

COLLEGE OF POLYTECHNICS JIHLAVA

Department of Travel and Tourism

Tourism Analysis of the City of Kyiv

Bachelor thesis

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ZADÁNÍ BAKALÁŘSKÉ PRÁCE

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Bakalářská práce je věnována analýze cestovního ruchu ve městě Kyjev, Ukrajina. Součástí této bakalářské práce je analýza primární a sekundární nabídky, SWOT analýza.

Klíčová slova

Město Kyjev, Ukrajina, SWOT analýza, primární a sekundární nabídka cestovního ruchu.

Abstract

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This bachelor thesis deals with the analysis of tourism in Kyiv city, Ukraine. The part of this work is qualified research of primary and secondary offer of tourism and SWOT analysis.

Key words

Kyiv city, Ukraine, SWOT analysis, primary and secondary offer in tourism.

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Introduction

This bachelor thesis deals with the analysis of tourism in the capital city of Ukraine, Kyiv. The core of the thesis is a primary and secondary analysis of supply and SWOT analysis of the capital of Ukraine.

Today Kyiv has a prospect of entering the top 20 most visited countries in the future, but before the year 2012 not a large number of people could say where Ukraine is located on the world map, its national currency name or the president's name.

After the 2012 UEFA European Football Championship, which was hosted by Poland and Ukraine, more people became interested in the capital. In the winter of 2013 – 2014, the whole world witnessed unfortunate events that unfolded in Kyiv.

A revolution entitled “Euromaidan”, literally “Euro[pean]research Square”, took place at the main square in Kyiv, which is called Maidan Nezalezhnosti (Independence Square). The protests were sparked by the Ukrainian government's decision to suspend the signing of an association agreement with the European Union, choosing closer ties to Russia and the Eurasian Economic Union instead. As a result, 106 people died and almost 2000 people were injured. After that winter almost everyone in the world knew about Ukraine, and particularly about Kyiv.

As mentioned before, this bachelor thesis will be focused on present-day tourism in Kyiv, its development and various possibilities of its development. Furthermore, some research on the administrative management of tourism in Kyiv, its visit rate, and the current SWOT analysis of the city will be included.

This bachelor work is divided into two parts. The first one is a theoretical part and the second one is a practical part, where the results are presented.

The theoretical part is devoted to the natural and historical preconditions of the city of Kyiv for the development of tourism. The sources used during the elaboration of the theoretical part are books that focus on the geography of the city, historical conditions, and conditions for the development of tourism.

The practical part contains an analysis of the use of the primary and secondary tourist resources, an analysis of tourist movements in Kyiv in recent years, an analysis of tourism management systems in Ukraine and Kyiv and an up-to-date SWOT analysis. The sources used in the

elaboration of the practical part are the official website of the city office, literature, and data from the official websites of the state of Ukraine. The SWOT-analysis is independently prepared on the basis of the examined professional literature.

While researching for this bachelor thesis, no works from other students of Czech universities, dealing with the issue of tourism in Kyiv, were found. That makes me the first student to write a work on this matter.

Kyiv was chosen because of its vast tourism potential. The capital can become one of the most visited European cities. The year 2019 showed that Kyiv is a fascinating and attractive place for foreign visitors. Before starting to write this bachelor thesis, specialized literature, stated in the literary sources at the end of the work, was studied.

Motivation

The motivation for choosing this theme was the author's relationship with the travel destination and a great desire to present his native city. The chosen topic is directly related to his field of study. The work is a practical demonstration of the theoretical skills gained during the author's studies at the College of Polytechnics Jihlava.

The aim of the work

This work aims to analyse tourism in Kyiv by means of a determination of the potential of primary and secondary tourism resources, an analysis of tourist movements in Kyiv in recent years, an analysis of tourism management systems in Ukraine and Kyiv, and SWOT-analysis.

1. The theoretical part

The number of tourists visiting the capital from other cities of Ukraine and different countries is increasing. If in 2018 the city was visited by 4 million guests, in 2019 by 5 million, in 2020 Kyiv expects more than 6 million visitors. Tourism and Promotion Department of Kyiv says that the city is becoming a "weekend city", as the statistics of ticket sales shows a constant increase in weekend ticket sales to Kyiv.

That is the reason why tourism started to have an economic impact on the city:

- New job positions were created
- Local revenue showed a growth
- The standard of living of local residents has been improved
- Social and production infrastructure has been advanced

Kyiv has been increasingly attracting people, and that is why the capital needs to develop in the field of tourism.

1.1. Components of a tourist offer: primary and secondary tourist resources

A tourist offer consists of primary and secondary tourist resources. Primary tourist resources attract tourists with their natural benefits. Primary tourist resources were not originally related to tourism. The primary offer has various factors that have an attractive natural effect on tourists.

As Linderová mentioned, we connect primary tourist resources to the country's natural and cultural and historical potential for tourism. The primary offer can be given by natural conditions or created by human activities consisting of cultural and historic monuments and organized events. (Linderová, 2013, p.53)

Primary tourist resources consist of:

Natural conditions

- geomorphological conditions
- climate conditions
- hydrological conditions

- biographical conditions

Cultural and historical conditions

- secular architecture monuments
- works of art
- folklore
- archaeological sites in the wild and museum collections
- places of the World and National history
- cultural education facilities

Organized events

- cultural events
- sports events
- political and social events
- business events

The natural and culture-historical potential of tourism is not evenly distributed across the country and has different importance in terms of tourism, which can be local, national or international in view of its uniqueness and unrepeatability. (Gúčik, 2000)

Secondary tourist resources - travellers arrive at the chosen location to satisfy their needs such as relaxation, experience and getting to know a new place. Secondary tourist resources are serviced through the incomes in the locality, creating jobs and conditions for exploiting the primary tourist resources. It consists of a superstructure, infrastructure and general infrastructure.

Secondary tourist resources consist of:

- **Tourism superstructure** consists of accommodation and hospitality facilities, which create prerequisites for exploiting the primary tourist resources.
- **Tourism infrastructure** includes travel agencies, tourist information centres, congress halls and centres, gaming clubs, casinos, exchange offices and recreational transport.

- **General infrastructure** includes transport infrastructure (taxi services, car services, car parks, bike and car rentals, cycle buses), medical infrastructure (hospitals, pharmacies), police and emergency services, other infrastructure (post offices, banks, insurance agencies), sports and recreation facilities (ski resorts, cross-country skiing trails, cycling trails, hiking trails), transport facilities (public transport, buses, rail transport).

1.2. Competitive advantage in tourism

Competitive advantage in tourism deals with the ability to use a destination's resources efficiently and effectively over the long term. (Geoffrey Crouch and J.R. Brent Ritchie, 1999, p. 24) Sources of competitive advantages in tourism are often associated with the fundamental economic principle of recourse limitation, in this case, in tourism. However, the fact of having unique tourist attractions is not yet a competitive advantage.

From the international tourism market supply point of view, it is important that the state offers only attractive goods of national or international importance. The state, as the destination for tourism, should specialize in the offer in order to obtain an absolute or, at least, a relatively competitive advantage. This is the only way to achieve the marketability of the offered product. (Linderová, 2013, p.54)

The state has a relative competitive advantage if it offers unique, irreplaceable and inimitable products such as the Alps, the Mediterranean Sea, the Louvre, etc.

1.3. SWOT analysis

To analyse the advantages and disadvantages of the activities of various enterprises around the world, the SWOT analysis method is used. The acronym SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

SWOT analysis helps to clarify the circumstances in which a tourist region develops, to balance the influence of the internal advantages and disadvantages with the influence of favourable opportunities and threats. Such analyses help to determine not only the capabilities of the region but also all the advantages over competitors. This universal method is especially effective in analysing the advantages and disadvantages of the tourist region and country.

SWOT analysis of a tourist region involves finding answers to several groups of questions. One group of questions concerns the internal factors (strengths and weaknesses), and the second one concerns the external ones (opportunities and threats).

Internal factors

Strengths:

- the availability of sufficient natural resources (beaches, forests, mountains);
- state of ecology;
- weather factors;
- the availability of sufficient or unique cultural and historical resources;
- the availability of infrastructure and the level of its development;
- the availability of sufficient financial resources.

Weaknesses:

- the emergence of new competitors;
- an increase in sales of similar tours or services offered by competing regions;
- slow market growth;
- change in the needs of tourist consumers.

External factors

Opportunities:

- entry into new tourism markets or market segments;
- expanding the range of products (tours, hotel services) to satisfy a wide range of consumers;
- confidence regarding rival regions;
- rapid market growth.

Threats:

- a small number of hotels;
- a poor image in the tourism market;
- lack of sufficient funding for tourism projects;
- backwardness in the innovation processes;

- insufficient variety of tours offered.

By analysing factors of internal and external impacts, we can highlight advantages and disadvantages of tourist regions and countries. The advantages serve as the basis for the competitiveness of tourist regions; the base tourist regions should expand and strengthen. Regarding the disadvantages, particular attention should be paid to the analysis of weaknesses and gradual elimination of weak areas and their activities.

1.4. Ukraine – general information

Ukraine (in Ukrainian – Україна) is a country in Eastern and partly in Central Europe, with an area of 603 628 km². The largest country, whose territory is entirely located in Europe. Ukraine is bordered by Belarus in the north, Poland, Slovakia and Hungary in the west, Romania and Moldova in the southwest, Russia in the east and northeast. In the south and southeast Ukraine is washed by the Black Sea and the Sea of Azov.



Picture 1 - Ukraine in a world map. Source: [1]

The capital city is Kyiv; the official language is Ukrainian; the national currency is called hryvnia. Ukraine is a unitary state and a parliamentary-presidential republic. Vladimir Zelensky is serving as the 6th president of Ukraine since May 2019.



Picture 2 - Vladimir Zelensky, the sixth president of Ukraine. Source: [2]

The state coat of arms of Ukraine (in Ukrainian - Державний Герб України) is one of the three official symbols of the state, along with the flag and anthem. Consists of Small and Large Coats of Arms. Currently, only the Small Coat of Arms approved on February 19, 1992, is used.



Picture 3 - The state coat of arms of Ukraine. Source: [3]

The state flag of Ukraine is the official state symbol of Ukraine (along with the coat of arms and anthem) as well as one of the national symbols of Ukrainians.

It is a rectangular panel of two equal horizontal stripes: the upper one is blue and the lower one is yellow. According to the popular modern interpretation, the yellow colour symbolizes wheat fields, and blue colour - a clear sky above them. Among the flags of the Slavic countries, only Ukrainian and Bosnian do not have a red colour.



Picture 4 - The state flag of Ukraine. Source: [4]

The Anthem of Ukraine (Ukrainian: Державний гімн України) is one of the main state symbols of Ukraine, along with the flag and coat of arms.

Composition “Ukraine Has Not Yet Died” (in Ukrainian - «Ще не вмерла Україна») was approved on March 6, 2003, by the Supreme Council of Ukraine. The lyrics were written back in the distant 1862 by Pavel Chubinsky and the music was composed by Mikhail Verbitsky.

1.5. Kyiv – general information

Kyiv is the capital of Ukraine, one of the largest and oldest cities in Europe. The city is located in north-central Ukraine along the Dnieper River. As of December of 2019, its population was estimated to be 3,703,100 people. The Mayor and Head of City State Administration is Vitalii Klichko.



Picture 5 - Location of Kyiv on the map of Ukraine. Source: [5]



Picture 6 - Vitalii Klichko, the Mayor and Head of City State Administration. Source: [6]

According to the legend, the name of the city comes from the name of **Kyi**, the legendary Duke of Dnieper glades. He was the eldest of three brothers (Schek and Horyv), who, according to the legend, are considered to be the founders of Kyiv.

The city is located in the north of Ukraine, on the border of Polesie region (is a natural and historical region starting from the farthest edges of Central Europe and into Eastern Europe, stretching from parts of Eastern Poland, touching a region of a similar name - Podlasie, straddling the Belarus–Ukraine border and into western Russia) and forest steppe on both banks of the Dnieper River in its middle reaches. The city area is 836 km². The length along the river bank is more than 20 km.

The symbols of the city of Kyiv are the coat of arms of Kyiv, the flag of Kyiv, and the anthem of Kyiv. The city also has a logo in two versions: Ukrainian and English.

The modern coat of arms of Kyiv is the image of the patron saint of the city - the Archangel Michael on a blue shield. This coat of arms was officially approved by the Kyiv City Council on April 18, 1995.



Picture 7 - Monument to the founders of Kyiv - Kyi, Schek, Horyv and their sister Lybed.

Source: [7]



Picture 8 - Coat of arm of Kyiv. Source: [8]

The hymn of Kyiv is the song "How not to love you, my Kyiv!" (original «Як тебе не любити, Києве мій!»). Created in 1962 by a composer Igor Shamo and a poet Dmitry Lutsenko, and first performed by a singer Yuri Gulyaev the same year. The song was approved by the Kyiv City Council as an official anthem on November 13, 2014, and before that, it was an unofficial national anthem for a long time.

The logotype of Kyiv was created in 2011 by a designer Andrey Fedorov in preparation for Euro 2012 and was approved on December 21, 2012. The logo is a combination of four figures that symbolize a particular feature of the city: a drop that symbolizes the Dnieper River; chestnut, which symbolizes Kyiv as a city park; a dome that symbolizes a large number of churches and temples; a heart that symbolizes the love of the people of Kyiv to their city.



Picture 9 - Kyiv's logo. Source: [11]

1.6. History of Kyiv

The history of Kyiv, the capital of Ukraine and its largest city, dates back at least 1200 years. As mentioned before, Kyiv was founded by three brothers Kyi, Schek, Horyy and their sister Lybid. Kyiv was named after the eldest brother Kyi. The exact date of the founding of the city has not been established. The first Slavic settlement, according to some assumptions, existed on the territory of the modern city in the VI century.

The city was founded in the mountains, which provided additional protection during the raids of nomadic tribes. In the 9th century, the largest settlement was on Castle Hill (Ukrainian: Замкова гора), while the princes lived on Starokievskaya (Ukrainian: Старокиївська - the historical centre of Kyiv, the place where, according to legend, Kyi, the founder of Kyiv, originally reigned), which served as the religious and administrative centre of the city. [12]

The next period in the history of Kyiv was associated with the reign of Prince Vladimir, in 980-1015. Under him, the Baptism of Rus' was being spread, which was beneficial from a political point of view.

After Prince Vladimir, the reign was passed (after several armed skirmishes) to Yaroslav the Wise, who greatly expanded the city. Under his rule, the Golden Gate was built in 1037, as well as the first library in Rus, which is now considered to be lost. The Golden Gate served as a defence for Kyiv and was the only entrance to the city. (Грицак Е., 2004, p. 32)



Picture 10 - Possible image of a golden gate in the 9th century. Source: [13]

Kyiv was subordinated to the Mongol-Tatars for more than hundred years. In the 15th century, it adopted the Magdeburg law, which allowed the city to have its own city government. In 1569, Kyiv became a part of the Polish-Lithuanian Commonwealth, which was located on the territory of modern Poland.

The battle between the Cossacks (East Slavic-speaking people, who became known as members of democratic, self-governing, semi-military communities, the main occupation of the Cossacks was military affairs protection and patrolling of trade routes, maritime raids, protection of the borders of neighbouring states) and the Polish–Lithuanian Commonwealth (in Polish: Rzeczpospolita - was a dual state, a bi-confederation of Poland and Lithuania ruled by a common monarch, who was both King of Poland and Grand Duke of Lithuania) gained momentum by the end of the 1640s. Getman (is a political title from Central and Eastern Europe, historically assigned to military commanders) Bogdan Khmelnytsky was forced to enlist the support of the Russian tsars and concluded a protectorate alliance with Royal Russia. Later, Kyiv was in the power of the Russian state.

In the 1700s, active construction of the city began. Kontraktova Square was the administrative centre of the city at that time, where the magistrate and other administrative buildings were situated. Another “boom” of construction occurred in the 1800s after the fire of Podil; the entire area was redesigned in the form which we can see today. Active development of Pechersk began, and the business centre gradually moved to Khreshchatyk (centre of Kyiv in our days). In the early 1890s, the first electric tram line in Tsarist Russia was opened in Kyiv. In 1898, the Polytechnic Institute was opened.



Picture 11 - Polytechnic Institute, year 1900. Source: [14]

During World War II, Kyiv was occupied by German forces for two years. During that time, many architectural monuments were destroyed and most of the buildings on Khreshchatyk were bombed. During the occupation, mass executions were carried out in the city, in particular in Babi Yar, and several concentration camps functioned. Babi Yar is a ravine on the outskirts of

Kyiv where Einsatzgruppen mobile squads killed at least 34,000 Jews over a one-week period in September 1941. Russian estimates put the number of killed at nearly 100,000. Today, Babi Yar has come to symbolize the horrific murder of Jews by the Einsatzgruppen as well as the persistent failure of the world to acknowledge this Jewish tragedy. [15] The city was liberated from the Nazis in November 1943. After the war, Kyiv was rebuilt. During the mass development in '60-'70s, new residential areas were created. In the 1960s, the first branch of the Kyiv Metro was opened. (Макаров А., 2017, p. 44)

In 1991, Kyiv became the capital of independent Ukraine, but positive changes were quite hard to notice, the nationwide social and economic crisis was growing, which led to increased unemployment and reduced manufacturing. Back in the 1980s, with the development of commercial relations, newly organized bandit groups, so-called racketeers, appeared. After that, skirmishes started to happen in the city due to the distribution of influence spheres. This form of the organized crime existed until the mid-1990s.

November 22 - December 26, 2004 - the time of the Orange Revolution on Independence Square against falsification of the presidential election results. The revolution was non-violent. Thanks to the action, Viktor Yushchenko became a president of Ukraine.

The Orange Revolution began after the Central Election Commission of Ukraine announced the preliminary results of the second round of the presidential election on November 21, 2004, according to which Victor Yanukovych, who was then the Prime Minister, won with a 3% advantage. Supporters of Yanukovych's main rival in the election, Viktor Yushchenko, and most foreign observers believed that Yanukovych's superiority in voting was achieved due to election irregularities. After all the examinations, the court found it impossible to "establish the results of the real will of the voters" and ordered the re-voting of the second round on December 26, 2004. Repeated voting recorded the victory of Viktor Yushchenko with a margin of 8%.



Picture 12 - The Orange Revolution. Source: [17]

November 21, 2013, in response to the suspension by the Ukrainian government of the process of preparing for the signing of an association agreement between Ukraine and the European Union, a massive multi-month protest rally called Euromaidan began in Kyiv.

Euromaidan, the protest movement, transpired when President Yanukovych unilaterally delayed the signing of the European Union Association Agreement. Thus, it was an abrupt policy shift from Pro-European to Pro-Russian by the Ukrainian government, propelled thousands of demonstrators (predominantly young students) to go out onto the streets. After Berkut, the Ukraine Special Force had brutally beaten the peaceful protesters on Maidan Nezalezhnosti (translated as “Independence Square”), the student protest quickly evolved into mass actions of a national scope against the existing power. The rapid and dramatic expansion of the civil resistance was due to the extremely critical attitude of the people about the policies that were being implemented by those in power, as well as the authoritarian use of power.[18]

As a result of these events, the “Agreement on the Settlement of Crisis in Ukraine” was signed on February 21, 2014, by the President of Ukraine Viktor Yanukovych and the leaders of the parliamentary opposition (Vitaly Klitschko, Arseny Yatsenyuk, Oleh Tyahnybok) under the mediation of the European Union and the Russian Federation. The signing was witnessed by the Foreign Ministers of Germany and Poland, Frank-Walter Steinmeier, Radosław Sikorski, respectively, and the Director of the Continental Europe Department of the French Foreign Ministry, Eric Fournier. Vladimir Lukin, representing Russia, refused to sign the Agreement. [19]

During the Euromaidan revolution, 106 people died and almost 2000 people were injured.



Picture 13 - Euromaidan. Source: [20]

2. The practical part

2.1. Primary tourist resources analysis

The primary tourist resources of Kyiv form the whole complex of conditions for tourism. The next step will be an analysis of the use of the primary tourist resources in the city.

2.1.1. Natural conditions

Natural conditions are one of the decisive factors for most types of tourism and leisure activities. For tourists, natural conditions are one of the key factors, when choosing a travel destination.

A characteristic feature of Kyiv is a large number of green spaces. The capital has a multitude of gardens and parks for recreation. Most often, Kyivans and city guests visit the National Botanical Garden at the time of flowering of the Lilac Garden. On September 3, 2011, Kyoto Park in Kyiv planted the longest sakura alley in Europe.

The symbol of the city is a chestnut leaf. This tree appeared in the city at the turn of the XIX and XX centuries. As an experiment, the Boulevard Highway (now - T. Shevchenko Boulevard) was planted with chestnuts. Later, trees spread throughout the city.



Picture 14 - Chestnut in Kyiv. Source: [21]

Geomorphological conditions

The capital of Ukraine is located at the intersection of various tectonic, geomorphological structures. The relief, tectonics and lithology of the left bank are different from the conditions

of the right bank. It is also worth considering that large rivers flow along large tectonic faults. The Dnieper River bed delimits various geological structures. The topographic map shows that the Dnieper lowland, which is located on the left bank of the river, adjoins Chernihiv Polesie in the north-east and Kyiv Polesie in the north-west. The Kyiv plateau is located on the right bank in the south-west.

Climate

Kyiv is located on seven hills and has a height difference of about 100 meters between the upper and lower points. Therefore, the cold air in winter moves from the upper points down, usually into the valleys of rivers, and lowers the temperature there. In addition, it is a few degrees warmer in the centre of the city than in the surrounding areas in the winter - due to the dense urban development. The southern part of the city is usually warmer than the north (since the sun shines almost always from the south).

Kyiv's climate is temperate continental, with mild winters and warm summers. Average monthly temperatures in January is -3.5°C , $+20.5^{\circ}\text{C}$ in July. The absolute minimum is -32.2°C (February 7, 1929), the absolute maximum is $+39.9^{\circ}\text{C}$ (August 1898) (according to other sources: $+39.4^{\circ}\text{C}$ (July 30, 1936)). The average annual rainfall is 649 mm, the maximum rainfall is in July (88 mm); the minimum rainfall is in October (35 mm). Winter in Kyiv forms a snow cover, the average height of the cover in February is 20 cm, the maximum is 440 cm. (Кравчук П. А., 2011, p. 23)

In general, the air temperature in Kyiv is a few tenths of a degree higher than in the surrounding cities. The difference is greater in winter, less in summer. The coldest period during the observation was in 1942, with an average annual temperature of $+5.1^{\circ}\text{C}$. The warmest year was 2019: $+10.6^{\circ}\text{C}$. The lowest average monthly temperature in January: -14.9°C , recorded in 1942, the highest: $+2.1^{\circ}\text{C}$ in 2007. The lowest average monthly temperature in July: $+16.9^{\circ}\text{C}$ was observed in 1902, 1935 and 1979, the highest: $+25.6^{\circ}\text{C}$ in 1936. The coldest in Kyiv is usually the period of January 26 - February 6. The highest air temperature is typical of the period July 25 - August 3. The absolute minimum air temperature: -32.2°C , recorded twice – February 7 and 9, 1929, the absolute maximum: $+39.4^{\circ}\text{C}$ in July 30, 1936. (Кравчук П. А., 2011, p. 24)

In the last 100 -120 years, the air temperature in Kyiv, as well as on the Earth in general, has tended to rise. During this period, the average annual temperature in Kyiv increased by

approximately 1.5 ° C. The largest increase in air temperature is observed from December to March.

Precipitation

The average annual rainfall in Kyiv is about 619 mm.

Humidity

The humidity in Kyiv is often high. The average humidity for the year is about 75%, in summer it is about 65%, and in the winter, it is 80-90%. [22]

Hydrological conditions

The Dnieper is the largest river in Ukraine, which flows through Kyiv. Although this river carries its waters through the territories of three countries (Russia, Belarus, Ukraine), the word "Dnieper" is still associated with Ukraine for most people.

Within Kyiv, the Dnieper riverbed is divided into several branches cut by islands of different sizes. Another large river, which is called Desna, flows into the Dnieper within the city. The Dnieper and Desna are the main sources of water for industrial and domestic needs of the city. There are several small rivers in the city, most of which are chained in concrete (collectors) because they flow through built-up areas. (Кравчук П. А. 2011, p. 30)

The Kyiv Cistern (Ukrainian: Київське водосховище) - is a large water reservoir located on the Dnieper River in Ukraine. The reservoir together with the dam is a complex set of hydraulic structures that are a part of a hydroelectric power station. Thanks to the reservoir, the water level in the Dnieper is regulated to prevent sudden changes. The city has a large number of lakes, most of which are small and located near the Dnieper.

Many species of fish, animals, and birds live in rivers and lakes. Fishermen and outdoor enthusiasts can be spotted by the water any time of the year.

Biogeographical conditions

In the vastness of Kyiv, there are endless green areas, ponds, rivers, and parks. Rivers and more than four hundred lakes and ponds occupy 8% of the territory of Kyiv. The primary water resource of the city is the Dnieper. Within the city, the Dnieper is 400–600 m wide and 6–12 m deep; in shallow waters, it has a width of 800–1000 m and a depth of 4-5m.

Forests, parks and gardens make up more than half of Kyiv (nearly 80,000 hectares). Grishko National Botanical Garden occupies almost 130 hectares of area and is one of the largest nature reserves in Europe. A walk through the Grishko Botanical Garden is an opportunity to see the nature in different geographical zones during one day. The relief features of typical landscapes are shown there: the Ukrainian Carpathians, forests and steppes of Ukraine, Crimea, Altai and Western Siberia, Central Asia and the Far East.

Kyiv has not only amazing, multi-species flora, but also fauna. There are many species of wild birds nesting in the city forest parks, including predators and hollow nesting species. Most of these species are listed in the Red List of Threatened Species of Ukraine. The big city seems like an unsuitable environment for wildlife. In spite of this, representatives of Kyiv's fauna are hedgehogs, owls, eagles, beavers, muskrats, gulls, and many other forest and steppe animals. Long-eared owls and barn owls live in almost all Kyiv parks, including the central ones. Seagull considers as a marine inhabitant, but these predators can also be found near large urban lakes. Two species live in Kyiv: lake gulls and silver gulls. The white-tailed eagle is protected by the IUCN Red List and all the protection lists of Europe. It feeds on fish, and therefore you can see it only near large bodies of water in Kyiv.

2.1.2. Cultural and historical conditions

Folk culture is fundamental for the Ukrainian national culture, on the basis of which professional science, literature, and art gradually formed. The peculiarity of Ukrainian culture was also determined by the influence of geographical conditions, features of the historical path, as well as the interactions with other ethnic cultures.

The Ukrainian people have a rich and rough history. They had to live at a crossroads through which many different peoples and tribes passed and almost each of them encroached on Ukrainian soil. In such difficult conditions, people of Ukraine had to defend their freedom from enemies. This struggle brought up a special feature in Ukrainians - **a love of freedom**.

Traditional food

Ukrainian cuisine is East Slavic cuisine; it is based on culinary traditions that have developed in each of the regions of Ukraine. Despite this, the recipes are about the same in all regions of the country.


The most famous national dish of Ukrainian is borsch. However, varenyky and holubtsi are also considered national favourites of the Ukrainian people.




The most popular drinks are those that are obtained by natural fermentation, such as various types of beer, kvass and grape wines. In the XIV century, vodka appeared, as well as various tinctures.

Architectural monuments

Kyiv is famous for its monuments, as well as for some unique ones.

The table below shows the main **sights** of Kyiv.

Name	Year of foundation / Significance	Sample
The Golden Gate (Ukrainian: Золоті ворота)	The Golden Gate was built in 1037 and served as a defence for Kyiv and was the only entrance to the city until they were almost completely destroyed. Although no images of the original gates have survived, it was rebuilt completely by the Soviet authorities in 1982. In our days the golden gates serve as a museum.	 <p><i>Picture 15 - The Golden Gate. Source: [23]</i></p>
The Monument to the Founders of Kyiv (Ukrainian: Пам'ятник засновникам Києва)	The Monument to the Founders of Kyiv is a boat, in which the legendary founders - Kyi, Schek, Khoriv and their sister Lybed are floating. It was installed in 1983 in honour of 1,500 years since the founding of Kyiv. This is one of the most famous monuments of Kyiv, which is considered a symbol of the city.	 <p><i>Picture 16 - The Monument to the Founders of Kyiv. Source: [24]</i></p>

<p>The Motherland Monument (Ukrainian: Батьківщина-Мати)</p>	<p>The monument is installed on one of the highest points in Kyiv and is visible from almost any part of the city. The Motherland Monument, according to the creator, embodies the indomitable spirit of the people who could survive and defeat the most terrible war. The monument was opened to visitors in May 1981. The height of the sculpture is 102 meters, weight more than 420 tons.</p>	 <p><i>Picture 17 - The Motherland Monument. Source: [25]</i></p>
<p>The Bohdan Khmelnytsky Monument (Ukrainian: Пам'ятник Богданові Хмельницькому)</p>	<p>The monument was built in 1888. It is dedicated to the Hetman of Zaporizhian Host Bohdan Khmelnytsky. Bogdan Khmelnytsky was known as a commander who liberated the lands of Ukraine from the occupation of the Commonwealth and built diplomatic relations between Ukraine and Tsarist Russia.</p>	 <p><i>Picture 18 - The Bohdan Khmelnytsky Monument. Source: [26]</i></p>
<p>The Peoples' Friendship Arch (Ukrainian: Арка дружби народів)</p>	<p>The Peoples' Friendship Arch was opened on November 7, 1982. The opening was timed to the 60th anniversary of the USSR and the celebration of the 1,500th anniversary of the Kyiv city. The design combines three elements: this is a large arch-rainbow, a bronze sculpture of two workers and a figure, which is made of granite, where the Pereyaslav Council (Ukrainian: Переяславська рада) is displayed. (Pereyaslav Council - was a meeting of representatives of the Zaporizhian Host (or Zaporizhian Cossacks) led by hetman Bogdan Khmelnytsky, held in Pereyaslav, on January 8, 1654, where the decision to unite the territory of</p>	 <p><i>Picture 19 - The Peoples' Friendship Arch. Source: [27]</i></p>


	<p>the Zaporizhzhya Army with the Russian Empire was made). The sculpture of two workers is represented by Russian and Ukrainian workers who raise the Order of Friendship of Peoples. On November 23, 2018, activists depicted a crack on The Peoples' Friendship Arch in solidarity with Ukrainian political prisoners held in Russian prisons.</p>	
<p>Kyiv Pechersk Lavra or Kyivo-Pechers'ka Lavra</p> <p>(Ukrainian: Києво-Печерська лавра)</p>	<p>Kyiv Pechersk Lavra - is the oldest and one of the preeminent centre of Eastern Orthodox Christianity in Eastern Europe. A unique monastery complex was built in 1051. This is the first monastery on the territory of Kyivan Rus. Temples erected in the 11th century are preserved here almost in their original form.</p> <p>In 1990, the Lavra was inscribed as a UNESCO World Heritage Site.</p>	 <p><i>Picture 20 - Kyiv Pechersk Lavra. Source: [28]</i></p>
<p>Saint Sophia Cathedral</p> <p>(Ukrainian: Собор Святої Софії)</p>	<p>Saint Sophia Cathedral is located in the centre of the city. This temple was considered the main temple of Kyivan Rus, was its cultural, political and religious centre. The cathedral was built in the 1037 year. In 1990, Saint Sophia Cathedral was inscribed as a UNESCO World Heritage Site.</p>	 <p><i>Picture 21 - Saint Sophia Cathedral. Source: [29]</i></p>

Saint Vladimir Monument (Ukrainian: Пам'ятник Володімиру Великому)	It is the oldest monument in Kyiv dedicated to the Great Prince of Kyiv Vladimir the Great; inaugurated in the 1853 year. Vladimir the Great (Old East Slavic: Володимѣръ Святославичъ, 958 – 15 July 1015) was a great Prince of Kyiv and the ruler of Kyivan Rus' from 980 to 1015. Vladimir the Great expanded the borders of Kyivan Rus' and turned it into one of the most powerful states in Eastern Europe. [30]	 <p>Picture 22 - Saint Vladimir Monument. Source: [31]</p>
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Table 1 - The main sights of Kyiv. Source: own research

Cultural-education facilities

The table below shows the main **theatres** of Kyiv.

Name	Year of foundation / Significance	Sample
Ivan Franko National Academic Drama Theatre (Ukrainian: Національний академічний драматичний театр імені Івана Франка)	<p>The theatre was founded in 1920. The “national” status was assigned in 1994, and the first permanent creative group of actors, singers, musicians was formed 100 years ago in Vinnytsia (Vinnytsia is a city in west-central Ukraine). The two-story building in which the theatre is now located was destroyed during the second world war, and after its reconstruction, the third floor was added to it.</p> <p>Ivan Yakovych Franko (Ukrainian: Іван Якович Франко) (August 27, 1856 – May 28, 1916) - was a Ukrainian poet, writer, economist, social and literary critic, interpreter, political activist, journalist.</p>	 <p>Picture 23 - Ivan Franko National Academic Drama Theatre. Source: [32]</p>

<p>Taras Shevchenko National Academic Opera and Ballet Theatre of Ukraine</p> <p>(Ukrainian: Національний академічний театр опери та балету України імені Тараса Шевченка)</p>	<p>The theatre was founded in 1867. Despite its relatively short history, the theatre has gained recognition far beyond Ukraine. Original interpretations of classical musical heritage, exceptional harmony of the orchestra and choir, talented soloists, have allowed the theatre to reach the tops of art and to occupy an important place in the contemporary musical culture of Europe.</p> <p>Taras Hryhorovych Shevchenko (Ukrainian: Тарас Григорович Шевченко) (March 9, 1814 – February 26, 1861) - was a Ukrainian poet, artist, writer, folklorist, public and political figure.</p>	 <p><i>Picture 24 - Taras Shevchenko National Academic Opera and Ballet Theatre of Ukraine. Source: [33]</i></p>
<p>Lesya Ukrainka National Academic Theatre of Russian Drama</p> <p>(Ukrainian: Національний академічний театр російської драми імені Лесі Українки)</p>	<p>The theatre was built in 1891. With the outbreak of war in 1941, the theatre troupe broke up. (troupe - a group of dancers, actors, or other entertainers) The return of the theatre team and the director to Kyiv took place in 1944.</p> <p>Many of the theatre's performances are highly praised by critics and the public.</p> <p>Lesya Ukrainka (Ukrainian: Леся Українка) (February 25, 1871 – August 1, 1913) - was a Ukrainian writer, best known for her plays and poems, interpreter, political and feminist activist.</p>	 <p><i>Picture 25 - Lesya Ukrainka National Academic Theatre of Russian Drama. Source: [34]</i></p>

Table 2 - The main theaters of Kyiv. Source: own research

Festivals

Kyiv Day — is celebrated annually on the last weekend of May. The First Day of Kyiv was timed to coincide with the 1500th anniversary of Kyiv, and festive events were held at the end of May 1982. The city's first official day was celebrated on the last Sunday of May 1987. Since

then, the last days of May in Kyiv have been marked by colourful events, the program of which changes every year.

The Atlas Weekend — the largest festival of Eastern Europe held annually in Kyiv in the first half of July at the Expocentre of Ukraine. It was founded in 2015 by the concert agency PMK Event Agency, which is the owner of the Atlas club in Kyiv, from which the festival was named. The event features different genres of music, including rock, hip hop, electronic dance music, and indie.

Gogolfest — the first annual International Festival of Contemporary Art in Ukraine. It was founded in 2007. The main idea of the festival is to present the best examples of modern Ukrainian and world art to the public.

Kyiv International Film Festival "Molodist" — is one of the largest film festivals in Ukraine and Eastern Europe, according to the International Federation of Film Producers Associations.

The festival was established in 1970 in Soviet times and it has retained its great popularity up to now. The event became international in the 1980s. The festival presents the viewer with the latest and most relevant film production and contributes to the development of young professional cinema.

2.2. Secondary tourist resources analysis

2.2.1. Superstructure

Accommodation facilities

According to the head of Tourism and Promotion Department of the Executive Body of Kyiv City Council (Kyiv City State Administration) Anton Taranenko in summer 2018, the situation in hotels and other establishments of the hospitality sector was much better than in the past years. The hotel occupancy rate from May to September was 45-50% on the average. Hostels and three-star hotels are filled approximately by 90%, while the occupancy of four-star hotels is 65-70%. At the same time, six five-star hotels were filled by 50-55% on the average. [35]

The total offer of hotels of different categories in 2019 is approximately 10,900 rooms. Of these, the most offers in three-star segments – 3,927 rooms, slightly less in four-star hotels – 3,624 rooms and significantly less in five-star segments – 1,518 rooms. 164 hotels are currently

operating in Kyiv. Tourists pay from 50 to 150 euros for a hotel on average, depending on the class of the hotel.

Major hotels in Kyiv:

The Hilton Kyiv - is a 5-star hotel located in Kyiv. The construction of the complex began in 2007; the author of the project is John Sieffert - a world-renowned architect. The hotel was ready for check-in in March 2014. The Hilton Kyiv hotel has 262 rooms, as well as a restaurant, bar, business centre, meeting rooms, and a spa.

The Ibis hotel - there are two Ibis hotels in Kyiv, the first one is named “Hotel ibis Kyiv City Centre” that is located in the centre of ancient Kyiv, opened in 2011. Hotel ibis Kyiv City Centre has 212 rooms, restaurant, bar, four fully-equipped meeting rooms, and a private pool. The second one hotel is called “Hotel ibis Kyiv Railway Station” that is located near the Central Railway station and the international airport shuttle bus stop, opened in December 2007. It has 281 rooms, as well as a restaurant, bar and four meeting rooms.

Fairmont Grand Hotel Kyiv - is the largest five-star hotel in the capital. The hotel is located in the centre of Kyiv and offers 258 rooms, a restaurant, bar, gym, spa, swimming pool and underground parking, 12 conference rooms from 20 to 460 m², including the largest banquet hall in the city. The five-star hotel was opened on March 27, 2012.

The InterContinental Kyiv – this five-star hotel in Kyiv is operated by the English network InterContinental Hotels Group. The hotel restaurant serves French, Italian and Mediterranean cuisine. **The InterContinental Kyiv** hotel has a library, business centre, conference room, spa centre, shop, parking lot, disabled parking lot, an indoor pool, an exchange office. There are 272 rooms in total, including Royal Suite rooms (3-room on the 10th floor of the hotel with an area of 150 square meters) and Presidential Suite (5-room on the 9th floor with a separate elevator, an area of 275 square meters). The InterContinental Kyiv hotel opened in 2009.

The "Bratislava" hotel - is a four-star hotel located in Kyiv. The construction of the 13-story Bratislava Hotel was completed in 1980. It has 870 beds (336 rooms), 9 meeting rooms for various events (from 14 to 400 people), restaurant and bar. In 1986, the construction of the restaurant was finished, in which an innovation was introduced for the Soviet travel industry - the Swedish line. The hotel received its name in honour of the twin-town of Kyiv - Bratislava.

Despite the influx of tourists, **real estate developments** (a group of similar buildings built in an area by a particular developer = company that buys land and builds houses, offices, etc. on it) [36] are in no hurry to enter the market with new facilities. The main constraining factor is a long payback period, development and operational costs, the political and financial situation in the country, as well as the imperfection of the legislative base regarding international investments and the development of business tourism in Ukraine.

On the other hand, the **Airbnb** project is actively developing in Ukraine and in particular in Kyiv. **Airbnb, Inc.** - is an online marketplace for arranging or offering lodging, primarily homestays, or tourism experiences. The company does not own any of the real estate listings. It acts as a broker, receiving commissions from each booking. [37] Most young Ukrainians prefer to rent an apartment or a room on Airbnb, rather than to pay for expensive hotels. More advantageous offers (apartments and rooms) than in hotels are often found there. On the web site, apartment owners and guests contact each other directly.

Catering establishments

The catering market of Kyiv has already reached the pre-crisis level (before the Euromaidan revolution in 2013). According to analysts, most Ukrainians are willing to spend an average of 200 UAH (approximately 8 euro) per bill. In the capital, there is an increase in the popularity of conceptual restaurants and establishments with Asian cuisine (Vietnamese, Korean), as well as establishments with inexpensive seafood.

As of 2019, 1850 catering establishments were operating in Kyiv. Institutions of the middle segment, cafes, bars, and single-product establishments are opening. The main problems of the catering market are high rental rates for restaurants spaces and low solvency of customers.

Major catering establishments in Kyiv:

Domino's Pizza, Inc., branded as **Domino's** - is an American multinational pizza restaurant chain founded in 1960 in Ypsilanti, Michigan, United States. It is the largest pizza seller worldwide in terms of sales. [38] The first Domino's Pizza in Ukraine opened in Kyiv on October 8, 2010. Today Ukrainian Domino's Pizza is represented in the following cities: Kyiv (31 establishments), Odessa (4 establishments), Brovary (1 establishment), Lviv (2 establishments).

McDonald's Corporation - is an American fast food company, the world's largest restaurant chain by revenue, founded in 1940 in San Bernardino, California, United States. Ukraine

became the 102nd country where the McDonald's network began to develop. The first restaurant in Ukraine opened in Kyiv on May 24, 1997.

KFC (stands for **Kentucky Fried Chicken**) - is an American fast food restaurant chain, that specializes in fried chicken, founded in 1930 in Louisville, Kentucky, United States. KFC is the world's second-largest restaurant chain (as measured by sales) after McDonald's. The first KFC restaurant in Ukraine opened in Kyiv on December 20, 2012.

China hi (in Russian - **Китайский привет**) - one of the capital's most popular Chinese restaurants. The restaurant offers Chinese cuisine, which includes such popular Chinese dishes as fried crickets, zophobas larvae and so on. **China hi** is always full and it is impossible to visit it without a reservation. Opened in 2016.

Salateira – is a Ukrainian fast-healthy food restaurant chain which specializes in fresh salads, pasta, sandwiches, ravioli, cream soups and fresh drinks, was founded in 2011 in Kyiv, Ukraine. Salateira has an open kitchen principle that allows guests to observe all the cooking processes. The first restaurant of the network was opened in Kyiv in December 2011. There are 16 Salateira restaurants operating at the moment, of which: 12 establishments are located in Kyiv, 1 in Kharkiv, and 3 abroad (in Belarus).

Puzata Hata (in Ukrainian - **Пузата хата**) - is a Ukrainian chain of ethnic cuisine restaurants in major cities of Ukraine. The first restaurant was opened in Kyiv in 2003. Delicious Ukrainian cuisine and fast service are highly appreciated by consumers. Usually, these establishments are located near metro stations or in large shopping centres. There are 37 **Puzata Hata** restaurants operating at the moment, of which: 25 in Kyiv, 6 in Dnipro, 2 in Lviv, 1 in Odesa, Zaporizhia, Kharkiv and Lutsk.

Milk Bar – is a café with the best American desserts in Kyiv. Milk bar motto is “comfort food”, that means, simple understandable food in a simple understandable atmosphere. Large portions, and no gloss, dishes are served as they are prepared, not trying to comply with restaurant standards. Opened in 2014.

Bali Bowl Café – is an “Instagram café”, healthy food café in Kyiv. It is a café designed for food bloggers, photographers and aesthetician gourmets who prefer beautiful and healthy-natural food. Since Bali Bowl is an Instagram cafe, there is everything to create beautiful photos - a large number of vibrant greeneries, good lighting, handmade designer tables and chairs, etc. The culinary concept of Bali Bowl Cafe is based on the gastronomic trend of recent years -

Buddha bowls. Buddha bowl is a round bowl where different components of a healthy diet are beautifully laid. Such bowls with colourful food quickly “blew up” an Instagram. Bali Bowl Cafe is the first and so far, the only location in Kyiv, where absolutely all food from the menu is served in bowls. Opened in 2018.

Kyiv Food Market – is a selection of 22 best city restaurants in one space. Such a wide assortment attracts modern gastro-enthusiasts. Under one roof you can find dumplings and hummus, bowls and kebabs, pita and oysters, turkey, oven pizza, sushi, pad Thai noodles, desserts, squids and pasta, and sparkling wine or craft beer to wash it all down. Opened in 2019. “After the industrial revolution in London, factories that were left without work were turned into restaurants, co-working and other spaces. Now this is an entirely global trend, and we are a part of it.” says co-founder of Kyiv Food Market Alex Cooper.

All these restaurants were selected based on personal experience. The quality of food does correspond to the price. Menus in English are present in every establishment, as Kyiv seeks to be a part of Europe, menus in foreign languages are considered mandatory. Establishments always make sure that their service is at the highest level and all visitors are satisfied.

It should be noted that many world-famous gastronomic companies are afraid to enter the Ukrainian market. Companies such as Burger King, Starbucks, Pizza Hut, Pinkberry do not have their branches in Ukraine. The main factor why companies do not want to invest and to open new establishments is the unsustainable Ukrainian economy.

2.2.2. Infrastructure

Tour operators

About 60 tour operators work in Kyiv, and many of them are members of the Ukrainian Association of Tour Operators, as well as international organizations. Tour operators are final links in working with clients; they interact with all the infrastructure included in the travel package. Hotel chains, carrier companies, airlines, companies, excursion bureaus, insurance agencies and banks - an incomplete list of institutions that the tour operators work with to ensure that the services provided to the consumer have the best quality indicators.

The most famous tour operators in Kyiv are:

- **TUI Ukraine** - serves more than 100.000 tourists a year and includes 250 travel agencies (own and authorized). The company offers beach, sightseeing and ski holidays in mass tourist

destinations, including Turkey, Egypt, Spain, Bulgaria, the Czech Republic, Italy, Croatia, Montenegro, Greece and other countries;

- **TEZ TOUR** - this international tour operator was founded in 1994; it organizes tours for tourists from Ukraine, the countries of the former USSR and Eastern Europe.
- **ANEX TOUR** - is a well-known tour operator in the Russian and Ukrainian markets. In Russia, the company begins its history in 1998, expanding and forming representative offices around the world, today under the name of Anex Tour; there are about 70 branches around the world; in Ukraine, branches are represented in Kyiv and Kharkov. One of the most important tasks for Anex Tour is the organization of recreation for each client at an affordable price policy.
- **JOIN UP** - has been operating in the travel services market for almost 20 years; over the years, the company has become a diversified representative of travel services in leading areas. The number of travel agencies in Ukraine has long exceeded the figure of 50, today the tour operator continues to develop and strengthen its leading position in its segment. Almost 4,000 travel agencies work with Join Up.

Tourist information centres

There are two tourist information centres in the city, which are registered on the official city website. [39]

TIC offers services:

- Real estate rental services;
- Possibility of booking tickets and airline tickets;
- Reservation of rooms in hotels;
- Guided tours;
- Provision of reservations for transfer services;
- Car rental from partner companies;
- Sale of sightseeing cruises on water transport;
- Sale of theatre tickets, sports competitions;
- Restaurant reservations;
- All types of free information services.

Casinos

The Supreme Council of Ukraine adopted the law "On the Prohibition of Gambling in Ukraine" on May 15, 2009. The law clarifies the term gambling, which includes activities for organizing,

conducting, and presenting access to gambling in casinos, slot machines, computer simulators, bookmakers, and online casinos, regardless of the location of the server.

Exchange offices

There are two possibilities to exchange money in the city. The first one is to exchange money in a department of Kyiv banks. The bank usually has a disadvantageous rate with a surcharge for the service performed. Therefore, residents, as well as tourists, prefer private exchange offices, because of their higher rates and no service commissions.

2.2.3. General infrastructure

Shops and shopping centres

About 20 shopping centres are currently operating in Kyiv. The largest of them is the shopping centre Lavina Mall, opened in 2016. Its total area is 144, 000 m² and that makes Livina Mall the biggest shopping mall in Ukraine. The shopping centre attracts its visitors with a gorgeous gallery of comfortable stores, offering the interested buyer the full range of products. Lavina Mall is designed for buyers with a wide variety of financial opportunities. A visit to the shopping centre is not limited to shopping itself, visitors to the mall can try different cuisine on a food court or visit a modern cinema.

Hospitals and pharmacies

Public health care facilities still operate in the city, while Kyiv has the largest number of private clinics in Ukraine. Health care in Kyiv is defined by the legislation of the state, the system of round-the-clock medical care for the residents of the capital of Ukraine. The rescue service works 24/7.

The first pharmacy in Kyiv opened in 1709 as well as more than 1000 pharmacies work in our days.

Police

The Main Department of Internal Affairs of the city of Kyiv (Ukrainian: ГУМВС України в м. Києві – Головне управління МВС України в м. Києві) - is the most significant municipal police force in Ukraine, the main tasks of the department are to ensure the security, rights and freedoms of citizens, the suppression and disclosure of crimes, the protection of public order. It was established in Kyiv in 1868.

Post office

In Ukraine, and particularly in Kyiv, there are two leading companies engaged in postal services:

- **Ukrainian Postal Service** or **Ukrposhta** (Ukrainian: Укрпошта) - is a public company of Ukraine with 100% state ownership due to its strategic importance. It was founded in 1947. Ukrposhta is Ukraine's third employer. It consists of 11,700 post offices, more than 1 million square meters of premises.
- **Nova Poshta** (Ukrainian: Нова пошта) - is a private Ukrainian postal and courier company that provides express delivery of documents, goods and parcels, founded in 2001. In 2016, the American edition "Inc." included Nova Poshta under the number 1428 in the rating of the top 5000 European companies showing the fastest pace of development. [40]

Banks

There are 74 different banks operating in Kyiv, whose branches are scattered throughout the city, their approximate number is 1046. [41]

Transport

Air Transport

Kyiv is a powerful air hub. There are two passenger airports, one cargo, and a military one.

- **Boryspil International Airport** is located 29 km east of Kyiv. The airport has two runways, and five passenger terminals - A, B, C, D and F. The airport is the largest in the country, serving 8650 thousand passengers in 2016. The airport is a base for **UIA. (Ukraine International Airlines**, often shortened to **UIA** (Ukrainian: Міжнародні Авіалінії України,) is the flag carrier and the largest airline of Ukraine)
- **Kyiv International Airport** (the second name is **Zhuliany**), which has two passenger terminals is located on the southwestern outskirts of the city. After the transfer of **Wizz Air** (is a Hungarian low-cost airline with its head office in Budapest) to the airport in 2011, the passenger traffic increased 16.2 times compared to 2010, from 29 thousand people to 469.8 thousand people. Passenger traffic amounted to 1270 thousand people in 2016.

Water transport

Kyiv River Port was founded in July 1897 after the construction of Kyiv Harbour was completed. The berths of the port stretch from Havana to the metro station "Dnipro". In Soviet times, the Dnieper regularly operated both freight and suburban and long-distance passenger traffic. Currently, cruises on the Dnieper are considered unprofitable. In 2009, forgotten type of public transport for Kyiv was launched - so-called "river tram", for people transportation between the right and left banks of Kyiv. The Dnieper fairway is also used to transport large loads.

Rail transport

Metro

Kyiv Metro is a high-speed, mostly underground, transport system of Kyiv. There are three lines with an operating length of 69,648 km, 52 stations with three underground interchanges in the city centre. The metro is open to passengers daily from 06.00 to 00.00. After opening on November 6, 1960, it became the third subway in the USSR after Moscow and Leningrad. The subway carries about 1.439 million passengers daily (as of 2012). Metro stations considered as architectural monuments. In 2012, the Golden Gate station was included in the list of 22 most beautiful metro stations in Europe (according to the Daily Telegraph) [42]

Tram

Kyiv is the first city of the Russian Empire in which an electric tram appeared. The first line with a length of 1.5 km was opened on June 1, 1892. On December 30, 1978, the first light rail line in the USSR was opened in Kyiv. 1990 was the culmination of the development of the tram network - the total length of the lines was 275.9 km, the production base was 904 passenger tramcars, the annual traffic volume reached 438 million people. Since the mid-1990s, the tram economy has gradually fallen into decline, in 2005 the corresponding figures decreased to 258.3 km and 509 tram cars, the annual traffic volume amounted to about 175.6 million.

Funicular

The funicular was built as an effective way to shorten the path from the Upper Town to Podil (old city centre). It was commissioned in May 1905. The length of its path was 193 m. It was reconstructed in 1928 (extended by 41 m), 1958 and 1984. Every year, this unusual kind of transport carries 2.8 million passengers, including many tourists.

Public transport

Trolleybus

Work on the organization of trolleybus traffic in Kyiv began in 1934 with the return to Kyiv the status of the capital. Trolleybus network of Kyiv, the largest trolleybus network in the world in terms of line length, and the largest in Ukraine in terms of length and number of cars. The traffic was launched on November 5, 1935.

In 2000, 35 trolleybus routes were operating in Kyiv. The total length of trolleybus lines is 324.9 km, the fleet consists of 640 cars. Since May 2006, the number of trolleybus routes has reached 44. As of December 2010, 37 routes were operating. As of August 2014, there are 533 trolleybuses, 44 routes operate, the length of the lines is about 500 km.

Bus

Kyiv bus - a bus network operating from December 10, 1925 in the capital city. To date, the network is represented by 75 daily routes and one night. The city has four bus fleets.

Minibus

Kyiv minibuses or **Marshrutka** is a type of public transport in Kyiv that carries passengers and luggage, as a rule, with low and medium-class buses. Minibuses have signs of irregularity compared to other types of public transport. Today, the city has 153 legal routes and ten illegal routes.

Cycle route

The city authorities promise to develop bicycle infrastructure in the capital actively. The first steps in this direction have already been taken, and even the concept of the development has been adopted.

The full development of the bicycle infrastructure in Kyiv, according to experts, is hindered by the imperfection of the legislative framework, the lack of experience in designing bicycle paths, and the lack of an integrated approach in this direction. So far, there has been only one full-fledged cycling route that connects several districts in the capital. Only 20 km of bicycle roads have been built.

2.3. Analysis of tourist movement in Kyiv in recent years

Since the introduction of a visa-free regime for the EU and Switzerland in 2005, Ukraine has seen a steady increase in the number of foreign tourists visiting the country. Before the economic crisis (2008-2009), the average annual increase in the number of foreign visits to Kyiv over a three-year period was 23%. In 2009, a total of 1.6 million tourists stayed in Kyiv hotels, of which almost 259 thousand (about 16%) were foreigners. After Euro 2012, the capital of Ukraine became the most popular destination for European tourists. Then a record number of foreign tourists was registered 1.8 million foreign and about 2.5 million domestic tourists.

Kyiv was visited by 1.8 million tourists in 2014; almost half of them were foreigners. In 2015, this figure did not change significantly. According to the Kyiv City State Administration, 1.769 million people visited Kyiv in 2015, the number of Ukrainians in domestic tourism was 81, and 19% were distributed among Germans, Turks, British, and Russians.

During 2018, the capital of Ukraine was visited by 1, 850, 000 foreign and 2, 750, 000 domestic tourists. This information was given by Anton Taranenko – the head of the Tourism and Promotion Department of the Kyiv City State Administration. According to him, out of the total number, which is more than 4.5 million visitors, 60% are foreigners, 40% are Ukrainians. These figures do not take into account people who come there for a long time, for example, to live and work.

Anton Taranenko named the countries from which the largest number of tourists come to Kyiv. Top five countries are Belarus, Israel, the USA, Germany, and Great Britain. [43]

Country	Number of visitors in 2016 (thousands)	Number of visitors in 2017 (thousands)	Number of visitors in 2018 (thousands)
Belorussia	104,5	252	312,8
Israel	152,4	164,7	191,5
USA	99	111,2	127,4

Germany	85	99,8	119,1
Turkey	60,4	88,3	102,5
Great Britain	55,5	62	83,7
Poland	33	46,3	65,3
Azerbaijan	50,8	53,4	54,3
France	43,7	47,9	51
Italy	38,1	42,9	50,7
Lithuania	22,8	33,4	43,3
Kazakhstan	24,9	30	35,3
China	16,2	25,1	35
Georgia	31,2	34,1	31,7
India	12	19,3	31,5
Spain	12,1	14,7	28,4

Table 3 - Analysis of the main tourist flows in Kyiv. Source: [44]

As of 2018, hotel occupancy from May to September averages 45-50%. Hostels and three-star hotels are approximately 90% full, and four-star hotels are 65–70% full. Six five-star hotels are filled on average by 50–55%. Ordinary tourists usually come from May to October, business tourists from September to May. Most people come to Kyiv during major football matches, corporate events, and public holidays. [45]

Although 121,000 Russians visited Ukraine last year, which would put this stream in fourth place in the ranking, Tourism and Promotion Department decided to consider them separately. This was announced by the head of the Tourism and Promotion Department of the Kyiv City State Administration, Anton Taranenko.

According to the Tourism and Promotion Department, over 1.5 million foreign tourists visited the capital in 2019. Another 2.2 million visitors were Ukrainians. In general, the city received 61 million UAH from tourist taxes. According to the report, over the course of nine months of 2019, several large-scale events took place in Kyiv. In particular, Moto Open Fest, Kyiv Food & Wine Festival, Courage Bazaar, Atlas Weekend, Kyiv Art week.

There is a positive trend for tourist growth. More and more people see Ukraine as a new, exciting place to go. In the ranking of the World Economic Forum, over the past two years, Ukraine has risen ten positions in the Travel and Tourism Competitiveness Index, in the list of 140 countries, Ukraine took the 78th place. The country was on a par with such recognized centres of international recreation as the Dominican Republic, Sri Lanka, Tunisia and Albania (which is gaining popularity now).

According to the report of the World Economic Forum, Ukraine has shown the fastest growth rate in the sub-region. In particular, as the country stabilizes and rebuilds, Ukraine has dramatically improved its business environment (from 124 to 103 places), security (from 127 places to 107th), international openness (from 78th to 55th) and infrastructure (from 79 to 73).

2.4. Tourism management system

The ministries responsible for tourism are changing very often in Ukraine. **The Ministry of Culture of Ukraine** (Ukrainian: Міністерство культури України) or **MinCult** is the foremost state authority in the system of the central government of Ukraine responsible for the country's cultural development and heritage preservation. It is fully based on the former **Ministry of Culture and Tourism** (that was dissolved in 2010).

The Ministry of Culture and Tourism of Ukraine (MCT) is a former ministry in Ukraine. It existed from May 16, 2005, to December 9, 2010. Then it was reorganized into the Ministry of Culture of Ukraine.

From May 16, 2005, to December 9, 2010, the MCT was the main body in the system of central executive bodies to ensure the implementation of state policy in the field of culture, tourism, and state language policy. The ministry carried out the procedure for entering cultural heritage sites in the "State Register of National Cultural Heritage".

The Ministry of Culture of Ukraine was liquidated in 2019, and its functions were transferred to the **Ministry of Culture, Youth and Sports of Ukraine**.

The Ministry of Culture, Youth and Sports of Ukraine was established on September 2, 2019, by reorganizing the Ministry of Information Policy of Ukraine into the Ministry of Culture, Youth and Sports of Ukraine with the merger of the Ministry of Culture of Ukraine and the Ministry of Youth and Sports of Ukraine.

The ministry began to work at full capacity on January 2, 2020. The ministry transferred a significant part of its functions to the new central executive bodies, namely:

- **State Agency for Tourism Development;**
- State Agency for the Development of Youth and Civil Society of Ukraine;
- State Sports Agency of Ukraine;
- State Agency for Arts of Ukraine;
- State Agency for Art Education of Ukraine;
- State Service for the Protection of the Cultural Heritage of Ukraine;
- State Inspectorate of Cultural Heritage of Ukraine.

State Agency for Tourism Development has not started working yet. “There is a development process of the **State Agency for Tourism Development** of Ukraine associated with organizational and procedural issues. Every effort is made to ensure that the State Agency is able to fulfil its responsibilities in full within a month. Now it is crucial to prepare a springboard for the rapid take-off of Ukrainian tourism after the crisis on the spread of the COVID-19 virus.” [46] (taken from the official Facebook page of the State Agency)

As for Kyiv, Tourism and Promotion Department of the Executive Body of Kyiv City Council (Kyiv City State Administration) - is an official tourist board for the capital that is involved in a broad range of activities to encourage international tourists from all over the world to visit Kyiv. [47]

Activities:

- promoting Kyiv internationally
- developing Kyiv's tourism product
- developing MICE tourism - attracting businesses, events, congresses to Kyiv, providing support for international conventions and incentive events;
- promoting travel and tourism to Kyiv;
- helping the travel industry to encourage tourists to visit Kyiv.

2.5. SWOT analysis

Internal factors

Strengths:

- quite low (compared to the Eastern European capitals) cost of living
- abundant cultural and historical resources;
- a large number of green spaces;
- value for money;
- location close to Chernobyl (dark tourism);
- not overcrowded by the tourists.

Kyiv attracts tourists with its unique culture, national cuisine and creative people. In recent years, the capital has been tirelessly developing and trying to match European standards.

Compared to the Eastern European capitals, Kyiv has a relatively low cost of living. That makes the capital affordable tourist destination to travel. Kyiv has a rich historical heritage, the remains of Soviet culture, UNESCO monuments and even the consequences of the last revolution. All these factors attract tourists who want to discover a new country.

A characteristic feature of Kyiv is a large number of green spaces. The capital has a multitude of gardens and parks for recreation. Kyoto Park in Kyiv has the longest sakura alley in Europe.

Services tourists pay for in Kyiv correspond to their quality. Value for money is what can be found in the capital.

Many tourists fly to Kyiv to see one of the most "outstanding" places in Ukraine - Chernobyl, which refers to the so-called dark tourism. The distance between Kyiv and Chernobyl is 135 kilometres; the journey takes approximately an hour and a half by car.

In our days, Kyiv cannot be considered as a popular European capital. Therefore, all the city sights can be visited without any difficulties, even the most famous UNESCO monuments can be looked around without queueing.

Weaknesses:

- worn-out infrastructure;
- a poor image in the tourism market;
- loss of the historical look of the city;
- economic instability;
- unqualified workforce.

Kyiv metro operates with the busiest schedule in Europe - 40 pairs of trains per hour, also it is one of the cheapest metros in the world. Therefore, Kyiv authorities have to work at a social rate, because of it train cars have not been updated for a long time. For comparison, in Europe metro fares are higher, people are ready to pay for comfort, so they get soft chairs and air conditioners, and in the Kyiv metro, authorities are forced to deal with the manifestations of vandalism and put in plastic anti-vandal seats. There are even cases when fire extinguishers from train cars were stolen.

Kyiv has actively been promoting itself as a tourist capital for the last couple of years. Before that, the capital didn't try to make a good image in the tourism market. Only in 2019, the tourism department took part in 5 international exhibition events in Ukraine and abroad in order to popularize the tourism opportunities of Kyiv. The attractiveness of the capital was presented in Serbia, Azerbaijan, as well as in the cities of London and Dublin.

Kyiv is randomly built up with new houses: areas of continuous high-rise buildings from which people can see only the opposite buildings. The urban structure reflects the socio-economic processes: random development, the coexistence of the Soviet past with elements of the "new time". Every new building that is being built is different from a previous one.

Kyiv, as the capital, takes on all the negative things happening in the country. Protests, riots, all this affects the country's economy, scares away foreigners as well as residents of Ukraine. Foreign investors, world-famous gastronomic companies are afraid to enter the Ukrainian market due to the instability of the economy.

The unqualified workforce in the tourism sector is a significant disadvantage of Kyiv.

External factors

Opportunities:

- a large number of universities and education opportunities;
- creating a network of cycle routes;
- cruise development;
- support for small developing companies;
- dark tourism.

Ukrainian universities have repeatedly been listed in the top 1000 best universities in the world. In particular, Taras Shevchenko National University of Kyiv. It is necessary to promote Ukrainian universities abroad more actively, for example, for the third world countries, for which Ukrainian education might be attractive.

As mentioned before, a characteristic feature of Kyiv is a large number of green spaces; that is why the construction of cycle routes will benefit the city. Promotion of an active lifestyle can attract new tourists and also make residents ride bicycles more often.

Cruise trips are not popular among locals, but properly made advertising company can attract new tourists who want to discover cities of Ukraine. Cruise Kyiv - Odessa along the Dnieper is a wonderful opportunity to get acquainted with the most beautiful regions of the south and west of Ukraine.

Support for small hotels, hostels, restaurants and cafes will develop an offer for tourists on a smaller budget.

Dark tourism - is defined as tourism involving travelling to places historically associated with death and tragedy. [48] As mentioned before, a lot of tourists fly to Kyiv to see Chernobyl. The number of visitors (from 2015 to 2018) to the exclusion zone of the Chernobyl Nuclear Power Plant increased from 8,000 to 70,000; half of them are foreigners. [49]

Threats:

- political instability;
- lack of financial capital (cause by high corruption level);

- the offer of other destinations (Lviv)

Political instability represented by the **armed conflict in the east of Ukraine** (military operations in the territory of Donetsk and Lugansk regions of Ukraine, which began in April 2014) discourages tourists, creating a false image of an unsafe situation in all territory of Ukraine.

Ukraine confidently occupies a leading position in world rankings in terms of corruption, and the damage to the state budget from this phenomenon amounts to tens of billions of hryvnias. In addition to causing direct financial losses, Ukrainian corruption is also the reason why foreign investors are extremely reluctant to invest their capital in the country's economy.

The biggest threat of today is the cheaper offer of other destinations which might also be of better quality. A serious competitor of Kyiv is Lviv. Lviv is a kind of cultural capital of Ukraine, which is the most similar to European cities.

Summary of analyses

From the above analysis, we can say that Kyiv has significant potential for creating a quality tourism offer. The number of tourists visiting the capital from other cities of Ukraine and different countries is increasing, but after SWOT analysis, it can be stated that Ukraine and particularly Kyiv is not ready for **mass tourism**.

Internal factors

The first thing to do is to develop infrastructure. If tomorrow **State Agency for Tourism Development** raised the budget for the promotion, went to all international exhibitions, advertised on CNN, BBC, and Euronews, then in 2021 an army of tourists from all over the world would come to Kyiv, and this would be an army of disappointed one-time tourists. Before making the tourist PR, roads need to be repaired. Economists call Ukrainian roads the main drawback that spoils our image in the eyes of tourists. Now in all Ukraine, travellers can be satisfied only with roads from two regions - Kyiv and Lviv. In general, if the state maintains investments in infrastructure at the current level, another ten years, it will not be able to become a pleasant discovery for tourists. Therefore, it is necessary to increase investments in priority regions and tourist sites quickly.

Internal factors

Which of the government agencies should “patronize” the tourism sector is not clear yet. The tourism sector has moved from one ministry to another a large number of times over the past 28 years. Some experts are firmly convinced that the role of the state should be minimal, so it does not matter which department will oversee tourism issues. Tourism needs to be given more attention (if we talk about investments) since its share in the world GDP is about 10%. In addition, do not forget that foreigners provide an influx of currency into the country. Therefore, the tourism sector plays a significant role in the country's economy.

Internal factors

Kyiv does not make full use of the possibilities; according to the results which were made in 2008, Kyiv is 10-15 years behind other Eastern European capitals in terms of its economic development. In our days we can see that the economic situation has not changed much. According to a study by the Ministry of Economic Development and Trade (MEDT), the level of the **shadow economy** (economic activity hidden from society and the state, which is outside state control and accounting) in Ukraine increased to 42% of GDP in 2014. To change the

situation, the state should revise the principles of support for small and medium-sized business. It is unprofitable for many entrepreneurs to conduct an open economic activity. The income that they receive from the shadow economy is far higher, it helps not only to recoup investments in the business but also brings huge profits.

Internal factors

Skyscrapers in the centre are haphazardly built in Kyiv today. Often, houses do not fit into the urban environment at all and adversely affect the historical landscape. The main drawbacks of the development of the central part of the capital are: chaos, the lack of a clear plan for reconstruction and construction, and, therefore, miss understanding of how the historical centre should look. How to build in Kyiv without destroying its historical core? The city must develop requirements for investors, developers who express a desire to invest in any construction or reconstruction of buildings. Public hearings, presentations of projects, transparent voting for them should be held before starting work. The task of the city government is to organize such a process.

European experience shows that the historical core of the city can be reconstructed and revived. For example, what happened in Riga, where at one time the Old Centre almost turned into a slum. However, the program for co-financing the restoration of Riga City Council houses helped to renew it. The same could be done in Kyiv.

Internal factors

The city is not accustomed to a massive flow of foreign visitors yet. One of the signs is unprepared personnel in the tourism sector. Untrained personnel that is just gaining experience may adversely affect tourists' first impression of the city. It is essential to devote more time and resources to staff training, English language courses for tourism workers should be a prerequisite. It should also be noted that direction signs and signs in metro stations are rarely duplicated in English, which complicates tourist movement around the city. The city administration has to take care of such issues.

External factors

Political instability in Donetsk and Lugansk still discourages some tourists from travelling to Ukraine. Kyiv State Agency for Tourism Development should pay more attention to promoting the image of the capital of Ukraine as a safe city. Not a single tourist should have doubts about

safety in Kyiv. Over the next years, it is necessary to actively popularize the city as the cultural centre of Europe and try to increase the competitiveness of the tourism sector of the capital.

External factors

Lack of money has been a problem in Ukraine for many years. Infrastructure development, restoration and maintenance of monuments, support for small and medium-sized business, requires significant investments, which the capital cannot afford. The reason for the lack of money is corruption. According to the United States Agency for International Development (USAID), the main causes of corruption in Ukraine are as follows: an incomplete and inadequate legal framework, uneven public access to information of government decisions and operations, high tolerance for corrupt practices among the population and the general belief, that corruptive abuses and misconduct for public officials (politics) are low-risk events and can be conducted with impunity, weak civil society.[50] The new government in Ukraine, represented by President Vladimir Zelensky, promises to defeat corruption and end the war in the east. Only time will tell if Mr Zelensky can keep his word.

External factors

Lviv is the only city in Ukraine that can compete with Kyiv. In 2019, 2.5 million tourists visited Lviv, 37% of them were citizens of Ukraine. [51] Most foreigners choose Lviv because of its preserved historical and peculiar atmosphere, and Lviv is often compared to Prague and Krakow. Kyiv needs to take Lviv experience as an example to save the city in its traditional form. First of all, tourists want to see the history of the city (ancient architecture and sights that are more than a hundred years old). The capital can attract more and more tourists, but only if it does not stop losing its unique look.

Despite all the problems that exist in Kyiv, the capital of Ukraine has excellent potential for development.

Internal factors

Compared to the Eastern European capitals, Kyiv has a relatively low cost of living. It means that foreign tourists can afford more during their trips, while not spending large amounts of money. The price is always consistent with quality, which means that tourists will always be satisfied. The city should be promoted as an exciting capital and, most importantly, not the most expensive capital, in which for a small amount of money (by the standards of European capitals) you can get a pleasant and unforgettable vacation.

External factors

Ukraine, and especially Kyiv have to develop educational tourism. Ukrainian universities have repeatedly been listed in the top 1000 best universities in the world. Education in the capital would be engaging for residents of developing countries who want to study and live in Europe but cannot afford it. Kyiv could be a great place where they can start a journey towards Europe.

Ukraine, and especially Kyiv have to develop educational tourism. Ukrainian universities have been repeatedly listed in the top 1000 best universities in the world. Education in the capital would be interesting for residents of poor countries who want to study and live in Europe but cannot afford it. Kyiv will be a great place where they can start a journey towards Europe.

Nowadays, the whole world is obsessed with an active lifestyle. Having a large number of green areas, Kyiv can invite new tourists to spend time actively in the capital. A network of cycle routes in Kyiv is being built specifically for this. Effective bicycle rental not only by tourists but also by residents will bring good income to the capital during warm seasons.

River cruises are another opportunity for the development of tourism in Kyiv, the main difference between river cruises and sea tours is the ability to contemplate the unique coastal landscapes throughout the trip. Cruise Kyiv - Odessa along the Dnieper is an excellent opportunity for tourists to get acquainted with the most beautiful regions of the south and west of Ukraine. The state should develop the city in this direction to show that river cruises in Ukraine can be as exciting as expensive sea tours.

During a visit to the Chernobyl Nuclear Power Plant President of Ukraine, Vladimir Zelensky announced to the audience that he had signed a decree on the development of the exclusion zone as a tourist attraction. According to him, this place will become one of the growth points of the Ukrainian economy. [52] It is vital to create a green corridor for tourists in the Chernobyl zone, which will get rid of bribery and eliminate queueing at checkpoints. According to the press service of the President of Ukraine, the law on the “development of the Chernobyl zone as a tourist attraction” states that new tourist routes will be organized on the spot. It is necessary to cancel all unreasonable restrictions and prohibitions, for example, a video recording constraint. Mobile operators will be asked to improve communications in this area. Thanks to this, Chernobyl can get an even greater tourist movement.

Internal factors		External factors	
Strength	Weaknesses	Opportunities	Threats
quite low cost of living	worn-out infrastructure	educational tourism	political instability
rich cultural and historical resources	poor image in the tourism market	a network of cycle routes	lack of capital for stabilization and further development of business in tourism
large number of green spaces	loss of the historical look of the city	river cruise	the offer of other destinations (Lviv)
value for money	economic instability	dark tourism (Chernobyl)	
location close to Chernobyl	unqualified workforce		
not overcrowded by the tourists			

Table 4 - SWOT analysis. Source: own research

Conclusion

This bachelor thesis dealt with the analysis of tourism in the capital city of Ukraine, Kyiv. The core of the thesis was a primary and secondary analysis of supply and SWOT analysis of the capital of Ukraine. In this work, the reader got acquainted with a brief description of Kyiv, the cultural and historical base of the city, tourism management systems in Ukraine and Kyiv and the evaluation of the city in SWOT analysis.

Ukraine and its capital are developing step by step. The process of economic recovery is complicated and lengthy. Thanks to investments in tourism, Ukraine is trying to get out of the economic pit. Kyiv has great potential for creating quality tourism offers. Looking at the statistics of visits to the city, it is clear that the capital is moving in the right direction.

These points could increase the appeal of the city and attract new tourists - increasing attractiveness of the city, supporting small authentic enterprises, educating staff and the local population, investing in high-quality infrastructure, and protecting monuments and the environment for future generations. Therefore, they should be carried out as shortly as possible.

With the advent of the new government, Ukrainians hope that foreign investors will not be afraid to invest their assets in the country, corruption level will begin to decline, and citizens will get used to the idea that Kyiv is not only for Kyivans.

For analysing tourism infrastructure, the author's knowledge gained during the studies at the College of Polytechnics Jihlava was used. In the author's opinion, devoting the result of training to the city where people come from is the proper thing to do. Therefore the author hopes to be able to contribute to the development of tourism in Kyiv as well as in the Czech Republic.

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