

**ECONOMIC IMPORTANCE OF INFORMATIONAL EUROPEAN
INTEGRATION OF UKRAINE AND ITS DEPENDENCE ON EDUCATIONAL
AND SCIENTIFIC POTENTIAL**

Tsykhmistro S.*

Abstract: The article presents the direction of Ukraine's European integration of information - educational, scientific, informational activity. Analysis of the main trends in the development process of informational European integration of Ukraine identified their characteristics. Were proved the economic feasibility of informational Ukraine's European integration.

Key words: information integration, European integration, European integration process, information tourism.

Introduction

The declared strategic goal of Ukraine's foreign policy - integration into the European Union (EU) - first of all, involves adapting the development of European standards for information and the subsequent entry of Ukraine into a single European information space. The Law of Ukraine "On the basis of domestic and foreign policy," states that "... the basic principles of domestic politics in the humanitarian sphere are the reform and development of the national system of higher education and science, providing their integration into the European and global educational and research area, implementation of the principles and standards of the Bologna process, ensuring the integration of Ukraine into the European political, economical and legal environment in order to gain membership in the European Union "[1]. Informational European integration involves not only cooperation in the exchange of information, and a broader range of collaborative information activities in the field of education, science, ICT industry, audiovisual broadcasting, etc. The formation and implementation of an effective information policy and strategy of integration into the European information space will allow Ukraine to form a new strategic source of filling the state budget, as well as to stimulate socio-economical development of the country.

Analysis of recent scientific researches. The problems of informational integration to date only beginning to be explored by domestic and foreign scientist, including A. Gritsenko [2] O. Monatova [3], M. Melnik [4].

Despite the large number of scientific papers on the subject, there are still no papers, which prove the economic feasibility of informational Ukraine's European integration. With the development of the dialogue between Ukraine and the EU economical grounding of informational integration seems to be timely research.

* **Sergiy Tsykhmistro**, Donetsk Railway Transport Institute Ukrainian State Academy of Railway Transport, Management department,
✉ corresponding author: Cychmistro@mail.ru

The purpose of article is to estimate the feasibility of integration of Ukraine into the European information space with the positions of key national economical and media interests as well as the processes of development of the educational system.

The main material. Analysis of trends of development in education and science, as one of the most information-intensive economic practices, and the degree of readiness for integration with the global information society, for example, European, allows to evaluate the appropriateness of informational integration of the country in its entirety.

Processes related to the integration of information stimulate the development of "information tourism," which is of a strategic importance from an economic point of view. For example, information tourism brings together scientific, academic, cultural-familiarization, business tourism and other types associated with receipt or exchange of product information.

In Ukraine information tourism exists for a long time, but still not admitted as an important source of government revenue. Thus, according to statistics, only in 2012, non-residents of Ukraine brought to the state's economy more than 100 million of dollars.

According to the Ministry of Education and Science of Ukraine, in 2012, the payment of international students brought to the state budget of about 800 million UAH. According to government estimates of statistics of Ukraine, the figure in 4.5-5 times higher due to the cost of food, entertainment, household needs, accommodation, etc., which equates to 3.2 billion UAH. [5]

As of January 1, 2013 in Ukraine 60.3 thousand foreign students are getting education, which is a record (in the Soviet time, the maximum number of foreigners who have been educated in educational institutions of Ukraine reached 30 thousand people in 1990).

Every year the number of international students increases every year, but the geographically, major consumers of Ukrainian educational resources are countries of Asia and the third world (Fig. 1). [6]

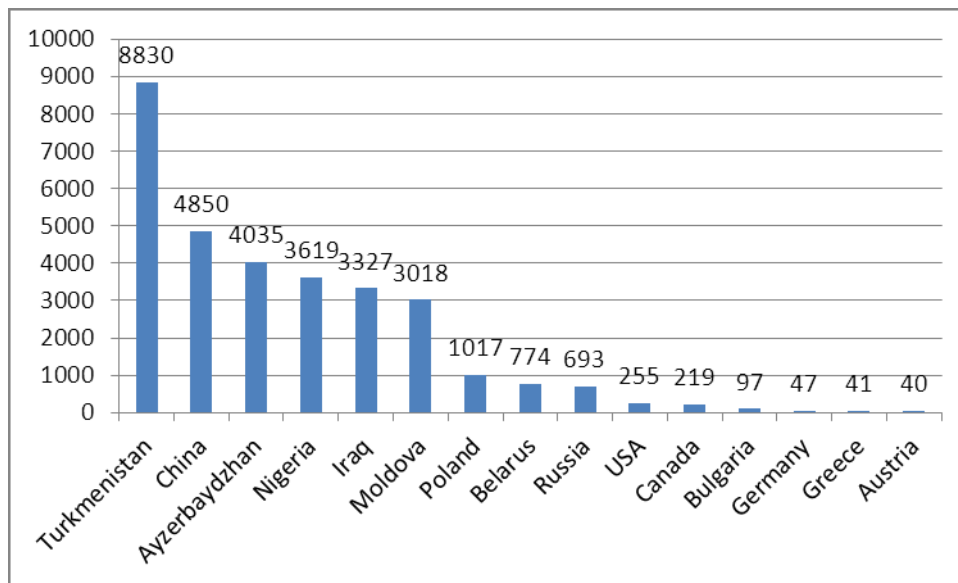


Figure. 1. The number of foreign students in Ukraine in 2012 (according to country of origin), pers.

Despite the annual percentage increase of foreign students from Europe, to this day, this figure does not exceed a total of 1,500 people (the largest number of European students from Poland - 774, Bulgaria-219 and Germany-97).

European countries for long ago have admitted the importance of information tourism for the state economy in the conditions of the information age. For example, in 2012 Germany set a world record, taking in German schools of about 250 thousand foreign students [7].

An example of development of the direction of information tourism is Poland, which approved the program in 2005 to attract foreign students in Polish universities «Study in Poland», has increased in 3 times the amount of foreign students over the past 5 years (Fig. 2). Their education brings the Polish economy annually more than 100 million Euros. [8]

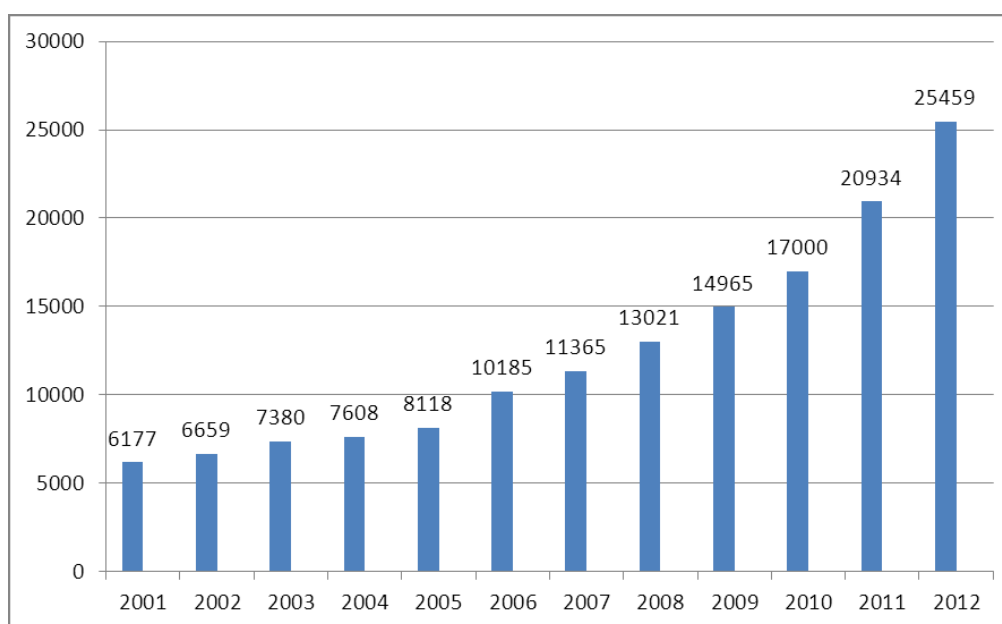


Figure. 2. The number of foreign students in Poland for the years 2001-2012., pers.

Should be mentioned, that the income of the leading European countries from international students and postgraduate students, from the export of educational services and academic tourism in general are evaluated: in the UK - about 2.7 billion dollars, Germany-2.4 billion dollars, in Italy - 0.7 billion dollars.

The most important area of informational European integration is to participate in joint scientific researches and academic projects that promote the development of information channels with European countries. One of these programs to support academic cooperation and integration in the educational level is a «Jean Monnet Program». The program is financing universities and research centers that provide training and research in the field of European integration. Ukrainian educational institutions actively participate in this program, as evidenced by the amount of received funds for the period 2009-2012 in the amount of 417 thousand Euros (over 4.5 million UAH). Despite this, the potential which lies in the program is distributed among the other participating countries (Spain, Germany, etc.) (Table 1). This is due to the fact that in Ukraine in such projects usually involved a limited number of organizations. Thus, under this program, Donetsk State University of Management in the period 2009-2012 attracted more than 117 million Euros, representing about 25% of all funds from the Ukrainian side. [9]

**Table 1. The volume of the financing under the European program
«Jean Monnet Program» in 2008-2012**

Year	The contribution of the European Commission, EURO.			
	Ukraine	Poland	Germany	Spain
2008	43 299	125 798	243 700	674 854
2009	15 750	95 542	556 628	450 000
2010	107 176	107 890	142 353	568 594
2011	204 638	139 166	615 699	456 630
2012	89768	169 274	310 426	567 209
Total	460 631	637 670	1 868 806	2 717 287

It should be noted that the above figures calculated on the basis of a subprogram ("Key Activity 1"), at the time, as the program «Jean Monnet Program» has a number of subroutines and areas of financing.

Another international project to support the informational European integration is TEMPUS, which operates in the past twenty years. Only in the period of 2008-2012 in the framework of implementing the European TEMPUS IV program 61 projects with participation of Ukrainian universities, worth about 63 million Euros is being implemented. If to note, that the average Ukrainian schools receive 20-30% of the budget of the project depending on the degree of involvement in the project, the net proceeds from the sale of the Ukrainian economy projects TEMPUS IV amounted to about 20 million Euros for 2008-2011. At the same time, if to compare the statistics of the participation of other European countries in this program, the Ukraine shows enough not high figures (Fig. 3). With its potential, our country gets several times less than has a possibility. [9]

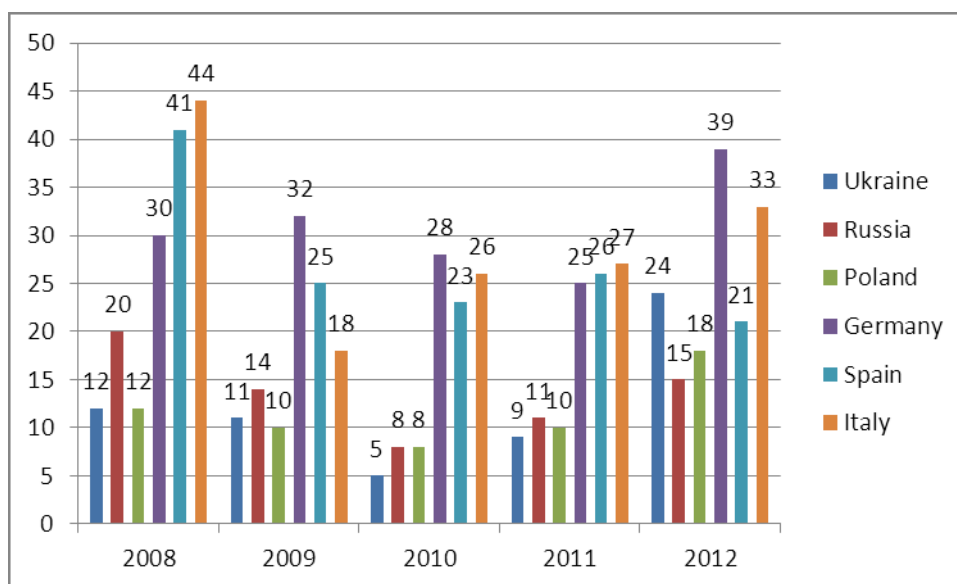


Figure 3. Statistics participation of some European countries in the TEMPUS program in 2008-2012 (number of projects)

One of the most profitable and promising areas of cooperation with the EU in the field of information is the integration into the European research area. Scientific and technical cooperation between Ukraine and European Union, the component of which is a participation in the Framework Programmes, is a powerful segment of the overall mechanism for informational integration of our country into the European space and building political and economic understanding. Since the beginning of the Seventh Framework Program (2007-2013), which has the biggest ever before in the history of EU funding (the total budget for the period 2007-2013 is 50.521 billion Euros), there has been significant progress in the negotiations with the future associated countries. In the period of 2007-2011 in the framework of this program Ukraine has attracted more than 10 million Euros for research and development activities (Fig. 4).

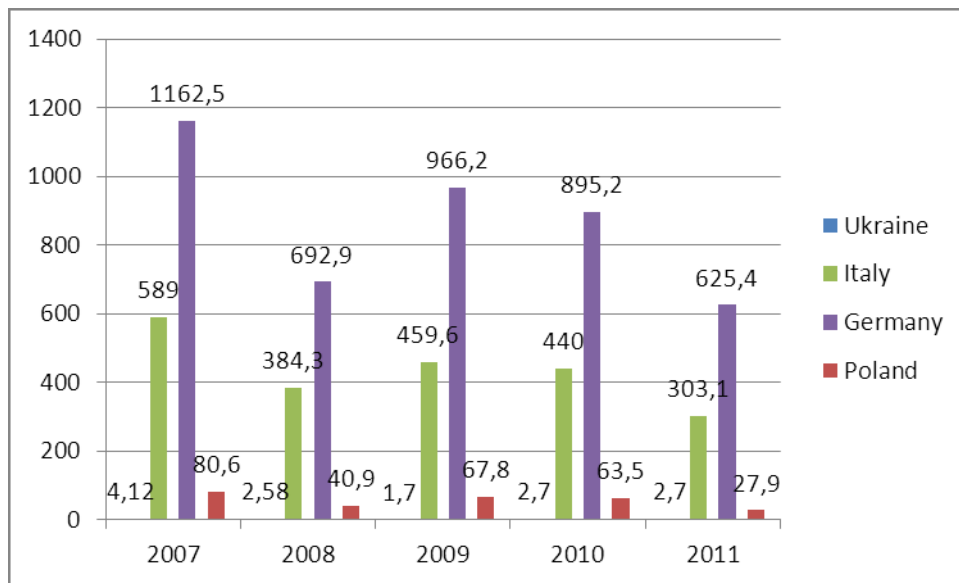


Figure. 4. Amount of funds raised in 2007-2011 within the EU 7th Framework Program, million Euro.

Not the less, despite the considerable scientific potential, our state over the past 5 years have not shown a strong interest in scientific cooperation with their European counterparts. This is reflected in the number of submitted project proposals for funding under the 7th Framework Program in 2007-2011 (Fig. 5). Amount of announced projects for the years 2007-2011 was about 200, whereas, in Poland is 6 times higher (1421), Germany - 55 times (11035) [10].

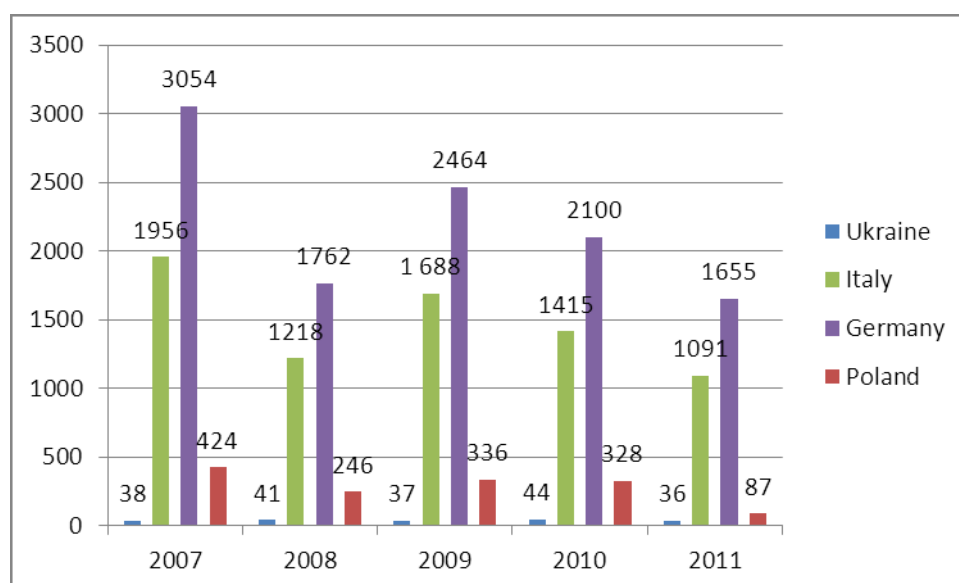


Figure 5. The number of reported scientific research projects in 2007-2011 within the 7th Framework Program of the EU.

In this regard, it is appropriate to talk about the need to develop this area in Ukraine because its economic potential is very high. For example, Poland every year brings in its coffers for this article the average income of 40 million Euros, Italy, 300-400 million Euros, Germany - 700-800 million Euros.

One of the most profitable parts of informational integration is the export of computer (outsourcing) services and software. In 2011, export of computer and information services in Ukraine is almost comparable with the export of arms, amounting to about 0.7 billion dollars. European information market, being the world leader in the export of these services is of great interest. When comparing the amount of revenues from export of computer and information services in 2008-2011 of some European countries shown that the information industry brings them to an average of 10-20 billion dollars annually and makes up 7-10% of the total export of goods and services (Fig. 6) [11].

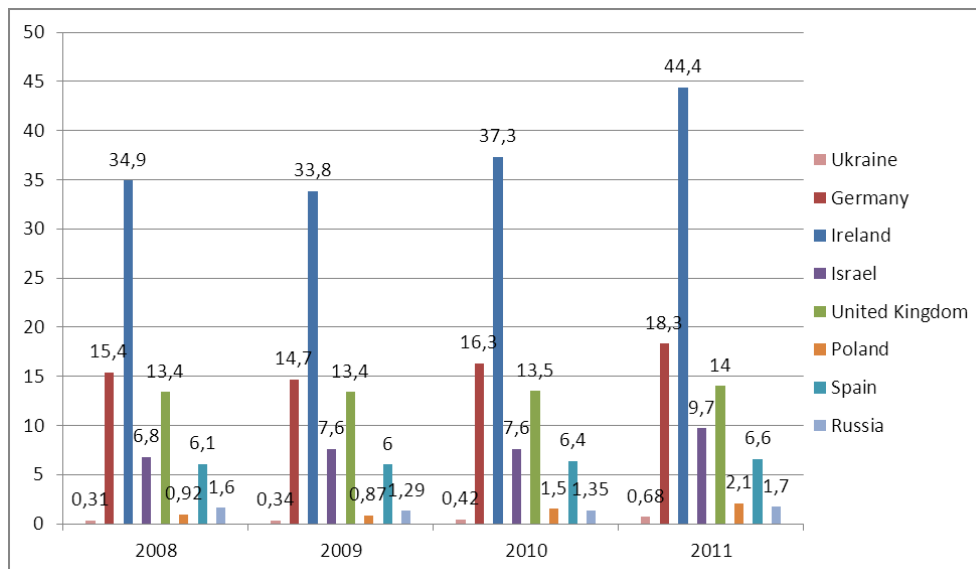


Figure. 6. Amount of income from export of computer and information services in 2008-2011 in some European countries, billions of USA dollars.

It should be noted that the prospects for the development of export-oriented market of information and IT service in Ukraine are estimated as one of the highest in Eastern Europe. Thus, according to the report of the British company «IT Sourcing Europe Ltd», Ukraine took first place in the list of countries in Central and Eastern Europe as the most attractive country for the development of IT outsourcing services to customers in Western Europe. [12]

Summary

With the development of the European integration dialogue between the Ukraine and the European informational integration processes are being prior not only for the European community, but also for our country. The formation of the information society requires the formation of new economic models of socio-economic development of the state. Economic models of European countries, based on the development of the information industry as a strategic, enabled these countries to take a leading position in the list of states with high level of socio-economic development. Information industries, for example of Germany, UK, Spain, Israel annually bring them up to 10% of GDP, while in Ukraine the figure is not more than 0,5%.

The analysis of statistic data shows that informational European integration is being the appropriate from the economic point of view. It allows to attract significant financial resources in the framework of implementation of the medium- and long-term programs for the development of informational European integration (Frame Program 7, Horizon 2020, Tempus, Erasmus, Jean Monnet Program, etc.).

Only in the period of 2008-2012 Ukraine totally attracted at least 100 million Euro in the time of implementing of several European projects.

Informational European integration directly affects the development of "information tourism" (scientific, academic, business), which allows the state treasury to obtain significant dividends. The development of the course of informational European integration will allow fully rebuild the economic model of socio-economic development. Modernization of the information-intensive industries in accordance with European standards (the sphere of science and education, the sector of information and telecommunication services, sector of marketing and consulting services, etc.) and their integration into the European information space will enable Ukraine to promote economic growth and take its rightful place in the European community.

The results of the analysis presented in the article can be used while elaborating the recommendations for the creation of information policy, informational integration strategy, as well as further research of the problems of informational European integration.

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ZNACZENIE GOSPODARCZE INFORMACYJNEJ INTEGRACJI EUROPEJSKIEJ UKRAINY I JEGO ZALEŻNOŚĆ OD EDUKACYJNEGO I NAUKOWEGO POTENCJAŁU

Streszczenie: W artykule przedstawiono kierunek informacyjnej integracji europejskiej Ukrainy – działalności edukacyjnej, naukowej i informacyjnej. Analiza głównych trendów w rozwoju procesu informacyjnej integracji europejskiej Ukrainy identyfikuje czynniki charakterystyczne. Udowodniona została ekonomiczna wykonalność informacyjnej integracji europejskiej Ukrainy.

Słowa kluczowe: integracja informacyjna, integracja europejska, proces integracji europejskiej, turystyka informacyjna

經濟重要性，烏克蘭和信息歐洲一體化，它依賴於教育和科學潛力

摘要：本文介紹了烏克蘭的歐洲一體化的方向的信息教育，科學，信息活動。在發展過程中的信息烏克蘭歐洲一體化的主要趨勢分析確定了自己的特點。證明信息烏克蘭的歐洲一體化的經濟可行性。