

A STUDY OF TOURISM IN UKRAINE BASED ON SWOT-ANALYSIS

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Sustainable development is a new concept of development put forward by the international community in the 1990s. It is a major change in the concept of human development. Its essence refers to the coordinated development of population, resources, environment, economy and society. The core of sustainable development lies in the correct understanding and handling of the relationship between man and nature, the coordination and co-evolution of each other, the correct understanding and handling of the relationship between man and man, the harmonious and equal development of the relationship between man and man, and the correct understanding and handling of the relationship between man and man. Third, correctly understand and handle the relationship between present and future generations. This is put forward by human beings to re-understand their own development process and re-examine economic and social behavior. In order to achieve sustainable development, many countries have adopted different countermeasures, among which many countries have chosen to develop tourism as an important strategic measure of sustainable development.

Tourism is a comprehensive reflection of social, economic, cultural and other phenomena. It can prosper the local economy, drive the overall development, promote economic growth, provide employment opportunities and promote social harmony. Tourism, known as the eternal sunrise industry, has become one of the important industries in the world. In recent years, tourism has developed rapidly all over the world. Because of the important role of tourism industry in stimulating economy, spreading culture, promoting

employment and protecting the environment, many countries and regions have listed it as a strategic industry that focuses on supporting and giving priority to development. At present, more than 130 countries and regions in the world have listed the tourism industry as the pillar industry of their national economic development. This paper takes Ukraine as the object of study. Ukraine is the second largest country in Europe, with Russia in the east, the Black Sea in the south, Belarus in the north, Poland, Slovakia, Hungary, Romania and Moldova in the west. Even. Ukraine has a long history and important geographical position. It is located at the geographical intersection of Western Europe and Eastern Europe. As a famous grain exporter in the world, Ukraine is rich in natural tourism resources. Ukraine's natural scenery is one of Ukraine's national heritages, with 21 nature reserves, 4 of which are biosphere. These are natural territories, and the whole natural complex is protected. The largest and most famous of them are the Carpathian Mountains, Askania-Nova, the Black Sea, the Azov Sea, the Danube River and the Ukrainian grassland Reserve. It also includes 22 national parks, the most famous of which are Azov-Sivash, Shatsky, Holy Mountain, Galicki and Hattour Park. From the following figure, we can see that the distribution of tourism resources in eastern Ukraine is relatively small, most of which are concentrated in the central, northwest and southwest regions (Figure) Red dot is a tourist attraction).



Figure 1 – Tourism development in Ukraine

With the development of tourism entering the era of competition

globalization, knowledge economy and individualized demand, the future competition of tourism will be more embodied as characteristic competition. Under these conditions, the significance of cultural tourism is particularly prominent. SWOT analysis, as a more mature analysis method and research system, has been successfully applied in many fields, such as enterprise management, educational management and so on. Therefore, It is also of practical significance to enter it into tourism management. At present, many scholars have begun to introduce SWOT analysis into tourism management. The development of these studies is beneficial to the combination of SWOT analysis into the cultural tourism industry (Table).

Table – SWOT-analyze of tourism development in Ukraine

Strengths	Opportunities
Ukraine's tourism resources have unique comparative advantages, including not only the beautiful mountains and rivers formed naturally, but also the rich human resources.	Rich in tourism resources and great potential for tourism development, tourism is better developed under the background of Belt and Road Initiative.
Weaknesses	Threats
The overall economic situation still needs to be improved, and the level of the economy is still very different from that of other countries, At the same time, the tourism industry chain is still not perfect.	Other European countries, which are as rich in natural and cultural resources as Ukraine, are the biggest challenge for Ukraine to develop its tourism industry

This paper systematically analyzes and studies the advantages, disadvantages, opportunities and threats faced by cultural tourism at present, so as to facilitate the cultural tourism industry to make maximum use of its internal advantages and opportunities in the environment in its strategic planning. We should formulate a scientific strategy that is convenient to get rid of threats, reduce risks and carry forward advantages, so as to better promote the development of tourism in Ukraine, achieve steady economic growth, and improve people's living standards.