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THE ANALYSIS OF INTERNATIONAL TOURIST STREAMS OF UKRAINE FOR THE PERIOD FROM 2012 TO 2017

The purpose of this article is to analyze the dynamics of tourist streams between Ukraine and other countries of the world, as well as to identify the factors that influence the development of international tourism most of all.

Research methodology. The most important statistical indicators that characterize tourist streams are the number of Ukrainians who visited other countries for tourist purposes and the number of tourists - citizens of other countries, who arrived in Ukraine. In our study of the tourist streams of Ukraine the mathematical indicator that reflects the features of tourist streams and their socio-economic importance for the development of international tourism in the country, namely the coefficient of tourist exchanges, was used. Selected for the research were the

countries visited by more than 50 thousand tourists from Ukraine for at least 2 years in a row. The total number of the tourists includes persons who travelled for official, tourism, and private purposes (without vehicle servicing personnel and servicemen).

Results of the research. Most tourists from Ukraine go to neighboring countries, namely to Russia, Moldova, Belarus, Poland, Romania, Hungary, and Turkey. Turkey is a popular holiday destination among Ukrainians, because it's close to Ukraine and can provide tourists with a good service. It is necessary to take into account the fact that a large number of Ukrainians work abroad, mainly in Europe, as well as in Russia. When these people leave for a foreign country, they can state their visit is private, not working; therefore, they are mistakenly defined as tourists. The donor countries of tourists who come to Ukraine are (the coefficient tends to "1") Tajikistan, Uzbekistan, and the United States. The countries for which Ukraine is a donor of tourists are the (coefficient tends to "-1") United Arab Emirates, Egypt, Cyprus, Spain, Greece, Austria, Turkey, and Poland.

Scientific novelty. For the first time, the coefficient of tourist exchanges of Ukraine in relation to 29 countries of the world for 2012 and 2017 was calculated. The donor countries of tourists coming to Ukraine, as well as the countries for which Ukraine is a donor of tourists were identified.

Practical significance. It is to reveal the fact that Ukraine is a donor country for tourists. Given the fact that Ukraine is rich in tourist resources, over time, using the experience of tourist countries around the world, it can change this status and receive more foreign tourists.

Keywords: tourist streams, the coefficient of tourist exchanges, donors of tourists.

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