

STUDY OF THE MIGRATION ATTRACTIVENESS OF THE COUNTRIES OF THE EUROPEAN CONTINENT: ANALYSIS OF THE FACTORS OF ITS FORMATION

Larysa Mosora

Ivano-Frankivsk National Technical University of Oil and Gas

Ivan Lopushynskyi

Ivano-Frankivsk National Technical University of Oil and Gas

Katarzyna Midor

Silesian University of Technology

Michał Bembenek

AGH University of Krakow

Abstract:

The article presents the author's approach to the classification of types of attractiveness that may be characteristic of certain European countries. The migration attractiveness of countries is highlighted and a list of factors that can affect it is given. Factors were ranked according to the level of their impact on population migration, among which the following were highlighted: the economic development of countries, production processes, the use of more modern technologies, ensuring one's financial well-being, and the culture of the production environment. The dynamics of the number of immigrants who moved to the studied European countries since 2020 are given. The main programs under which European countries accept migrants for permanent residence are considered the issues of providing housing, employment in the industrial infrastructure, and increasing the level of professional competence in various fields. To conduct a comparative assessment of the attractiveness of European countries for potential migrants, a set of available statistical indicators was selected, which fully reflects the main parameters of the countries' attractiveness. Individual results obtained in the process of assessing the migratory attractiveness of the countries of the European Continent are presented, and proposals for its improvement are presented. It is proved that increasing migration attractiveness is possible by improving the social and economic attractiveness of countries. To do this, countries should create conditions for the development of various industries, create additional jobs, provide high wages, social services, protection, etc. to attract as many highly skilled labor resources from other countries as possible. As a result, the growth in the number of professional labor migrants in countries will contribute to the development of those industries that are common in the respective countries.

Key words: *attractiveness of the countries, migration attractiveness, migrants, factors influencing migration attractiveness*

INTRODUCTION

Analysis of modern scientific publications is important for effective scientific research, on the basis of which practical recommendations can be made regarding the strengthening of migration attractiveness of countries. Google Scholar, Scopus, Dimensions, Web of Science, and COCI are academic databases that can be used to search for relevant publications on a research topic. To conduct our research, we will search for articles through databases such as: Google Scholar and Scopus. The first of them

allows you to easily perform both simple and advanced searches of academic literature, including peer-reviewed articles, dissertations, books, abstracts and articles published by academic publications. The Scopus data set focuses on well-reviewed articles and features data set details. As for the time frame, the main emphasis is on the publications of 2022-2024: first, we take into account the beginning of the full-scale invasion of Russia on the territory of Ukraine, which caused a significant increase in migration to European countries; secondly, migration

processes themselves are generally quite dynamic, change under the influence of many factors, and therefore require constant analysis and response. Considering the topic of the research, we will place a special emphasis on such scientific categories as: attractiveness, migratory attractiveness, migration. The article is no longer focused on how countries should protect themselves from an uncontrolled influx of migrants, but on the contrary, how they should stimulate the immigration of more qualified, professional personnel who are ready to work in the recipient countries. In other words, how should countries attract those migrants who can contribute to their development, and not cause their decline.

LITERATURE REVIEW

The scientific research began with the analysis of the scientific category "attractiveness of countries". Searching for this scientific category through the Google Scholar search engine, Scopus revealed that among the main publications of 2022-2024, the most common are studies of: investment attractiveness [1, 2, 3, 4, 5, 6]. Also, through other search engines, you can search for publications devoted to global attractiveness, to which scientists attribute the socio-economic situation of states, their innovativeness, sustainable development, and the same investment attractiveness [7, 8, 9, 10]. At the same time, other types of attractiveness of countries remain somewhat neglected, despite the fact that they have a significant impact on the formation of the competitiveness of states, determining their place in international rankings. Without a doubt, the investment attractiveness of countries is important, but rather for investors who want to profitably invest in the development of a certain industry and receive profits.

The aspect approach to the formation and development of the attractiveness of countries allows to achieve even greater success in the process of increasing competitiveness, as it considers the attractiveness of countries for different target audiences. At the same time, migration itself can contribute to the strengthening of production processes and ensure the development of various industries. Note that countries can be attractive not only for investors. The attractiveness of countries for tourists is important, that is, tourist attractiveness, which can contribute to the attraction of foreign tourists and the activation of domestic tourism in the country; the attractiveness of countries for migrants who change their place of residence for a short or long-term period.

Migration processes are one of the main factors that determine the directions of formation and specifics of the development of the production capacities of any state. The migratory attractiveness of the countries further increases the immigration of the active working population, which is looking for better conditions for career development, monetary enrichment and acquisition of a new status. Population migration is closely related to economic, social, political, religious, environmental and other aspects of society. It is one of the most vivid indicators of the state's development; affects economic processes, the

value of GDP and GNP of countries; and determines the main priority industries that can be developed under certain migration conditions, determines the directions of production that can develop quickly under certain conditions and taking into account the available labor resources. At the same time, the migratory attractiveness of countries largely depends on many factors, the list of which may change (transform) depending on social transformations. That is why the study of migration attractiveness remains a relevant issue, which is analyzed by scientists from different countries: J. Steffen [11], E. Łaźniewska, D. Trojszczak, K. Prytula [12], L. Mosora, M. Molenda, V. Tolubiyak, S. Kis, V. Olenyuk [13], I. Lopushynskyi, V. Petrenko, B. Grechanyk, V. Malimon, L. Mosora and V. Yaroshovych [14], A.C. Blanco-Moreno [15].

RESEARCH METHODOLOGY

In the context of scientific research, several methods are used, in particular: analysis - for the study of the scientific category "attractiveness of countries", graphic - for the graphical display of the researched processes; taxonomic method - for classification of types of attractiveness of the country depending on factors; generalization - formation of general conclusions about how countries can strengthen their migration attractiveness. The attractiveness of countries depends on a number of factors and is important for different groups of subjects.

When determining the level of attractiveness of countries, factors that influence their choice should be taken into account. Thus, among the attractiveness factors of countries, H. Pidgrushnyi and K. Mezentsev single out: cultural environment and employment opportunity; developed infrastructure; the comfort of life; higher social standards; favorable environmental situation; mentality and common ideology; availability of relevant production, technological and innovation capabilities [16, 17]. Factors of the attractiveness of countries can also include education opportunities; the level of economic activity of the population; tariffs for housing and communal services; level of GDP and GNP per capita; the geographical position of the country; natural resource potential; ecology; infrastructure, favorable demographic indicators; the development of various types of industry, among which it is worth highlighting: machine-building, coal, energy, light and food; functioning of small, medium and large enterprises [18]. At the same time, it is worth noting that the attractiveness of a country is important for different subjects, depending on what goal they set before themselves when choosing a particular country. Therefore, using the taxonomic method, we can finally classify the types of attractiveness of countries according to the factors of influence: investment, migration, tourism, socio-economic, demographic, ecological (natural and climatic), cultural, political. At the same time, investment attractiveness is important for investors, migratory - for migrants, tourist and cultural - for tourists, political - for politicians, ecological - for people who care about the environmental situation and its impact on their health; social - for refugees in need of social protection.

Thus, investment attractiveness is a dominant factor in the activation of investment processes at the macroeconomic level, which is especially evident in today's complex economic conditions [19]. In this case, investment attractiveness is determined by a set of economic and psychological indicators that determine for the investor the possibility of obtaining maximum profit as a result of capital investment with minimal risk of invested funds. The approach does not include a comparison of the investor's goals with their opportunities without risk realization and also does not take into account the degree of the investor's willingness to take on this risk [20]. If we talk about Ukraine, unfortunately, due to the military actions in part of the territory of the state, it is quite difficult to develop any kind of industry. And this is not only related to constant shelling and destruction of infrastructure, but also to the fact that a significant part of the population of those regions left for safer places or other countries. The full-scale war significantly complicated the work of almost all branches of the economy on the territory of Ukraine. Entrepreneurial and industrial activity fell sharply in the eastern and southern regions. In these regions, enterprises stopped working (conservation, bankruptcy), were damaged or destroyed. When the production continues to work, and the worker, assessing the security risks, moves to another region, he will with a high probability lose his income or his job. Only a small part of displaced people can work remotely. Some factories are idle, when labor relations are formally maintained with employees, but wages are not paid and there is no guarantee that the enterprise will resume work.

In our research, we place more emphasis on migration attractiveness, which is one of the main factors in the movement of migration flows from less developed regions and states to more developed ones. Determining the level of migration attractiveness of a country requires taking into account various indicators that affect it. Two groups of subjects should be interested in the level of migration attractiveness: on the one hand, it is not only the migrants themselves who are looking for better living conditions, social protection, shelter, or opportunities for career development; but also the state itself and its authorities, which should increase migration attractiveness in order to immigrate more qualified personnel to their countries. If countries do not do this, then over time immigrants will create problems for them in various areas.

The socio-economic attractiveness of countries can be interpreted as their ability to satisfy and protect the basic social and economic needs of the population. Economic is also related to employment opportunities in various fields, depending on what qualifications a person has, what kind of work he is willing to work for, and what kind of workers this or that country needs. In other words, what types of industry are in demand and what needs further development. For example, speaking for Ukrainians, the main countries interested in workers from Ukraine are, as before, Poland (packers, handymen, tailors, drivers, builders), Germany (caregivers, tilers, plumbers,

electricians), the Czech Republic (industrial workers, maids, welders, electricians).

The demographic attractiveness of countries is reflected through such demographic indicators as birth and death rates, the ratio of women to men; the ratio of people of different ages; population urbanization; and the average life expectancy of the population. Environmental attractiveness is related to such factors as the level of ecology; geographical location of the country; natural and climatic conditions. Tourist attractiveness of countries is the ability of countries to attract tourists and satisfy their needs. Formation of the tourist attractiveness of territorial communities should be aimed at the development of the territories of these communities and their transformation into tourist centers. The same can be said about countries. Each tourist has his own subjective opinion about the tourist attractiveness of continents and countries. Information about the preferences of tourists is undoubtedly vital to shape the future tourism potential of the region. However, tourist attractiveness depends not only on tourist facilities [21].

Each of the specified types of attractiveness of the country depends on the factors that are grouped and presented in Fig. 1.

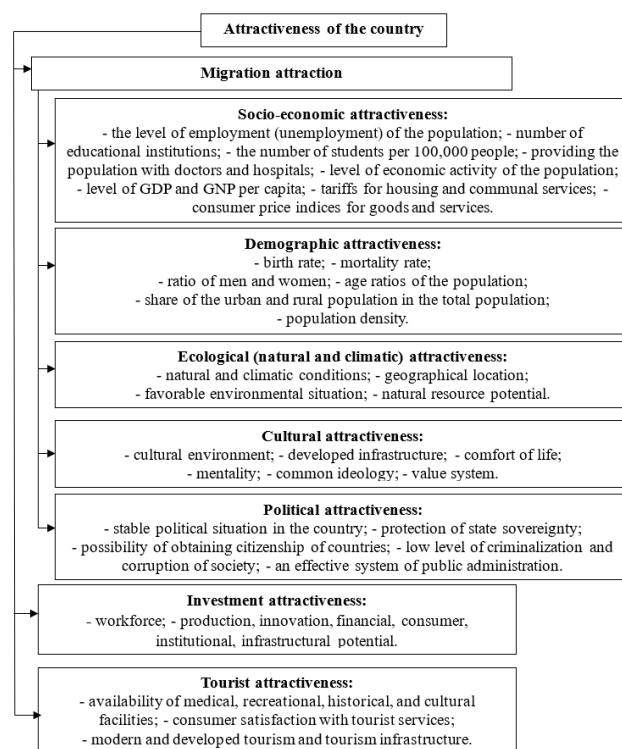


Fig. 1 Types of attractiveness of countries and factors affecting attractiveness

Based on the analysis of the types of attractiveness, we can conclude that the migration attractiveness of countries is important specifically for migrants, and therefore depends on a large number of factors that, at the same time, determine socio-economic, demographic, ecological, cultural and political attractiveness. We can say that socio-economic development has a significant impact on the migration attractiveness of a region or country and, thereby, stimulates the influx of immigrants. Another

question is what qualifications and knowledge these migrants have; do they have the appropriate knowledge and experience to work in the types of industry of the state that need to be developed, on the basis of which the state exists, or can they be engaged only as handymen and paid minimum wages, kept as so-called "cheap" labor. Countries that want to develop machine-building, mining, energy and other types of industry should pay special attention to the following measures to increase migration attractiveness: encourage immigration of highly qualified personnel in these areas; strengthen the educational component, in particular for migrants in these fields; improve social services; settle political instability in the country, if any. This will contribute to the influx of migrants, which can affect the development of certain types of industry.

At the same time, we separately highlight the investment attractiveness of countries, which investors study when they plan to invest in the development of a certain industry or open their enterprises in certain countries; and tourist attractions that are important to tourists. Considering the direction of our research, we will focus on the migratory attractiveness of countries.

RESEARCH RESULTS

Analyzing the main factors influencing the migration attractiveness of countries, we will focus on the most important ones. In the scientific works of Ukrainian and foreign scientists, a lot of attention is paid to the study of factors influencing population migration. At the same time, scientists focus attention on certain areas that, in their opinion, are more important in deciding on migration, while consciously or unconsciously bypassing other areas. A review of the scientific literature on the outlined issues allowed us to form a "word cloud" of factors that, according to scientists, have the greatest impact on the formation of countries' migration attractiveness. For this ranking, we took into account the scientific works of scientists for the years 2022-2024 [22, 23, 24, 25, 26, 27, 28, 29, 30, 31]. In Fig. 2 shows the ranking of factors influencing the migration attractiveness of countries, made based on the analysis of scientific publications.



Fig. 2 "Word cloud" is formed from the factors influencing the migratory attractiveness of countries

As can be seen from Fig. 2 for migrants, when choosing a country of relocation, issues of employment, pay and the possibility of salary growth, demographic situation, employment and unemployment levels, and freedom are particularly important.

In the modern world, labor resources are becoming the most scarce factor of production. Therefore, in order to

quickly replenish this resource, conditions should be created for the growth of immigration to those countries that urgently need such labor resources. To do this, you should respond to the requests of migrants and know the main reasons that motivate them to move. From the conducted analysis, it is clear that the possibility of employment and high wages are the most important factors. That is why countries should stimulate immigration by developing new types of industry, strengthening production processes, increasing the number of jobs, and increasing wages.

Labour migrants assess risk by calculating the balance of profit and loss, and the positive and negative effects of migration for the immediate environment and family. Measuring dangers to the socio-economic perspectives of the originating society at the institutional level is inconsistent with individual estimates of labour migrants. The main obstacle to distinguishing between social risks and dangers is their traditional understanding aimed at compensating for losses and identifying them with socially significant objectively recognized social circumstances as recognized by society [32].

Summing up, we can say that migration attractiveness is a rather broad phenomenon that is formed under the influence of a large number of factors. At the same time, each of the countries of Europe or other continents has its level of attractiveness, which strengthens or weakens the flow of migrants to them. In recent years, migration flows have not decreased, but on the contrary, have increased, and this is not only due to the war on the territory of Ukraine and the forced migration of Ukrainians. There is a trend of population migration from east to west.

A methodical approach to assessing the environment for the development of migration processes involves the analysis of the levels of pushing the population abroad (push-environment) and attracting immigrants (pull-environment). A functional model of 5 groups of indicators (formula 1) is presented to assess the environment for attracting migrants [33].

$$SC^{Pull} = f(z_1(MDS) + z_2(SCDS) + z_3(LME) + z_4(QL) + z_5(ED)) \quad (1)$$

where:

SC^{Pull} – a system of indicators for assessing the environment of attracting immigrants to the country of destination;

MDS – medical and demographic stability of the country of destination;

SCDS – social security and development of the social sphere of the country of destination;

LME – the state of the labor market and employment in the country of immigration;

QL – the standard of living of the population in the country of destination;

ED – economic development of the recipient country of human resources;

z_i – the force of attraction of the i -th group of indicators.

At the same time, the medico-demographic stability and attractiveness of countries are affected by the following indicators: total birth rate; total mortality rate; average life expectancy at birth; marital status; morbidity of the

adult population; level of urbanization; demographic burden (ratio of people of pre-working (0-14) and post-working (65 and over) age to the number of people of working (15-64) age). Social security and development of the social sphere of the recipient country are reflected through the following indicators: social benefits for children; unemployment social benefits; share of employers' social contributions; amount of pension provision; social payments for health care; payments for social protection; the share of the general state budget expenditures in the field of health care; share of general state budget expenditures on education; share of general state budget expenditures on social protection.

The labor market and the quality of life of the population in the country of destination are simultaneously factors of attraction and factors of expulsion. Therefore, the system of these components can be calculated through the following indicators: the share of youth aged 15-24, not involved in education and not employed in the official labor market; employment rate of the population aged 15-64; employment rate of foreigners aged 15-64; the level of forced part-time employment at the age of 15-64; average annual real salary; the level of industrial injuries (standardized indicator); real expenses for food and soft drinks; total housing costs; duration of working hours at the main job.

The country's economic development acts as a driver for attracting immigrants, a trigger for the formation of mechanisms for attracting highly qualified personnel and ensuring the stability of individual components of national security. The system of indicators that describe the state and level of development of the country's economic development can be displayed through the following indicators: real GDP; the level of gross public debt; consumer price index; share of investments for institutional development; the number of small business entities.

In this case, we can cite the following example: certain types of industry are common in European countries (Poland - machine-building, metallurgical, mining, sulfur, light; Germany – electronic-technical, machine-building, mining, metallurgical, chemical, food, shipbuilding, textile, oil refining industries industry; the UK – machine building, electrical equipment and automation, electronics, metallurgy, chemical, food, textile, light industry; in the Netherlands – agricultural industry, machine and shipbuilding, car and aircraft building, and radio-electronic, oil and petrochemical, ferrous and non-ferrous metallurgy, light industry, diamond processing). The development of the specified types of industry requires extensive infrastructure, the use of energy-saving and renewable technologies, transportation and communication, the introduction of modern technologies, a responsible attitude to the environment, and the effective use of available resources. But, first of all, labor resources are an important component that will contribute to the development of these types of industry. And if the country does not have a sufficient number of such resources, then it is forced to look for them abroad. Therefore, labor resources should be encouraged to immigrate. This approach to the

development of its territories has a positive effect not only on the economic condition, but also on the image of the country as a whole. Such self-organization of the population creates jobs not only for themselves, but also attracts labor resources from other regions to the labor market for the development of auxiliary areas: construction of roads, settlements, tourist facilities, maintenance, etc. We come to the conclusion that in order to increase the migratory attractiveness of the country, it is necessary to strengthen its economic and social attractiveness. This will contribute to the growth of potential labor migrants in the country, who will not ask for help and protection from the recipient country, but will be ready to work on the development of relevant industries.

Globalization processes, which are a sign of the modern development of society, contributed to the growth of interstate movements of the population, led to drastic changes in the scale and structure of world migration flows, and provided an impetus for the formation of a fundamentally new migration situation in the world. Under the influence of globalization processes, a new international division of labor is being formed, in which migrants play an important role, filling economic niches in the economic sectors of the countries to which they migrate.

According to the UN, in 2023 there were more than 258 million migrants in the world, i.e. 3.5% of the total number of inhabitants of our planet. Over the past two decades, the number of migrants has increased by almost 100 million people, and everything indicates that their number will continue to grow. The countries of the European continent received about 84 million migrants, which is 11% of the entire population of Europe. Two-thirds of them migrated within the continent, and the main reasons for changing their country of residence and work remain the economy, military conflicts and wars [34].

As for Ukraine, being in the conditions of martial law, it is forced to promptly respond to several urgent problems related not only to ensuring national security, protecting national borders, and civil and social protection of the population but also to migration processes, which are especially strengthened after February 24, 2022. A significant part of Ukrainians became forced migrants and changed their place of residence within Ukraine. Another part of the population moved abroad for an indefinite period to those countries that they considered more attractive for migration.

Under such extreme conditions, the need to solve a complex of urgent problems in various spheres of public administration and public life is inevitably connected with increasing the requirements for the professional competence of officials of public authorities, their ability to quickly react to changes and analyze the real situation. This is also important for specialists in the field of population migration because the longer military actions continue on the territory of Ukraine, the more threatening the consequences of migration processes will be.

Currently, a significant proportion of Ukrainians who have gone abroad are in European countries, the United States of America, and Canada. According to the calculations of

the Center for Economic Research, at the end of January 2024, there were 4.9 million Ukrainian refugees abroad. Of them, about 3.3 million people crossed the western border of Ukraine, 250 thousand people left for the EU through Russia. The largest number of refugees are in Germany (1.3 million people), Poland (950 thousand people) and the Czech Republic (380 thousand people). Outside the countries of Europe, since the beginning of the full-scale invasion of Ukrainians, the USA (280,000 people), Great Britain (253,200) and Canada (210,200) have accepted the most [35].

Migration flows to the countries of the Organization for Economic Cooperation and Development and the labor market indicators of immigrants in 2022 reached record levels, in particular, permanent immigration is the highest in the last 17 years. According to the OECD, every third country recorded an influx of migrants last year, including France (301,000), Spain (471,000) and Belgium (122,000), while Great Britain (521,000) and Canada (437,000) absolute records were broken [36].

The level of migration in European countries reached its maximum in 2022-2023. France, Germany, the Netherlands, Poland and Great Britain received the largest number of migrants. The reasons for the increase in the number of migrants were military conflicts, in particular the war in Ukraine, the consequences of the COVID-19 pandemic, and an acute shortage of highly qualified personnel. Almost 3.7 million new residence permits were issued in European Union (EU) member states in 2022, compared to 2.9 million in 2021 and 3 million in 2019. In total, 23.8 million migrants who are not citizens of the member states of the union live in the EU, which is 5.3% of the total number of residents of the bloc. Three-quarters of these people live in Germany, Spain, France and Italy. If we add EU citizens who themselves migrate between different countries, the share of migrants living in Europe increases to 12.5% [37].

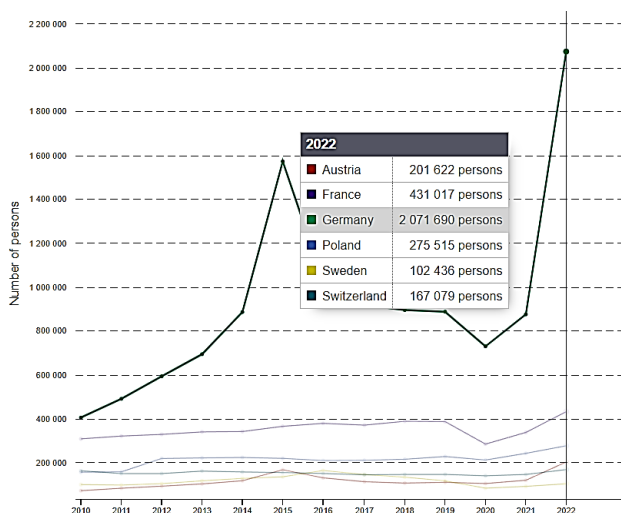


Fig. 3 The number of immigrants in certain European countries
Source: [41].

Statistics by year confirm the growth of immigrants in certain European countries. In particular, there were about 1.5 million immigrants in Poland in 2021 [38], and already

by the fall of 2023, there were about 4 million immigrants (including approximately 75% of Ukrainians) [39]. Only in 2022, 3.2 thousand Ukrainians moved to Poland [40].

In 2022, about 7.0 million people immigrated to the EU countries. Of those, 5.1 million people came from non-EU countries and 1.5 million people previously residing in one EU country migrated to another EU country. For 0.4 million immigrants the country of previous residence is unknown (Fig. 3).

Table 1 shows the dynamics of immigration in individual European countries in more detail.

Table 1
Number of immigrants in European countries

Countries	The number of immigrants by year, persons		
	2020	2021	2022
Austria	103 ⁹ 565	118 ⁹ 511	201 ⁹ 622
Germany	728 ⁹ 606	874 ⁹ 367	2 ⁹ 071 ⁹ 690
France	283 ⁹ 237	336 ⁹ 398	431 ⁹ 017
Netherlands	182 ⁹ 244	214 ⁹ 105	326 ⁹ 798
Poland	210 ⁹ 615	241 ⁹ 116	275 ⁹ 515
Sweden	82 ⁹ 518	90 ⁹ 631	102 ⁹ 436

In 2022, the largest numbers of persons immigrating were recorded in Germany (2 072 000 persons, 30% of all immigrants into EU countries), Spain (1 259 000, 18%), France (431 000, 6%) and Italy (411 000, 6%). Immigrants into these four EU countries made up 60% of all immigrants entering an EU country in 2022. Slovakia (5 500, 0.1% of all immigrants into EU countries), Cyprus (31 100, 0.4%), Luxembourg (31 400, 0.5%) and Malta (35 000, 0.5%) recorded the smallest numbers of immigrants. In 2023, immigration to France continued to increase significantly, mainly due to new arrivals of students, refugees and employees. According to annual estimates made public by the Interior Ministry on Thursday, January 25, more than 320,000 first-time residence permits were issued to non-European foreign nationals that year, up 1.4% since 2022 [42].

Many countries are implementing relaxed immigration policies. Key examples include:

- policies that focus on skills, certifications and experience over traditional educational credentials;
- degrees growingly being removed as a requirement for foreign workers;
- special programs to encourage foreign graduates to stay in the country where they studied after graduation;
- elimination of barriers to dual nationality;
- more input from stakeholders, particularly employers, incorporated into immigration pathway building;
- use of AI to streamline immigration processing (though this is slow-moving, and there are many risks and challenges associated with this);
- creation and improvement of online systems to streamline immigration application submission, processing and issuance.

However, why are these countries attractive to migrants, why do they choose these countries and not others? The

answer to this question should be formed based on the analysis of prospects and opportunities, the role and influence of countries on the world economy, politics, and national security. In addition, it is necessary to take into account the places occupied by the studied countries in various world rankings.

For example, the top five European countries for employment in 2024 include Finland, Denmark, the Netherlands, Sweden and Switzerland. What is attractive about country data? If we talk about Finland, the Finns are interested in hardworking foreigners who are ready to move to them. The most busy industries are trade and services. At the same time, the most vacancies are in the field of social services, agriculture and industry: metallurgical, machine-building, mining. There are also many vacancies for masons, plasterers, electricians, welders, and mechanical engineers. In order to attract foreigners, employers often offer attractive working conditions: they provide housing, food, a full social package and a sufficiently high level of wages. For 10 years now, Finland has held the leading position in the World Happiness Report rating. There is high trust in the government and freedom of thought.

Among the main sectors in which there are vacancies in the Netherlands are information technology, management, engineering, health care and logistics, military, energy, engineering industry. Knowledge of the language is not required for certain types of industry (agriculture and food industry). Such vacancies involve simple physical work with hourly pay. However, jobs in other industries often require B1 language skills and a driver's license. What attracts labor immigrants to the Netherlands? Attracts by high wages, but you should usually look for housing on your own.

In the Netherlands, the social sphere is very developed: health care, assistance to families, and material support. This is one of the main reasons why the Netherlands ranks third in the World Happiness Report. The country must be friendly to foreigners, so you can safely go here if there is an intention for honest work [43]. However, we should note that Ukrainians rarely choose these countries for moving. The Netherlands is among the leaders in terms of published vacancies on the European job search portal europa.jobs, which is easy to check by looking at current publications. The minimum wage here is set depending on age and is calculated exclusively on an hourly basis to maintain a fair wage, regardless of the number of hours worked per week. From January 1, 2024, it is EUR 13.27 for persons aged 21 and over.

The World Happiness Report is an international ranking of the happiest countries in the world, which includes 150 countries. When forming the rating, the following factors are taken into account: social support; GDP per capita; freedom of choice; healthy life expectancy; and presence/absence of corruption. The top 10 happiest countries in the world in 2024 included: Finland, Denmark, Iceland, Sweden, Israel, the Netherlands, Norway, Luxembourg, Switzerland, and Australia. In this ranking, Germany took 24th place, the Czech Republic – 18th, Poland – 35th, and Great Britain – 20th [44]. As we can see, the

countries that choose Ukrainians are not among the top 10 happiest countries in the world, but they have their attractiveness in economic, social and educational terms.

In particular, Germany, with its thriving economy, world-class education system and diverse cultural offerings, continues to attract migrants with its reliable employment opportunities and high standard of living. Germany stands out for its progressive social policies, exemplary healthcare systems and emphasis on work-life balance, helping to create an environment in which expats can thrive personally and professionally. Poland has provided significant support to Ukraine since the start of the full-scale invasion, including social protection, employment, and free housing, and the UK has many education opportunities.

There is a lack of human resources not only in Poland, the Czech Republic or Germany but also in other European countries. However, according to EWL Group sociological surveys conducted over the past four years, Ukrainians would most like to work in these countries. This was also clearly manifested with the beginning of the military aggression of the Russian Federation against Ukraine.

In Poland, thanks to an effective state policy, unemployment also remains at a fairly low level. Over the last decade, the highest level of unemployment according to the Eurostat formula was recorded in 2013 (over 10%). Since then, the unemployment rate has been decreasing all the time. In 2019, it was 3.3%, and a year later, despite the pandemic, it continued to decrease to the level of 3.2%.

The Polish government has adopted the most liberal legislation regarding economic migrants from among all the countries of the European Union. The main factors that attract Ukrainian citizens to work in Poland include:

- geographical, cultural and linguistic proximity. Ukrainians integrate into the local environment quite quickly, and this allows them to effectively perform their work and adapt to new responsibilities;
- an economic factor. Citizens of Ukraine can count on significantly higher earnings in Poland than in their homeland;
- for Ukrainians in Poland, there is a simple and fast way of legalizing employment;
- favorable conditions for studying and the opportunity to find a job. Reforms in Ukrainian education, and later Russia's military aggression against Ukraine, affected interest in the educational offer of Polish universities. In the 2022/23 academic year, the number of students from Ukraine increased by 12,000 to more than 48,000 [45].

The problem of Europe is its attractiveness, says the British historian Timothy Garton Ashe. It is so attractive to millions of people that they dream of living there. The attractiveness of Europe is not only about welfare, social systems and quality of life but also about freedom, rule of law, tolerance and respect for human rights [46]. That is why, when choosing a country to live in, you should remember that our place is exactly where we feel happy!

CONCLUSION

The article analyzes the concept of "attractiveness of countries", based on which the main types of attractiveness are distinguished: migration, investment and tourism. It is emphasized that scientists pay a lot of attention to investment attractiveness because in their opinion this is the main component of the development of states. However, we believe that the migration attractiveness of countries is no less important. Population migration is a multidimensional phenomenon that is regulated under the influence of economic and social changes taking place in society under the conditions of intensification of global processes of globalization. At the current stage, the main reason for interstate resettlement of the population is the deepening of disparities in the socio-economic development of territories. Therefore, we come to the conclusion that the increase in migration attractiveness is possible due to the increase in the social and economic attractiveness of countries. For the development of various types of industry and production, the country needs professional labor resources. The lack of own highly qualified personnel causes the search for such personnel among migrants. Therefore, countries should be interested in immigrating to them precisely professional, qualified personnel who can work in one or another industry. And for this, they must be economically attractive for immigrants: provide work, high wages, a full social package, protection, housing and other services that will only increase their attractiveness.

The positive results of interstate migrations are changes in labor supply in labor markets (quantitative and qualitative); adaptation to the formation of a market economy; reduction of unemployment; gaining entrepreneurial experience and establishing business and other contacts; expansion of foreign economic relations; intensification of interstate integration processes, the development of various types of industry, among which it is worth highlighting those that are widespread in many European countries: machine-building, mining, chemical, light, energy and others.

The migration attractiveness of countries depends on many groups of factors: economic, political, social, environmental and others. All of them influence the population's decision to change their place of residence and permanently move to another country. In modern conditions of globalization, the convergence of national economic systems, the digitalization of all spheres of social life, the development of the virtual labor market, capital markets, innovations and IT services, on the one hand, socio-economic uncertainty and economic-political upheavals, on the other hand, have led to scaling of migration processes, external and internal.

Scientists often study the impact of population migration, especially foreign migration, as a social and economic phenomenon, on the state of the labor market and the sphere of employment, national income, capital investments, GDP, the level of preservation and development of human resources. However, we emphasize that population migration also depends on many factors, and there

are different people among migrants. There are individuals who move to other countries in search of protection and assistance, rather looking for a country where there are greater social benefits for refugees, less control over their employment. That is why countries should think about how to attract highly qualified labor resources that will come to them to work and develop relevant types of industry. In this case, migration to these countries will depend on how these countries will attract the labor resources they need.

The deepening of globalization processes, the opening of labor markets by European countries, and the full-scale war of Russia against Ukraine are triggers for the scaling of external migration processes, as well as drivers of business migration, "brain drain", and positive migration aspirations among young people. Increasing migration attractiveness is possible taking into account those factors that influence the population's decision to change their place of residence. Analyzing the dynamics of population immigration to European countries, we can say that immigration policy continues to remain the prerogative of the national governments of the EU member states, but the European Union is quite actively trying to develop joint methods and measures to harmonize national immigration legislation. The main principle of EU migration policy is to create all the conditions for immigrants who have arrived on the territory legally. They receive the same rights and obligations as residents. The European migration system is changing and its advantage is that it continues to fully meet modern challenges.

We come to the conclusion about the importance of increasing migration attractiveness for countries, if they are interested in more qualified immigrants, ready to work in the types of industry that these countries are developing. For this, countries should take care of their image, provide good living and working conditions for potential migrants, regulate migration flows, controlling the influx of migrants, create new jobs in industry, if there are restrictions on hiring migrants, revise such restrictions. Completely restricting the entry of migrants is not always a logical solution, because among migrants there may be highly qualified people who are ready to work for the development of the country, and not just seek protection. Therefore, countries should work on forming their own migration attractiveness in such a way as to attract migrants with the qualifications they need.

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Larysa Mosora

ORCID: 0000-0003-4341-1937

Ivano-Frankivsk National Technical University
of Oil and Gas

Department of Public Administration
Karpatska Street, 15, Ivano-Frankivsk, 76019, Ukraine
e-mail: larysamosora85@gmail.com

Ivan Lopushynskyi

ORCID: 0000-0002-7460-7476

Ivano-Frankivsk National Technical University
of Oil and Gas

Department of Public Administration
Karpatska Street, 15, Ivano-Frankivsk, 76019, Ukraine
e-mail: doctordumetaua@meta.ua

Katarzyna Midor

ORCID ID: 0000-0001-5680-7354

Silesian University of Technology

Faculty of Organization and Management
26-28, Roosevelta Street, 41-800 Zabrze, Poland
e-mail: katarzyna.midor@polsl.pl

Michał Bembenek

ORCID ID: 0000-0002-7665-8058

AGH University of Krakow

Faculty of Mechanical Engineering and Robotics
Department of Manufacturing Systems
Adama Mickiewicza Ave. 30, 30-059 Kraków, Poland
e-mail: bembenek@agh.edu.pl