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Dr. habilit., Professor Oksana Hnatkovich¹⁾
PhD Sofia Smolinska²⁾

¹⁾Management Department, Institute of Economy and
Tourism (Lviv, Ukraine)
hnatkovich@bigmir.net

²⁾Department of Finance Management, Ivan Franko National
University of Lviv (Lviv, Ukraine)
sdgnatkovich@ukr.net



MANAGEMENT OF FINANCIAL COLLATERAL TOURIST ACTIVITIES

ZARZĄDZANIE FINASOWE I OPODATKOWANIE DZIAŁALNOŚCI TURYSTYCZNEJ

УПРАВЛЕНИЕ ФИНАНСОВЫМ ОБЕСПЕЧЕНИЕМ ТУРИСТИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ

Abstracts

The article highlights the features and procedural aspects of the taxation of tourism activities in Ukraine. The structure of taxation of tourism and the possibility of exemptions in the VAT taxation of certain types of tourism and health services. Analyzed the arguments regarding tax disadvantages tourism industry. An elaborate differentiation of rates, given the VAT rates in Ukraine. In addition, confirmed reciprocal dependence of tourism on unemployment..

Keywords: *tourism, finance, taxation, regulation, revenue.*

Streszczenie

W artykule opisano istotę i proceduralne aspekty opodatkowania działalności turystycznej na Ukrainie. Scharakteryzowano strukturę opodatkowania turystyki i możliwość zwolnienia w podatku VAT niektórych rodzajów usług turystycznych i zdrowotnych. Przeanalizowano argumenty dotyczące utrudnień podatkowych branży turystycznej. Wskazano na złożony charakter zróżnicowania stawek, biorąc pod uwagę stawki VAT na Ukrainie. Ponadto potwierdzono wzajemną zależność turystyki względem bezrobocia.

Słowa kluczowe: *turystyka, finanse, podatki, regulacje, przychody.*

Аннотация

В статье рассмотрены особенности и процедурные аспекты налогообложения

Dr. habilit. O. Hnatkovich, PhD S. Smolinska

субъектов туристической деятельности в Украине. Определена структура налогообложения субъектов туристической деятельности и возможности применения льгот при налогообложении НДС отдельных видов туристическо-оздоровительных услуг. Проанализированы аргументы относительно недостатков налогообложения туристической сферы. Предложено разработать дифференциацию ставок, учитывая ставки налогообложения НДС в Украине. Кроме этого, подтвержденная обратная зависимость развития туризма от безработицы.

Ключевые слова: туризм, финансирование, налогообложение, государственное регулирование, доход.

Introduction. Most countries in the world in recent years dramatically stepped up investment activity in the tourist sector, turning it into the main driving force for socio-economic progress at the expense of permanent creation of new jobs and enterprises, infrastructure development, increasing revenues from the export of services. Involving Ukraine, this sector has considerable potential for the conditions of use may provide for the sustainable development of the country, constantly enhancing the quality of life of the population, the country's competitiveness on the world market. Note that in recent years the tourism sector observed positive trends that are seen in increasing tourist flows, growth of volumes of provided tourist services, revenues to the budget and employed in this field.

However, the national tourist product, in spite of the existing potential, each year becoming less attractive and competitive, mainly because of insufficient activity on the part of the State in the direction of financing and ensure the development of the spheres of tourism and recreation. As a result, these areas today are not able to ensure the full implementation of economic, social and humanitarian functions, not conducive to the preservation of the environment and cultural heritage, with budgets of all levels, create jobs, increase the ratio of the weight of the service sector in the GDP. Therefore remain relevant issues of financial security of the development of tourism, creation of investment conditions that stimulate the flow of funds into objects of recreational industry in Ukraine. Modern realities and the problems of financing for innovative develop-

ment tourist and recreational spheres reveal new possibilities of radical structural reforms at the regional level, because one of the provisions of the economic growth of the regions is the presence of recreational resources, effective development which solves a number of social and economic problems of Europe development.

Presenting main material. Taxation of tourist activity in Ukraine is regulated by the tax code of Ukraine, the changes which take effect from 1 January 2012, where changed approaches to definition of the object and the base of value added tax to the operations of the supply of tourist services, tour operators and touragents, the tax definition of "operator" and "travel agent" for the purpose of taxation. However, new conditions of taxation today contain a number of controversial and discussion of the aspects that makes this issue relevant for further scientific research.

At present in Ukraine there are two main kinds of taxation tourism activities:

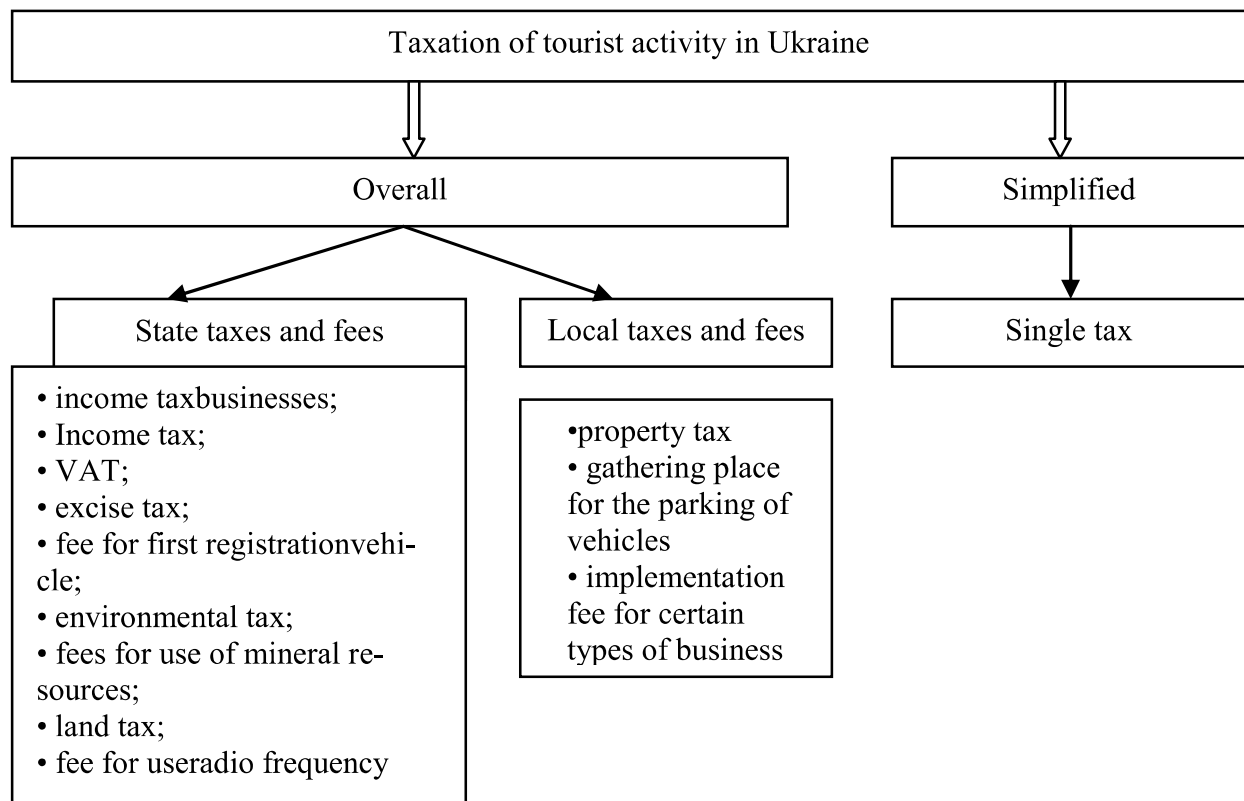
- general taxation, accounting and reporting (provided by legislation of Ukraine);
- the simplified system of taxation, accounting and reporting for small enterprises.

In accordance with the tax code and taxes that apply to subjects of tourist activity is national and local (fig. 1).

Given the rates of VAT taxation in Ukraine, it would develop a differentiation of rates, for example, the sanatorium and Spa institutions for children and persons entitled to have paid at the rate of 0% for the health tourism, which is accompanied by the provision of sanatorium services, and less important kinds of tourism

should introduce a reduced VAT rate – from 5-10%, for all kinds of foreign – a bid to leave

the level of 17%, etc. This way you can adjust the volume of consumption by tourism.



Source: generalized author based on [12]

Fig. 1. Structure of taxation of subjects of tourist activity in Ukraine

In the tax code *tourist fee* granted regional status — art. 10 it carried to the local taxes and fees. Calculating a payment defined art. 267 of this code. Funds from the fee credited to the local budget and the payers are the citizens of Ukraine, foreigners and persons without citizenship who arrive on the territory of the administrative territorial unit, the decision on the establishment of tourist tax, and receive services from the temporary stay.

At the request of the local authorities Ministry of Finance Ukraine offers to see how to charge tourist tax. Self-government bodies complain that business entities that provide services for temporary stay (overnight), shy away from the completeness of charge tourist tax they underreport the cost of services, since today, in accordance with the tax code tourist tax collected at a rate of 0.5-1% of the value of the entire period of their stay in hotels,

campgrounds, motels, hostels, rented apartments.

It is proposed to simplify the procedure for determining and paying the fee and rate tied to the minimum wage (on January 1 of the year), and charge him for each day of stay. In addition, the tax rate will depend on the category of hotel. For example, guests of the hotel category "One star" pay day for 0.5% of the minimum wage, and the "five stars" - 4%. Thus, the volume of the collection will be fixed, because there is a peg to the minimum level. And regardless of room class "luxury" collection will not change.

Meanwhile, the Ministry of Finance of Ukraine predicted another principle of taxation hotels, boarding houses, hostels, campsites. Their guests will have to pay from 0.2 to 0.5% of the minimum wage. And the rate will also depend on the level of service to them. In our

opinion, the following amendments to the Tax Code will improve the administration fee, will increase payments to the budget and positive impact on improving the partnership between tax authorities and tax agents (hotels). However, the tourist tax - rather complicated to administer in the current view of the collection of the Tax Code. The main problem is the complexity of the guests to organize in the private sector, which is almost 12% of tourists stop there. [10]

According to the press service of Ukraine's DPS, the amount paid to local budgets tourist tax increases. If actual revenues in 2011 were 27,749 mln., in 2012, they make up 38388,9 mln. [1].

You can contact the foreign experience for example, from November 1, 2012, in Barcelona (Spain) operates a tourist tax, which have to pay all the tourists, aged 16 years. The amount of the payment depends on the category of the hotel: "five star"-2,5 euro per night; "four" – 1.25 euros, and the rest is from 0.5 to 0.75 euros. Additional funds are planned to be spent on financing the new tourism development Fund, which will stay in the region.

Fee for foreigners in local hotels has recently been implemented in Uzbekistan. For each such overnight stay of citizens of other States paid \$ 2 United States, but doing this is not directly the tourists as subjects of tourist activity that provide services to their placement. The money obtained in this way, will go toward the funding of targeted programs in the field of tourism, improvement of professional skill of workers of this sphere, as well as maintenance and logistics state-owned "Uzbekturizm".

Tour operator's taxation and activities of travel agents, taxation is subject solely to reward tour operator regardless of the implementation of the international or domestic tourism.

The specific soft taxation of tourism activities depends on the type of tourism, foreign (services to foreign tourists in Ukraine); internal (services to domestic tourists in Ukraine); international (organization of tourist

trips outside Ukraine) tourism.

As tourism activity of foreign organizations and foreign tourism based on agreements (contracts) with foreign partners, which must comply with legislation in the sphere of foreign economic activity (FEA), the subject of tourism alone can not provide travel services outside Ukraine, and may just make arrangements to secure sales through offices in the territory of a foreign state or by non-resident tourist product for consumption on the territory of Ukraine. [9] Although it is possible that the tourism industry entities can have property abroad - travel, tour desk, etc., in this case, this aspect of tourist tax legislation is not regulated.

Most of the arguments in favor of the taxation of the sector of tourism based on the fact that the tourism products are consumed along with the unrated natural benefits and public goods. Invaluable natural benefits include sun, sea and wildlife, while public goods may include service on safety and health.

Providing public goods – one of the main objectives of the Government. The definition of public goods include the following: indivisibility, that consumer cannot be sold individually; no exclusiveness, that nothing can be excluded from the total benefits of the product; freerider problem, which is difficult to find good and relevant user to charge a fee.

Examples of public goods include street lighting, and national defence, protection of property rights and the effectiveness of the private sector of the economy. A characteristic feature of public goods is that they are difficult to develop and maintain through single payer, because there is no price mechanism that manages the market these products. These products can be provided only by the Government, which uses their right to levy in order to ensure that the resources necessary for the production of public goods [4].

Tourism also provides increased government revenue (table 1). According to estimates of the World Tourism Organization, tourism in the country receive approximately 10-25% of the total tax income due to the tourism sector. In

some small countries, specializing in tourism, such as the Bahamas, more than 50% of government revenue obtained from the tourism sector. Net income of tourism in the Maldives

is 40% of government income. In Mauritius is approximately 12-15% of the tax revenue received directly and indirectly by tourism sector [14].

Table 1. Revenues from tourist tax to the budget for the year 2012

| № | Region | The amount of ths. | Per 1 inhabitant of the region, UAH |
|-----|-----------------|--------------------|-------------------------------------|
| 1. | Ar Crimea | 10890,6 | 5.53 |
| 2. | Vinnitsya | 130,6 | 0.08 |
| 3. | Volyn | 158,8 | 0.15 |
| 4. | Dnipropetrovsk | 856,3 | 0.26 |
| 5. | Donetsk | 1163,5 | 0.27 |
| 6. | Zhytomyr | 125,4 | 0.10 |
| 7. | Zakarpacie | 808,6 | 0.64 |
| 8. | Zaporizhia | 1365,3 | 0,77 |
| 9. | Ivano-Frankivsk | 873,3 | 0.63 |
| 10. | Kyiv | 779,4 | 0.46 |
| 11. | Kirovograd | 57.6 per cent | 0.06 |
| 12. | Lugansk | 191,6 | 0.09 |
| 13. | Lviv | 3742,1 | 1.47 |
| 14. | Nikolaev | 566,7 | 0.48 |
| 15. | Odessa | 3448,5 | 1.44 |
| 16. | Poltava | 313,4 | 0.21 |
| 17. | Rivne | 97.1 | 0.08 |
| 18. | Sumy | 132,1 | 0.99 |
| 19. | Ternopil | 133,9 | 0.12 |
| 20. | Kharkiv | 76,7 | 0.03 |
| 21. | Kherson | 914,0 | 0.85 |
| 22. | Khmelnysky | 199,5 | 0.15 |
| 23. | Cherkasy | 272,9 | 0.22 |
| 24. | Chernivtsi | 183,6 | 0.20 |
| 25. | Chernihiv | 164,0 | 0.15 |
| 26. | Kyiv. | 9713,3 | 3.39 |
| 27. | Sevastopol | 1030,1 | 2.67 |
| | Only | 38388,9 | - |

[According to the press service of the Ministry of revenue and charges Ukraine]

In 2013, Ukraine was visited by more than 26 million. tourists at 1.5 million. more than in 2012. In 2013 the amount of payments from tourism to the budgets of all levels increased in comparison with the year 2012 by almost 13% and exceeded 1.59 billion.UAH . In particular, 8.6% have grown revenues from tourist tax-41,7mln.UAH. From 2010 in the tourist indus-

try the growth of payments to the budget amounted to more than 66% (in the year 2010 payments from tourism in Ukraine amounted to 957 million UAH).

In table 2 is confirmed by the inverse dependence of the tourism development of unemployment, the higher the level of revenue from tourist tax, the less unemployment.

Table 2. The impact of tourism development on the level of unemployment in certain regions of Ukraine, 2012

| Group areas for any tourist tax per inhabitant | The number of regions | Average revenues per tourist tax resident | | Unemployment rate,% |
|--|-----------------------|---|---------------|---------------------|
| | | USD | in% to groups | |
| And 0.01-0.51 | 17 | 0.18 | 64.7 | 8,27 |
| II 0,52-0.99 | 5 | 0.78 | 23 | 8,18 |
| III 1-1.47 | 2 | 1.46 | 12.3 | 6,65 |
| In Ukraine | 24 | 0.81 | 100 | 7.7 |

Conclusions. Improve State of affairs in tourism to the introduction of tax breaks for hotels. For example, January 1, 2011, the tax code for 10 years, exempt from taxation of profit of the business entities that provide services in hotels "three", "five" stars as a consequence in 2012 (compared to 2010-m) only in cities that have hosted the "Euro-2012",

the number of establishments providing hotel services, has increased by 114%. The largest increase was observed in the cities of Donetsk (375%) and Lviv (279). "This will continue to increase tourist flow. Since the exemption will by 2020, we can predict that the number of hotels to grow "[2].

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