

Oksana Kharchenko

**SPATIAL DIFFERENTIATION OF
TOURIST FLOWS AND EFFECTIVE
MANAGEMENT MECHANISMS
FOR REGIONAL TOURISM
DEVELOPMENT IN UKRAINE**

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In this study, Oksana Kharchenko examines the theoretical and methodological foundations of the spatial differentiation of tourist flows in the regions of Ukraine and substantiates approaches to improving regional tourism development through effective management mechanisms. The purpose of the research is to investigate the nature of spatial differentiation in the tourism services market, analyze regional disparities in tourist flows, and develop a mechanism for the effective management of tourism activities aimed at reducing regional imbalances. The research is based on a combination of theoretical generalization, comparative analysis, systematization, and statistical analysis of tourist flows in Ukraine during 2000 – 2019. The study identifies the main factors determining the uneven spatial distribution of tourism development, including differences in natural and recreational resources, climatic conditions, cultural and historical heritage, transport and tourism infrastructure, and the distribution of recreational assets. The concept of spatial differentiation is generalized and defined as the uneven development of the tourism services market caused by objective territorial disparities. The analysis demonstrates that only approximately 20% of Ukraine's regions constitute the tourism "core," while the remaining regions form the peripheral tourism space, indicating a high degree of regional imbalance. Based on these findings, Oksana Kharchenko proposes a mechanism for the effective management of tourism activities in the regions of Ukraine. The mechanism incorporates strategic priorities, management principles, institutional, socio-economic, and integration vectors, as well as measures for anti-crisis management, innovation-driven tourism development, adaptation to European standards, and a monitoring system for implementation. The practical application of the proposed mechanism is expected to reduce spatial disparities in regional tourism development, strengthen the competitiveness of regional tourism markets, improve the quality of tourist flows, and support the sustainable development of the tourism sector in Ukraine.

Keywords: *spatial differentiation, tourist flows, tourism services market, tourism activities, regional tourism development, tourism management, sustainable tourism, Ukraine*

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SPATIAL DIFFERENTIATION OF TOURIST FLOWS AND EFFECTIVE MANAGEMENT MECHANISMS FOR REGIONAL TOURISM DEVELOPMENT IN UKRAINE

Abstract

In this study, Oksana Kharchenko examines the theoretical and methodological foundations of the spatial differentiation of tourist flows in the regions of Ukraine and substantiates approaches to improving regional tourism development through effective management mechanisms. The purpose of the research is to investigate the nature of spatial differentiation in the tourism services market, analyze regional disparities in tourist flows, and develop a mechanism for the effective management of tourism activities aimed at reducing regional imbalances. The research is based on a combination of theoretical generalization, comparative analysis, systematization, and statistical analysis of tourist flows in Ukraine during 2000 – 2019. The study identifies the main factors determining the uneven spatial distribution of tourism development, including differences in natural and recreational resources, climatic conditions, cultural and historical heritage, transport and tourism infrastructure, and the distribution of recreational assets. The concept of spatial differentiation is generalized and defined as the uneven devel-

opment of the tourism services market caused by objective territorial disparities. The analysis demonstrates that only approximately 20% of Ukraine's regions constitute the tourism "core," while the remaining regions form the peripheral tourism space, indicating a high degree of regional imbalance. *Based on these findings, Oksana Kharchenko proposes a mechanism for the effective management of tourism activities in the regions of Ukraine.* The mechanism incorporates strategic priorities, management principles, institutional, socio-economic, and integration vectors, as well as measures for anti-crisis management, innovation-driven tourism development, adaptation to European standards, and a monitoring system for implementation. The practical application of the proposed mechanism is expected to reduce spatial disparities in regional tourism development, strengthen the competitiveness of regional tourism markets, improve the quality of tourist flows, and support the sustainable development of the tourism sector in Ukraine.

Keywords: *spatial differentiation, tourist flows, tourism services market, tourism activities, regional tourism development, tourism management, sustainable tourism, Ukraine.*

Problem Statement

In the contemporary context of global economic development, the tourism market is undergoing profound structural and functional transformations driven by globalization and digitalization processes, the intensification of environmental and security challenges, and shifts in consumer behavior patterns. Tourism increasingly functions not merely as a distinct sector of the economy, but as an integrated system of intersectoral

linkages that influences the socio-economic development of countries and regions, the formation of human capital, and international competitiveness.

At the same time, the modern global tourism market is characterized by heightened instability, a high sensitivity to external shocks, and asymmetric development of individual tourist destinations. Existing models of tourism market functioning, formed under the dominance of mass tourism, are becoming progressively less consistent with new realities associated with the growing role of innovation, sustainable development, and the individualization of tourist demand. This necessitates a rethinking of theoretical approaches to tourism market analysis and a refinement of the content of key global trends shaping its development.

The core problem lies in the absence of a comprehensive scientific vision of contemporary global trends in the development of the tourism market and in the insufficient level of their systematization, taking into account the integrated impact of economic, social, technological, and political factors. The fragmented nature of existing research complicates the formation of effective mechanisms for adaptation of the tourism industry to conditions of continuous transformation and limits the possibilities for the practical application of scientific findings in the field of tourism governance. The identified problem is directly related to important scientific objectives, in particular the development of the theory of international tourism, the improvement of methodological approaches to the study of global markets, and the formation of new concepts for the development of tourism activities under conditions of instability. Addressing this problem will contribute to deepening scientific understanding of the patterns governing the function-

ing of the tourism market and the mechanisms of its structural transformation.

At the same time, the problem has a pronounced practical dimension, as the research findings can be applied in the process of developing strategies for the tourism industry, shaping public tourism policy, enhancing the competitiveness of tourist destinations and tourism business entities, and responding to contemporary societal demands related to ensuring sustainable economic development, the efficient use of tourism potential, and the adaptation of national tourism systems to global challenges.

Analysis of Recent Research and Publications

During 2021–2025, scholarly publications on tourism market issues demonstrate a shift in emphasis from a “crisis-oriented description” toward explaining the mechanisms of resilience, adaptation, and structural transformation of tourism. Syntheses of materials from international organizations indicate a recovery of international tourist flows to nearly pre-pandemic levels (in 2024 approximately 99% of the 2019 level), as well as further growth in 2025. Under these conditions, researchers increasingly view the tourism market as a system evolving under the simultaneous influence of technological, security-related, and socio-economic factors, which requires new approaches to governance and management.

A substantial body of recent research is devoted to the digital transformation of tourism and the innovative restructuring of organizations. The focus is on how digital solutions, innovation laboratories, and the management of digital competencies

accelerate process renewal and transform the business models of tourism organizations (Richards G., 2018). In parallel, conceptual approaches are being developed that interpret digitalization as an evolutionary process with distinct stages and drivers, reshaping the competitive environment of the tourism market (Sigala M., 2018). As a result, digitalization is no longer viewed merely as a “sales channel,” but as a factor that transforms value propositions, models of interaction with tourists, and the logic of tourism value creation.

At the same time, contemporary literature increasingly strengthens the link between digitalization and sustainable development. Studies show that digital platforms and solutions can simultaneously enhance the efficiency of managing tourist flows and support the achievement of sustainable development goals, while also generating new regulatory challenges (Tourism policy responses to the coronavirus (COVID-19)). At the policy level, the OECD emphasizes the need for coordinated governance solutions to ensure more resilient, inclusive, and balanced tourism development, particularly in response to the “overtourism” of certain destinations and the environmental consequences of demand recovery (Gössling S., Scott D., Hall C. M., 2020). A similar framework is outlined in strategic analytical reports, where tourism transformation is associated with the “principles of transformational growth” and the need to shift toward more regenerative practices (Tourism and the sustainable development goals – journey to 2030).

A distinct segment of research conducted in 2023–2025 focuses on tourism in Ukraine under wartime conditions, where issues of security, consumer behavioral adaptation, and future recovery become central. In scholarly publications, domestic tour-

ism is considered a promising direction for supporting regional development and maintaining economic activity (Hryniv V., Hryniv M., Svys L., 2023), as well as a foundation for the subsequent post-war recovery of the tourism sector (Naumenko N. N., Rozhko O. R., 2024; Zarubina A., 2025). Studies adopting a cluster-based approach emphasize the potential of regional tourism clusters for territorial revitalization and the strengthening of local competitiveness (Merylova I., 2024). Alongside this, conceptual interpretations of tourism development in Ukraine are emerging through the lens of “living systems” and regenerative transformation (Tomek J., 2024).

Analytical and applied sources complement the academic foundation with specific observations on changes in the hospitality market and tourism infrastructure. In particular, analyses of the Ukrainian hotel market highlight technological adaptation and the search for new opportunities under crisis conditions (Ukraine’s hotel market: adapting to the realities of today. 2024). News reports also document the intensification of domestic tourism as a driver of hotel and apartment project development in 2024–2026 (Domestic tourism contributing greatly to development of hotel and apartment projects. *Interfax Ukraine*. 2024). At the same time, international information sources note Ukraine’s strategic steps toward preparing for post-war tourism recovery through partnerships with major travel companies (Ukraine teams up with travel Inc. to prepare for post-war tourism. *Reuters*. 2024).

Despite the broad representation of this topic, the literature review makes it possible to identify unresolved aspects of the problem that define the scientific niche of the article. First, a significant share of studies address trends in isolation

(digitalization, sustainability, security) and provides insufficient explanation of their interaction and combined impact on the structure of the tourism market. Second, there is a lack of a coherent analytical linkage between macro-level trends and changes at the meso- and micro-levels—specifically, how these trends transform institutional mechanisms (standards, stakeholder coordination, regulation) and business models (value propositions, channels, partnerships, monetization). Third, within the Ukrainian context, further research is needed on integrating the security dimension with the principles of sustainable development and innovation in destination and product management, ranging from domestic tourism to scenarios of post-war recovery. These gaps determine the logic of the subsequent analysis within the framework of this article.

Identifying Previously Unresolved Aspects of the Overall Problem

Despite the substantial number of academic studies devoted to the development of the tourism market, a range of key aspects of the overarching problem remains insufficiently explored or only fragmentarily addressed. First and foremost, this concerns a comprehensive interpretation of contemporary global trends in tourism market development under conditions of multifactor transformations of the world economy. The limited attention to these aspects can be explained by the interdisciplinary nature of tourism-related issues, the rapid pace of change in the global environment, and the predominance of applied research over conceptual inquiry. At the same time, these unresolved components are crucial for a deeper under-

standing of current patterns of tourism market development and for the design of adequate governance mechanisms.

The examination of these aspects is necessary to achieve the overall purpose of the article, as it enables a transition from a fragmented description of individual tendencies to a systemic analysis of global tourism market trends. Within the framework of this paper, the following specific issues are addressed: clarifying the substantive characteristics of global tourism trends; identifying their interrelationships and their impact on the transformation of the tourism market; and substantiating directions for adapting tourism activities to contemporary global challenges.

Formulation of the Article's Objectives (Statement of Purpose)

The purpose of this article is to provide a scientific substantiation of contemporary global trends in the development of the tourism market under conditions of transformation of the world economy and to determine the directions of their influence on changes in the models of international tourism functioning.

Achieving this purpose necessitates the resolution of interrelated and logically consistent objectives that reflect the relevance of the study and the structure of the article, namely:

To identify and systematize the key factors driving tourism market development that emerge under the influence of economic, social, technological, and security-related transformations.

To identify contemporary global trends in tourism market development and to reveal their substantive characteristics from the perspective of scientific analysis.

To examine the relationship between global trends and the transformation of institutional and business models of tourism activity.

To substantiate prospective directions for adapting the tourism market to contemporary global challenges, taking into account the principles of sustainable development and innovation.

The formulated objectives are objective and scientifically grounded, as they are based on an analysis of the current state of tourism market development and the identified unresolved aspects of the overall problem. Their achievement will make it possible to form a comprehensive vision of trends in international tourism development and to provide a scientific contribution to the advancement of the theory and practice of tourism management.

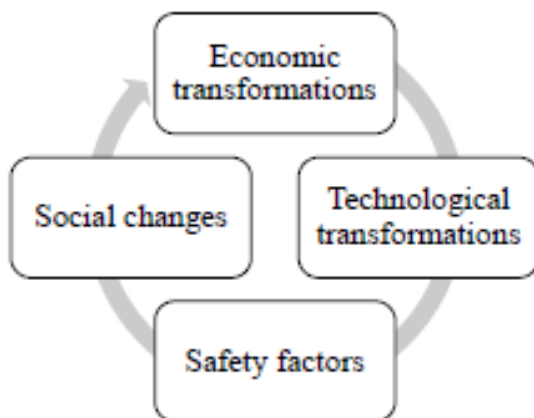
Presentation of the Main Research Material

The development of the tourism market in contemporary conditions is determined by a set of interrelated factors shaped by profound transformations in the global economy and society. Tourism as a socio-economic phenomenon is increasingly dependent on changes in the global environment, which necessitates a comprehensive analysis of the factors that influence its functioning and dynamics (Fig. 1).

Economic transformations play a decisive role in shaping the tourism market, as population income levels, investment activity, the development of transport infrastructure, and fluctuations in the macroeconomic environment directly affect the volume of tourist flows and the structure of tourism consumption. Under conditions of global instability, economic factors

gain particular significance and necessitate the adaptation of tourism activities to new realities.

Figure 1. A Set of Factors Shaping Tourism Market Development under the Transformation of the Global Economy



Source: compiled by the author based on analysis (Gössling S., Scott D., Hall C. M., 2020)

Social changes associated with demographic processes, urbanization, lifestyle transformation, and increasing population mobility have a substantial impact on the formation of tourism demand. Shifts in consumers' value orientations contribute to growing demand for individualized and experience-oriented tourism products, which, in turn, stimulates the renewal of supply in the tourism market.

Technological transformations act as one of the key drivers of tourism market development, altering the ways in which tourism activities are organized and how participants interact. The active implementation of digital technologies, online platforms, and information services enhances the accessibility of

tourism services and transforms business models within the tourism sector.

Security-related factors, including medical, environmental, and geopolitical risks, exert a significant influence on tourism market development. Increased attention to tourist safety changes the directions of tourist flows and approaches to tourism planning, which necessitates the consideration of the security dimension when analyzing tourism market development.

The systematization of economic, social, technological, and security factors makes it possible to form a holistic understanding of the patterns governing tourism market development under contemporary conditions. Such an approach creates a scientific basis for further research into global trends and for substantiating the prospects for transforming tourism activities.

The modern tourism market is shaped by a number of global trends that reflect profound structural changes in the world economy, society, and the technological environment. These trends are systemic in nature and determine the directions of transformation of tourism activities, altering traditional approaches to organization, consumption, and management of tourism services. One of the dominant global trends is the digitalization of the tourism market, which encompasses all stages of tourism consumption from travel planning to the post-travel experience. The development of digital platforms, online booking systems, and information services transforms interaction between consumers and providers of tourism services, increasing market transparency and reshaping the competitive environment.

An important trend in the development of the tourism market is the growing role of sustainable and responsible tourism, driven by the tightening of environmental constraints and shifts in tourists' value orientations. Tourist destinations increasingly focus on the preservation of natural resources and cultural heritage, as well as on supporting local communities, which shapes new approaches to the development of tourism infrastructure.

The trend toward the individualization of tourism demand is gaining significant importance, manifested in the growing demand for unique, personalized tourism products and authentic travel experiences. Changes in consumer preferences facilitate a transition from mass tourism to more flexible forms of tourism activity oriented toward the specific needs of tourists.

Particular attention should be paid to the strengthening of the security dimension in tourism market development, encompassing medical, environmental, and geopolitical aspects. Ensuring tourist safety becomes a key condition for the competitiveness of tourist destinations and determines the directions of tourism flow development.

The generalization of the substantive characteristics of contemporary global trends in tourism market development makes it possible to conclude that the market is transitioning to a new model of functioning based on innovation, sustainability, and customer orientation. The identification of these trends creates a theoretical foundation for further analysis of the prospects for international tourism development and for the formulation of effective strategies for tourism management.

Contemporary global trends in tourism market development lead to profound changes in the institutional environment

and business models of tourism activities. This transformation occurs under the influence of digitalization, changes in consumer behavior, heightened security requirements, and a focus on sustainable development, which necessitates the adaptation of traditional mechanisms of tourism sector functioning (Table 1).

Table 1. The relationship between global trends in the development of the tourism market and the transformation of institutional and business models of tourism activities

Global trend in tourism market development	Nature of impact on the institutional environment	Transformation of tourism business models
Digitalization of tourism	Formation of new regulatory approaches to digital platforms, strengthening the role of information infrastructure	Transition to platform, customer-oriented and digital business models
Sustainable and responsible tourism	Integration of environmental and social standards into tourism policy and regulation	Focus on long-term value, greening of services and social responsibility
Individualization of tourism demand	Adaptation of institutional norms to flexible formats of tourism activities	Development of personalized, modular and niche tourism products
Strengthening security requirements	Introducing new security standards and risk management mechanisms	Modifying operational processes and increasing security and control costs

Development of the sharing economy	The need for institutional regulation of new forms of tourism activities	The emergence of hybrid business models and new formats of tourism services
Regionalization of tourist flows	Strengthening the role of local and regional tourism management institutions	Business orientation towards domestic and regional markets

Source: authors' own development

The digitalization of the tourism market contributes to a re-assessment of the role of key institutions and actors in tourism activities. The proliferation of online platforms and digital services changes the structure of interaction between producers and consumers of tourism services, reducing the role of intermediaries and shaping new business models oriented toward direct communication channels and personalized services.

The global trend toward sustainable development drives the transformation of institutional approaches to regulating tourism activities. Public authorities and international institutions increasingly integrate principles of environmental responsibility, social inclusiveness, and long-term economic efficiency into tourism development strategies, which affects the structure of the tourism business and the requirements for its operation. Changes in tourism demand models stimulate the adaptation of business models to individualized consumer needs.

Tourism enterprises are shifting from standardized package offers to flexible service formats that involve modularity, customization, and the use of innovative technologies for managing the customer experience.

The strengthening of security-related factors influences the formation of new institutional norms and standards for tourism activities. The introduction of safety protocols, certification requirements, and risk management mechanisms alters the organizational structures of tourism enterprises and approaches to managing tourist flows.

Adapting the tourism market to contemporary global challenges requires a rethinking of development approaches, taking into account long-term economic, social, and environmental priorities. The instability of the global environment necessitates a transition from extensive models of tourism growth to balanced forms of development oriented toward enhancing the resilience of tourism systems.

One of the promising directions for adapting the tourism market is the integration of sustainable development principles into tourism policy formulation and management of tourist destinations. This involves the rational use of natural resources, the preservation of cultural heritage, and the engagement of local communities in tourism development processes, thereby contributing to increased socio-economic efficiency of tourism.

Another important direction of adaptation is the active implementation of innovative technologies in tourism activities, particularly digital solutions that enhance the quality of tourism services and optimize management processes. The use of innovations facilitates the formation of flexible business models and strengthens the competitiveness of tourism enterprises under conditions of global competition.

Special attention should be given to the development of adaptive mechanisms for tourism market governance that are capable of responding promptly to external challenges and

risks. This includes improving institutional regulatory instruments, enhancing the level of safety in tourism activities, and establishing a system for monitoring changes in the global tourism environment. Identifying prospective directions for tourism market adaptation allows for the conclusion that the combination of sustainable development principles and innovation is a key condition for ensuring its long-term stability. The implementation of these directions creates prerequisites for the effective functioning of the tourism market and its successful integration into the global economic space.

Conclusions

The study has established that the contemporary tourism market operates under conditions of profound economic, social, technological, and security-related transformations that drive changes in its traditional development models. Tourism increasingly exhibits the characteristics of a complex dynamic system that is sensitive to global challenges and external shocks, which underscores the need for a systemic scientific analysis of the patterns governing its functioning.

The generalization of key factors influencing tourism market development has made it possible to identify their integrated nature and interdependence, which determine the directions of transformation of tourism demand, supply, and the institutional environment. It has been demonstrated that the combined impact of economic, social, technological, and security factors creates new conditions for the development of tourism activities and necessitates the adaptation of the tourism market to a changing global environment.

It has been determined that adaptation of the tourism market to contemporary global challenges should be based on the integration of sustainable development principles and innovation into its operational strategies. The obtained results can be used in the formulation of public tourism policy, the development of strategies for tourist destination development, and in further scientific research on issues of global tourism development.

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SPATIAL DIFFERENTIATION OF TOURIST TRAFFIC IN THE REGIONS OF UKRAINE

Abstract

The article examines the theoretical and methodological foundations of spatial differentiation in the tourism activities of the regions of Ukraine. It was found that the problem of domestic and foreign tourism in the regions of Ukraine should stimulate economic and social growth in depressed, unfavorable for industrial and agricultural production regions, reduce the migration of the population of these regions to large cities and industrial centers. The analysis of basic research on conceptual bases of essence and categories “spatial differentiation” is carried out and its generalized author’s definition is given. The analysis of tourist traffic both in Ukraine and by individual regions is given and it is revealed that the problem of uneven spatial distribution of tourist resources in the regions of Ukraine is significant. The mechanism of effective management of tourism activity as a tool for overcoming spatial differentiation on uneven distribution of tourist resources of regions of Ukraine is developed.

Keywords: *Mechanism, spatial differentiation, tourist services, tourist market, tourist movement*

Problem statement

At the present stage of Ukraine's development, the issues of creating an effective management structure for the tourism industry aimed at increasing both overall and local tourist flows have become particularly relevant. Ukraine, as a tourist destination of global significance, requires comprehensive coordination across various sectors of the economy that ensure the high-quality and reliable provision of tourism services, including trade, transport, publishing and advertising activities, souvenir production, and others. Today, tourism is a promising yet underutilized sector of Ukraine's economy and, therefore, one of the country's priority areas for development.

Thus, the development of domestic and international tourism in the regions of Ukraine should stimulate economic and social growth in depressed regions that are unfavorable for industrial and agricultural production, while helping reduce the migration of residents from these regions to large cities and industrial centers. Therefore, the issue of the spatial differentiation of tourist flows across the regions of Ukraine is a relevant research topic and is of practical significance both for individual regions and for the country as a whole.

Analysis of recent research and publications

The issue of the spatial differentiation of the tourism industry has been successfully studied by the following scholars: Rera M. V., Parshyn Yu. O., Yakov V. A., Shkromada V. I., Soroka I. V., Tarasenko A. I., Zynovieva A. A., Krupman – P. R., and others.

However, it should be noted that the analysis of the processes of spatial differentiation in the tourism and recreational potential of tourism, particularly regarding the issues of regional tourism, remains insufficiently explored. Therefore, there is a need for both theoretical and practical solutions to this problem through the application of modern methodological approaches and innovative tools used in tourism services market research.

Purpose of the study. The purpose of this study is to investigate the spatial differentiation of tourist flows under the changing conditions of the contemporary development of the tourism industry in the regions of Ukraine.

Main body of the study

Under the current conditions of the urgent need to transform the structure of Ukraine's economy, the tourism industry is becoming increasingly important as an instrument of sustainable financial and economic growth through the direct and indirect stimulation of the economy, with the aim of increasing service provision and generating added value. Active tourist flows are a prerequisite for the sustainable growth of the entire tourism industry and are closely associated with the efficiency and scope of the tourism services market, which passes through four stages of development (initial, accumulation, and modernization). Therefore, it is advisable to examine the impact of tourist flows on the development of Ukraine's tourism market (Fig. 1).

It should be noted that the management of tourism services market development at each stage is based on the interaction between national and local market-oriented directions

of influence, which is both essential and appropriate given the continuous presence of activities whose implementation falls outside the competence of the market participants themselves. The duration of each stage is not predetermined and depends on a combination of factors, the intensity of tourist flows in a particular region, the availability and quality of internal and external factors, the level of tourist activity in a given region, and the continuous monitoring of opportunities and demands that constantly arise within the tourism services market during tourist activity.

The stages of development of the tourism services market, both within individual regions and across Ukraine as a whole, represent a general factor and are not always the determining influence on tourist flows. In examining this issue, greater attention should be paid to the tourism, economic, and social development of each region of Ukraine, as these constitute the objective conditions for the development of the tourism market. The uneven distribution of tourism across the regions is caused by the following factors:

- significant differences in the quantity and accessibility of natural resources;
- climatic characteristics;
- cultural and historical heritage;
- uneven distribution of infrastructure, including transport, communications, and resort and entertainment facilities;
- asymmetrical distribution of the recreational resources of the regions, among others.

In view of the above, the issues of developing tourist flows while taking into account the differential aspects of spatial de-

velopment are becoming increasingly relevant. Therefore, it is necessary to define the scientific and theoretical meaning of the concept of *spatial differentiation* and provide a comprehensive general definition to ensure the effectiveness of further practical research.

The development of tourist flows under conditions of spatial differentiation is often characterized by the following inter-related trends:

- a significant influence of factors and resources on market participants;
- the widespread impact of factors and resources on the areas in which they operate.

It should be noted that, in a broad sense, the spatial differentiation factors influencing tourist flows are understood as the entire set of environmental factors characteristic of a particular setting or growth pole, including territorial, informational, resource-based, institutional, and other factors (Reha, M., 2009).

It should also be emphasized that, for the successful implementation of practical research, it is necessary to generalize and systematize the definitions of the category *spatial differentiation* both as a general economic concept and as it applies to the tourism industry.

According to Parshyn Yu. I., spatial differentiation is the unevenness of economic development that arises as a result of the uneven redistribution of economic resources, income, and expenditures, and is reflected in different levels of socio-economic and environmental development (Parshyn, Yu., 2014).

Yekova V.A. also argues that spatial differentiation can be understood as a condition reflecting a particular distribution of

resources within the natural-economic and socio-economic system of a given territory at a specific point in time (Jekova, V., 2013).

On the other hand, Shkromada V. I. emphasizes that spatial differentiation is, first and foremost, a set of characteristics reflecting the level of regional development, which are shaped by basic factors, as well as their dynamic trends under the influence of current factors that cause structural changes in production-economic, financial-economic, and socio-economic areas (Shkromada, V. I., 2013). Also noteworthy is the definition of the category *spatial differentiation* provided by Soroka I. V., namely: the polarization of economic space causes the concentration of transactions that ensure the creation, dissemination, and application of knowledge at growth points and initiate a non-equilibrium, nonlinear process of self-organization of innovative relations as a complex system, within which innovation as both a product and a process is transformed toward the formation of “innovations in innovation” (Soroka, I. V., 2012).

Tarasenko A. I. considers the category *spatial differentiation* of the global tourism industry as an objective process of forming global centers with different levels of concentration of tourism demand, capital, and innovation in the tourism sector. In her article, Zynovieva A. A. concludes that spatial differentiation is a consequence of the directly proportional relationship between the economic benefits derived from the sale of tourism products and the increase in the level of competition (Tarasenko, A. I., 2014).

Of particular interest is the scientific study by Kurmanova P., in which she identifies two main types of territorial organization of economic space: a more developed core (“center”) and a closely connected “periphery.” The “center” is a local

market, in this case a region, where tourist activity emerges and is concentrated, mainly in the form of various tourist flows; where there is a high concentration of natural and recreational, cultural and historical resources; where tourism and related infrastructure develop actively and efficiently; where major international hotel and restaurant chains are located; and where rational standards of service and the creation of an integrated tourism product are established, which, in the process of spatial differentiation, spread to the “periphery,” that is, to regions with a lower tourism market capacity (Krugman, P., 1991).

Thus, it can be concluded that spatial differentiation in tourism is the uneven development of tourism services, determined by significant differences in the distribution of natural resources, the climatic characteristics of regions, the cultural and historical features of cities and regions, the uneven distribution of transport, communication, resort and entertainment infrastructure, and disparities in the allocation of recreational resources.

Under conditions of effective implementation and utilization, Ukraine’s tourism potential is capable of ensuring the performance of the state’s economic, social, and humanitarian functions, namely improving the population’s standard of living, increasing the share of tourism revenues in budgets at all levels, increasing the number of jobs, and improving the quality of the sector and related industries, among other outcomes.

The dynamics and structure of Ukraine’s inbound and outbound tourist flows during 2000–2019 are presented in Table 1.

Table 1 shows that 2018–2019 were characterized by an increase in the overall volume of tourist flows compared with the other years included in the statistical sample. It should

also be noted that until 2009, domestic tourism accounted for the largest share (50–60%) of Ukraine's tourist flows. This trend was a direct consequence of the political and economic crisis, which led to a decline in outbound travel from Ukraine and an increased desire to visit the country's domestic tourism and recreational destinations. During the same period, the highest proportion (15–20%) of foreign tourists entering Ukraine and using its tourism resources was also recorded.

After 2010, there was a steady increase in outbound tourism and a significant decline in other types of tourist flows. The reasons for this trend are as follows:

- the temporary inaccessibility of tourism in the Autonomous Republic of Crimea, the city of Sevastopol, and the temporarily occupied territories of the Donetsk and Luhansk regions;
- the underdevelopment of tourism and recreational areas in most regions of Ukraine and the lack of European-level service standards;
- the population's desire to explore new tourist routes;
- an increase in household savings and the availability of financial resources for travel outside Ukraine.

For a more detailed examination and analysis of the identification and distribution of the spatial differentiation of tourist flows across the regions of Ukraine in 2019, see Table 2.

Improving the efficiency of the operation of tourism market entities in the regions of Ukraine will help reduce the spatial differentiation of tourist flows. To achieve this, it is necessary to develop a universal and effective mechanism that takes into account the specific characteristics of the regions, the interdependence of a wide range of tourism infrastructure

entities, the creation of an integrated tourism product, and the use of the rich historical and cultural heritage of Ukraine's regions to enhance the tourism development of peripheral regions (the center).

The implementation of this mechanism should be based on consideration of the spatial component of regional differentiation in Ukraine, which influences the operating conditions of tourism market entities within the scientific, geographical, and economic space and provides a foundation for the strategic development of tourism. The regulatory and legal framework for improving tourism services includes the laws of Ukraine, subordinate legislation, regulatory documents, as well as standardization and certification in the field of tourism.

Let us develop a mechanism for the effective management of tourism activities aimed at overcoming spatial differentiation in the regional development of tourism and recreational services in the regions of Ukraine. This mechanism takes into account the results of the analysis of tourist flows and identifies the subject, object, and purpose of tourism development management in the regions.

The achievement of the mechanism's objective is ensured through the fulfillment of the target priorities and development management tasks, namely:

1. The rational and efficient use of natural heritage, territories, and resorts will enable the implementation of best practices for the sustainable development of the tourism sector, provide financial and technological support, facilitate the development of innovative projects and the transfer of tourism market development practices across the regions, and preserve ecosystems and cultural heritage.

2. Improving the legal and institutional framework for tourism market development will ensure legislative guarantees and effective public policy mechanisms to support the development of tourism enterprises in the regions of Ukraine.
3. The development of sustainable tourism and related infrastructure should take into account the spatial unevenness of development and the differentiation of the economic space.
4. Increasing employment through the tourism industry performs an important socio-economic function for the country as a whole and is of particular importance for the economically depressed regions of Ukraine.
5. The integration of tourism services into the global tourism market should be achieved by following current trends in international tourism, including transnationalization, globalization, and cluster development.
6. Achieving a balance between the interests of the state and the participants in the tourism market is ensured through the implementation of an effective model of state regulation and the promotion of entrepreneurial activity in the tourism sector.

The functioning of the mechanism for the effective management of tourism activities in the regions of Ukraine should be based on the following principles:

1. Systemicity – tourism activity management is a multifaceted, integrated, open, and dynamic system comprising numerous elements that interact with one another as well as with the external micro- and macro-environment.
2. Comprehensiveness – the developed subsystem should include an appropriate set of core integrated indicators that can subsequently be used at all stages of tourism activities.

3. Adaptability – the ability to adapt the developed mechanism to the specific conditions under which tourism enterprises in a particular region operate, while maintaining a high capacity to respond to internal and external changes.
4. Dynamism – the continuous development of tourism and recreational activities in the regions, ensuring the success of further scientific research and practical implementation.
5. Continuity – the continuous enhancement of the tourism potential of the regions in order to increase their competitiveness over the long term.
6. Goal orientation – ensuring that tourism activities in the regions are directed toward achieving common objectives and reducing spatial differentiation.
7. Optimality – all decisions concerning the creation, development, and implementation of tourism products should be optimal with respect to the selected objectives and strategic directions of development.
8. Scientific validity – increasing tourist flows in the regions is impossible without the implementation of advanced and modern technologies based on scientific research and development.
9. Information support – the provision of up-to-date and multi-criteria information for all areas of tourism activities in the regions.

The implementation vectors of the mechanism are inseparably linked to the functions of tourism market development management and are intended to achieve the following:

1. Institutional and legal vector – the creation of a universal institutional and legislative framework for the development of the

tourism services market that complies with global and European standards for ensuring the quality of its functioning.

2. Socio-economic vector – the fulfillment of the state's social function by increasing the number of jobs in tourism and in the servicing of tourism and recreational facilities, thereby improving the population's standard of living.
3. Integration vector – the use of international cooperation in tourism to strengthen mutual understanding and trust between countries across various areas of their activities.

The most important element of the proposed mechanism for the effective management of tourism activities in the regions of Ukraine is the selection of strategic priorities and directions aimed at reducing spatial differentiation in the tourism services sector across the regions of Ukraine, namely:

1. The implementation of anti-crisis management for tourism market development is based on, and takes into account, the existing specific tourism potential of regional markets. Such management can be carried out by considering the asymmetry in the development of regional markets and the spatial differentiation in the distribution of the factors shaping the market. Effective anti-crisis management will increase the pace of financial and economic growth and reduce inequality and poverty among the population of the regions of Ukraine through the utilization of regional tourism competitive advantages.
2. Formation and development of innovative sectors of the tourism services market – includes the introduction of modern types of tourism (rural, green, and industrial tourism); the restoration of neglected tourism heritage sites (castles, fortresses, and palaces); the implementation of

national programs aimed at increasing citizens' interest in the culture, history, and contemporary tourism products of Ukraine, as well as enhancing the country's tourism image among foreign visitors at the regional level.

3. Adaptation of the traditional tourism sectors to the conditions of deepening European integration should be carried out in accordance with the global and European standards of tourist services established in the international tourism services market.

It should also be noted that an important place in the proposed mechanism (Fig. 2) is occupied by the system for organizing control over the stages of implementing strategic directions under the conditions of the sustainable development of the tourism market in the regions of Ukraine. This system is interconnected with the other subsystems of the mechanism and ensures the consistent practical implementation of all its theoretical and methodological foundations.

Conclusions and prospects for further research

The present study of the problems of spatial differentiation of tourist flows in the regions of Ukraine has produced the following theoretical and practical results:

1. The existence of tourist flows at different stages of tourism services development has been identified and theoretically substantiated.
2. The category of "spatial differentiation" has been generalized and systematized as a concept that, in tourism, denotes the uneven development of the tourism services market arising from differences in the distribution of natural resources, the climatic

- characteristics of regions, the cultural and historical features of cities and regions, the uneven distribution of transport, communications, resort, and entertainment infrastructure, and disparities in the distribution of recreational resources.
3. An analysis of Ukraine's tourist flows during 2000–2019 was conducted, revealing that the spatial unevenness in the distribution of tourism resources across the regions of Ukraine is significant. The “core” of Ukraine's tourism sector comprises only 20% of all regions of Ukraine, while the remaining 80% constitute the periphery.
 4. Based on the significant spatial differentiation among the regions of Ukraine identified in the analysis, a mechanism for the effective management of tourism activities in the regions of Ukraine was developed. Its successful practical implementation will reduce the unevenness of regional tourism development and improve the overall quality indicators of tourist flows.

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