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UKRAINE-EU TRADE IN TOURIST SERVICES: CURRENT TRENDS

Since the EU countries are close to Ukraine, it is quite understandable that cooperation in the field of trade in tourist services between our country and the EU members was quite lively. However, the full-scale invasion of the Russian Federation into the territory of Ukraine in 2022 made significant changes in the foreign economic cooperation of our state with other countries of the world, including European ones. Within the framework of this study, we will analyze changes in the indicators of export-import operations for travel-related services. To do this, we will construct Table 1.

Table 1

Volumes of foreign trade in services with EU countries, thsd. USD

Indicator	2021		2022		2023	
	Exports	Imports	Exports	Imports	Exports	Imports
Total services	4,423,052.11	3,333,386.87	3,438,343.41	1,717,598.7	3,618,105.74	2,340,600.01
Services connected with travels	48,269.02	521,025.98	17,787.89	78,819.19	20,894.86	172,722.99
In % of total volume	1.09	15.63	0.52	4.59	0.58	7.38

Source: compiled based on data from the State Statistics Service of Ukraine [1].

A horizontal analysis of the volume of tourism services indicates the following trends:

1) in 2021–2023, imports annually exceeded exports – 10.8 times in 2021, 4.4 times in 2022, 8.3 times in 2024, i.e. Ukrainians spent significantly more money on traveling to EU countries than EU residents in Ukraine;

2) in 2022, compared to 2021, there was a decrease in the indicators of export (in the amount of 30,481.13 thousand USD) and import (in the amount of 442,206.79 thousand USD) of tourist services, since on the one hand, there was a closure of airports, migration of some Ukrainians abroad by evacuation transport, mobilization of the male population into the Armed Forces of Ukraine, etc., on the other hand, the security situation in the country did not allow attracting foreigners to the full extent for visits;

3) in 2023, compared to 2022, there was an increase in the volume of export and import indicators of travel-related services (by 3,106.97 thousand USD and 93,903.80 thousand USD, respectively), as Ukrainians gradually adapted to the conditions of martial law and, despite everything, tried to travel to EU countries, and Europeans were no longer so afraid of visiting Ukraine.

Vertical analysis of the volume of tourism services indicates the following trends:

1) the share of exports of travel-related services in the total volume of services in the analyzed period initially exceeded 1%, and then decreased to 0.52–0.58%;

2) the share of imports of similar services in the total volume of services in 2021–2023 initially exceeded 15%, and then was at a level of less than 8%.

That is, martial law in Ukraine has negatively affected the absolute and relative indicators of foreign trade in tourism services with EU countries, and only its end will allow for significant increase in cooperation in this area. The publication was carried out as part of the study «Foreign Economic Cooperation of Ukraine and EU Countries: Current Trends», which is funded by a CEFRES Non-Residential Scholarships for Ukrainian Researchers in Humanities and Social Sciences 2024–2025.

List of sources used

1. Structure of foreign trade (by types) services with EU countries. *State Statistics Service of Ukraine: website*. URL: <https://www.ukrstat.gov.ua/>