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## **COMPARISON OF TRAVELING HABITS AND TENDENCIES IN UKRAINE AND DENMARK**

*The article presents the results of consumers` traveling preferences research. The collected data operates the Ukrainian and Danish citizens responds. Moreover, the critical factors, which form the ability to travel and also the main destinations were analyzed.*

**Keywords:** *traveling, tourist, tourism, Ukrainians, Danish.*

### **Relevance of research topic.**

People have been always craving for traveling, craving because of many reasons: money, power, fame, territory, protection, but I suppose that the main reason was always curiosity. That same curiosity which has been always pushing people to discover and explore.

Today, however, people do not travel because of conquering purposes any more (most of the times), they still travel because of the same curiosity, but modified one. These days people are seeking for impressions, communication, beautiful pictures for their social media and inner experience.

The same curiosity made me research the topic of traveling from the professional perspective. In this article I decided to deal with traveling habits and tendencies in two completely different countries: Ukraine and Denmark.

### **Formulation of the problem.**

Tourism industry is one of the leading sectors of the world economy, which contribution to the global economy is constantly growing. It is influenced not only by the ability to meet the needs of the population in recreation, health restoration, in the pursuit of knowledge of culture, everyday life of other countries, but also with by the

fact that the development of the tourism industry makes it possible to increase the number of jobs, increase the funds in the budget countries.

The purpose of the article is to identify traveller preferences for residents of Ukraine and Denmark.

After implementation of visa-free mode in our country, entrance of international low-cost airlines, people have been given more opportunities to travel abroad, to European countries in particular. From another hand, economical crisis and inflation of hryvnia tangled and, in some cases, made it impossible for ordinary citizens to travel.

All in all, traveling habits and tendencies in our country are changing rapidly, altering nation` mindset and also the share of tourism industry in country`s budget.

The reason why Denmark was chosen as the comparable country is quite obvious: it is completely different from Ukraine, both in case of mentality and culture, and also in case of economical position.

Apart from that, Denmark can be used as a good role model for our country, in case of traveling opportunities and tendencies.

According to data of the World Bank data, the GDP per capita in Ukraine and Denmark for 2018 is \$3095,2 and \$52279 accordingly, which is almost 22 times difference. [1] Therefore, I would hazard a guess, that due to such a massive economical difference, we should also find differences in the traveling habits and expenditures, what I would like to study in the body of my article.

#### **Analysis of recent researches and publications.**

The results of recent research on this topic are highlighted in the works of Ukrainian scientists M. Boiko, M. Bosovska, T. Gorodnya, N. Vedmid, who analyse the peculiarities of the use of marketing in the activities of tourism enterprises. However, it is not a comparison of the preferences of tourists from Ukraine and Denmark, which determines the relevance of this study.

**The body.** According to the annual report of the World Tourism Organization, during 2017 the amount of Ukrainians travelled abroad is – 26 437 413 person (times), from which 98% for touristic purposes. Meanwhile, in Denmark that number reached 8,102.00 accordingly [2]. Statistical information on tourism is based mainly on data on arrivals and overnight stays along with balance of payments information. These data do not completely capture the economic phenomenon of tourism or provide the information needed for effective public policies and efficient business operations. Data are needed on the scale and significance of tourism. Information on the role of tourism in national economies is particularly deficient. Although the World Tourism Organization reports progress in harmonizing definitions and measurement, differences in national practices still prevent full comparability.

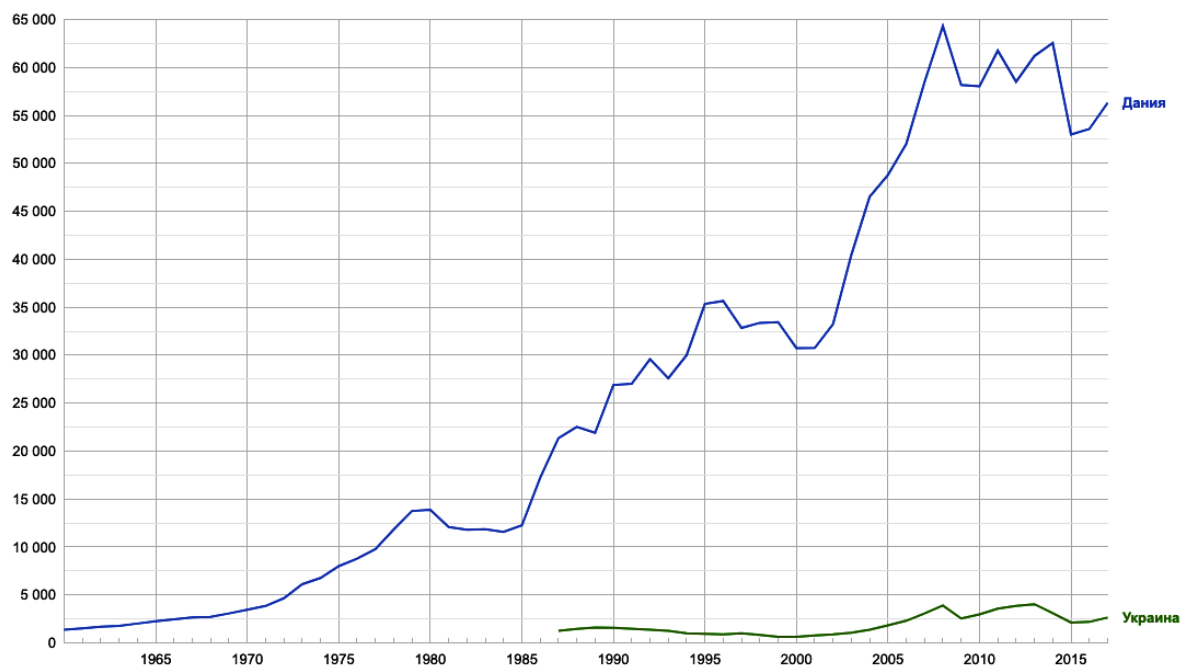


Figure 1. GDP per capita in Ukraine/Denmark in \$

Departures data measure the flows of resident visitors leaving the country of reference. Departures are not necessarily equal to the number of arrivals reported by international destinations for the country of reference. In many countries, the characteristics of trips and visitors are established through questions on the entry/departure cards, in surveys at the borders, at destination (accommodation surveys) or as part of household surveys (for domestic and outbound tourism).

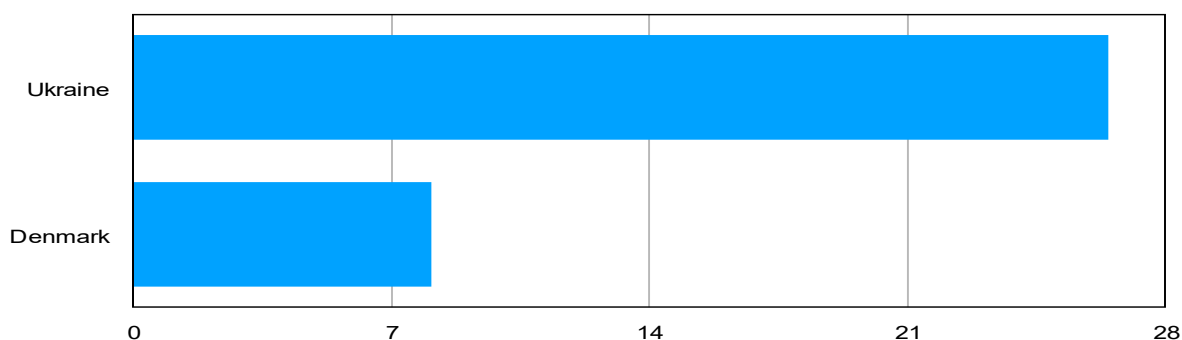


Figure 2. The WTO annual report 2017  
Amount of Ukrainians and Danish traveling abroad in 2017

The entry/departure cards, or records of entry and departure, captured and reconciled by the immigration authorities are often the basic source for establishing the flows of inbound and outbound visitors.

These cards usually collect information on a census basis on name, sex, age, nationality, current address, date of arrival (or departure in the departure card),

purpose of trip, main destination visited and length of stay (expected on arrival and actual on departure for inbound visitors; expected on departure and actual on arrival for outbound visitors).

Data is collected using one of three methods, or a combination of these to determine the flows of outbound visitors: using an entry/departure card; a specific survey at the border, or observing them from household surveys because they belong to resident households. In the latter case, the information on outbound trips is usually collected at the same time as that on domestic trips [3]. The given data is interesting, because if we take these numbers in proportion to the total population amount, we'll see that the percentage of Ukrainians travelled abroad is 62,7%, however in Denmark it's – 139% (which means that Danish people can travel more than one time/year).

At the same time, we can also find a major difference at the tourism expenditures. For example, according to the Visa Global Travel Intentions Study 2018, on average, Ukrainian citizens spend \$ 979 for a trip, meanwhile Danish spend around \$ 750 which is really surprising [4].

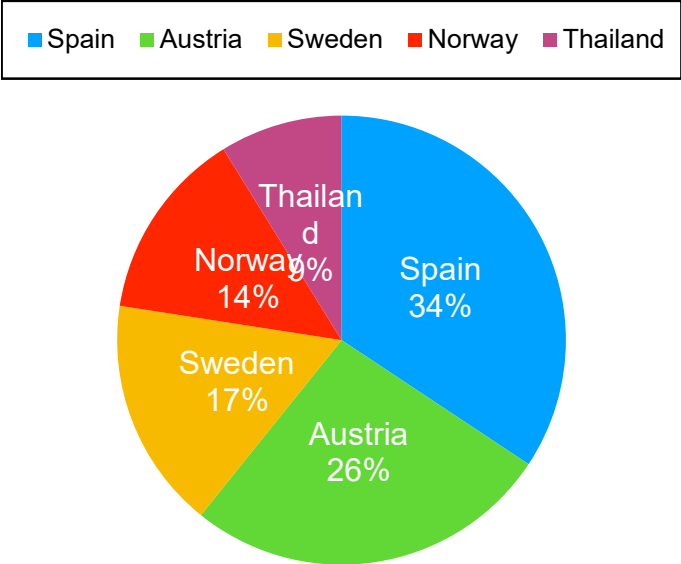
I suppose that such a surprising disparity can be provoked by the high distinction in social classes in Ukrainian society from one hand, and the Danish social equality from another. Since in our country, with an average wages \$ 217, according to the National Pension Fund data [5], it would be hardly possible to travel anywhere, I would make a suggestion that only people with wages higher than average can afford traveling, and as well spending more for luxurious vacation. However, it is well-known that Scandinavian countries are the leaders among social equality rates. Therefore, if we talk about an average salary in Denmark, which is \$ 3163 after tax, what will be true for most of the Danish citizens, it sounds more realistic that ordinary Denmark citizens can afford traveling abroad, and that the data above is more steady and reflected.

Another interesting point of my research is: if both Danish and Ukrainians travel abroad anyway, what are the most common tourist destinations, and what is even more fascinating what are the most popular ways of travel, are they so different and if so, what does influence on that traveling habits?

Due to Ukraine Border Service data Ukrainians most often went to Turkey, Egypt, Bulgaria, Poland and Hungary. It is worth noting that the State Statistics Service in its calculations refers to the data of the State Border Guard Service and reports that only 120 thousand people went on holiday as organized tourists. Although more than 1.2 million Ukrainians went to Turkey last year. Apparently, this difference in numbers is due to the fact that our people prefer to modestly remain silent at the border, where and why they go, masking the purpose of the trip by the phrase «private trip». Of the 26.5 million Ukrainians, 99% of those who travelled abroad did so [6].

What is more, according to the statistics data, during the past 2 years there was a major increase of trips to European countries, such as Germany, Italy, Spain, etc. those changes are interconnected with several factors:

- implementation of Visa-free mode;
- entrance of international low-cost airlines;



Meanwhile, the most common destinations for Danish travellers are: Spain, Austria, Sweden, Norway and Thailand.

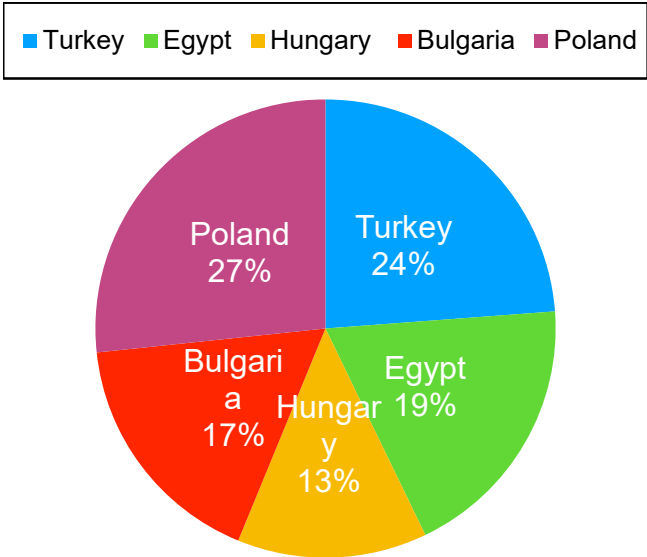


Figure 3. The proportional diagram, showing the most common tourist dest. For ukrainian (left) and danish (right) travellers in 2017

As we can see, there is no matching point between tourist destinations. However, we can still find some similarities among choosing habits: most of both

Ukrainians and Danish choose the neighbour countries to visit more often. They do it from ecological, economical or other reasons. It is still a question.

Another interesting point is that Danish and Ukrainians prefer completely different types of vacations. The vast majority (86%) of Ukrainians prefer to travel independently and plan the route on their own, mainly because it is so cheaper and much more convenient, because in this case the travel plan can be painlessly changed and redone. However, it is still quite common to use the travel agencies services. Only very few mentioned that they do not trust travel agencies (4%). Exactly half of travellers prefer beach vacations, just over a third are interested in sightseeing, and only 16% for outdoor activities.

Talking about Danish travellers, the majority of them are interested in sightseeing and cultural experience (45%), active vacations (32%) and at the third place goes beach vacations (18%) [4].

The interesting distinction can also be found in the average age of traveller's scale. It can be surprising, but while in the most active travellers' age from Ukraine is 25-35 y.o, in Denmark that is 50-75 y.o. Such an `mature` age of Danish travellers, actually, can be easily explained by the social politics and labour laws in Denmark, due to which retired people are free and financially sustainable to travel abroad [7].

What is more, we can find a major discrepancy in another crucial sector- education abroad. Despite the fact that in our country the most active age travel-group is 25-35 y.o, the percentage of Ukrainian students studying abroad is comparatively low – 8% from the total amount of students [8].

Unfortunately, the world studying- exchange programs and volunteering programs such as Erasmus, Erasmus+, AIESEC, Workaway, etc. are not really common in our country and are used mostly specifically. Meanwhile, according to Ministry of Higher Education of Denmark data, in 2013 in Denmark the percentage of youth moving abroad to study was 17% which was dissatisfactory, so during past few years the Danish gov. Implemented a range of international programs, which enhanced the number almost to 35%. Furthermore, after graduating, Danish students usually have an opportunity total a `gap year` to relax and travel before starting a job, which is 90% financed by the government. From my perspective those differences are quite crucial [9].

It is well-known truth that 21 century is a century of advertisement. While doing the research it was quite a disappointment than the outcome about governmental or any social kind of traveling advertisement. Most of the ads, promoting traveling abroad are private publications of tour-companies, airlines, resorts and bus operators. What is more, these days in Ukraine, as in other CIS countries it is more and more popular to follow various social-media pages, focused on traveling opportunities, selections of cheap flights opportunities, educational and volunteering programs, advices, etc. From one hand, such a tendency is worth developing, because it is really

useful for traveling freshmen and not only for them. However, it doesn't exclude the fact that the amount of governmental support and assistance in traveling sector is almost equal to zero. There is no social campaign on internet, encouraging youth to go studying abroad, there is no governmental health insurance program, there is not that much partnership programs, you have to make an immense research to find out any information about.

Sure, that is obvious that the route of such a dolorous situation has to be hidden somewhere in depth of country's economical stagnation.

Nonetheless, there is still a silver lining can be found in other countries' experience. For instance, one of the latest social advertisement campaign in Denmark, was aimed to promote the number of travellers abroad. Such an advert is to some extend controversial. The thing is like so many European countries, Denmark is dealing with a rapidly declining birthrate. The future of the country is now unclear; with a birthrate of just 1.7 children per family, there aren't enough new-borns to maintain the population. And with a population of 5.6 million in 2017, the country is pretty small to begin with.

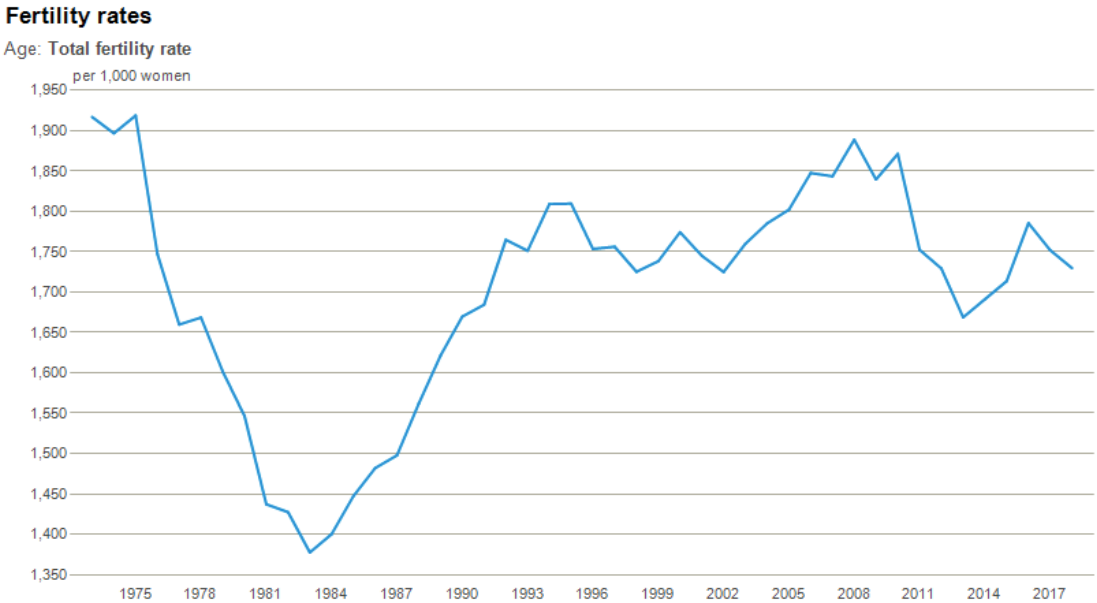


Figure 4. Denmark fertility rate

Therefore, a Danish travel company has come up with a unique way of enticing travellers on active holidays, and helping Denmark's stagnant birth rate while they are at it. The video starts off with gloomy music and images of an elderly woman who seems to feel empty and sad without a grandchild by her side. «But don't despair,» the announcer says. «We may have found the solution.» Citing statistics that suggest that couples have 51% more sex while on an exotic, romantic holiday, the ad then shows a young couple in a series of situations dripping with innuendo. «Send your child on an active holiday and get a grandchild within nine months,» the ad cheerily suggests,

before offering a booking discount of 1,000 DK (about \$150) and an «activity package,» but also a special deal for singles wanting to mingle.

The advert was fully supported and partially financed by the government<sup>6</sup> as so it helped to acknowledge straight about two problems:

- declining birthrate;
- promotion of traveling abroad;

**Conclusion.** Today, traveling is a worldwide trend, and step by step our country is adopting it, expanding the cultural borders, introducing new traveling programs and destinations. However, analysing the plain facts, comparing our traveling habits to others countries, it is obvious that we have a lot to work on: starting from economical issues, to health care programs and foreign language knowledge.

To sum up, it would be rational to say, that there always are some factors which do not depend on us, nevertheless, there is always something that can be done by ourselves. It sounds shocking, but the percentage of people in Ukraine, who are able to speak English at the average level is lower than 20%, while in Denmark is 86% [10;9]

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