's Bloc all suffer from strong social populism (with Yulia Tymoshenko clearly leading the populist marathon) and lack of any particular response to the challenges such as the need for structural economic reforms, fighting corruption, establishing the rule of law etc. As long as parties fail to convince electorate with any viable programme of reform they need some foundation to build up their campaigns and position themselves one against another. In such circumstances, foreign policy rhetoric appears to be the most convenient way to affect – otherwise rather passive – voters.

Electorate, for its part, has become rather dispirited after the Orange coalition failed to present any sensible course of development and what is more, did not deliver in fighting corruption and establishing the rule of law, which were the main motives of Orange revolution. Disillusion with current political elite brings society to a very important point of rethinking political agenda, which can be both promising and dangerous at the same time. On the positive side, there is a societal demand for fresh political forces that could offer a real alternative to corruption and inefficiency in state governance. But on the other hand, mistrust to the government and parties that back it can lead to mistrust to the values those parties declare. In other words, disillusion with Orange coalition, which is firmly associated with democratic, pro-European, more or less liberal pro-market economic course, may lead – and to some extent is already leading – towards disillusion with the very idea of establishing a European-type democracy with market economy.

One needs to bare all this in mind when trying to understand how NATO debate is held in Ukraine. It is impossible to separate the issue of NATO from the whole political context in the country. This paper aims at discussing the readiness of Ukrainian society for making a rational choice on its foreign policy priorities, especially in such a controversial matter as pursuing NATO membership. There are risks that attempts to hold a referendum on NATO membership at this point is likely to not only threaten Ukraine's Euro-Atlantic prospects but also put to doubt the very course of democratic and market-oriented reforms by fully discrediting political parties promoting them. One of the central arguments of this paper is that Ukrainian demos has not yet reached the necessary level of maturity to fully realise all pros and cons of Euro-Atlantic, as well as European, integration. The reason for this is lack of common identity

with more or less clear notion of Ukraine's place and role in the contemporary world.

A lot of issues touched upon in this paper are by no means new to academic discussions. Ukraine's electoral split between East and West has been drawing a lot of attention from the first years of independence (see for example Birch, 2000; White et al. 2001; Shyshackyi, 2006 etc.). There were also accounts dealing with identity differences among east and west of Ukraine (Pirie, 1996; Wanner, 1998). Yet, presently we attempt to raise a rather normative discussion stressing on subjective side of East and West identities in Ukraine and discuss 'stereotypical bundles' or mental associations which underlie popular reasoning on foreign policy matters. We extensively borrow from publicly available poll results published by Razumkov Center to ground our arguments.

*East-west split at recent elections and public polls.* Election results and public polls provide indicative data one may use to portray the general picture of public attitudes to foreign policy. Results of both parliamentary and presidential elections, since 1994, give evidence to suggest that attitude to Russia is a decisive factor causing major societal disagreement in Ukraine. Leonid Kuchma won the second round of presidential election in 1994 due to stronger support in east and south regions. Economic platforms of the candidates being almost identical, L.Kuchma built up his campaign on promises to make Russian the second official language and strengthen Ukraine's ties with Russia and CIS. It was these points in his programme that polarised Ukrainian electorate to an unprecedented level (Podolskiy 2007). In Ternopolska, Ivano-Frankivska, and Lvivska oblasts L.Kuchma gained as little as 3.8-3.9 percent while in Luganska oblast and Crimea he scored almost 90 percent support. His more pro-Ukrainian rival, Leonid Kravchuk scored roughly 9-10 percent in Crimea and Luganska oblast, while reaching 95 percent in several western oblasts (Podolskiy 2007).

Presidential election in 1999 was more about ideological choice rather than geopolitical. Unlike in 1994, economics replaced foreign policy in focus of debate, when L.Kuchma faced Communists' leader Petro Symonenko as his second round rival. L.Kuchma won with 56 percent support. The proportion of votes was more or less balanced in all regions except for five the most anticommunist oblasts, namely Lvivska, Ternopilska, Ivano-Frankivska, Chernivetska, and Zakarpatska. There was no definite east-west division of the country. P. Simonenko won in 10 oblasts, five of which were in the Central Ukraine while four eastern oblasts, namely Donetska, Kharkivska, Sumska and Dnipropetrovska supported L.Kuchma (CVK 1999).

It was in 2004, when Russian issue arose again and Victor Yanukovich openly positioned himself as a pro-Russian candidate with strong support from Kremlin, Ukraine had been literally split in two. Election results, after the second round was re-held, showed a distinctive split between south-east regions and the rest of Ukraine. V. Yanukovich won a convincing victory in eight oblasts and Crimean Republic scoring from over 51 percent in Khersonska to

almost 94 percent in Donetsk oblasts. His rival Victor Yushenko, while having really negligible support in the east and south, persuasively won in sixteen oblasts gaining from over 63 percent in Kirovohradska to 96 percent in Ternopil'ska oblasts (CVK 2004). Parliamentary election in 2006<sup>4</sup> had shown exactly the same geographic pattern. Eight south and east oblasts along with Crimea supported the Party of Regions, whereas Orange parties won in the rest of Ukraine (CVK 2006).

Public opinion polls show negative dynamics of support for NATO (Razumkov Centre 2008(c)). In 2002, slightly over 32 percent of Ukrainians were in favour of NATO membership and approximately the same percentage was against it. The number of NATO opponents reached its maximum in 2006 rising up to 65 and then falling down to 52 percent. On the contrary, the number of NATO proponents dropped from 32 percent in 2002 to 22 percent in 2008 keeping its lowest level of slightly over 15 percent in 2004-2006. Even though there is some positive shift since 2006, the majority of population still opposes Euro-Atlantic aspirations of the government.

While there is a clear geographic divide in support of pro-Russian and pro-European parties, regional distribution of support for NATO is more complicated. There still is a steady trend of increasing sympathy for NATO from south-east to west. However, there is no such a clear line, over which attitude to NATO changes so dramatically as is the case with support of political parties. Polls show dynamics of public attitude to NATO in regional breakdown (Razumkov Centre 2008(f)). It is only in the west of Ukraine where people would vote in favour of NATO membership. The number of NATO supporters grew up from about 45 percent in 2002 to over 51 percent in 2008. Interestingly, their number went as low as 30 percent in 2006 with a rapid increase from that point onwards. Eastern regions would strongly oppose Euro-Atlantic integration with about 75 percent of the population against NATO membership. While in 2002 the east was rather neutral with only 45 percent of those with negative attitude to NATO, this figure almost doubled in 2006. South has also doubled the number of those with negative perception of NATO since 2002. The general trend in the centre is an increase of NATO supporters from roughly 27 to 43 percent. Central regions also had the peak of negative attitude reaching 61 percent in 2006.

Polls on 'what should be a major priority in Ukraine's foreign policy?' show that Ukraine is wavering between Russia and the European Union (Razumkov Centre 2008 (g)). Over a half of the population in the west of Ukraine considers the EU to be the main foreign policy priority, while in the east 58 percent thinks it should be Russia. The centre also leans towards Europe, although it prevails over Russia by only 4 percent margin. The south follows the east with over 55 percent support for Russia being a number one foreign policy priority. It is worth of noting small attention people pay to the US as a Ukraine's strategic partner. This is hardly surprising but plays an important role in shaping people's attitude to NATO as long as the majority of Ukrainians perceive NATO



as an American (not international) organisation.

Polls on whether Ukraine should join the EU show that Ukrainians have more sympathy for the EU than for NATO. 47 percent of respondents think Ukraine should become the EU member while a little less than 23 percent think the opposite. The proportion of people supporting EU membership has significantly dropped compared to 2002 (Razumkov Centre 2008 (b)). Regional distribution of public attitude to the EU is more balanced with 33 percent of those in favour of the EU membership in the south, nearly 41 in the east, 58 in the centre and slightly less than 71 in the west (Razumkov Centre 2008 (a)). Although east and west still differ on their attitudes to the EU the difference is far milder than is the case with NATO.

*Historical background and mixed identities* . With the total area of 603.7 thousand square km and population of nearly 46 million Ukraine is among the largest countries in Europe. Considering its size and complex history one may expect to find significant regional differences in cultural and political environment. For many centuries Ukrainian territories were subject to international quarrels between Moscow in its different state forms and its European rivals. In other words there had been constant conflict between Russia and the West with the frontline going across Ukraine. It was only after the World War II that the confrontation line moved to Central Europe. It is not surprising then that both politicians and public perceive contemporary debate on Ukraine's prospects for joining NATO as a new stage of Russia confronting the West.

Many observers agree that existing lines of electoral division result, to a large extent, from the complex history of Ukraine (Shabliiy 2000, Shyshackiy 2006). As S. Birch has pointed out, there is no single or, at least, dominant explanation for regional electoral differences in Ukraine. Economic and historical factors being rather cross-cutting than reinforcing, electoral preferences have much more local complications to consider (Birch 2000). However, several recent elections demonstrate that after 2004 economic factor has become weaker compared to foreign policy direction.

One may suggest that struggle between the two foreign policy vectors is a struggle between two generalised identities of the east and the west of Ukraine rather than a real need for closer ties with any external partner. Each side craves for integration with a strong partner who would legitimise its identity and force the other part to accept it. East strives for Russia's protection from the 'danger' of being forced to accept the identity of the 'hostile' west-Ukrainian nationalists, while, for the western regions, joining the EU and NATO would stop Russia from any attempt to maintain its cultural and political influence, let alone military aggression.

Understanding those identities requires some deeper insight into Ukraine's history. Since the time of Bohdan Hmel'nitskiy, when, for the first time, Ukraine had attained its statehood, different parts of the country were controlled by neighbouring states. Every historic period had left its imprint on

people's culture and political beliefs. Complexity of Ukraine's history resulted in a nation with common ethnic background but with multiple identities.

Territories on the right bank of the Dniper that were controlled by Poland after Bohdan Hmelnytskyi and later became part of Russia (now referred to as 'centre') are politically more or less neutral with strong Ukrainian cultural identity. What makes them closely tied with Russia is Russian Orthodox Church, which always was politically active entity. These days its influence reaches as far as Ternopil'ska oblast.

In the territories, which belonged to Austro-Hungarian Empire for over a century (now called 'west'), people vote for pro-European parties. Those are the most patriotic regions, where NATO gets the majority support. Ethnically, people feel themselves Ukrainians there with Greek Catholicism being a dominant religion. Western regions have the most Europe-influenced culture – one will be hard pressed to find major differences in town architecture or even lifestyles between, for example, Lviv in Ukraine and Krakow in Poland. Most of western territories were controlled by Poland, Romania, and Czechoslovakia during the interwar period. They were the last to fall under communist rule and now are the most hostile to Soviet regime and any attempts to restore it.

East and south make quite a different story. Those territories remained unsettled for a long time because of water being scarce there. It was Russian Empire that started developing the Black Sea coast and coal mines of Donbass. Ethnic Russians, therefore, comprise a large proportion of population in those areas. Russian Empire paid special attention to the Black Sea coast thus playing a key role in development of such port cities as Odessa and Sevastopol. Most of economic and social infrastructure in the east and south of Ukraine was developed in the time of Soviet industrialisation. Intensive industry concentration required much work force. Workers had been brought from all over the USSR making those areas the least 'Ukrainian' both ethnically and culturally. Industrialised east and later developed south now belong to what one may call 'Soviet identity', which was best portrayed in a popular song: 'my address is not a house or street, my address is the Soviet Union'.

Language is another factor shaping contemporary identities in Ukraine. All of the west and most of the centre, except for some large cities, use Ukrainian in their everyday life. Almost all urban and some rural population in the east and south speak Russian. Kyiv is bilingual. Although most of Ukrainian citizens can speak Ukrainian the majority in the east and south does not use Ukrainian deliberately and insists on introducing Russian as a second official language. Both Leonid Kuchma in 1994 and Viktor Yanukovich in 2004 and 2006 promised to grant Russian the status of official language during their electoral campaigns. Interestingly, neither of them fulfilled the promise due to the fear of complete loss of support in the west of the country.

The World War II was among the most important factors to form the Soviet identity. Common victory over Nazi Germany, which cost millions of lives to Soviet people, created the feeling of unity among all republics of the

USSR. It would have been impossible to win in that war separately, without collective effort and joint resources. The World War II had created a strong image of a military threat coming from the West as well as a belief that only collective action of all Soviet republics could withstand it.

It was not only Nazi Germany itself that formed the image of an enemy during the World War II. Nationalist movements of OUN (Ukrainian Nationalist Organisation) and UPA (Ukrainian Rebel Army) fought for Ukraine's independence against both Germany and Soviet Army, mostly in the west of Ukraine. They kept resistance to the Communist regime for over decade after the war was over. Neither Soviet army nor police could effectively fight UPA guerrillas extensively supported by local population. Soviet government had launched massive propaganda against OUN-UPA that resulted in the major identity split between the east and the west of Ukraine. Being national heroes in western regions, OUN-UPA fighters remain the worst possible traitors for majority of people, particularly for older generations, in the rest of Ukraine. As one Soviet war hero said in a television interview 'Now, I would probably have a drink with a wermacht officer but I will never shake my hand with any OUN-UPA member'. Both sides now wish the government to acknowledge 'the historical truth' although there seems to be no way they can agree on what that truth is, at least until several generations change. Russia, for its part, puts a great political pressure on Ukraine's government for any attempt to recognise OUN-UPA fighters as war heroes as it automatically means recognition of Soviet Army as invaders who occupied Ukraine's territory against the will of its people. Regardless of how independent historians can interpret the role Ukrainian national movements played during the World War II, it is clear that hostile attitude towards OUN-UPA is among the strongest elements of Soviet identity in Ukraine, which premises on identifying a common enemy to stand against.

Taking all this into account, one would need to create a model, which would comprehend the whole mosaic of overlapping identity elements and group them in the way to explain public attitude to NATO and wider range of related foreign and domestic policy issues. As some observers point out, Ukrainians' identities are fluid (White, Light, Lowenhardt 2001). There are several dimensions, in which people lean toward opposite poles that may be, in general terms, attributed to east and west of the country. Every dimension will have its own cleavage with specific geography. Dominant religion, most commonly used language, narrow and wider cultural identities, understanding of patriotism, political and economic values are the elements, in our view, worth of considering when trying to portray geographic breakdown of Ukrainians' identities (see Table 1):

One may consider the table above as a speculative one, as it still needs to be verified empirically to be fully accurate, especially when trying to outline precise boundaries for each identity group. However it represents the general trend of identities change across the country and gives possible explanations to

the variable electoral geographies since 1994 presidential election. Depending on which dimension appears to be crucial in every particular election, electoral fault lines may go differently. This approach allows to foresee what political and economic outcome may follow if debate on NATO vs. Russia is put in focus in the electoral campaigns to come.

Table 1

Regional distribution of identities elements in Ukraine

	Location				
	West		Centre	East	South
	Controlled by (before joining the USSR)				
	Austro-Hungarian Empire, Poland, Romania, Czechoslovakia	Poland, Russia	Poland, Russia (right bank of the Dniper); Russia (Left bank of the Dniper)	Russia	Russia
Prevailing religion	Greek-Catholic	Orthodox	Orthodox/atheist	Orthodox/atheist	Orthodox/atheist
Prevailing language	Ukrainian	Ukrainian	Ukrainian	Russian	Russian
Narrower cultural identity	Ukrainian	Ukrainian	Ukrainian	Ukrainian/Russian	Ukrainian/Russian
Patriotism	Nationalistic	Nationalistic	Soviet	Soviet	Soviet
Wider cultural identity	European	European	European/Soviet	Soviet	Soviet/Russian**
Political values	Democracy, pluralism	Democracy, pluralism	Democracy, liberalism/totalitarian, strong state	Totalitarian, strong state	Totalitarian, strong state
Economic values	Liberal	Socialist, state regulated	Socialist, state regulated	Socialist, state regulated/liberal*	Socialist, state regulated/liberal**

\* - pro-market bloc 'Za Edinu Ukrainu' ('For the Unified Ukraine') convincingly won over Communists in Donetsk oblast at parliamentary election in 2002.

\*\* - Some locations, mostly on the Black Sea Coast, where economic development was boosted by pre-Communist Russia, has much more 'Russian' rather than 'Soviet' identity supporting the idea of restoring great Russian statehood, unlike the most part of the southern regions, mostly developed and settled in the Soviet era.

\*\*\* - same as previous locations are more prone to liberal economic reforms compared to the rest of the South.

As recent political developments show, the most radical split appears to be in the way historical patriotism is understood. The latter has very deep emotional background, particularly among older generations, who still remember the World War II or grew up in the after-war period. If other issues can be debated with a possibility of reaching societal consensus, recognition of nationalist movements veterans as the World War II heroes seems quite

impossible, at least until generations change.

*Foreign policy choices and modern identity deficit*

After looking through political and historical background of public attitudes one may come back to the original question of this paper on whether deciding on Ukraine's membership in NATO is a necessary step, an unavoidable challenge of today, or, merely, an untimely initiative of political elites. To answer this question one also needs to answer how rational people's choice can be in current circumstances.

To make a rational choice one needs to be, at least, well informed on the matter. This is, definitely, not the case with Ukraine's public awareness about NATO. According to public polls (Razumkov Centre 2008 (e)), only 5.4 percent of Ukrainians think they are well informed about NATO. The highest level of self-assessed awareness is recorded in the western regions reaching only 7.3 percent. When asked about different areas of NATO activities and cooperation with Ukraine, peacekeeping operations scored the highest rate of slightly under 5 percent. In both polls there was a majority of respondents who assessed themselves as partly informed with medium and low levels of awareness. Less than 40 percent of respondents in the east and south of Ukraine wish to be better informed about NATO while over 50 percent are indifferent to the issue. Over 62 percent in the west and 57 in the centre wish to learn more about NATO and this means they are uncertain about their attitude to the bloc, which may change. However, about 36 percent in the west and 27 in the centre would not care about knowing more.

Polls on self-assessed awareness about the EU (Razumkov Centre 2008 (d)) show the same tendency. 6.5 percent in the West think they know enough about the EU, while in the east this figure is only 3.3 percent. Centre and south have 3.8 and 4.7 percent respectively. Close to 50 percent in the east and south and about 41 and 47 percent in the west and centre think they know very little about the EU. However, people seem to be more eager to learn more about European integration. Polls show that almost 63 percent in the west, 59 percent in the centre, slightly less than 44 percent in the south and over 50 percent in the east wish to know more about the EU. Such results correspond with, generally, more positive attitude to the EU compared to NATO.

There appears to be the first important controversy: with such a low level of awareness, the majority of people have made up their minds on whether they wish Ukraine to become NATO member. Only 7.3 percent of the population in western regions of Ukraine think they know enough about NATO and yet over 51 percent would vote for Ukraine joining this bloc. Only 9 percent of Ukrainians would have difficulty to make a decision now and about the same number would not go voting. The same applies to the choice on the EU membership. With a minor percentage of those who think they know enough about European integration the majority would vote in favour or against the EU membership. As one may conclude, if a referendum on NATO or the EU were to be held in the near future, it is unlikely that people would make their choice

based upon rational considerations. Seemingly, there is much more stereotypes and emotions involved than is needed for such a responsible choice.

One possible explanation for active but irrational choices people make is the lack of common Ukrainian identity in the contemporary world. The only element of the mixed 'identities bag' that all Ukrainians share, as discussed in the previous section, is their ethnic background. Latest developments proved this to be insufficient to create any common vision of what kind of Ukraine Ukrainians wish to have. They wish to have a 'European state' but they have very vague idea of what a 'European state' means. They wish to have trustworthy system of security but they cannot agree on what is the threat to be protected from.

One can, probably, explain this modern identity deficit by the series of disillusionments people have had since Ukraine gained its independence. The overwhelming support for Ukraine's independence at the referendum in 1991 is difficult to believe these days. There were two possible reasons for such a strong support. First one was, probably, the desire to avoid further participation in armed conflicts, which had nothing to do with Ukraine's security, as was the case with the Afghanistan War of 1979-1989. The second reason was the hope for effective economic reform. Soviet economy experienced deep structural economic crisis. Mikhail Gorbachov's reforms known as 'Perestroika' did not bring much improvement if, indeed, not worsen the situation. Soviet system of redistribution of public goods proved to be completely inadequate. Great Ukrainian paradox of the late 1980s was a severe sugar deficit in stores of the biggest sugar producer in the USSR. People blamed 'the Centre' for taking republics' output without providing sufficient compensation or just distribution of wealth. When Ukraine gained its independence in 1991 there were two main premises for the new Ukrainian identity. These were dedication to peace, which was embodied in the principle of Ukraine's international neutrality; and dedication to market economic reforms that should have improved imbalances of state planned economy the country suffered for several decades.

The following decade of 1990s proved to be disastrous for Ukraine's economy. It appeared to be that not only the system of economic management was defective. The whole post-soviet economy was imbalanced and inefficient in market environment. Most of the industries declined, the country was overwhelmed with unprecedented inflation, while inefficient use of international financial assistance increased the debt load on Ukraine's stagnating economy. Mid-1990s were, possibly, the worst years for Ukrainians in the second half of the XXth century. There was massive disillusion with market-oriented reforms. People recollected relatively prosperous times of pre-Gorbachov's era creating an image of 'good old times' when there was a great state with huge economy, where government took care of ordinary people ensuring low prices, good salaries and general order.

Disillusion with having deep and long lasting crisis instead of immediate economic progress made one of the premises for new Ukrainian identity

disappear creating the first societal cleavage of socialist state planning vs. liberal market economy values and the first pair of common post-soviet stereotypes. The first one was about blaming the West and nationalists in destroying the great state and prosperous economy. The second one, on the contrary, was about blaming communists who remained on every level of state governance and made any attempt of market reforms inefficient and fruitless. For the former, distant soviet past became an abstract image of good that was lost and can hardly be restored in the near future but can be reached somewhat closer if socialist and communist parties came to power and reunited republics of the former USSR. For the latter, economically prosperous and democratic Europe was the destination to aim to, although very few among both ordinary people and political elite had any particular idea of what 'European model' meant in practice. More so, a vague image of 'European values' became something of an ideal model, which, for many excuses, was not suitable for use in local 'post-soviet conditions'.

After the debate on international security followed the economic one and the possibility of a new political clash between Russia and the West emerged, the second premise for national consensus, namely neutral international policy, has disappeared. After politicians started openly promoting European and Euro-Atlantic integration, the second east-west cleavage of historical identities has revealed itself. The split is now reinforced with intensive propaganda playing on people's emotions. Pro-Russian parties and public organisations promote the stereotype of NATO being the new shape of the hostile West led by the US and aiming to paralyse the strength of Slavic states. Another stereotype of anti-NATO propaganda is associating NATO with Ukrainian nationalist movements of the World War II period and fascism. The latter has very little logic behind it, but has very strong emotional effect on pro-Russian part of the population, particularly on those with Soviet identity, who still remember the World War II or its aftermath. 'No to Hitler's servants!', 'NATO is a war against Slavs', 'No to fascism and nationalism!' are typical slogans used on anti-NATO rallies by pro-Russian parties (UNIAN, 2008).

On the contrary, Ukrainians with European identity who are concerned about Russia's increasing influence on Ukraine's politics, feel the lack of own resources to counteract it. They have created a stereotype that if Ukraine becomes part of a powerful Western economic or/and political bloc it would effectively deal with Russian political influence. The weak spot of their logic is underestimation of major identity differences within Ukraine, especially those of language and new interpretations of Ukrainian history.

There is a variety of choices to be made by Ukrainian people including many separate issues of economic, political and social nature, e.g. degree of economic liberalisation, government model, degree of neutrality in foreign policy etc. However, one may observe several stereotype bundles emerging in Ukrainian society, in which crucial political and economic orientations mix together with identity associations. Language or history should not matter when

people wish to agree on the way the rule of law is to be established. However, with stereotype bundles emerging they seem to matter. Democracy, civil society, and market economy are all associated with the Western way of development. The West may have positive and negative associations in Ukrainian society. It is very attractive in economic terms and even pro-Russian forces cannot deny that. However, if the Western way is bundled with NATO membership, and NATO, in its turn, is associated with the hostilities of the Cold War and with horrors of fascist invasion, putting Euro-Atlantic integration on the agenda can, possibly, lead to total refusal of the whole 'Western bundle', including European aspirations, democracy, market reforms etc. On the contrary, Euro-Atlantic integration supporters bundle NATO with the only possible way to ensure Ukraine's political independence from Russia's influence, hence the only way to restore Ukraine's cultural and political identity. Loosing the chance to join NATO leads, in their view, to not only international security outcomes but to loosing a historic chance of developing a European-type of state.

Public stereotypes together with low awareness about NATO and the EU are counterproductive factors that make rational public choice on European and Euro-Atlantic integration impossible for both proponents and opponents. Political elites may have their reasons for starting promotion campaign on NATO. However, there is a danger that bundled, in public perception, with 'western way of development' this sensitive and controversial issue may cause denial of such important western values as democracy, the rule of law, and market economy. Unless existing stereotypes are overcome, premature public choice about pursuing NATO membership may have far greater negative impact than mere change of foreign policy priorities.

*Conclusions.* Electoral geography analysis, combined with results of the range of public polls, demonstrates several split lines dividing Ukrainian society according to people's cultural, political and economic orientations. Public attitude to NATO represents one of the major Ukraine's societal disagreements of today. Ukrainian society is likely to refuse NATO membership if forced to make a decision at this point. However, the choice is unlikely to be rational in current circumstances. While people have very limited knowledge about NATO and its activities, the majority has a clear, either positive or negative, attitude to the bloc and would not hesitate to vote for or against NATO if the referendum were to be held.

Supposedly, attitudes premise upon public emotions and stereotypes fed by existing societal cleavages. Although the nature of cleavages is complex and involves both historical and economic factors, regional identity differences are the most obvious explanation for existing splits. This is particularly true to the most irritating issues of language and history interpretation. It appears that Ukrainians suffer from modern identity deficit. Identity deficit does not allow stepping over the irresolvable societal disagreements, which have their roots in the past. People compensate the lack of modern identity by several stereotype bundles, which can be attributed to either pro-European west or pro-Russian east



identities. Generally speaking, current east and west identities depend on people's loyalty to Russia and attitude to the West.

Existing stereotype bundles may be harmless in themselves. However, considering influence of regional identity elements on electoral splits cutting Ukraine in several directions, their possible outcomes can be destructive. While many of identity differences are more or less neutral in contemporary conditions, some are the matter of serious disagreement, which is difficult, and in some cases impossible, to overcome. These include attitude to nationalist movements and veterans of OUN-UPA, interpretation of Soviet history and its role for Ukrainian people, language policy etc. These are the issues, one should better leave aside from public debate as long as they prove to be counterproductive in creating new Ukrainian identity and rather deepen societal cleavages than help to alleviate them.

Ukraine now faces many domestic and international challenges that require societal agreement. Those include finding the way of democratisation, developing civil society, seeking the optimal economic model, responding to the challenges of globalisation, repairing system of state governance, fighting corruption etc. Most of those challenges can be responded without bringing up issues that worsen identity cleavages. As long as NATO is unlikely to gain sufficient support among Ukrainians, there is a possibility that associating NATO with pro-European or simply pro-democratic political forces may lead to the refusal of the whole course of developing a democratic European-type state with market economy and civil society. Based on the same rationale, one may expect that portraying NATO membership, as a necessary step on the road towards the EU, will have negative effect on public attitude towards European integration rather than positive impact on attitude to NATO.

A possible way to rethink Ukraine's political agenda, in our view, is through focusing on new Ukrainian identity, the one that would skip over debate on language policy, rethinking history, and immediate choice between East and West (NATO membership in particular). By breaking the 'bundle stereotype' one may ensure that western values of democracy, civil society and liberal economy are not being hostages of untimely foreign policy choices. Making those values a priority, political elite may use the time to overcome public emotions and provide enough information for people to make a rational choice. However, at present this choice seems to be premature.

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***TYPOLOGY OF COUNTRIES ON THE KNOWLEDGE ECONOMY  
DEVELOPMENT***

*The purpose of this article is countries typology on the knowledge economy development. The method of cluster analysis is the core of this research. In particular, the method k-means clustering was used for the typology. Knowledge assessment methodology developed by the World Bank, is a comparative tool formed by the four knowledge economy pillars. The clusters are analyzed by the 4 Knowledge Economy pillars: Economic Incentive and Institutional Regime, Education, Innovation, Information and Communications Technologies. Based on the twelve main indicators of knowledge economy it has been selected 6 cluster groups with different levels of knowledge economy. Particular attention should be paid to the sixth cluster with the highest level of knowledge economy. Based on their national policies and strategies the countries of other clusters, especially the fifth cluster with the lowest level of knowledge economy, should make significant changes to achieve the appropriate level. Ukraine some other post-socialist countries form the fourth cluster with highly education level and extremely low level of Economic Incentive and Institutional Regime. Countries typology on the knowledge economy development has not been conducted in a scientific field yet. The main result of this research is indentation the group with the similar features of the knowledge economy development. The research helps to identify the strengths and weaknesses in the knowledge economy development of individual countries which further leads to right policy regarding the knowledge economy.*

*Keywords: typology, Knowledge economy, KAM, cluster*

*Introduction.* Socio-economic development of country is increasingly linked to a nation's ability to acquire and apply knowledge and information. Comparative advantages come less from abundant natural resources or cheaper labor, and more from technical innovations and the competitive education system. Most of world's countries are transforming to knowledge economy: some of them have achieved the significant results in this area; others are only on the first stage of the knowledge economy building. In the knowledge economy, there is no tradition of classifying countries into one of a small number of categories based on their economic institutions and policies, ICT infrastructure, education and innovation system. The aim of this paper is to identify the various knowledge economy stages of the national economies. Knowledge economy typology provides for comparative analysis and defining the strengths and weaknesses of every country.

*Methodology.* In 1999 the World Bank Institute (WBI) has developed the Knowledge Assessment Methodology (KAM) as a Knowledge-Based Economy framework for its member states in order to specify their level of knowledge-based economic development. WBI stated in their framework that a knowledge economy is one that utilizes knowledge as the key engine of economic growth. It is an economy where knowledge is acquired, created,

disseminated and used effectively to enhance economic development [1].

The KAM is an interactive benchmarking tool created by the Knowledge for Development Program to help countries identify the challenges and opportunities they face in making the transition to the knowledge economy. The KAM consists of 148 structural and qualitative variables for 146 countries. Variables are normalized on a scale of 0 to 10 relative to other countries in the comparison group. Based on the four pillars Knowledge Index (KI) and Knowledge Economy Index (KEI) are calculated. Knowledge Index measures a country's ability to generate, adopt and diffuse knowledge. This is an indication of overall potential of knowledge development in a given country. The Knowledge Economy Index takes into account whether the environment is conducive for knowledge to be used effectively for economic development. It is an aggregate index that represents the overall level of development of a country or region towards the Knowledge Economy [2]. Figure 1 presents the Knowledge Economy Index and Knowledge Index structures.

*Cluster Analysis.* The typology of countries was constructed by means of a cluster analysis, which is a multivariate method that aims to classify a sample of subjects (in our case - countries) on the basis of a set of measured variables into a number of different groups such that similar subjects are placed in the same group [3].

In this investigation, the k-means (non-hierarchical) clustering method was used. Non-hierarchical cluster analysis tends to be used when large data sets are involved. It is sometimes preferred because it allows subjects to move from one cluster to another (this is not possible in hierarchical cluster analysis where a subject, once assigned, cannot move to a different cluster).

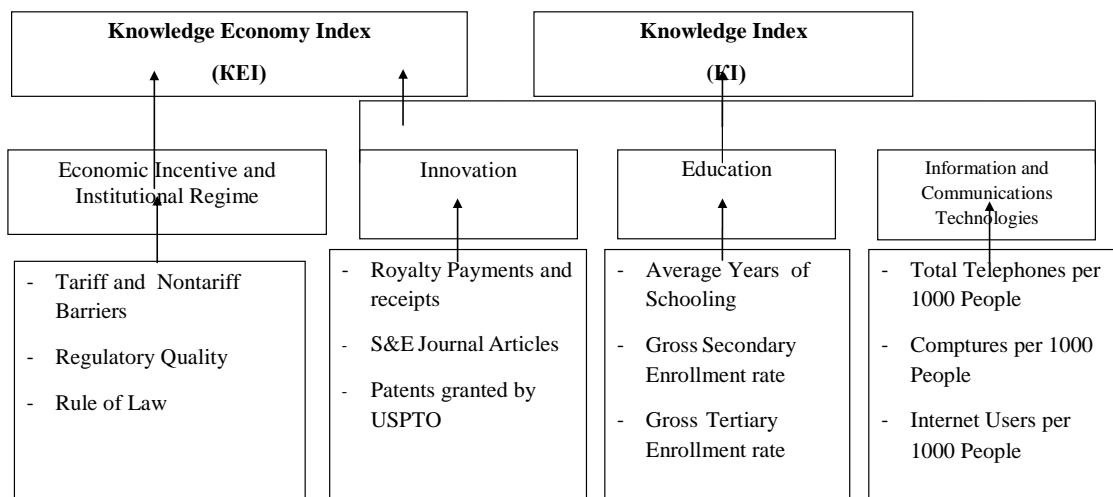


Figure 1. Knowledge Index and Knowledge Economy Index

Before starting the clustering, the information of the 146 world's countries participating in the project on 148 indicators was meticulously analyzed. The

final indicators set for the typology was selected due to data availability and methodological considerations of the cluster analysis carried out to construct the typology. The data set of 12 indicators on 144 countries was defined to be included in the cluster analysis. The variables considered in the analysis are [2]:

- *Tariff and Nontariff Barriers*: this is a score assigned to each country based on the analysis of its tariff and non-tariff barriers to trade, such as import bans and quotas as well as strict labeling and licensing requirements. The score is based on the Heritage Foundation's Trade Freedom Score.
- *Regulatory Quality*: this indicator measures the incidence of market-unfriendly policies or inadequate bank supervision, as well as perceptions of the burdens imposed by excessive regulation in areas such as foreign trade and business development.
- *Rule of Law*: this indicator includes several indicators, which measure the extent to which agents have confidence in and abide by the rules of society. These include perceptions of the incidence of both violent and non-violent crime, the effectiveness and predictability of the judiciary, and the enforceability of contracts.
- *Royalty Payments and receipts*: Royalty and Licenses Fees Payments (per pop.) + Royalty and Licenses Fees Receipts (per pop.)
- *S&E Journal Articles/mil. people*: this is the variable S&E Journal Articles, weighted by million population.
- *Patents granted by USPTO/ mil. people*: this is variable "Patents granted by USPTO" weighted by million population.
- *Average Years of Schooling*: this variable is used as an aggregate measure of the educational stock in a country.
- *Gross Secondary Enrollment rate*: the ratio of total enrollment, regardless of age, to the population of the age group that officially corresponds to the level of education shown.
- *Gross Tertiary Enrollment rate*: the ratio of total enrollment, regardless of age, to the population of the age group that officially corresponds to the level of education shown.
- *Total Telephones per 1000 People*: telephone mainlines + mobile phones
- *Comptures per 1000 People*: personal computers are self-contained computers designed to be used by a single individual.
- *Internet Users per 1000 People*: the indicator relies on nationally reported data. In some cases, it is based on national surveys (they differ across countries in the age and frequency of use they cover), in others it is derived from reported Internet Service Provider subscriber counts.

*Typology*. In this method the desired number of clusters was specified in advance and the 'best' solution was chosen. Based on the abovementioned variables countries were clustered into six clusters that have similar Knowledge Economy patterns. Figure 2 presents the average KEI variables for six clusters. The sixth cluster occupies the best position on all indicators except Gross

Tertiary Enrollment Rate. Cluster 4 takes the first-place position in Gross Tertiary Enrollment Rate (9,1). The weak performance of all three Economic Incentive and Institutional Regime variables reflects the cluster's generally injurious effect of institutional environment for success in the knowledge economy. Because of its weak showing in all four KE pillars Cluster №5 unfortunately ranks as the weakest Knowledge Economy.

Cluster 1 is formed by 29 countries. They are mostly Arab states of the Persian Gulf, the Balkans and Latin America countries with high income or upper middle income. The complete list of the first cluster is given below: Africa: two countries with upper middle income (South Africa and Mauritius); Middle East and N. Africa: six countries with high income (United Arab Emirates, Bahrain, Oman, Saudi Arabia, Qatar, Kuwait) and one country with upper middle income (Jordan); Europe and Central Asia: six with upper middle income (Romania, Bulgaria, Serbia, Macedonia, Turkey, Bosnia and Herzegovina) and lower middle income Georgia;

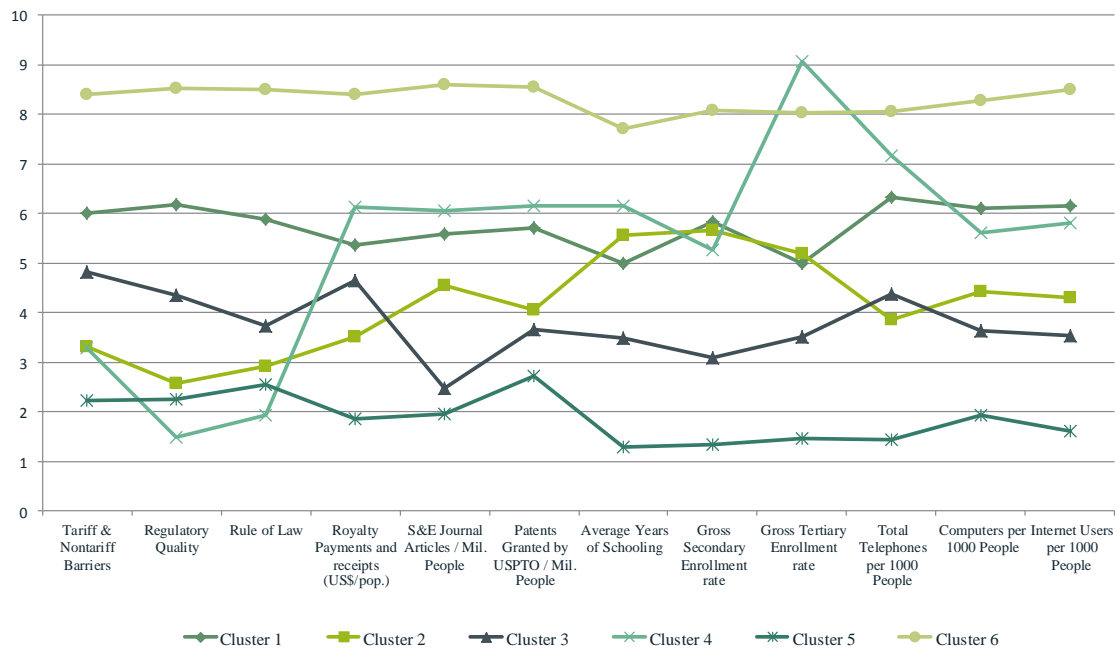


Figure 2. Cluster's KEI variables, 2012 p.

Latin America: two countries with high income (Aruba and Trinidad and Tobago) and nine with upper middle income (Uruguay, Costa Rica, Jamaica, Brazil, Dominica, Panama, Mexico, Peru, Colombia); East Asia and the Pacific: Malaysia and Thailand with upper middle income.

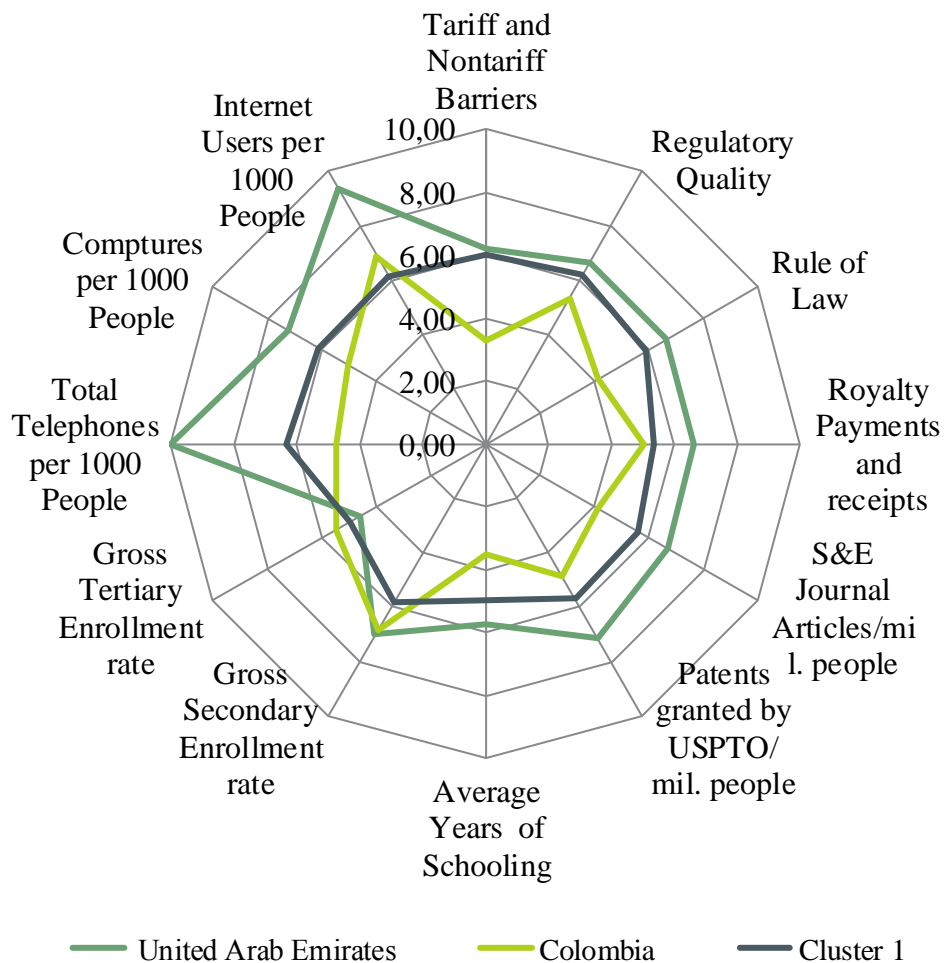
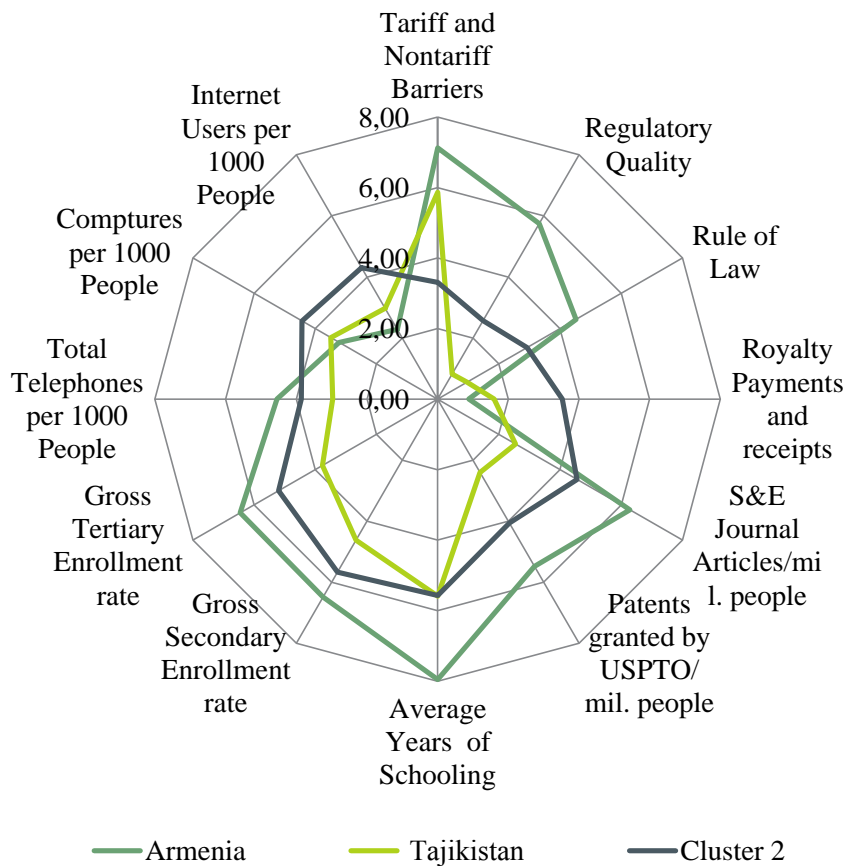


Figure 3. Cross-country Comparison, Cluster 1

Figure 3 presents the average variables for cluster 1, variables for the countries with the highest (United Arab Emirates - 42) and lowest KEI (Colombia - 76). Cluster 1 shows good performance in all variables (5.00-7.00). It is specifically strong in the next two pillars: Economic Incentive and Institutional Regime and ICT, ranking second for both. The weak level is in the education pillar, especially through the lower variables average years of schooling and gross tertiary enrollment rate.

The next 19 countries form the cluster №2, which includes four countries with upper middle income of region Middle East and N. Africa (Algeria, Tunisia, Lebanon and Islamic Rep. Iran), seven countries of Europe and Central Asia (two countries with upper middle income – Azerbaijan and Kazakhstan, three with lower middle income – Armenia, Moldova, Uzbekistan and other two with low income – Kyrgyz Rep. and Tajikistan), four countries of Latin America

(Cuba and Ecuador with upper middle income, Bolivia and Guyana with lower middle income), three of East Asia and the Pacific (upper middle income China and two countries with lower middle income – Mongolia and Fiji) and Sri Lanka (lower middle income country of South Asia).



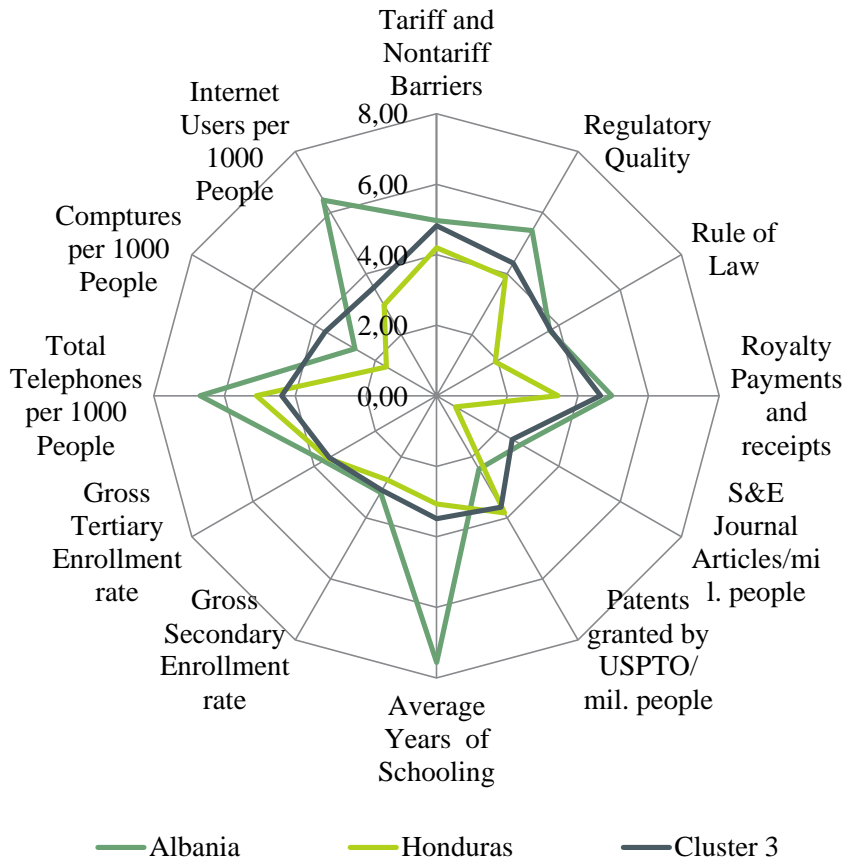
*Figure 4. Cross-country Comparison, Cluster 2*

Low variables of Economic Incentive and Institutional Regime indicate the unfavorable conditions of developing economies, emerging economic and legal environment, poor quality control, low business development and private initiative. Among the four pillars only education variables for this cluster group are under the line of 5,00. Armenia has the highest KEI rank (71), Tajikistan is ranked 105 position.

The third cluster is composed by the next 14 countries: Africa: two countries with upper middle income (Botswana, Namibia) and lower middle income Swaziland; Middle East and N. Africa: Arab Rep. Egypt and Morocco with lower middle income; Europe and Central Asia: Albania – upper middle income country; Latin America: four countries with lower middle income ( El Salvador, Paraguay, Guatemala, Honduras) and Dominican Republic with upper middle



income; East Asia and the Pacific: three countries with lower middle income: Vietnam, Philippines and Indonesia.



*Figure 5. Cross-country Comparison, Cluster 3*

The 12 main variables for this cluster are less than 5,00, especially the lower indicators present the Innovation and Education pillars. The weakest zone is the indicator describing the S&E Journal Articles. Normalized variable is 2,50. Contrary to the Cluster 2, Cluster 3 need the improvement in the educational structure of the population. Figure 5 shows the internal imbalances in the third cluster.

Three post-Soviet countries (Russian Federation, Ukraine and Belarus) and two countries of region Latin America with the strong centralized authority (Argentina, Venezuela) form the fourth cluster. This cluster includes four countries with upper middle income and one country with lower middle income (Ukraine).

Ranked in 55st position for the KEI, Russia's overall performance was hampered primarily by weaknesses in its EIR pillar, which, with a value of only 2.23, puts it in 117 th place. The weak performance of all three EIR variables reflects the country's generally uncondusive institutional environment for success in the knowledge economy. In the education pillar, lower

scores in average years of schooling and secondary enrollment rates have led to a 17-spots drop down to 44 th place. Its ICT pillar has registered a sizable improvement, moving up 19 spots, mainly because of an increase in the number of telephone users. Contrary to Russia Venezuela has the weakest position in this group of countries – 86[4].

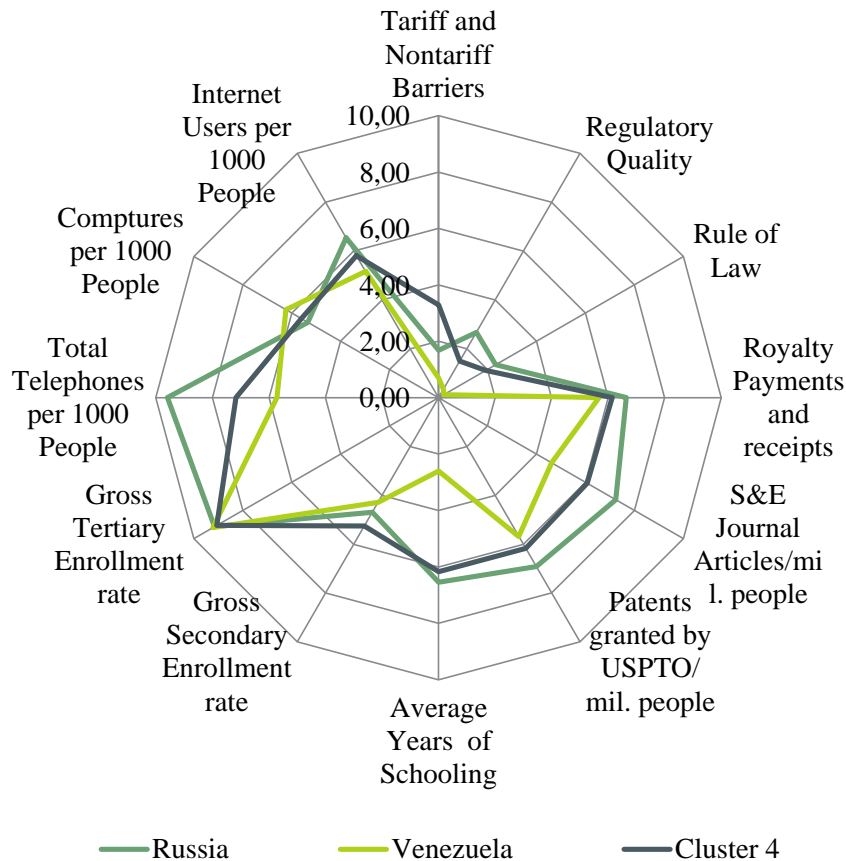


Figure 6. Cross-country Comparison, Cluster 4

Cluster 4 presents a low rate of all normalized variables of Economic Incentive and Institutional Regime. On the other hand, Cluster 4 has high competitiveness in the Education pillar. The ratio of total enrollment, regardless of age, to the population of the age group that officially corresponds to the Secondary education are higher than 80% in all 5 countries. The same variable of tertiary education is more than 75,00% in all countries, except Argentine: it has 69,38% of Gross Tertiary Enrollment rate.

The fourth cluster is also strong in all the innovation indicators: royalty payments and receipts, science and engineering (S&E) journal articles and patents. Technical progress is at the heart of economic growth and development.

New or improved technology can be achieved through own research and innovations or through the absorption and adaptation of foreign technologies. To facilitate such technical progress requires a complex system of supporting institutions and good economic policies.

The cluster №5 is composed by 36 developing countries with low/lower middle income which belong to the next world's region: Africa (Ghana, Senegal, Zambia, Nigeria, Lesotho, Cameroon, Mauritania, Cote d'Ivoire, Sudan, Angola, Kenya, Uganda, Zimbabwe, Malawi, Burkina Faso, Benin, Mali, Rwanda, Tanzania, Madagascar, Mozambique, Ethiopia, Guinea, Eritrea, Sierra Leone), Middle East and N. Africa (Syrian Arab Republic, Yemen, Djibouti), Latin America (Nicaragua), South Asia (Bangladesh, Nepal, Pakistan, India) and East Asia and the Pacific (Myanmar, Lao PDR ta Cambodia).

India show the best result of these countries. India's KEI fell 6 spots to 109 th in the 2012 KEI rankings. Mainly because of growth in USPTO patents, India's innovation pillar has leaped up 20 places to rank 76th. India's EIR and ICT pillars have registered slight declines, falling 4 and 8 spots respectively. Myanmar unfortunately ranks the lowest position in World KE Rankings with KEI of 0,96[4].

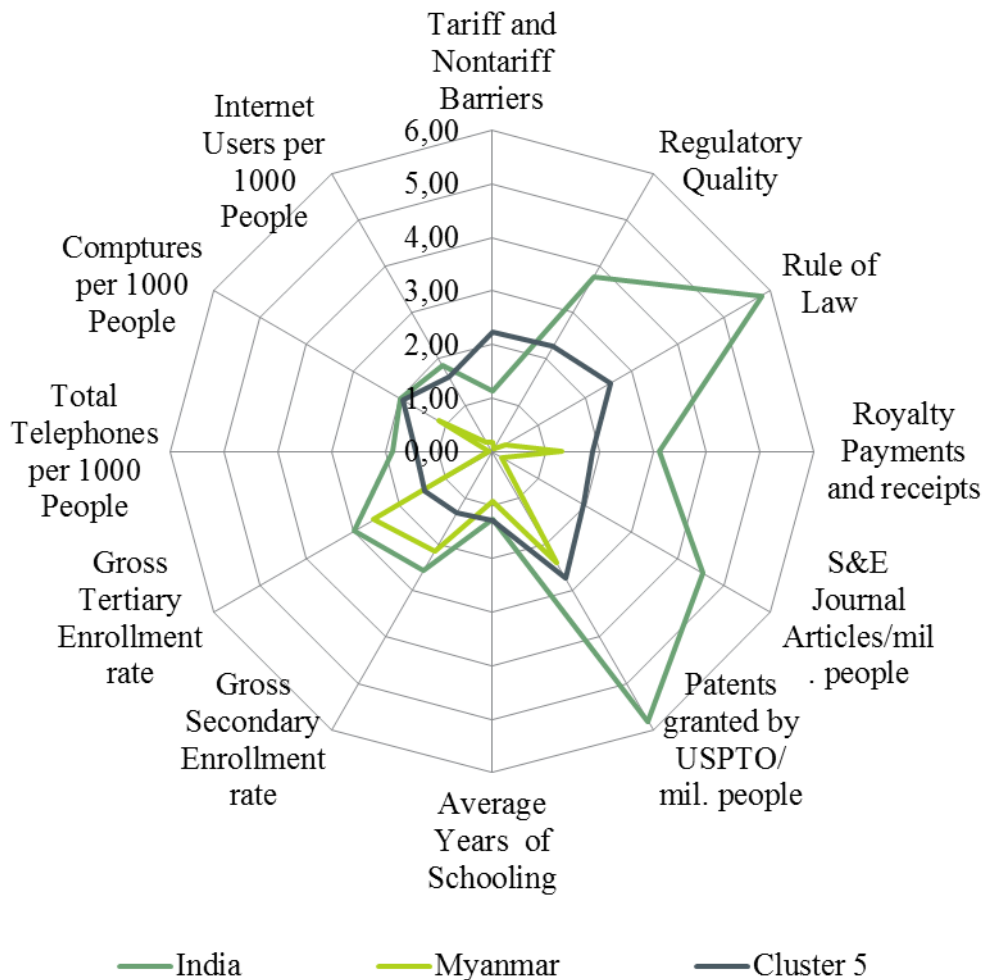


Figure 7. Cross-country Comparison, Cluster 5

Because of its weak showing in all 12 variables pillars, the fifth cluster ranks as the weakest knowledge economy. Especially no normalized variables of Education and ICT pillars exceeded 2.00.

These countries should pay attention for creation and development their KE strategies on the national and local levels. The priorities for this countries are:

- Improvement of Law and Institutions. The indicators of tariff and nontariff barriers, regulatory quality and rule of law are less than 3.00.
- More intensive application of ICT, especially by increasing telephone mainlines, and the number of computers and internet users in the population. In 2012 the number of computers per 1000 people in some country were less than 10 (Angola, Benin, Ghana, Burkina Faso, Eritrea, Ethiopia, Myanmar, Madagascar, Malawi, Mali, Mozambique, Nepal, Tanzania);
- Quantitative improvement of education by increasing secondary and tertiary enrollment rates. For example, in Eritrea, Malawi, Tanzania and Mozambique the Gross Tertiary Enrollment rate is less than 2.00%.

Developed countries with high/upper middle income compose the sixth cluster (41 countries):

- North America: USA and Canada;
- Europe and Central Asia: Sweden, Netherlands, Norway, Switzerland, United Kingdom, Luxembourg, Spain, Slovenia, Italy, Slovak Republic, Portugal, Poland, Finland, Denmark, Germany, Ireland, Belgium, Iceland, Estonia, France, Czech Republic, Hungary, Cyprus, Greece, Croatia, Austria, Lithuania and Latvia;
- Middle East and N. Africa: Israel, Malta;
- East Asia and the Pacific: New Zealand, Australia, Japan, Singapore, Taiwan, Rep. Korea and Hong Kong.
- Latin America: Barbados and Chile.

Contrary to the developing Cluster 5, the developed Cluster 6 presents the top position of all variables which reflects strong performance on the EIR, innovation, ICT and education pillars (Figure 2).

Sweden retains its first-place position as the world's most advanced knowledge economy, with a 2012 KEI of 9.43. Sweden is especially strong in innovation and ICT, ranking second for both pillars. In the education pillar, however, it fell to 6<sup>th</sup> place from 3<sup>rd</sup> place in 2000. Sweden's competitiveness in the ICT pillar is largely attributable to an increase in Internet users. Sweden is also remarkably strong in all the innovation indicators: royalty payments and receipts, science and engineering (S&E) journal articles, and patents. The slight decline in its education performance is mainly due to a drop in secondary and tertiary enrollment rates. The gross secondary enrollment rate declined from 152 percent in 2000 to 103 percent most recently. The tertiary enrollment rate

has risen over time, but not as fast as other countries, so its normalized score declined from 9.72 in 2000 to 8.72 in the most recent year[4].

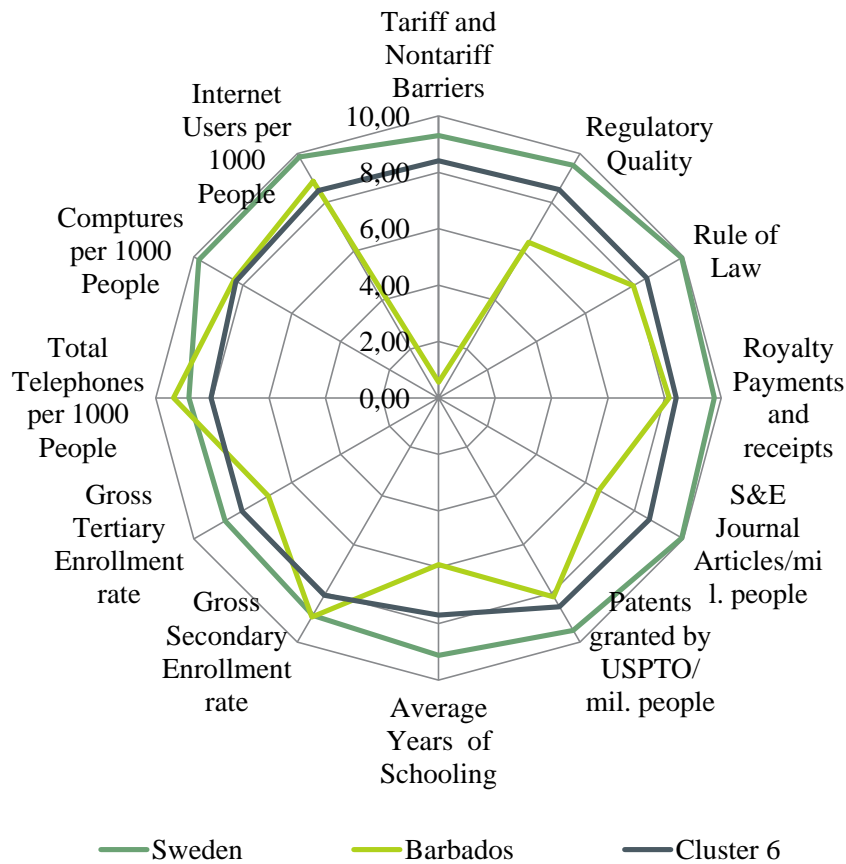


Figure 8. Cross-country Comparison, Cluster 6

The countries formed the sixth cluster provide good economic policies and institutions that permit efficient mobilization and allocation of resources and stimulate creativity and incentives for the efficient creation, dissemination and use of existing knowledge. Educated and skilled workers of national economy continuously upgrade and adapt their skills to efficiently create and use knowledge. The high variables of ICT is the clear evidence of a modern and adequate information infrastructure that can facilitate the effective communication, dissemination and processing of information and knowledge.

*Conclusion.* Building a knowledge economy is a long process involving radical and far-reaching changes. The transformations that a particular country should make depend primarily on its achieved level of economic development. Scenarios for building a knowledge economy cannot be common to all countries. This analysis could help to assist national, regional and local decision makers in developing their knowledge economy, through a better understanding

of the important of all Knowledge Economy pillars. Also developing the successful strategy for each country depends on the ability to pinpoint areas where policy attention or investment may be required.

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## **GLOBAL TRANSNATIONAL ORGANIZED CRIME: KEY FLOWS AND MARKETS**

*This paper aims to explore the spatial patterns of transnational organized crime under the conditions of globalization. The available data of UN Office on Drugs and Crime and website [www.havocscope.com](http://www.havocscope.com) provide for estimates of the world black market value by comparing the total value of 50 contraband products and illegal activities with the total value of criminal markets in 93 countries. The information is subject to limitations of the incomplete data, differences in calculation, and exaggeration of the problems for political and financial motives, and reflects the nature of the "black market". The spatial analysis of the key "black markets", however, identifies the main illicit flows by types of illegal activities. The values of illegal economic activities as a percentage of GDP and per capita calculated for 93 countries of the world based the first mapping attempt, which confirms that transnational organized crime today is really a global problem, especially in poor and conflict-ridden countries. Notable feature shows that the major illicit flows go to, and/or emanate from major economic powers like G8 or BRIC. The research of component and territorial structure of the global "black market", thus, is essential for the development of effective national and international policies in the fight against transnational organized crime.*

*Key words: transnational organized crime, illicit flows, illegal economic activities, black market*

*Introduction.* The so-called global challenges – the problems affecting the vital interests of all nations of the world and requiring collective efforts of the world community for their solving, issues that affect the future progress of humanity – became apparent during the last decades. Besides the obvious positive effects of unprecedented openness of trade, finance, communications and movements, globalization gave rise to tremendous opportunities for criminals. Any country in the world can solve the problem of the transnational organized crime alone. The criminal syndicates operate in a lot of countries, at all continents. The hypothesis exist that the most vulnerable to transnational organized crime are poor countries and conflict areas, however in gross terms the world's major economic powers are also the world's biggest markets for illicit goods and services.

The serious problem is the fact that separate studies are devoted either to key illegal goods' flows or to assessment of value of national "black markets" in absolute terms. At the same time, in modern scientific literature there is no analysis of the economic results of activity of transnational organized crime in separate countries in relative terms (e.g. per capita and as a percentage of GDP). This paper aims to conduct a comprehensive analysis of component and territorial structure of the global "black market", that is essential for the development of effective national and international policies in the fight against transnational organized crime.

*The nature of transnational organized crime.* Transnational organized

crime involves the planning and execution of illicit business ventures by groups or networks of individuals working in more than one country [1]. Transnational crime ring activities weaken economies and financial systems and undermine democracy. These networks often prey on governments that are not powerful enough to oppose them, prospering on illegal activities, such as drug trafficking, that bring them immense profits. In carrying out illegal activities, they upset the peace and stability of nations worldwide, often using bribery, violence, or terror to achieve their goals.

The report of a workshop commissioned by National Institute of Justice (USA), the National Research Council states that three interrelated factors effect the transnational crime: globalization of the economy, increased numbers and heterogeneity of immigrants and improved communications technology. These factors rather facilitate crime, or in some cases, they constitute the criminal opportunities themselves without direct causation impact. For example, immigration does not cause crime. The desire to immigrate, however, may provoke people to violate immigration quotas and regulations and may lead to illegal immigration, which in turn is exploited by criminals. Most of the causes of transnational crime are not new; they are, in fact, quite similar to factors that drive crime in general: disparate socioeconomic conditions, which stimulate migration and its antecedent trafficking in persons; the desire for illegal goods and services, which moves crime into the transnational realm when the suppliers are in one country and the consumers are in another; and the universal greed for money and power.

The challenges in preventing and controlling transnational crime stem from several sources. For example, some crimes arise out of particular cultural or societal conditions and experiences that differ from one country to another. Behaviour that is acceptable in one country may be illegal in another. Crimes that arise out of electronic communications, such as money laundering, are not bound by national borders [2].

Transnational organized crime just recently appeared in the international agenda and attracted the considerable attention. The United Nations Convention against Transnational Organized Crime entered into force in 2003. The next year, the United Nations High-level Panel on Threats, Challenges, and Change, identified transnational organized crime as one of “six clusters of threats with which the world must be concerned now and in the decades ahead.” In February 2010, the UN Security Council noted “with concern the serious threat posed in some cases by drug trafficking and transnational organized crime to international security in different regions of the world” and invited the Secretary-General of the United Nations “to consider these threats as a factor in conflict prevention strategies, conflict analysis, integrated missions’ assessment and planning.” [3; p.1] Stopping the operations of transnational organized crime has thus become a matter of international priority. Translating political will into concrete results will mean achieving two difficult goals: understanding transnational organized crime and integrating national responses into



international strategies.

Under the Organized Crime Convention, *transnational organized crime (TOC)* is any serious transnational offence undertaken by three or more people with the aim of material gain [3; p.1]. This understanding is broader than that popularly used, which tends to focus on multi-crime groups of career criminals.

Regarding trends in transnational organized crime it should be noted, that both highly structured and loosely structured organizations are involved in transnational organized crime, and a number of authorities have argued that the former are losing out to the latter. Under enforcement pressure, the traditional, hierarchical organized crime groups have developed a “cell structure” similar to that seen in terrorist groups, with small networks doing the work formerly performed by more rigid structures.

Rather than being an adaptive response of traditional groups, it appears that these networks of market-driven individuals have always existed in transnational trafficking, but were less visible to law enforcement authorities focused on local crime problems. However, the groups themselves have become less important than the markets with which they engage. Today, organized crime seems to be less a matter of a group of individuals who are involved in a range of illicit activities, and more a matter of a group of illicit activities in which some individuals and groups are presently involved. If these individuals are arrested and incarcerated, the activities continue, because the illicit market, and the incentives it generates, remains [3; p.1-3].

In the past quarter century (namely, since the end of the Cold War), global governance has failed to keep pace with economic globalization. Therefore, as unprecedented openness in trade, finance, travel and communication has created economic growth and well-being, it has also given rise to massive opportunities for criminals to make their business prosper. Organized crime has diversified, gone global and reached macro-economic proportions: illicit goods are sourced from one continent, trafficked across another, and marketed in a third (fig. 1). Mafias are today truly a transnational problem: a threat to security, especially in poor and conflict-ridden countries. Crime is fuelling corruption, infiltrating business and politics, and hindering development.

The most illicit flows go to, and/or emanate from major economic powers (that is, the G8, but also informal groups like the BRIC). In other words, the world’s biggest trading partners are also the world’s biggest markets for illicit goods and services (fig. 4). On the one hand, this is a logical consequence of the huge increase in the volume of trade. On the other, it reflects the extent to which the underworld has become inextricably linked to the global economy, and vice versa, through the illicit trade of legal products (like natural resources), or the use of established banking, trade and communications networks. Corruption, coercion and white collar collaborators (in the private and public sectors) lower risk to international mafias while the effective logistics they provide increases mafia profits. This model has made transnational crime one of the world’s most sophisticated and profitable businesses [3; p.ii].

*A brief overview of major illegal markets and types of criminal activity.* With regard to *human trafficking*, a greater variety of nationalities of victims have been detected in Europe than in any other region. Cross-border flows are not necessarily long-distance flows. Much of the cross-border trafficking activity was between countries of the same general region, particularly between neighbouring countries. But there was also evidence of intercontinental trafficking. Most remarkably, victims from East Asia were detected in more than 20 countries in regions throughout the world, including Europe, the Americas, the Middle East, Central Asia and Africa. Other long distance flows include the trafficking of African victims to locations in Europe and North America; the trafficking of Central European, Eastern European and Central Asian victims to Europe and the Middle East; and the trafficking of South Asian victims to the Middle East [4; p.11]. After a strong increase at the end of the Cold War, human trafficking to Europe for the purpose of sexual exploitation appears to have stabilized, with women from a wide variety of countries displacing the Eastern European victims that formerly dominated this market.

With regard to *migrant smuggling*, the two most prominent flows are the movement of workers from Latin America to North America and from Africa to Europe. Most irregular migrants to the United States of America enter in an underhand manner across the south-west border of the country and over 90% are assisted by a large number of small scale professional smugglers. It should be noted that this flow appears to be declining in response to the global financial crisis. The routes for migration from sub-Saharan Africa to Europe have shifted in response to enforcement efforts, so the smugglers are often opportunistic entrepreneurs. While the number of detected migrants has recently declined dramatically, it is too early to draw conclusions about the long-term trend [3; p.v].

*Drug trafficking* flows vary according to the drug type involved. The most commonly seized drug type, cannabis herb, is often locally produced and thus, international trafficking is limited. Cocaine and heroin are trafficked both intra- and inter-regionally, though considerable amounts are consumed quite far from the countries of cultivation and production. Most ATS-manufacture (amphetamine-type stimulants) occurs in the region of consumption, whereas their precursor chemicals are trafficked inter-regionally. The long-term trends show increased seizures for all the major drug types. Between 1998 and 2009, seizures of cocaine, heroin and morphine, and cannabis almost doubled. ATS seizures more than tripled over the same period. Though it is still the most commonly seized drug, by far, the relative importance of cannabis in total illicit drug seizures has declined, rendering the other drug types – particularly ATS – increasingly prominent. Looking at recent trends, global seizures of ATS rose to a record high in 2009, driven by increases in methamphetamine seizures. Ecstasy seizures, on the other hand, decreased. The predominant type of ATS seized varies according to region, with methamphetamine dominating in Oceania, Africa, North America and much of Asia. Seizures of opiates

remained stable in 2009, with the Islamic Republic of Iran and Turkey continuing to account for the largest national seizure totals. Cocaine seizures also remained largely stable, at a high level. For cannabis, seizures of cannabis herb – the most widely consumed variety – increased, whereas resin seizures decreased. For cocaine and cannabis resin, seizures are shifting away from the main consumer markets to source regions. Both North America and West and Central Europe account for declining shares of global cocaine seizures, while South America is seizing more. Similarly, cannabis resin seizures decreased significantly in Europe but increased in North Africa from 2008 to 2009 [5; p.15].

With regard to *heroin trafficking*, around 90% of the global heroin supply comes from opium poppy cultivated in Afghanistan, and the majority of this is consumed in Europe, the Russian Federation and countries en route to these destinations. The route to the Russian Federation takes advantage of cross-border social and ethnic linkages in the new states of Central Asia, mostly moving the heroin in small amounts on board commercial and private vehicles. In contrast, the flow to Europe appears to be more organized, with much larger shipments crossing a greater number of borders involving states with much higher interdiction capacity.

With regard to *cocaine trafficking*, the vast bulk of the flow proceeds from the Andean region to North America (often via Central America) and Europe (often via West Africa) though an increasing share is directed to the Southern Cone of South America. Consumption of cocaine in the United States has been in long-term decline since the 1980s and has dramatically dropped off since 2006. This is likely due to enforcement efforts in Latin America, but these efforts have increased competition and violence between trafficking groups. International attention and intervention, as well as political changes, appear to have substantially reduced trafficking through West Africa after 2007. Demand in Europe appears to be stabilizing after rapid growth in the last decade.

With regard to *firearms trafficking*, traffickers service two primary markets for illicit arms – those who need weapons for criminal purposes (such as the flow from the United States to Mexico), and those who need them for political ones (such as the flow from Eastern Europe to Africa). Different types of arms and techniques are implicated in each case. Most of the firearms trafficked from the United States to Mexico appear to be acquired from licensed dealers by straw purchasers. Then these firearms trafficked across the border in very small batches by a large number of couriers taking advantage of the high levels of cross-border traffic. This long-standing flow appears to be stable. With massive stocks of arms from the Soviet era, some countries in Eastern Europe, including Ukraine, remain vulnerable to trafficking.

With regard to *environmental resource trafficking*, the trafficking of wildlife from Africa and South-East Asia to other parts of Asia and the trafficking of timber to China and Europe represent two of the best documented flows. While the poaching of large species in Africa captures most of the

attention and the demand for rhinos appears to have recently increased dramatically, the growing consumption of a wide variety of smaller species from South-East Asia could have greater long-term environmental consequences and almost certainly brings more money to organized crime. Measures have been taken to prevent the import of illegally harvested wood, but corruption and “timber laundering” in third countries are undermining these efforts, even as demand grows.

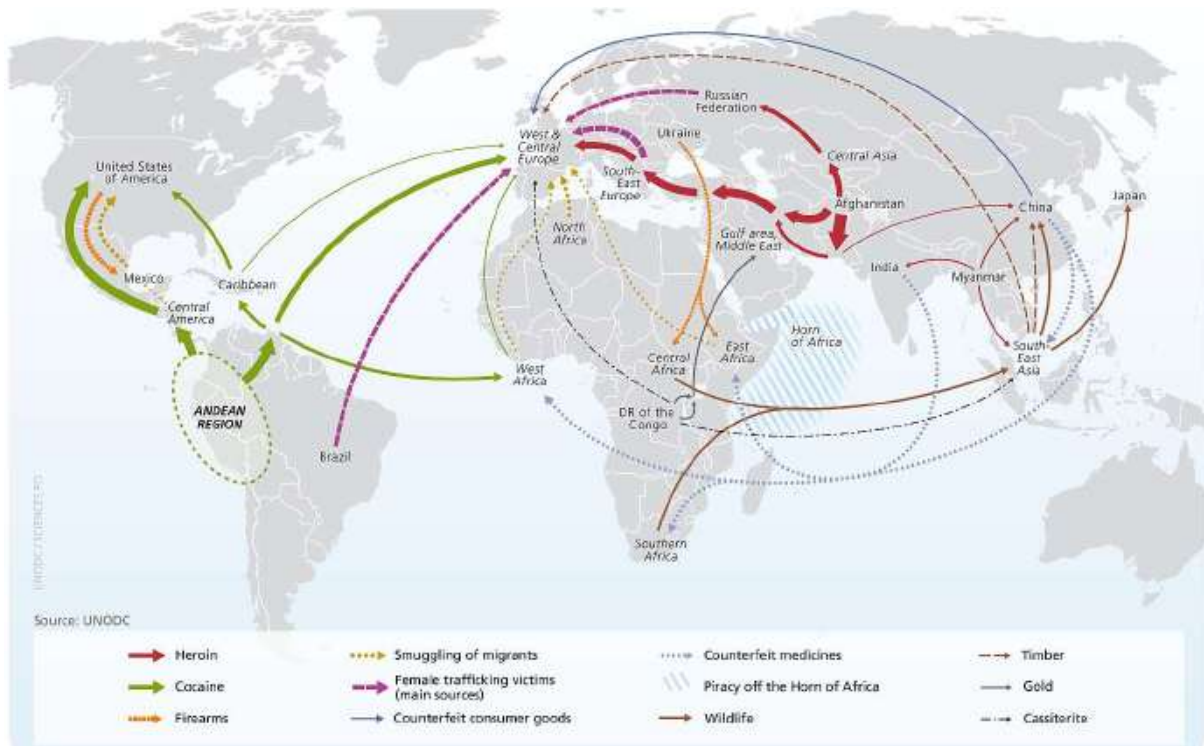


Fig. 1: Main Global Transnational Organized Crime Flows [3; p.2]

With regard to *product counterfeiting*, the outsourcing of production to Asia has fuelled global economic growth, but it has also created opportunities for counterfeiting. This can be seen in the flow of counterfeit consumer goods to Europe and the flow of counterfeit medicines to South-East Asia and Africa. The flow of counterfeit goods into Europe, while small in comparison to licit goods, appears to have increased dramatically in recent years. The lack of accountability for these items renders some classes of goods a serious public safety concern. Trafficking of medicine is an opportunistic crime, emerging where regulatory capacity is low, not where profits would be highest. Because many of these products are dilute versions of genuine products, they may foster the evolution of drug-resistant strains of deadly pathogens.

With regard to *maritime piracy*, the traditional robbery on the high seas has been transformed into a form of kidnapping for ransom, as Somali pirates, sometimes directed by shipping industry insiders, seek a growing number of targets further and further from their national waters.

With regard to *cybercrime*, the Internet has allowed traditional acquisitive

crime, such as identity theft, and transnational trafficking, such as the trade in child pornography, to vastly increase in scope. Online identity theft is still far less common than other forms of the crime, but the potential is much greater, and appears to be most advanced in the United States in terms of both victims and perpetrators. Regarding the production and distribution of child pornography, there was a risk that the rise of the Internet would increase demand and multi-crime groups began victimizing children for profit. To date, this risk does not appear to have been realized, though, as an increasing share of child pornography distributed is exchanged between peers on a non-commercial basis [3; p.v-vi].

The potential effects of the key problems of transnational organized crime are summarized in Table 1.

*Table 1.*  
*Extent and effects of transnational organized crime [3; p.16-17]*

<i>TOC problem</i>		<i>Estimated extent</i>	<i>Estimated annual value (US\$)</i>	<i>Estimated trend</i>	<i>Potential effects</i>
Trafficking in persons	To Europe for sexual exploitation	70'000 victims (annual) 140'000 victims (stock)	3 billion (stock)	Stable	Human rights violations
Smuggling of migrants	From Latin America to North America	3 million entries (annual)	6,6 billion (income for smugglers)	Declining	Irregular migration, vulnerability of migrants
	From Africa Europe	55'000 migrants (annual)	150 million (income for smugglers)	Declining	Irregular migration, death of migrants
Cocaine	From Andean region to North America	309 tons (depart) 196 tons (at destination)	38 billion (at destination)	Declining	Addiction; drug related crime, corruption and violence in the Andean region; links with illegal armed groups in the Andean region; destabilization and corruption in neighbouring states, Central America and Mexico
	From the Andean region to Europe	212 tons (depart) 124 tons (at destination)	34 billion (at destination)	Stable	Addiction, drug related crime and violence, destabilization and corruption in Andean countries, the Caribbean and West Africa
Heroin	From Afghanistan to the Russian Federation	95 tons (depart) 70 tons (at destination)	13 billion (at destination)	Increasing	Addiction, spread of HIV/ AIDS; increase in organized crime, funding for criminals and insurgents, corruption
	From Afghanistan to Europe (Excl. Russia)	140 tons (depart) 87 tons (at destination)	20 billion (at destination)	Stable	Addiction, increase in organized crime; funding for criminals and insurgents, corruption
Trafficking of firearms	From USA to Mexico	20'000 weapons, mostly handguns	20 million	Stable	Rising deaths in Mexico's drug cartel wars
	From Eastern Europe to the world	At least 40'000 Kalashnikovs in 2007/2008	At least 33 million (in 2007/2008 at destination)	Declining	Death and instability
Trafficking of natural resources	Wildlife from Africa and South-East Asia to Asia	Elephant ivory: 75 tons Rhino horn: 800 kg Tiger parts: Perhaps 150 tiger skins and about 1'500 kg of tiger bones	Elephant ivory: 62 million Rhino horn: 8 million Tiger parts: 5 million	Increasing	Tigers and black rhinos may become extinct in the wild; impact on South-East Asia wildlife unclear; promotion of corruption and organized crime

*Geography and tourism*

	Timber from South-East Asia to the European Union and Asia	Perhaps 10 million cubic meters	3.5 billion (at destination)	Declining: Indonesia, Myanmar; Possibly increasing in Lao PDR, Papua New Guinea	Deforestation, loss of habitat, loss of species, climate change, increased rural poverty especially amongst indigenous people, irregular migration, flooding, soil erosion
Product counterfeiting	Consumer goods from Asia to Europe	Some two billion articles per year	8.2 billion (at destination)	Increasing	Loss of product safety and accountability, loss of revenue
	Medicine from Asia to South-East Asia and Africa	Billions of dose units	1.6 billion (at destination)	Unclear	Death, drug-resistant pathogens
Maritime piracy	Off the coast of Somalia	217 attacks in 2009.	100 million	Increasing	Difficulties in establishing Government authority, negative impact on local and international commerce
Cybercrime	Identity theft	Around 1.5 million victims	1 billion	Unclear	Increase in the costs of credit, depressive effects on the economy, loss of trust in e-commerce
	Child pornography	Perhaps 50'000 new images generated annually	250 million	Unclear	Child victimization

In spite of the internal divergence of the various estimates, aggregating them for comparison shows a convergence in the results. The overall best estimates of criminal proceeds are close to US\$2.1 trillion in 2009 or 3.6% of global GDP (95% confidence interval: 2.7%-4.4%). If only typical transnational organized crime proceeds were considered (resulting from trafficking drugs, counterfeiting, human trafficking, trafficking in oil, wildlife, timber, fish, art and cultural property, gold, human organs and small and light weapons), the estimates would be around 1.5% of GDP. About half of these proceeds were linked to trafficking in drugs. Crime proceeds linked primarily to the national sector such as fraud, burglaries, theft, robberies, loan sharking or protection racketeering were not included in these estimates. The best estimates of the amounts of money that are laundered are close to US\$1.6 trillion or 2.7% of GDP in 2009 (confidence interval: 2.1%-4.0%). The best estimates of the amounts of money laundered globally each year fall within the so-called 'consensus range' of 2%-5% of GDP, originally proposed by the head of the International Monetary Fund in 1998 [6; p.9].

According to the website *havocscope.com*, gross receipts from the production of black markets is about \$1.8 trillion, the bulk of which is received from counterfeit drugs (\$200 billion), prostitution (\$186 billion), counterfeit electronics (\$169 billion), marijuana (\$141.8 billion), illegal gambling (\$140 billion), cocaine (\$85 billion), prescription drugs (\$72.5 billion), heroin (\$68 billion), software piracy (\$63 billion) and cigarette smuggling (\$50 billion). These 10 kinds of illegal activities compose 72 per cent of the global the underground economy (fig. 2). Corruption and bribery (\$1.6 trillion), money laundering (\$2.5 trillion) and organized crime (\$322 billion) are not included in the Havocscope World Black Market Value [7].

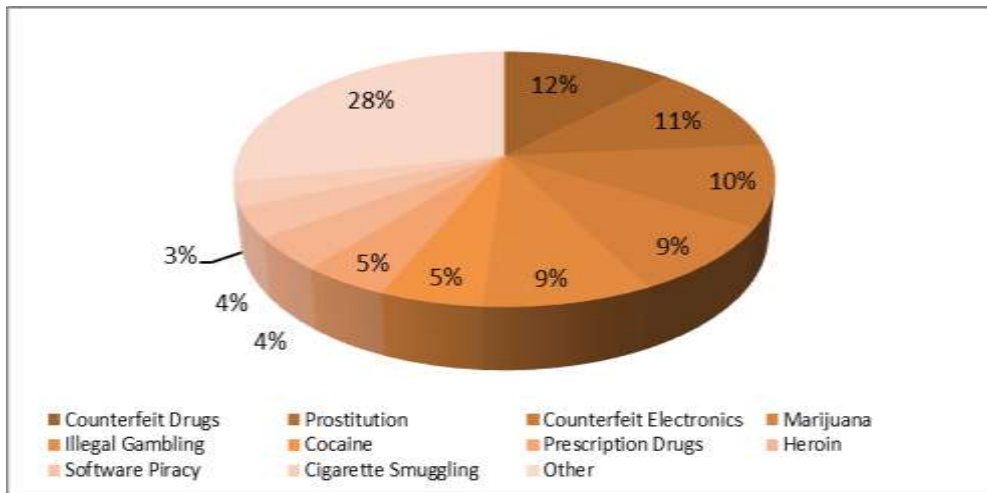


Fig. 2: Financial Values of the Main Global Illegal Activities

The most valuable black markets are located in the following countries: United States (\$625.63 billion), China (\$261 billion), Mexico (\$126.08 billion), Spain (\$124.06 billion), Italy (\$111.05 billion), Japan (\$108.3 billion), Canada (\$77.83 billion), India (\$68.59 billion), United Kingdom (\$61.96 billion). These 10 countries compose 81 per cent of the global the underground economy (fig. 3). The value of Ukrainian black market is estimated as \$4.310 billion [7].

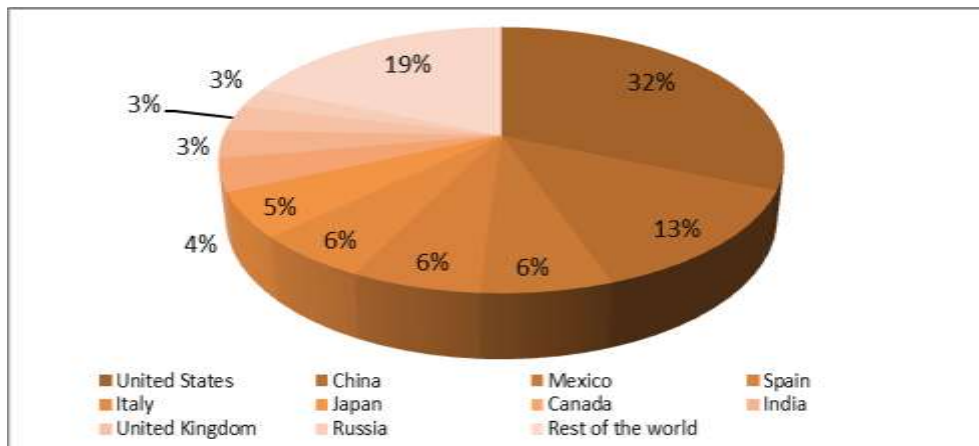


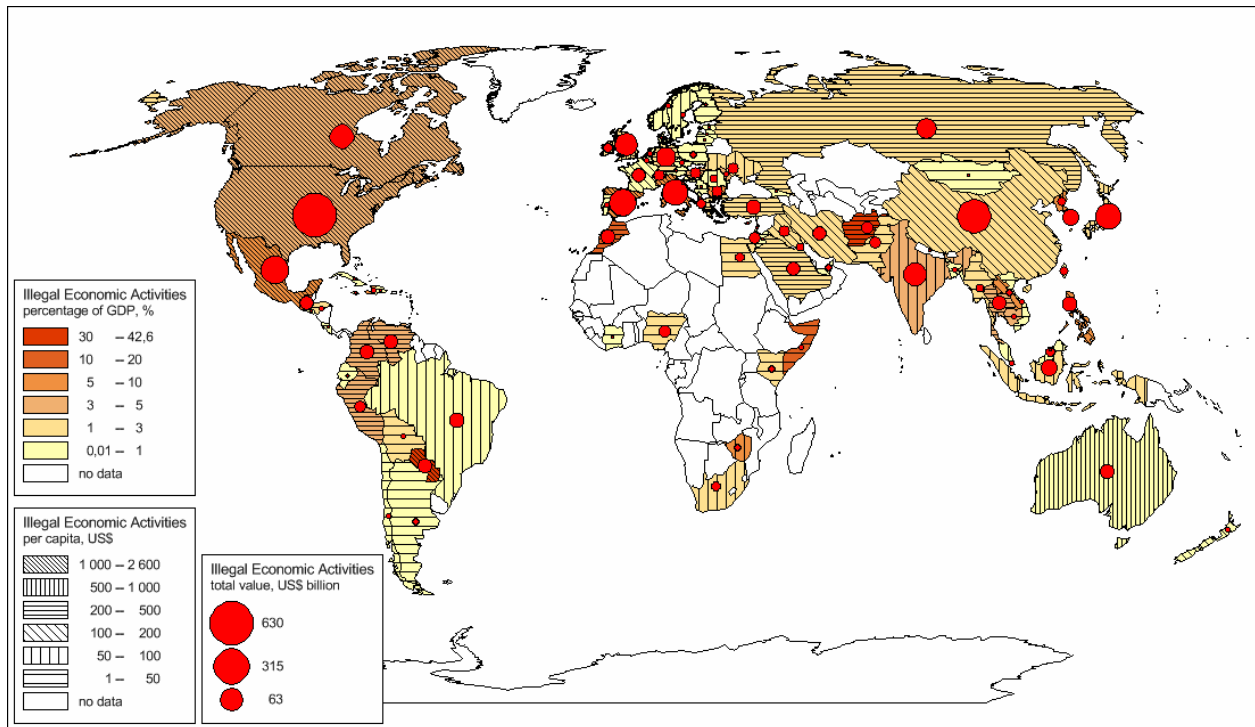
Fig. 3: Financial Values of the Main National Black Markets

With regard to the illegal economic activities as percentage of GDP, black markets of Paraguay and Afghanistan are estimated as 42.6% and 35.4% respectively. Shares of black markets in GDP of some other countries are: 9.5% in Spain, 5.4% in Italy, 3.7% in United States, 2.5% in Ukraine, 2.4% in Russia, 1.1% in Germany, 0.18 in Poland, less than 0.1% in Lithuania, Singapore, Netherlands, Finland, Denmark, Norway, Austria, Belgium etc. (fig. 4).

The highest value of illegal economic activities per capita is observed mostly in highly developed countries (due to high supply and demand for different kinds of illicit goods and services) as well as some countries of Central (due to high income from cocaine traffic) and South America (mostly because of

a large amount of counterfeit production in Paraguay), namely Spain (\$2.6 thousand), Canada (\$2.2 thousand), United States (\$2.0 thousand), Paraguay (\$1.9 thousand), Italy (\$1.8 thousand), Mexico (\$1.0 thousand), United Kingdom (\$970), Israel (\$900), Japan (\$850), Guatemala (\$690). The value of illegal economic activities in Ukraine is estimated as almost \$100 per capita (it is significantly lower than in neighbouring Russia – \$344).

Thus we can see how serious the threat of transnational organized crime is.



*Fig. 4: National Black Markets*

*Conclusion.* In the past quarter century (namely, since the end of the Cold War), global governance has failed to keep pace with economic globalization. Therefore, as unprecedented openness in trade, finance, travel and communication has created economic growth and well-being, it has also given rise to massive opportunities for criminals to make their business prosper. Organized crime has diversified, gone global and reached macro-economic proportions: illicit goods are sourced from one continent, trafficked across another, and marketed in a third. Mafias are today truly a transnational problem: a threat to security, especially in poor and conflict-ridden countries. But most illicit flows go to, and/or emanate from major economic powers. The most actual transnational organized crime problems are human trafficking, migrant smuggling, drug trafficking, firearms trafficking, environmental resources trafficking, counterfeit goods trafficking, maritime piracy and cybercrime. Most of these illegal flows of goods and services are a product of market forces (the presence of supply and demand) rather than the result of some criminal activities



of separate criminal groups. Given the above, the resolution of these problems requires a consolidated approach of all countries, as local actions (for example arrests and imprisonment of criminals) are certainly important, but they only shift the flows of illicit activity and at the same time have almost no impact on most illegal markets.

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