



KAPITEL 13 / CHAPTER 13 ¹⁴
**STATISTICAL ANALYSIS OF THE DYNAMICS OF TOURIST ACTIVITY
INDICATORS IN THE KHERSON REGION**

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Introduction.

In the present conditions, tourism in Ukraine is one of the most profitable sectors of the economy. Tourism activities are closely related to the availability of tourist and recreational resources, as well as a high-quality infrastructure that meets the needs of visitors. Therefore, spatially, this sector of the economy tends to concentrate in regions where such resources are present. In the context of conducting tourism business, the Kherson region is the most promising in Ukraine. The region has a significant number of tourist and recreational resources, including water resources, medicinal resources, cultural and historical sites, nature reserves, and more. Additionally, the region offers a wide range of accommodation facilities of various types and entertainment establishments. Given that the Kherson region is promising for tourism business development, studying the dynamics of key tourism activity indicators within the region is a highly relevant and promising issue.

A large number of domestic scholars and practitioners have studied various aspects of the development of tourism activities at different territorial levels.

Knowledge of the theoretical and methodological foundations of tourism activities is fundamental to running any tourism business [1–2]. The availability of tourist resources in a given area is one of the key indicators determining its suitability for tourism. However, the development of tourism in a particular region also depends on other factors, including cultural and historical influences, political factors, and the level of legislative regulation of tourism activities, transportation accessibility, the attractiveness of the area, and more [3–4].

At the regional level, many researchers have focused on the trends and characteristics of tourism development in the Kherson region, including Dzheryulyk O., Frolova N. [5], Yarovy N. [6], Ivchenko L., Kravtsova S. [7], and others.

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Comprehensive studies of the recreational and tourist resources, the availability of accommodation and entertainment facilities, as well as the economic and geographical position of the Kherson region, indicate significant potential for tourism business development [8–9].

The aim of the study is to examine the dynamics of the main statistical indicators of tourism activities in the Kherson region, identify negative trends, and develop ways to overcome them.

The object of the study is tourism activities in the Kherson region.

The subject of the study is the statistical analysis of the dynamics of tourism activity indicators within the Kherson region.

In order to review tourism activities within the Kherson region, the following tasks were set:

- Collect and analyze key tourism activity indicators in the region, specifically examining: the dynamics of tourist flows; the availability of accommodation facilities in the region during the study period; the performance indicators of tour operators and travel agents;
- Consider the existing problems in the tourism sector of Kherson;
- Develop measures to improve tourism activities within the specified region.

Results. The Kherson region is home to a wide variety of tourist resources, attracting a significant number of tourists from various regions of Ukraine, as well as international visitors.

The key aspects that make the Kherson region particularly attractive and distinguish it from other regions include the following [10–11]:

- The region is home to wetlands of international importance, with the Dnipro Delta being the largest in Europe;
- The Arabat Spit, located in the region, is the longest sand spit in the world;
- Dzharylhach Island, the largest uninhabited island in Europe, is also located within the region;
- The Tendra Spit, Kinburn Spit, and Biriuchy Island, which feature unique natural landscapes, are prominent attractions;



- The world's largest man-made forest, covering an area of 100 hectares, is found in the region;

- There are 80 nature reserve sites in the Kherson region, including two renowned biosphere reserves—Askania-Nova and the Black Sea Biosphere Reserve—as well as five world-famous national parks: Dzharylhach, Nizhniodniprovskiy, Azov-Syvash, Kamianska Sich, and Oleshky Sands;

- The region boasts more than 155 deposits of various types of balneological resources;

- There are over 5,000 historical and cultural heritage sites within the Kherson region.

The vast number of tourist and recreational resources within the region characterizes Kherson as a "promising region for the development of entrepreneurial potential in the tertiary sector of the economy." In this context, it is important to emphasize that the development of the economic potential of the tourism sector in the region can become a significant tool for enhancing and boosting economic activity in Kherson, as well as substantially improving the standard of living for its population.

In the course of our research, we analyzed the dynamics of tourist visits to the Kherson region from 2015 to 2019. It was found that during this period, the number of tourists significantly increased, indicating the growing popularity of the "Kherson tourism destination."

In terms of tourist visitation dynamics, in 2015, the region was visited by 11,720 people, while in 2019, this figure rose to 28,113 people, an increase of 16,393 visitors compared to 2015 (Fig. 1).

It should be noted that during the period from 2015 to 2019, tourists visited the Kherson region for various purposes. Statistical data revealed the following main purposes for visiting the region: leisure and recreation, business and educational, sports, medical, and others. From Table 1, we can observe that during this period, the majority of tourists came to the Kherson region for leisure and recreation, medical treatment, and business purposes. At the same time, sports tourism and medical tourism were less popular forms of recreation in the Kherson region (Table 1).

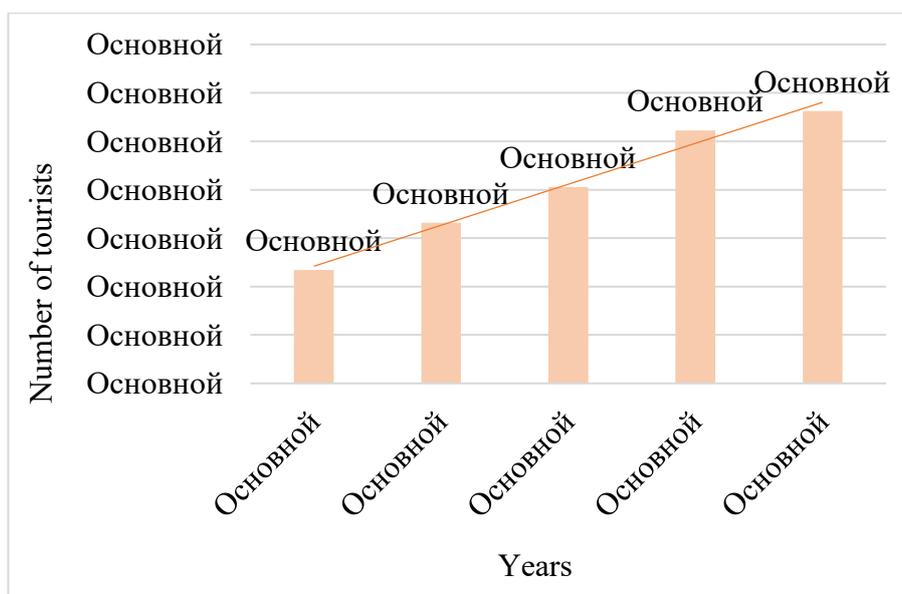


Fig. 1 - Dynamics of tourist visits to the Kherson region from 2015 to 2019

Developed by the authors based on [12–16]

Table 1 - Dynamics of tourist visits to the Kherson region based on the purpose of travel

Purpose of the visit	Number of tourists by year				
	2015	2016	2017	2018	2019
Leisure and recreation	10243	14791	18351	25859	27948
Treatment	198	1721	1804	197	99
Sports tourism	2	-	37	2	12
Business and education	983	5	31	28	17
Children's tourism (children under 17)	1146	2411	2178	3678	3453

Compiled by the authors based on [12 - 16]

It is important to note that the significant number of tourists arriving in the Kherson region consistently requires accommodation facilities, sometimes even specialized ones. Therefore, in the context of the region’s tourism activities, it is appropriate to analyze the accommodation facilities available to host visitors based on their needs and travel purposes. It should be emphasized that the Kherson region has a large number of collective accommodation facilities, particularly in areas adjacent to



the Black and Azov Seas. In addition to collective accommodations, there are numerous individual accommodation facilities, although statistical reporting on their operation is not maintained.

During the period from 2015 to 2019, the total number of collective accommodation facilities in the Kherson region significantly decreased—from 259 in 2015 to 88 in 2019, a reduction of 177 units (Table 1). Given that the number of tourists in the region increased while the number of collective accommodation facilities decreased, we can conclude that visitors began to prefer individual accommodation facilities.

Table 2 - Dynamics of collective accommodation facility (CAF) activity in the Kherson region from 2015 to 2019

Years	Number of collective accommodation facilities, units	Total number of places in collective accommodation facilities, units	Number of persons who stayed in collective accommodation facilities
2015	259	28472	156702
2016	240	25405	179468
2017	225	24681	161183
2018	107	19581	129660
2019	88	16594	104027

Compiled by the authors based on [12 - 16]

During the process of collecting and analyzing statistical materials, we found that a significant number of children travel to the Kherson region for tourism purposes. Analyzing the statistical data regarding children's visits to Kherson, a trend towards an increase in their numbers over the studied period can be observed: in 2015, the region was visited by 1,146 children, while by 2019, this number had increased to 3,453 (Table 1).

Many of these children visit the region with their parents; however, there are also



groups of children who come to the Kherson region independently for leisure and wellness purposes. In this context, it is appropriate to analyze the availability of children’s accommodation facilities in the region.

In the Kherson region, there are two types of accommodation facilities for children: health resorts (sanatoria) and children's accommodation facilities (children's camps) (Figure 2). Analyzing the statistical indicators regarding the number of children's accommodation facilities revealed a significant decrease in their numbers from 2015 to 2019. In 2015, there were 377 units operating in the region, while by 2019, this number had significantly reduced to 365. Moreover, as shown in Figure 2, the quantity of both health resorts and children's accommodation facilities has decreased in terms of numbers.

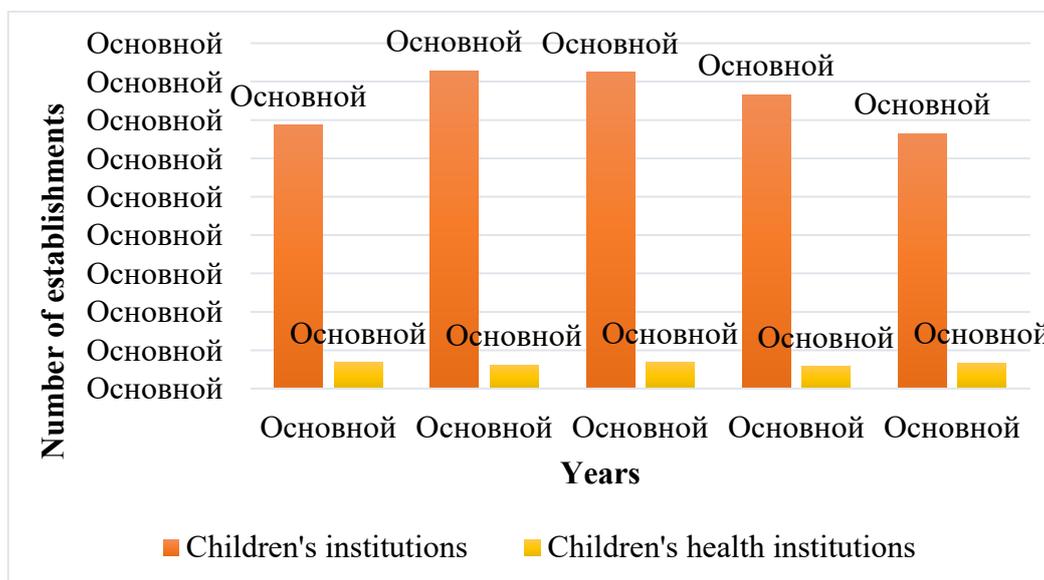


Figure 2 - Dynamics of the number of children's accommodation facilities in the Kherson region from 2015 to 2019

Developed by the authors based on [12 - 16].

Another key indicator of tourism activity in the Kherson region is the performance of tour operators and travel agencies. It is important to analyze their services in relation to different types of tourists: foreign, outbound, and domestic.

From Table 3, we can see that during the studied period, tourism companies only served 7 foreign tourists in 2019, with no foreign tourists utilizing the services of tour operators or travel agencies in the Kherson region between 2015 and 2018.



Regarding domestic and outbound tourists, the majority are outbound (Table 3). This indicates that most Kherson residents prefer to travel to other regions or abroad during their vacations.

Table 3 - Dynamics of the number of tourists served by tour operators and travel agents in Kherson region

Years	Total number of tourists served by tour operators and travel agents	Domestic tourists	Outbound tourists	Foreign tourists
2015	11720	4487	7234	0
2016	16584	6494	10090	0
2017	20278	5531	14747	0
2018	26130	6428	19702	0
2019	28113	4499	23607	7

Compiled by the authors based on [12 - 16].

Thus, during the research period, we identified the following trends: an increase in the number of tourists arriving in the Kherson region; a slight decrease in the number of collective accommodation facilities and various types of children's accommodation establishments; in the structure of services provided by travel agencies in the region, outbound tourists significantly outnumber domestic tourists, while foreign visitors are virtually absent in the region. These trends in the region's tourism activities indicate the presence of a number of problems, including:

- A low level of promotional activities regarding the tourism potential of the Kherson region in mass media and social networks;
- Insufficient funds for developing high-quality tourism infrastructure in the region and for reconstructing cultural and historical landmarks;
- A low level of diversity in tourism services available in the Kherson region;
- The absence of an effective state mechanism to regulate the development and quality of tourism services at the regional and local levels;



- An unstable socio-economic and political situation in Ukraine, which affects all its regions, including Kherson.

Considering that Kherson region has significant potential for developing the tourism sector, it is necessary to implement the following measures for the effective functioning of tourism activities in the region [17]:

1. Develop an effective mechanism for regulating and controlling tourism activities in the region;
2. Increase the volume of government subsidies and other forms of investment in the tertiary sector of the economy, particularly in the region's tourism sector;
3. Improve the ecological situation of the natural ecosystems in the Kherson region;
4. Diversify tourism services in areas that attract the most tourists;
5. Increase the number of accommodation facilities in the region that are adapted to meet the diverse needs of tourists.

Conclusions.

Given its advantageous geographical location and the abundance of natural-recreational and cultural-historical resources, the Kherson region is a promising area for tourism activities.

The analysis of statistical data has revealed the following trends in the tourism sector of Kherson from 2015 to 2019: an increase in the number of tourists visiting the region; a slight decrease in the number of collective accommodation facilities and various types of children's accommodation; and a significant predominance of outbound tourists over domestic tourists, with virtually no foreign visitors in the area.

These trends in tourism activity, along with an analysis of existing scientific developments, have identified several problems hindering the growth of tourism in the region: a low level of investment in the tertiary sector of the economy; the absence of legislative regulation of tourism activities; a low level of promotional activities; and underdeveloped tourism infrastructure.

To address the issues constraining tourism development in the region, several



measures have been proposed, including: an intensive advertising campaign for the region's tourism services and resources; attracting foreign investments and government subsidies to the tourism sector; and establishing legislative regulations for conducting tourism business within the regions and more local units.