

METHOD OF SELECTION OF TOURIST OBJECTS

Lapshyn V.I., Kuznichenko V.M.

Kharkiv Institute of Finance

Kyiv National University of Trade and Economics

The method of analytical procedure of structurization of a set of criteria and alternatives on the basis of method of pair comparisons at the selection of objects of tourist business is considered. Experts are form the tables of pair comparisons of criteria in relation to alternatives and alternatives in relation to criteria. For determination of global priorities of alternatives and criteria it is enough to use all criteria and one alternative, or vice versa. A choice depends on co-ordination of estimations of experts. The relations of weight of alternatives and criteria are fill the summary table. Empty cells are filled on the basis of properties of back-symmetric matrices. From a criterion table global priorities of alternatives and criteria are determined. It is shown that at making decision, recommendations on coun-

tries the applied method does not change initial data of selection (global priorities) the countries for tourist trips at the change of amounts of criteria (signs of attractiveness of countries) and alternatives (countries for tourist trips). The offered method can be the universal and objective enough method of electing of directions of tourist business development The most widespread and commonly used method of the choice of an optimal solution based on multiple criteria in the absence of an objective measurement scale is the Analytic Hierarchy Process). One of the most serious problem of the AHP method is that during the change of the number of options/alternatives or criteria, it is possible that there may occur a change in the global priorities of the options/alternatives and criteria.