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## THE UK'S EXPERIENCE IN INTERNATIONAL TOURISM DEVELOPMENT: CHALLENGES, OPPORTUNITIES AND ADAPTATION FOR UKRAINE

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*The article defines the concept of "international tourist services market" as a set of international organizational and economic relations between tourism entities that provide services on the world market in the formation, sale and consumption of tourist services, which are intended to satisfy a wide range of physiological, material and spiritual needs of tourists on an international scale. The United Kingdom of Great Britain and Northern Ireland is characterized as a popular tourist destination. It is established that the United Kingdom as a national brand ranks 5th in the world ranking of attractiveness for tourists, and 8th in the world in terms of the number of visits by international tourists. It is proven that the consequences of Brexit for the tourism industry of Great Britain directly depend on the conditions of exit from the EU. Exit without an agreement will cause huge losses to the entire tourism sector and will lead to a sharp increase in the cost of tourist services. Today, one of the promising directions for resolving this issue is to provide a political and economic Roadmap for the further development of the tourism industry in the context of Brexit and to preserve most of the existing agreements in the field of tourism of the United Kingdom with the EU countries in order to implement a competent tourism policy and obtain certain economic benefits. It has been determined that concluding an agreement and ensuring acceptable conditions for leaving the EU is the primary task of the UK Government in the further development of the tourism industry. It was found that today the country's international tourism policy is characterized by the following problematic aspects: insufficient level of competitiveness of the image of Great Britain among competing countries; low level of representativeness of Great Britain as the best tourist destination in foreign advertising materials; the presence of gaps in the "packaging" (presentation and delivery) of tourist services to foreign tourists; low level of throughput of current airports in Great Britain. The current problems and prospects for the development of the international tourism market of Great Britain in the context of sustainable development are outlined. It has been established that the main trends are: ensuring environmental protection in the country and focusing state policy in the field of tourism on the development of ecological tourism; activating the development of tourism in rural areas; promoting the purchase of local products by tourists from Great Britain; organizing tourist programs for international tourists with scientific and educational purposes; using public transport and/or electric vehicles when traveling in Great Britain.*

*The experience of the United Kingdom has been analyzed in terms of its potential value for Ukraine in the process of shaping its own tourism policy and model for the development of the tourism industry in the context of post-war reconstruction and integration into the global tourism space. It has been determined that the British experience of sustainable and innovative approaches to tourism development can serve as a benchmark for enhancing the competitiveness of the Ukrainian tourism market and for forming a safe and attractive image of the country at the international level.*

*Keywords: tourism, tourist service, international tourist services market, Great Britain, tourist destination*

## ДОСВІД ВЕЛИКОЇ БРИТАНІЇ У РОЗВИТКУ МІЖНАРОДНОГО ТУРИЗМУ: ВИКЛИКИ, МОЖЛИВОСТІ ТА АДАПТАЦІЯ ДЛЯ УКРАЇНИ

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*У статті сформульовано визначення поняття «міжнародний ринок туристичних послуг» як сукупність міжнародних організаційно-економічних відносин між суб'єктами туристичної діяльності, що надають послуги на*

світовому ринку щодо формування, продажу та споживання туристичних послуг, де передбачається задоволення широкого спектру фізіологічних, матеріальних та духовних запитів туристів у міжнародних масштабах. Охарактеризовано Сполучене Королівство Великої Британії та Північної Ірландії як популярну туристичну дестинацію. Встановлено, що Велика Британія як національний бренд посідає у світовому рейтингу привабливості для туристів 5-е місце, а за кількістю відвідуваності міжнародними туристами – 8-е місце в світі. Доведено, що наслідки Brexit для туристичної індустрії Великої Британії безпосередньо залежать від умов виходу з ЄС. Вихід без угоди завдасть величезних збитків всій сфері туризму та призведе до різкого збільшення вартості туристичних послуг. На сьогодні одним із перспективних напрямків вирішення цього питання є забезпечення політичної та економічної Дорожньої карти щодо подальшого розвитку індустрії туризму в умовах Brexit та збереження більшості існуючих угод у сфері туризму Великої Британії з країнами ЄС задля проведення грамотної туристичної політики та отримання певних економічних вигод. Визначено, що укладання угоди та забезпечення прийнятних умов виходу з ЄС є першочерговим завданням Уряду Великої Британії у подальшому розвитку туристичної індустрії.

Проаналізовано досвід Великої Британії з точки зору його потенційної цінності для України в процесі формування власної туристичної політики та моделі розвитку туристичної галузі в умовах післявоєнної відбудови та інтеграції у світовий туристичний простір. Визначено, що британський досвід сталого та інноваційного підходу до розвитку туризму може слугувати орієнтиром для підвищення конкурентоспроможності українського туристичного ринку, формування безпечного та привабливого іміджу країни на міжнародному рівні.

*Ключові слова:* туризм, туристична послуга, міжнародний ринок туристичних послуг, Велика Британія, туристична дестинація.

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### **FORMULATION OF THE SCIENTIFIC AND PRACTICAL PROBLEM**

Today, in the conditions of rapid development of market economic relations in the world, the entry of tourist goods and services into individual consumption is carried out through the international market of tourist services, which acts as an independent part of the economic space aimed at ensuring the interaction of economic agents – tourists-consumers of tourist products, suppliers and service providers, intermediary tour operators and travel agents in order to meet social needs.

Great Britain is one of the most interesting countries for tourists in the world, which today provides tremendous support to Ukraine during the period of aggravation of crisis challenges facing our state, caused by the deployment of a full-scale war by Russia against Ukraine. At the same time, it is a country with an extremely rich history, it is a monarchy that preserves and values its traditions, and conservatism combined with modernity and modernity cannot but attract large flows of international tourists from all over the world, including tourists from Ukraine. Therefore, conducting a detailed analysis of the international market of tourist services in Great Britain is relevant in practical and theoretical aspects.

### **ANALYSIS OF RECENT PUBLICATIONS ON THE RESEARCH TOPIC**

The issues of forming the international market for tourist services have become the object of interdisciplinary research by many domestic and foreign scientists in the field of tourism, economics, and marketing, among whom we can note: S. Dybb, F. Kotler, J. Meykenz, O. Zozulyov, O. Lyubitseva, V. Tsybulsky, O. Korpan, M. Malska, V. Gerasimenko, V. Kizyama, and others.

### **AIM OF THE RESEARCH**

Conducting an analysis of the current state and prospects for the development of the international tourist services market of Great Britain as an example of tourism development in Ukraine.

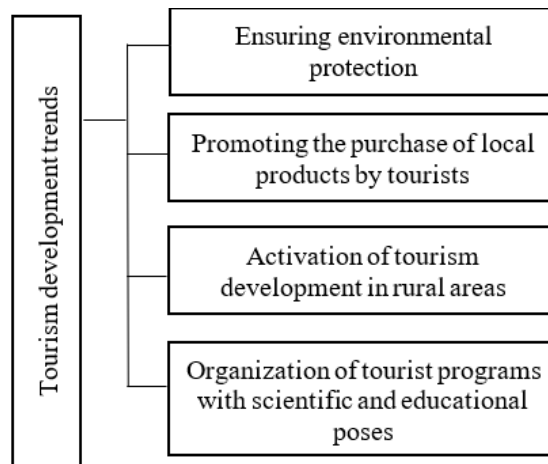
### **PRESENTATION OF THE MAIN MATERIAL**

Considering the main trends in the development of the tourism sector in Great Britain, it is advisable to focus on the direction of the country's state policy in such areas as are presented in Fig. 1.

Ensuring environmental protection as one of the conditions for sustainable tourism development, proclaimed within the framework of the UN, has led to the fact that the large number of tourists who constantly arrive in the UK increases the negative impact on the environment. As a result, the country's natural resources began to suffer from excessive recreational load and lose their original beauty and attractiveness, which could not but affect the attraction of tourists.

In this regard, the tourism industry was forced to reflect on the negative changes in natural landscapes and ecosystems in the British Isles and on the general deterioration of the ecological situation in the world. As a result, a new idea of tourism began to take shape in the UK, which should be responsible for the natural environment, ensuring its protection and enhancing culture, and be careful about the traditions and culture of the local population.

The UK is currently one of the world leaders in the development of rural, green and other types of eco-tourism. In recent years, the country has seen an increase in the number of green accredited hotels and more and more tourism businesses are trying to reduce their impact on the environment. The number of organisations joining green accreditation schemes is constantly growing.



**Fig. 1. The main trends in the development of the tourism sector of Great Britain as of 2023**  
 Source: compiled by the authors based on [4;9]

VisitBritain works with the world’s largest green accreditation scheme, the Green Tourism Business Scheme (GTBS). GTBS rewards places to stay and visit that take action to support the environment locally and more widely, acting as the largest scheme to develop, support and monitor green tourism, operating on a global scale and assessing hundreds of holiday destinations in the UK.

Businesses that meet the standard set by the GTBS program receive a bronze, silver or gold award, depending on their level of achievement. Figure 2 shows the main areas of tourism that fall under the assessment of this program.

Companies with the Working Towards Green Tourism logo can be found on the lists of places to stay and visit. These companies are participating in a program called The Green Start and are just starting to plan and implement the first changes in how they conduct their business in the tourism sector, aimed at reducing their negative impact on the environment [4].

It is worth noting that the Green Start programme is the foundation for any tourism business embarking on a sustainable (green) tourism development path and serves as a springboard for tourism companies wishing to gain accreditation under one of the VisitBritain supported schemes. By accepting the terms of the Green Start, tourism businesses communicate to visitors to the country that they recognise the importance and value of sustainable development practices.

Today, the Green Start Programme has over 850 members in the UK, making it the largest and most respected sustainability certification programme in the world, offering a reliable, credible, independent assessment of tourism businesses wishing to operate under a sustainable development scheme [4].



**Fig. 2. Key tourism sectors assessed by the UK Green Tourism Business Scheme**  
 Source: compiled by the authors based on [4;9]

The analyzed program envisages awarding tourism businesses the Green Tourism award, which means that the tourism business has been assessed and certified. Therefore, you can confidently choose places to visit with this logo.

It should be noted that tourism businesses participating in the Green Tourism programme are at different stages of their sustainability journey. Some UK tourism businesses are not yet able to meet the standards, but are committed to making their businesses “green”. This is expressed through three levels of classification (bronze, silver and gold) as shown in Table 1.

The programme focuses not only on attracting tourists and certifying holiday destinations, but also encourages everyone to help reduce their impact on the environment by making a few positive choices not only when travelling and staying at home. Participation in the programme encourages tourists to buy local products (in line with VisitBritain’s recommendations).

In particular, it is assumed that good local food and crafts contribute to improving the level of recreation and help to feel the local flavor. By promoting local suppliers, shops and restaurants that sell products of local craftsmen, local meat, fish, fruits, cheeses, the organization not only helps to attract tourists and improve their recreation, but also helps local producers.

Table 1.

**Green Tourism Award Classification of Tourism Businesses under the Green Start Programme in the UK**

Name of the award	Content
Green Tourism Bronze	Tourism businesses are committed to sustainability and have made good progress in this area. They typically source locally for green purchases, use energy-efficient technologies, use recyclable materials, and encourage local public transportation, cycling, and walking. To achieve greater rewards, businesses will need to work to reduce their environmental impact in all key areas.
Green Tourism Silver	The tourism business demonstrates progressive sustainable development and excellent results in this direction. The staff and customers of the business share its values, which are necessary for the transition to sustainable development. The tourism business that has this award uses recycled products to a large extent, and also takes care of their disposal to close the loop. Local sources are widely used throughout the supply chain. Efficient use of energy and water is a key issue, to which changes have been made to the process and heating and lighting system. <u>Monitoring the use of resources such as energy, water and waste helps to achieve significant changes.</u>
Green Tourism Gold	The tourism business has achieved the highest standards of sustainability and excellent results in all areas identified by the GTBS. The business effectively controls water and energy consumption and takes measures to further save them. The system of "green" procurement includes the availability of environmentally friendly sources of meat, fish and a number of other products, working with local suppliers to provide customers with fresh, local produce. Changes in working practices lead to significant benefits for the business.

Source: compiled by the authors based on [5]

Roads, especially in big cities, are becoming busier, so VisitBritain recommends giving up your car for at least one day a week and switching to public transport or electric vehicles, which can reduce congestion and emissions. It is also recommended that long journeys be made using public transport, as this will be a more comfortable and scenic journey.

All this contributes not only to reducing emissions from cars, but also to relieving the burden on roads, promoting the movement of tourists by public transport, developing detailed guides and encouraging the tourism business, which provides its clients with guides to places and surroundings chosen for recreation, etc.

To reduce landfills in areas with high tourist traffic, the organization encourages people to familiarize themselves with the waste disposal system and provides links to websites that provide basic rules that will help reduce environmental pollution. Much attention is paid to energy and water conservation [9].

Many tourist destinations offer programs that involve donations and volunteer work from visitors, which can improve the ecosystem in the region and contribute to the conservation of rare plant and animal species.

The activation of the development of tourism in rural areas is a modern trend in tourism in the United Kingdom. This is due to the fact that in conditions of a high degree of urbanization, interest in the rural lifestyle and local traditions, participation in agricultural activities, and care for domestic animals is growing. There are many farms in the country that offer tourist accommodation services.

Much attention in the organization of rural tourism in Britain is paid to attracting children to farms and introducing them to rural life [7]. For this purpose, special pens are created on farms for young domestic animals (calves, piglets, kids, and foals). Children have the opportunity to take care of small animals, since many of them have only seen them in pictures and in zoos.

Through such communication, children develop responsibility and involvement in the world around them. As a result, rural tourism develops better on the outskirts of large cities – the main suppliers of tourists, as well as in places with a high concentration of monuments of primitive cultures.

However, the UK's exit from the EU (Brexit) has led to a number of problems in the field of international tourism, which are presented in Table 2.

Therefore, it can be stated that the consequences of Brexit for the UK tourism industry directly depend on the terms of exit from the EU. A no-deal exit will cause huge losses to the entire tourism sector and lead to a sharp increase in the cost of tourist services.

Today, one of the promising directions for resolving this issue is to provide a political and economic Roadmap for the further development of the tourism industry in the context of Brexit and to preserve most of the existing

agreements in the field of tourism between the United Kingdom and EU countries in order to implement a competent tourism policy and obtain certain economic benefits.

Table 2.

### Problems in international tourism caused by Brexit in the UK

	Problem	Content
1	Temporary decrease in international arrivals.	Uncertainty is a negative factor for the tourism sector and has already led to a 6.5% drop in international revenues (2022).
2	Slowdown in the growth rate of the tourism industry for the period until the country's exit from the EU is fully completed	
3	The fall in the British pound against the euro and other world currencies	The weakening of the national currency negatively affects the development of outbound tourism, as it leads to an increase in the cost of foreign trips for citizens, but stimulates the development of inbound and domestic tourism. Traditionally, the United Kingdom is considered a premium destination, but the weakening of the pound in the future may make the country a more accessible tourist destination.
4	Border delays	If the UK finally leaves the EU without a deal, its citizens will be treated as passengers from "third countries", which will lead to an increase in the time required to pass passport and customs controls, as well as the emergence of queues at the borders. This is already observed at London's international airports, according to the analyzed statistics of air hubs (Luton Airport, Heathrow International Airport, Gatwick Airport).
5	Increase in the cost of air transportation	Experts predict that airfares will increase by more than 40% if the UK leaves the Open Skies initiative. A no-deal Brexit would lead to a significant reduction in air travel, the closure of many routes, and the departure of European low-cost carriers from the UK.
6	Changing the social insurance system	The UK has a single European Health Insurance Card (EHIC), which allows citizens of all EU countries to receive free healthcare in any country within the bloc. A no-deal Brexit would result in the cancellation of EHICs registered in the UK and would require international tourists to take out new insurance policies, which would lead to higher premiums in the short term.
7	Human resources crisis in the tourism sector	Around a quarter of all tourism workers in the UK are citizens of other EU member states. In the event of an uncontrolled exit, most of them would be forced to leave the UK.

Source: compiled by the authors based on [2, 3, 5, 6, 9]

Thus, concluding an agreement and ensuring acceptable conditions for leaving the EU is the UK Government's top priority in the further development of the tourism industry.

The experience of the United Kingdom in the field of sustainable tourism, development of environmental initiatives, support for local producers and implementation of a comprehensive system of green tourism can be extremely useful for the formation of a competitive tourism policy of Ukraine [1]. In the context of post-war reconstruction and integration of Ukraine into the European space, it is important to pay attention to the following aspects:

- Formation of a national tourist destination brand with an emphasis on safety, authenticity, environmental friendliness and accessibility.
- Implementation of sustainable tourism standards, in particular certification of environmentally responsible tourism businesses by analogy with the British Green Tourism programs.
- Activation of the development of tourism in rural areas, with the integration of local products, crafts and agritourism into tourist products.
- Development of tourist routes with an orientation towards domestic and foreign tourists, taking into account the experience of Britain in using public transport, popularizing local products and forming a green tourist culture.

### CONCLUSIONS

The study found that the UK's international tourism market has undergone significant transformations under the influence of political, economic and environmental challenges. Brexit has catalyzed a number of negative trends in the country's international tourism sector, such as a decline in international arrivals, increased travel costs, increased transport logistics and a staffing crisis in the tourism sector.

At the same time, adaptation to new conditions is accompanied by a strengthening of the role of ecological, rural and local tourism, which corresponds to global trends in sustainable development.

The significance of analyzing the experience of Great Britain for Ukraine lies in the possibility of taking into account strategic mistakes and successful practices when forming its own model of international tourism development in conditions of instability and security challenges.

The UK demonstrates an example of how a country can maintain and transform its competitive advantages in the tourism market by focusing on sustainability, innovation, locality and high quality of services.

For Ukraine, it is important to rethink approaches to the formation of a national tourism product, integrate the principles of sustainable development into all levels of tourism policy, and activate domestic and inbound tourism as strategic directions for the revival of the industry.

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In further research, it is advisable to expand the comparative analysis of tourism development models of countries that have gone through political and economic crises, in order to identify the most relevant approaches and tools for Ukraine to adapt to changes in the global tourism environment.

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