

THE DEVELOPMENT OF A FRAMEWORK FOR ASSORTMENT POLICY IN THE TOURISM SERVICES MARKET IN UKRAINE

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Tourism continues to be one of the best positioned economic sectors to drive inclusive socio-economic growth, provide sustainable livelihoods, foster peace and understanding, and help to protect our environment. However, the sector is facing several major challenges as safety and security concerns and the temptation to build new barriers to travel; the technological revolution; and charting a course toward sustainable development.

International tourist arrivals in 2016 grew for the seventh consecutive year to reach 1.235 million. The conducted analysis of Ukraine's travel market revealed that along with the increase of inbound and outbound tourists, revenues of Ukrainian travel companies significantly increased from 2015 and reached 11 billion UAH, operational income grew 8.4 times.

But the development of tourism services market in Ukraine brings a huge amount of problems, which practical solution is difficult because of the lack of appropriate theoretical developments. One of the most urgent problems at this stage is the problem of forma-

tion of travel agencies assortment policy to increase tourism demand and attractiveness of Ukraine in international tourism flows.

Assortment policy of travel agencies and tour operators must be based on an integrated approach and provide some action for the appropriate guidelines. So, assortment policy of business unit in travel service market may be based on the principles of adequacy, providing a regulatory nature of product policy of the company in general; flexibility of assortment policy, which includes complex solutions for revealing business opportunities; synergy in marketing decisions; coordination and complexity. The complex nature of product policy means that the system measures and approaches to assortment management should focus on the formation of competitive assortment model to ensure a strong position in the market.

Well-grounded assortment policy enables achievement of long term goals of travel agencies and tour operators, links together country components of the commercial strategy, and enhances efficiency of business in national and world travel service markets.