

DETERMINING THE LEVEL OF COMPETITIVENESS OF THE MARKET OF TOURISTIC SERVICES IN THE ZAPOROZHISK REGION

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In the article the level of competitiveness of the enterprises of the tourist branch of the Zaporozhye region is investigated. The analysis of the competitive environment is carried out, the main problems of development of the tourist services market in the Zaporozhye region are determined. An assessment of the competitive positions of a group of service enterprises in the Zaporozhye region was carried out using a method based on the determination of the market share. The choice of competitors from among the tourist regions of Ukraine for comparison consists of 24 structural regions and Kiev.

It is determined that the dynamics of tourism activity in Ukraine does not coincide in time with global trends. In Ukraine there is an abrupt increase in the volume of economic activity in the sphere of tourism. The influential factors that determine the effectiveness of economic activity of tourist enterprises are resource (provision of labor, tourism resources, tourist infrastructure facilities) and the level of domestic solvent demand. In the geographical structure of tourist flows from both Ukraine and Ukraine, the European region is dominant, and within its borders – primarily the neighboring countries. There are significant differences in the development of tourism business in the context of the regions of Ukraine. The leading positions belong to Kiev, Lviv and Odessa regions. The worst positions are Luhansk, Donetsk, Kirovograd, Volyn, Rivne, Poltava, Ternopil and Chernivtsi regions.

Based on the results of the analysis of the competitive situation in the tourist ser-

vices market in the Zaporozhye region and the results of a study of the current state of tourist activity of the travel agencies of the Zaporozhye region, it was concluded that among the problems that should be given priority attention are the following:

- Ensuring the improvement of the performing discipline by travel agencies-licenssees of the Zaporozhye region;
- creation of a system of permanent statistical observations in the field of tourism;
- Creation of a powerful Internet resource that will cover all the events related to the development of tourism in the region, both for tourists and for travel industry professionals;
- attraction of state support for popularization of a regional tourist product in the world tourist market;
- stimulation of tourist enterprises that create tourist products attractive for foreign tourists;
- Optimization of the structure of tourist flow by the purposes of travel;
- increase in the tourist season through the use of a set of marketing activities;
- improving the excursion activities and the like.

Solving certain problems will significantly increase the economic potential of the tourism industry in the region. The prerequisites for the dynamic development of the tourism industry of Ukraine are found out. Traced negative processes, hindering the development of the domestic market of tourist services in the region.