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Euro-2012: Benefits for Ukraine

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Ukraine is one of the hosting countries of EURO 2012 after selection of UEFA in 2008. One of the most important aspects of this tournament is influence on the country and young people. Nowadays hosting country must have highly developed infrastructure according to standards of UEFA. It is certain that Ukraine has a problem in this sector of economics because of political and economic situation. That is why development of the infrastructure is the main objective of the Ukrainian government. However, it is necessary to consider whether holding the championship of Europe is beneficial for young people of Ukraine or not and how it will affect their future.

There are different opinions about the economic effects of international events, and it is widely considered that EURO 2012 will bring Ukraine and young people more benefits than losses. This thought has many opponents in society. They think that EURO 2012 in the country is a mistake and this event will do damage to Ukrainian economy. Also, some students do not like that the studying process has been reduced and hostel accommodation has been reduced too because some students have a job. Definitely, opponents do not compare advantages and disadvantages of the tournament and notice only last one. That is why, now it is important to prove that there are more benefits than losses.

Firstly, the influence of EURO 2012 on young students in Ukraine should be considered. As it has already been mentioned, students dislike that the studying process has been reduced. But some students like this because they have more

time for themselves though the hostel accommodation has been reduced but the hostels will be repaired and students will live comfortably.

Secondly, it is necessary to consider developing infrastructure of the country because we want the good roads and transportation, good restaurant and quality food. Moreover I suggest that the building of new stadiums will be the reason of sport development in my country. So, let's see how the infrastructure can be developed in our country.

It seems that our roads, airfields, and rails have not been repaired after disintegration of the USSR; a level and a number of hotels suites and restaurants keep at the same grade. It is no wonder that tourism is not developed in our country though Ukraine has wonderful nature, a great deal of historical places, and well-developed arts and science. Nowadays, in Ukraine, we can see construction of new roads, airfields and railways, reconstruction of old ones and building more hotels and restaurants to host EURO 2012. It is possible that these steps will not help Ukrainian tourism, but, at least, it will be easier to reserve a room in the hotel in the cities-hosts of EURO 2012, and the foreigners will have better impression about these four cities. It is certain that EURO 2012 will help Ukraine to develop an infrastructure that will make our country more attractive for tourists. EURO 2012 gives a stimulus to development of infrastructure. First of all, we have a quickly developing sector of transport. Consequently, we can see building of new aerodrome in Lviv, widening of airports in Kiev, Kharkiv, and Donetsk. Furthermore, we can see the repair of speedways between cities-host of EURO 2012 and building new junctions in these cities to avoid traffic jams which are usual here. Besides, Ukraine has powerful railways that need repairing and we can see not only the repairing of our rails but also modernization of some locomotives and railways lines. As a result, Ukrainian retrieval system will have significant modernization. Secondly, Ukraine does not have enough hotels, hostels, and places of catering for guests; that is why, many restaurants and hotels are under construction now. It is possible that Kiev will host 140 thousands football supporters on EURO 2012. Definitely, since 2008 a number of hotel rooms in Kiev has increased in one and a half time. But, nowadays, it is about 6500 hotel suits and new hotels, 1800 places for our guests are being built. New restaurants, especially fast-food ones, should be built. Kiev has places of catering for about 7 thousands guests. As a result, the number of hotels and restaurants will be increased before

the competition starts. Finally, it is important to mention stadiums in our country that were in terrible condition in 2008. Therefore, Ukraine started to build new stadiums and repair old ones. Probably, if Ukraine had not won hosting EURO 2012 Ukrainian fans would not have seen good stadiums for about 20 years yet. This country has built a new stadium in Lviv, it is repairing Olympic Stadium in Kiev and Metalist Arena in Kharkiv. Thus, the tournament helps Ukrainian fans to see modern stadiums and gives a stimulus for Ukrainian infrastructure. Development of this sector can push other sector of economics, such as a tourism. Thanks to EURO 2012, Ukraine develops retrieval system, hotel and restaurant networks, and stadiums. Everything is done to make guests feel comfortable in Ukraine, so they will satisfy stay here and football matches too. Definitely, our authorities do not line only their own pockets but also do something to develop the infrastructure. There is a strong possibility that if we had more events like EURO, our country would have not only developed infrastructure but also would be attractive to tourists and foreign investors. Opponents claim that infrastructure will do not need after tournament. It is mistaken, because, as stated above, by this time Ukraine need renew of the infrastructure.

Thirdly, Euro-2012 can be a good factor for attracting the tourists. All the tickets for football matches were sold. That is why, we will wait for inrush of tourists that will spent a lot of money for staying in the country, eating food, and having entertainments (excursions, theatres, night clubs and other types of rest) between matches. First of all, inquisitive tourists will spend money to make acquaintance with Ukrainian culture. Definitely, they will taste national food, buy some tour to historical places, visit museums, theaters, concerts of national music. But people spent their time in different ways that is why the other tourists will go to the bars, cinemas, and night clubs and show a large return to these houses. Besides, travel agencies will seek ways to get income from tourists that is why they will propose our guests a great amount of service. In fight for clients travel agencies will try to widen a number of facilities and to improve qualities of service. They will choose the best establishment that will satisfy wishes of their clients. Therefore, we will watch improvement of service in restaurants, hotels, and other institution that will give certain type of service. There is no doubt that EURO 2012 will be profitable for Ukraine in short period of time, besides it will improve qualities of service. With all of the above The circumstances of Euro-2012 will improve life of

Ukrainians and it will also increase the rate of employment among the citizens of the country.

Finally, we need to consider beneficial influence of tournament on our economics in long term. First of all renew of infrastructure will do and Ukraine will become a nice place for tourism. Definitely, renewed infrastructure will make life of Ukrainians more comfortable. First of all, renewed roads and built bridges will be a great thing for car owners, who are even now enjoyed with the quality of roads. Passenger traffic on railways and airlines will increase and qualities of service will improve. Restaurants, hotels will make service better and prices lower, trying to catch more clients. This will make them more attractive not only for Ukrainian people but also for foreigners. Moreover, Ukraine will become more popular place for tourists. They will get to know more about Ukraine, its history, life here, about our culture and places for rest. European people will have more knowledge about Ukraine and will popularize it in their own countries. Stadiums and sport centres, built for EURO 2012, will be a push to sport, especially football, development in Ukraine. Speaking about economical aspects of EURO, Ukraine will become more attractive for foreign investments. To sum up, considered investments will induce the economic development of the country in long term.

Summary

The authors of the article concentrate their readers' attention on the benefits which Ukraine has had once it became one of the hosting countries of EURO 2012.