

THE ROLE OF THE STATE IN THE FORMATION OF MIGRATION ATTRACTIVENESS – EXAMPLE OF UKRAINE AND POLAND

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Purpose: The purpose of the article was to describe migration issues based on the example of current Polish-Ukrainian migration processes.

Design/methodology/approach: When writing a scientific article, methods of analysis and synthesis of scientific literature were used; descriptive method of the main indicators that affect the migratory attractiveness of the state; method of generalization when forming general conclusions based on research results.

Findings: In particular, on the basis of the method of analysis and the system of scientific literature, it was determined that the issue of attractiveness of states is discussed by scientists especially in terms of its individual types: investment; economic; tourist; migration. Studying migration processes, some scientists analyze the peculiarities of migration processes, identify the most popular types of migration that are characteristic of one or another country, while others focus more on the positive and negative consequences of migration.

Originality/value: The article describes the current situation of Polish-Ukrainian migration, its scale, types, and causes. The problem of migration is presented in the context of the needs and interests of the countries in question.

Keywords: migration, migration attractiveness, socio-demographic indicators, population migration.

Category of the paper: General review.

1. Introduction

Migration processes are one of the main factors that determine the directions of formation and specifics of the development of production capacities of any state. Population migration is related to economic, social, political, religious, environmental and other aspects of society. Population migration is one of the most vivid indicators of the state's development. It causes changes in the demographic situation both in the donor country and in the recipient country. It affects economic processes, the value of GDP and GNP of countries, defines the main priority industries that can be developed under certain migration conditions. At the same time, the consequences of migration can be both positive and negative, so migration processes require state management. In recent years, migration has turned from an opportunity to improve one's financial situation into an escape from harsh reality in order to preserve one's life. It became especially relevant for Ukrainians who were forced to leave their homes because of the war in the last year. That is why it is important to promptly respond to the state migration policy to the challenges that arise due to population migration.

At the same time, a potential migrant, when making a decision to change his place of permanent residence, quite often has an idea of the state as a whole, and not of individual indicators of the standard of living in it. But it is the system of indicators that forms the perception of this or that state and collectively determines the level of its migration attractiveness. At the same time, the value of the indicators depends on the efficiency of state regulation of social processes. Inefficient state regulation leads to a situation where some states become more attractive for population immigration, while others, on the contrary, have problems caused by population emigration. Therefore, it is expedient to analyze the role of the state in shaping its migration attractiveness.

2. Methods

When writing a scientific article, methods of analysis and synthesis of scientific literature were used; descriptive method of the main indicators that affect the migratory attractiveness of the state; method of generalization when forming general conclusions based on research results. In particular, on the basis of the method of analysis and the system of scientific literature, it was determined that the issue of attractiveness of states is discussed by scientists especially in terms of its individual types: investment; economic; tourist; migration. Studying migration processes, some scientists analyze the peculiarities of migration processes, identify the most popular types of migration that are characteristic of one or another country, while others focus more on the positive and negative consequences of migration.

3. Results

Today, the existence of any state, its development, socio-economic changes largely depend on the migration processes taking place in all states without exception. At acceptable levels, migration can contribute to the development of the state, the exchange of highly qualified personnel, the improvement of demographic indicators, and the growth of migration capital. However, with high rates of population migration, the situation may become critical for the country. This especially applies to emigration of the population, when young people often leave the country in search of a better life and usually do not return to their homeland.

Let us emphasize that scientists pay great attention to the study of the causes and consequences of external migration. In particular, P. Cortes investigates the impact of women's migration on the well-being of their families, relationships with children, husbands; the emergence of social orphanhood, in which parents are far from children and children are brought up by close relatives in the best case, and in the worst - "on the street". The author paid special attention to determining the effects of money income from parents on children and concluded that the more negative consequences for children will be in the absence of a mother, rather than a father (Cortes, 2023). Environmental problems are one of the equally important reasons for population migration. Environmental pollution, poor water supply, unfavorable climate, sharp changes in air temperature, air and water pollution by various emissions also cause population emigration. The same reasons are relevant for both Ukraine and Poland.

Another foreign publication notes the spread of economic and social problems, ethnic conflicts, which have increased the flow of migrants to European countries, and this is becoming a big problem and challenge for EU countries. The mass flow of refugees to European countries caused the spread of terrorism, smuggling, illegal population migration, a humanitarian crisis, and a weakening of the protection of national interests. Thus, there are more than enough reasons for migration. Speaking for Ukraine, the war in the state only intensified the process of unregulated migration, which, in turn, aggravated other problems even more. A significant part of Ukrainian migrants in the first months of the full-scale war ended up in Poland, which affected the socio-economic indicators of both states. That is why every state must respond to the realities of today and develop and implement appropriate steps to regulate migration flows. First of all, such a policy should be aimed not at smoothing the consequences of migration, but at solving the reasons for the spread of population migration.

Thus, according to the State Border Service of Ukraine, from February 24 to May 24, 2022 (in the first three months of the full-scale war in Ukraine), border guards processed more than 7.4 million people who crossed the border in both directions. Of these, more than 4.8 million people were sent to leave the country, most of them citizens of Ukraine. More than 2.2 million Ukrainians have entered Ukraine [DPS Ukraine, 2022]. According to the UN Refugee Agency, as of June 19, 2023, there are about 6 million refugees in Europe who left Ukraine due to the

war (Refugees from Ukraine recorded across Europe, 2023). Russia's large-scale war against Ukraine has a very bad effect on the demographic situation, the consequences of which are still to come.

As E. Libanova notes: "We will lose many people: due to the increase in mortality, due to the decrease in the birth rate. Many children who would have been born, they were not born in 2022 and even more so will not be born next year, 2023. And if the war drags on even longer, then in 2024. And migration will have the greatest numerical impact" (Libanova, 2022).

Due to military actions, Ukraine partially loses its migration attractiveness, primarily because of the war. The population is shrinking due to increased mortality and emigration of the usually young population. This, in turn, will affect the demographic, economic and social indicators of the state's development in the future. At the same time, some European countries, in particular Poland, Germany, France, Sweden, Great Britain, are increasing their migratory attractiveness, which is evident in the increase in the number of migrants moving to these countries (Madejski, 2023). In Poland, the number of immigrants increases annually largely due to the migration of Ukrainians.

But what is migration attractiveness and what indicators characterize it? Migration attractiveness is one of the main factors in the movement of migration flows from less developed regions and states to more developed ones. One of the ways to assess the migratory attractiveness of the state is to take into account the territorial movements of the population. According to this approach, the main indicator of the migration attractiveness of the territory is the migration load factor per 1000 people.

Determining the level of migration attractiveness of the region requires taking into account various indicators affecting it. These may include: a high concentration of well-paid jobs; (Szafraniec, 2021). A factor contributing to the development of the state and increasing its competitiveness is the development of tourism, thanks to which you can show all the positive aspects of your state (Cader, 2021). Among the factors of attractiveness of the region: cultural environment and employment opportunities; developed infrastructure; comfort of life; higher social standards; favorable environmental situation; mentality, common ideology. At the same time, the factors that make the region unattractive are the low quality of life, the lack of opportunities for career growth and obtaining a high-paying job, and a high level of crime (Vasylytsiv, 2021).

Migration flows are often characterized by dynamism and irregularity, which is due to the influence of many factors, which the author divides into three groups: socio-demographic, economic and political. In particular, socio-demographic factors reflect the level of demographic attractiveness of the region and are quite influential on a potential migrant, because they to some extent reflect the standard of living in the region.

At the same time, factors affecting the migratory attractiveness of the region can be divided into the following groups: geoeconomic (geographical position of the region, natural resource potential, ecology); economic (level of economic development of the region, infrastructure,

development of certain types of industry, level of income of the population and living wage); cultural and demographic (population density, age structure of the population, value system, social infrastructure. Table 1 presents a system of indicators that affect the level of migration attractiveness of regions.

Table 1.

Indicators characterizing the migratory attractiveness of the territory

<i>Demographic indicators</i>	<i>Social indicators</i>
Birth rate	Employment level of the population
Mortality rate	The unemployment rate of the population
The ratio of men to women	The number of students per 100,000 people
Age ratios of the population	Providing the population with doctors
The share of the urban and rural population in the total population	Number of educational institutions
Population density	
<i>Economic indicators</i>	<i>Indicators of the standard of living</i>
The level of economic activity of the population	Average salary
The level of GDP and GRP per capita	Average pension
Consumer price indices for goods and services	Salary arrears
Tariffs for housing and communal services	The amount of the subsistence minimum
Others	Average area of residential premises per citizen

It should be remembered that all countries of the world are divided into donor countries and recipient countries in terms of population migration. Migrants, choosing the country in which they want to live, focus on many different indicators, which together give an idea of how such a country develops and what a migrant can get there. Migrants are usually young people who, choosing a country, evaluate the opportunities for education, further employment, the level of wages and the level of utility costs, and opportunities for personal development. The older generation, if they decide to move, go to relatives, children, friends. The issue of employment is not a priority for them. That is why countries that want to develop should form their migration attractiveness based on the requests of migrants, in order to attract foreigners who will contribute to the development of this state.

Now almost all countries implement a policy of attracting foreign students, because this type of migration is considered the most desirable and has a number of positive consequences. Necessary conditions for educational migration are: capacity for educational activity, desire and opportunity to carry it out; availability of relevant educational institutions in the country (region); the advantage of the influence of the factors of educational migration over the desire to stay in the country (region) of residence.

A specific feature of educational migration is its least harmful nature, unlike other types of migration. The desirability of educational migration is determined by income not only for the educational sector (or a separate university), but also for the economy of the country (region) that provides educational services, as a whole. In addition, consumers of educational services are a potential workforce of appropriate qualifications. In the structure of general migration flows, educational migration is determined by the satisfaction of the social need for education

and raising the level of qualifications. At the same time, educational migration can to a certain extent correspond to the patterns of both social and economic types of migration (Kis, Mosora, Bembenek, 2020).

At the same time, scientists note a number of advantages of educational migration specifically for countries receiving foreign students. Advantages are highlighted, namely: significant financial revenues to the budget of national economies, development of the tourism industry and increased revenues from the growth of tourist flows; development of innovative and material and technical components of the educational sector, expansion of the range of educational services and accelerated integration of national institutions of higher education into the international educational and scientific space; improvement of demographic indicators due to the rejuvenation of the population structure and its quantitative increase; intellectualization of human capital and potential supply of the country's national economy with highly qualified specialists, which, in turn, accelerates scientific and technical progress and economic development of countries (Levytska, 2022). Educational migration actually became a megatrend of the 21st century. It is in the era of globalization that the issues of internationalization of higher education, improvement of educational mobility, and, as a result, an increase in the number of educational migrants traveling to another country in search of knowledge, expanding horizons, and improving the professional and social environment are becoming relevant.

The main criteria of educational migration, which determine its important role in the changes taking place in society, are the number of foreign students studying at universities in other countries. Today, Ukraine is the donor country and the leader in terms of the number of young people who go to study in various countries of the world, including Poland. A significant part of Ukrainian students, in particular in Poland, are already studying at the master's level, that is, they are getting a second higher education. It is a big risk for Ukraine that the majority of such students do not return to Ukraine after receiving the relevant higher education to put the acquired knowledge into practice.

There are many cases when young specialists with Ukrainian and Polish diplomas do not stay in Poland, but find employment in another European country. The main factors affecting the growth of the number of Ukrainian students in Polish universities are: geographical proximity; the cost of education, which in many cases is lower than in other European countries; a diploma obtained in Poland - an EU country gives greater opportunities in the European labor market; linguistic and cultural factor. In Fig. 1 shows the dynamics of the number of students from Ukraine who studied in Poland.

The number of Ukrainian students who studied in Poland

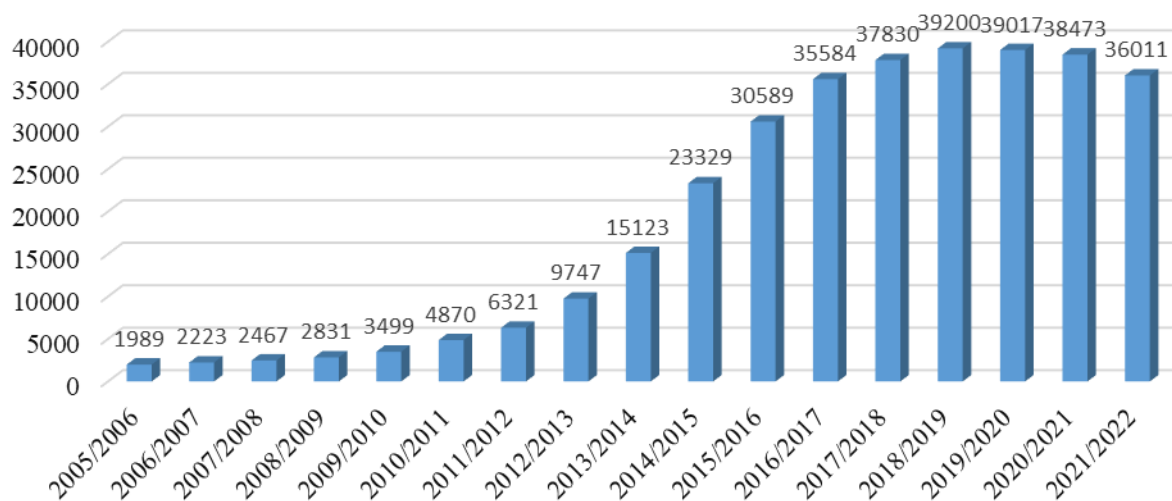


Figure 1. The number of Ukrainian students who studied in Poland in 2005-2022.

Source: Gierko, 2015; *Ukraińcy...*, 2022.

As can be seen from fig. 1 annually, the number of Ukrainian students studying in Poland increases, which is a negative phenomenon for Ukraine. It is worth noting that slightly more than 40% of Ukrainian students studying abroad study in Poland, the rest of the students choose other countries of the world, including: Austria, Germany, USA, Canada, France, Great Britain and others.

For the donor country, the positive consequences of this type of migration are: an inflow of funds in the form of remittances to the homeland, an increase in aggregate demand, national production and economic development, a potential return to the homeland of highly educated citizens with an international diploma, a decrease in the unemployment rate, a decrease in social tension; for the recipient country – immigrants contribute to investments in new enterprises and projects and innovative development of countries; the influx of foreign workers makes it possible to reduce the cost of labor, accelerate the rate of development of scientific and technical progress, increase the volume of production of GDP and national income (Petryshyn, Tolubyak, Mosora, Kis, 2021).

Despite the opinion that educational migration is evaluated as a positive phenomenon for the students' country of origin, as it involves improving the quality of education, gaining access to a wider choice of courses and disciplines, establishing social contacts and learning foreign languages, nevertheless, for Ukrainian youth, such migration becomes a way for permanent emigration, job search in the EU labor market. Unfortunately, such a process has a negative character for Ukraine, because creative, mobile, comprehensively developed young people go to study, and in most cases, after studying, they stay in those countries or go to other countries. That is why, in order to effectively regulate migration processes, Ukraine should pay attention to cooperation in educational migration, and not to unilateral, independent work in this area.

States should regulate the main indicators that shape their migration attractiveness: create conditions for education to attract as many student youth as possible; create additional areas of employment (restructuring of the economy, additional jobs, formation of new conditions for foreign investment, promotion of small business development, entrepreneurship, creation of conditions for self-employment of citizens, etc.); to provide professional orientation of the population, their training, retraining and advanced training of personnel; strengthen the territorial and professional mobility of the workforce; provide assistance in employment; provide assistance in case of labor migration; create special funds to finance regional programs.

The migration outflow together with the natural reduction of citizens increases the depopulation of the population. Therefore, it is appropriate to find ways to solve such problems, to develop a regional migration policy that will take into account the peculiarities of the subjects of the selected territorial areas. At the regional level, taking into account the features of the territory is of primary importance: geographical location, provision of labor resources, availability of natural resources, climatic conditions, features of economic development.

One of the directions of increasing migration attractiveness should be the creation of conditions for the return of citizens to their homeland, which is particularly difficult for Ukraine to do under martial law. For re-emigrants, the cessation of hostilities, shelling, political stability, the presence of democracy and a reduction in the level of corruption, the improvement of the economic situation in the state, their economic and social security, and the availability of jobs where they can fully realize themselves professionally are important for re-emigrants. E. Pienkovskii wrote about the peculiarities of the impact of labor migration on the Ukrainian economy, who emphasized that the return of the population to their historical homeland, on the one hand, contributes to the improvement of the economic situation in the state, the development of new industries, on the other hand, and it has its own characteristics, which must be regulated by state (Pienkovski, Ye, 2021).

A clear, organizationally and financially supported state policy will contribute to the return of Ukrainians, which should be aimed at providing emigrants abroad with the necessary information about employment opportunities in Ukraine or opening their own business; assistance in reintegration after their return home, which should have both an economic and a cultural and educational component; provision of professional training and retraining in order to acquire qualifications that will meet the new requirements of the labor market.

4. Discussion

The question of what countries should do to strengthen their migration attractiveness in a particular period is debatable. Certain countries of the world are quite developed and offer foreigners acceptable living conditions and, in the future, obtaining documents about their status

in the country. For such countries, the strengthening of migration attractiveness consists in the involvement of foreigners in those economic processes taking place in the state; creation of new jobs and development of new types of industry. At the same time, maintaining its own economically active population is becoming an important issue for Ukraine. Therefore, it is now relevant for Ukraine to determine those priority directions in the migration policy that will allow to stabilize the situation and better control the migration of the population, especially abroad. In this case, internal migration should not be forgotten. After all, the population migrated over the last year not because of their own well-considered decision, but because of the circumstances that developed. And, therefore, it is more difficult for such citizens to adapt to new conditions and realize themselves.

Now it becomes clear that the priority for the state migration policy is to create conditions for the preservation of the population that remained in Ukraine and the creation of conditions for the reintegration of the population that left. After all, as E. Libanova emphasizes: "There is a clear inverse-proportional relationship: the longer the war lasts, the fewer people will return. The variation in numbers is huge, so there is nothing to talk about at the moment" (Libanova, 2023). So, we must already understand that part of the migrants will not return, but what this share is at the moment is difficult to estimate.

For any country in the world, it is important to regulate migration flows so as not to turn them into uncontrollable ones. The formation of migration attractiveness for both Ukraine and Poland is an important means for the influx of migrants. And the more attractive the living conditions in the country, the greater the probability that the population of other countries will migrate to it. Due to the military actions in Ukraine and the ban on the departure of men of conscription age, the emigration of Ukrainians has partially decreased. The reduction of educational and temporary migration worsens the possibility of developing Ukraine's production capabilities. As for Poland, the country actually became a home for many Ukrainian women and children who fled the war and sought protection in other countries. It became a certain burden for the state, which is reflected in the development of the economy. Poland extended a helping hand to Ukrainians and undertook to provide assistance to such refugees, aware of the economic consequences for itself.

5. Summary

From the given material, we conclude that the state should primarily protect the rights and interests of both its own population and migrants. Scientists point to the important role of the state in regulating the issues of immigrants, creating conditions for their adaptation. However, at the same time, less attention is paid to measures aimed at reducing population emigration, which can destroy the gene pool of any country, lose national self-awareness and family values,

create such a negative phenomenon as social orphanhood, and lose a significant part of labor resources. Accordingly, the state should play an important role in forming its own migration attractiveness in order to preserve its population and promote the immigration of foreigners to itself. This is possible thanks to the improvement of the quality of life of the population in its own territory, so that it does not have the need to leave the country.

Adequate conditions for the adaptation of migrants should also be created. This is one of the most complex and problematic components of the state migration policy, which causes wide academic discussions and is embodied in the most diverse mechanisms for ensuring such adaptation. The adaptation of migrants is understood as the mutual political, cultural and socio-economic adjustment of migrants, authorities and structures of civil society in the host country, as a result of which migrants acquire a certain status and position in society. Citizens who were forced to leave the country should feel that they are remembered and waited for at home.

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