

Інтегральна оцінка конкурентоспроможності соціально-економічної активності Західного регіонального ринку туристичних послуг України

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Анотація. Актуальність дослідження полягає в тому, що туризм є провідною сферою діяльності в багатьох країнах світу, оскільки його розвиток дає можливість задіяти в господарський обіг найцінніші природні ресурси, створити нові робочі місця, активізувати інвестиційну діяльність, поліпшити екологічну та соціально-економічну ситуацію. Попри актуалізацію окресленої проблеми варто відмітити малодослідженість ринку туристичних послуг на Західному регіональному ринку в науковій літературі, а зокрема процеси соціально-економічної активності та механізми їх регулювання. У цій роботі були використані наступні методи дослідження: статистичний, математичний, метод аналізу та картографічний. Також були використані статистичні дані Державної служби статистики України, Міністерства фінансів України, Міністерства економічного розвитку України, Міністерства інфраструктури України, Міністерства соціальної політики, Міністерства розвитку громад та територій України та ін. У даній роботі обґрунтовано рівень конкурентоспроможності соціально-економічної активності Західного регіонального ринку туристичних послуг, проаналізовано ряд наукових праць зарубіжних та українських науковців. Основними результатами дослідження є визначення інтегральної оцінки конкурентоспроможності Західного регіонального ринку туристичних послуг. Для цього було використано загальноукраїнські показники оцінки соціально-економічного розвитку регіонів. Аналіз виявив, що досліджувані об'єкти (Волинська, Рівненська, Тернопільська та Львівська області) протягом 2015–2018 років покращили свій рівень інтегральної конкурентоспроможності на ринку туристичних послуг, однак він залишається критично низьким, хоча й поступово зростає. Перспективами подальших досліджень є вивчення процесів соціально-економічної активності та визначення інтегральної оцінки конкурентоспроможності на ринку туристичних послуг у інших регіонах України

Ключові слова: конкурентоспроможність, соціально-економічна активність, Західний регіональний ринок, ринок туристичних послуг

Socio-Economic Competitiveness of the Western Regional Market of Tourist Services of Ukraine: Integral Assessment

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Abstract. The relevance of the study lies in the fact that tourism is the leading area of activity in many countries of the world, since its development allows using the most valuable natural resources in economic circulation, create new jobs, activate investment operations, improve the environmental and socio-economic situation. Despite the actualisation of the problem under study, the Western regional market of tourist services is understudied, namely regarding the socio-economic activity and mechanisms for its regulation. This study employed the following research methods: analysis, statistical, mathematical, and cartographic methods. The paper also incorporates statistical data from the State Statistics Service of Ukraine, the Ministry of Finance of Ukraine, the Ministry of Economic Development of Ukraine, the Ministry of Infrastructure of Ukraine, the Ministry of Social Policy, the Ministry of Development of Communities and Territories of Ukraine, etc. This study substantiates the level of socio-economic competitiveness of the Western regional market of tourist services, analyses numerous studies of foreign and Ukrainian researchers. The main results of the study lie in the determination of an integral assessment of the competitiveness of the Western regional market of tourist services. For this purpose, the author of this study used the all-Ukrainian indicators for assessing the socio-economic development of regions. The analysis indicated that during 2015-2018, the objects under study (Volynska, Rivnenska, Ternopil'ska, and Lviv'ska oblasts) improved their level of integral competitiveness in the tourist services market. It remains critically low, although it is gradually growing. The prospects for further research include the investigation of the processes of socio-economic activity and determination of an integral assessment of competitiveness in the tourist services market in other regions of Ukraine

Keywords: competitiveness, socio-economic activity, Western regional market, tourist services market

Introduction

In Ukraine, tourism has not taken a dominant place in the structure of the economy and the service sector. Therefore, there is a need for scientific justification of the processes taking place in this area, considering both the market and the socio-economic realities that have developed [1]. This requires improving the organisational and economic mechanisms for the development of regional markets for tourist services, among which an important place belongs to the regulation of socio-economic activity. In this regard, the subject of this study is relevant in theoretical and methodological, as well as practical aspects. An essential part of the functioning of the socio-economic development of the

regions of Ukraine is the stable and uninterrupted functioning of regional tourist markets. The considerable number of issues faced by regional tourism markets include ensuring their competitiveness, creating a comfortable institutional environment and regulating socio-economic activity. Therefore, the subject matter evidently necessitates the investigation of the processes of monitoring and stimulating socio-economic criteria of regulatory processes in these markets, both at the regional and national levels.

The service sector plays a considerable part in the national economy of the world's countries. This is reflected in the interrelation of the economic growth

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of countries and the increasing importance of services in the economy structure. With the growth of the welfare of society, the service market is developing, employment of the population is increasing (as is well-known, in highly developed countries, most of the population is employed in the service sector), and the technical equipment of labour is improving through the introduction of modern technology. One of the most popular and promising areas of the service sector is tourism and tourist services. This area is described by a high demand for tourist services and dynamic development. This industry includes services rendered by travel companies, hotels, restaurants, motels, tour desks, catering establishments, etc.

The problems of tourism development and its competitiveness at the national, regional, and local levels are discussed in the studies of many foreign and Ukrainian researchers, including R.V. Voloshchuk [2; 3], O.V. Muzychenko-Kozlovska [1], etc. In the studies of foreign researchers, the state and development of tourism are assessed mainly within the context of competitiveness, while Ukrainian researchers pay more attention to the potential and attractiveness of this industry [4-7].

The main purpose of this study is the assessment of socio-economic competitiveness of the Western regional market of tourist services. To achieve this purpose, the following tasks were set: to analyse the studies of foreign and Ukrainian researchers engaged in the development of tourism and its competitiveness at the national, regional, and local levels; to identify the methodology for investigating the socio-economic activity in the Western regional market of tourist services; to study the integral indicator of the competitiveness of tourist services markets during 2015-2018.

Materials and Methods

Competition is the crucial link in the entire system of market economy, which expresses the essence of market relations. This study was carried out using R.V. Voloshchuk's approach [2], since it involves the use of normalised (unified) indicators that describe complex economic systems, as well as used in assessing economic stability and security. According to O.V. Muzychenko-Kozlovska [1], the values of primary indicators are calculated by various methods of collecting statistical data, but for analysis and general evaluation of a complex system as a single whole, one aggregated indicator is essential – an integral index that is not measured directly, but integrates primary indicators in a certain

way and is calculated based on their statistical values. To date, there are also numerous approaches and techniques that allow analysing both the competitiveness of an individual business entity and the market where it is represented in general.

As for the tourist services market (TSM), competitiveness should be evaluated comprehensively, according to the methodology developed by R.V. Voloshchuk, proceeding from two groups of indicators:

- TSM indicators;
- region development indicators in general.

TSM indicators include statistical data by region, provided in the annual reference books "Tourism Activities in Ukraine". However, to offset the impact of market size, the study used relative indicators, adjusting statistical data relative to the All-Ukrainian indicator.

The initial data for analysing the competitiveness of tourist services markets in Volynska, Lvivska, Rivnenska, and Ternopil'ska Oblasts were obtained as a result of statistical processing of information from the State Statistics Service of Ukraine, the Ministry of Finance of Ukraine, the Ministry of Economic Development of Ukraine, the Ministry of Infrastructure of Ukraine, the Ministry of Social Policy, the Ministry of Development of Communities and Territories of Ukraine, etc. [8-12].

Calculations, namely the establishment of correlation between various parameters, analysis of various statistical initial data, intermediate and final results, as well as graphical representation of these results are performed in MS Excel.

Results and Discussion

To investigate the TSM of the Volynska Oblast and its features (structure, functions, types, etc.), an in-depth study necessitates the analysis of the rating of socio-economic indicators of the Western regional market of tourist services (WRMTS). In this study, the WRMTS will cover 4 oblasts: Volynska, Ternopil'ska, Lvivska, and Rivnenska (Fig. 1). Such correspondence of oblasts was chosen by the author because the specified administrative units are similar in their physico-geographical location, transborder, and economic situation. Such combination of oblasts tangential to the Volynska Oblast is the most understandable and coincidental. This study will allow rating the oblasts in terms of the TSM development and determining the most optimal oblast for the development of tourism in general.

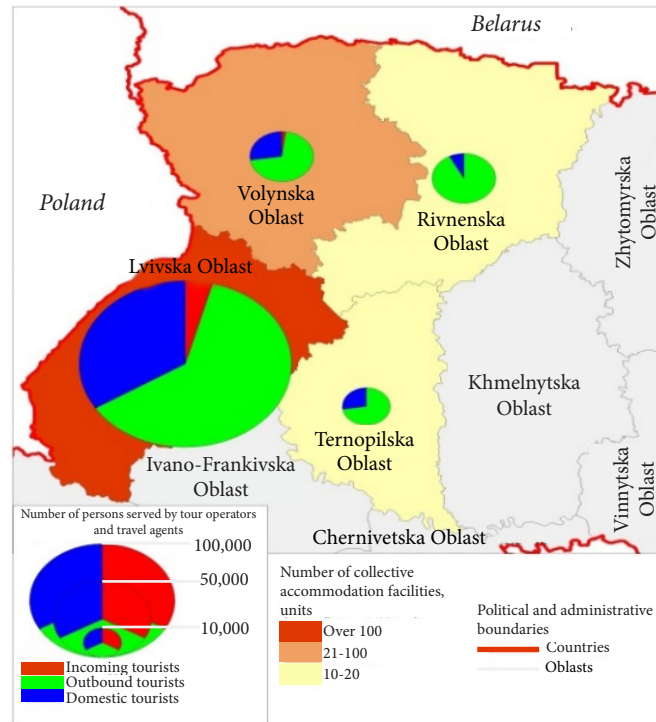


Figure 1. Territorial map of the Western regional market of tourist services of Ukraine
Source: compiled by the author

It is based on 13 main groups of indicators of socio-economic activity of the population, namely indicators of the tourist market, economic and social cohesion, economic efficiency, investment and innovation development and foreign economic cooperation, financial self-sufficiency, development of small and medium-sized businesses, labour market efficiency,

infrastructure development, renewable energy and energy efficiency, availability and quality of services in the field of education, availability, and quality of services in healthcare, social protection, and safety of the population, as well as indicators of rational use of natural resources and environmental quality (Table 1).

Table 1. Normalised indicators for determining the socio-economic activity of the population in the Western regional market of tourist services of Ukraine

No.	Indicator
<i>TSM indicators</i>	
1	Share of the number of tourist activity subjects (legal entities)
2	Share of the number of tourist activity subjects (individuals)
3	Share of income from the provision of tourist services (legal entities)
4	Share of income from the provision of tourist services (individuals)
5	Share of the number of tourist vouchers sold by tour operators (legal entities)
6	Share of the number of tourist vouchers sold to the population (legal entities)
7	Share of the number of tourist vouchers sold to the population by travel agents (individuals)
8	Share of the cost of tourist vouchers sold by tour operators (legal entities)
9	Share of the cost of tourist vouchers sold to the population by travel agents (legal entities)
10	Share of the cost of tourist vouchers sold to the population by travel agents (individuals)
11	Share of the number of tourists served by travel agents (individuals)

Table 1, Continued

No.	Indicator
12	Share of the number of tourists served by tour operators (legal entities)
13	Share of the number of tourists served by travel agents (legal entities)
14	Share of the number of bednights on tourist vouchers sold by tour operators in Ukraine (legal entities)
15	Share of the number of bednights on tourist vouchers sold to the population by travel agents (legal entities)
16	Share of the number of bednights on tourist vouchers sold by travel agents (individuals)
<i>Indicators of economic and social cohesion</i>	
17	Gross regional product per capita, UAH
18	Disposable income of the population per capita, UAH
19	Total retirement rate of the rural population, per 10 thousand people of the existing rural population, %
<i>Economic efficiency indicators</i>	
20	Industrial output index, percent compared to the previous year, %
21	Volume of industrial products sold per capita, UAH
22	Index of agricultural production, percent compared to the previous year, %
23	Volume of agricultural production per 100 ha of agricultural land, UAH
24	Index of construction output, percent compared to the previous year, %
25	Volume of completed construction works per capita, UAH
26	Consumer price index, %
<i>Indicators of investment and innovation development and foreign economic cooperation</i>	
27	Capital investment index, percent compared to the previous year, %
28	Volume of capital investments (excluding investments from the state budget)
29	Growth (decline) rate of foreign direct investment (share capital)
30	Volume of foreign direct investment per capita, UAH
31	Share of innovative products sold, %
32	Volume of exports of goods per capita, USD USA
<i>Indicators of financial self-sufficiency</i>	
33	Growth (decline) rate of local budget revenues (excluding transfers), %
34	Local budget revenues (excluding transfers) per capita, thous. UAH
35	Capital expenditures of local budgets (excluding transfers from the state budget), thous. UAH
36	Growth (decline) rate of tax debt on taxpayer obligations, %
<i>Indicators of small and medium-sized business development</i>	
37	Number of medium-sized business entities per 10 thous. people, units
38	Number of small business entities, units
39	Share of the volume of products (goods, services) sold by medium-sized business entities (in the total volume of products (goods, services) sold)
40	Share of the volume of products (goods, services) sold by small business entities in the total volume of products (goods, services) sold
<i>Labour market performance indicators</i>	
41	Labour productivity, %
42	Unemployment rate of the population aged 15-70 (according to the ILO methodology), %
43	Index of real wages, interest compared to the corresponding period of the previous year, %
44	Amount of salary arrears, %

Table 1, Continued

No.	Indicator
<i>Infrastructure development indicators</i>	
45	Density of all-purpose hard surface roads of state and local importance in the region, km per thous. km ²
46	Volume of freight turnover of road and rail transport, thous. tkm per 1,000 people of the population, thous. tkm
47	Total area of housing stock per capita, m ²
<i>Renewable energy indicators and energy efficiency</i>	
48	Volumes of fuel and energy resources consumed in the region during the reporting period per capita of the region, tonnes of oil equivalent
49	Share of total capacity of boiler houses on alternative fuels in the region, %
<i>Indicators of accessibility and quality of education services</i>	
50	Share of full-time general education institutions in rural areas that use computer technology in the educational process, %
51	Percentage of rural children provided with transportation to their place of study and home, percent of the total number of students in need, %
52	Proportion of children enrolled in extracurricular education, %
<i>Indicators of accessibility and quality of healthcare services</i>	
53	Total mortality rate per 1 thousand people of the existing population, %
54	Average life expectancy at birth, years
55	Number of live-born children per 1 thousand people of the available population, %
56	Planned capacity of outpatient clinics per 10 thous. people, thous. visits per shift
<i>Social protection and security indicators</i>	
57	Share of orphans and children deprived of parental care who are brought up in family forms of education, in the total number of children in this category, %
58	The number of criminal offences committed against the life and health of a person per 10 thousand people of the population, units
<i>Indicators of rational use of natural resources and environmental quality</i>	
59	The volume of emissions of pollutants from stationary sources per 1 billion UAH of gross regional product, thous. tonnes
60	Share of localities where solid household waste sorting has been introduced, in the total number of localities in the region, %

Source: developed by the author based on [10-14]

For unambiguous intercomparison, each of the indicators (x_j) must be normalised (unified), i.e., reduced to the interval $0 \leq x_j \leq 1$. Therewith, $x_j=1$ corresponds to the best (optimal) value of this indicator, and $x_j=0$ – its worst (invalid) value, where x_j is the normalised value. This value will be called the indicator of the primary exponent x_j .

After normalisation of the values of each of the given system of primary indicators, the integral index of this system is calculated as the sum of normalised values with certain weighting factors (in this case, the same ones) (1):

$$I = \sum_i^n = 1 \sum_j^m = 1 k_j \bar{x}_{ij} \quad (1)$$

where k_j are the weighting coefficients that determine the degree of contribution of the j^{th} indicator to the integral index of the i^{th} period, x_{ij} are the normalised indicator values x_{ij} .

Specified integral indicator I equals “1” when all x_{ij} obtain the “best” or optimal values, and “0” if all indicators are the “worst”.

Therewith, among all the values of statistical data on the temporal change of a given indicator, one finds the minimum x_{min} and the maximum x_{max} values, and then performs normalisation using the equation (2):

$$\bar{x}_i = \frac{x_i - x_{min}}{x_{max} - x_{min}} \quad (2)$$

where $i = \overline{1, n}$, n is the amount of statistical data (sample length), or the number of points in the time series.

The consolidated assessment of the calculation of the integrated indicator of competitiveness is presented in the summary Table 2.

Table 2 demonstrates that the integral indicator of the Volynska Oblast in 2015 was 0.028, in 2016 – 0.032,

in 2017 – 0.037, in 2018 – 0.048. The integral assessment of the Rivnenska Oblast in 2015 was 0.035, in 2016 – 0.040, in 2017 – 0.047, in 2018 – 0.054. As for the Lvivska Oblast, the integral indicator in 2015 was 0.030, in 2016 – 0.035, in 2017 – 0.042, in 2018 – 0.053. In the Ternopilska Oblast, the integral indicator in 2015 was 0.025, in 2016 – 0.030, in 2017 – 0.036, and in 2018 – 0.045.

Table 2. Dynamics of integrated assessment of the competitiveness of tourist services markets during 2015-2018

Year	Administrative region			
	Volynska Oblast	Rivnenska Oblast	Lvivska Oblast	Ternopilska Oblast
2015	0.028	0.035	0.030	0.025
2016	0.032	0.040	0.035	0.030
2017	0.037	0.047	0.042	0.036
2018	0.048	0.054	0.053	0.045

Source: compiled by the author based on [15; 16]

The presented data indicate that the integral indicator of competitive regions is slowly growing. The competitiveness of each region is formed from equal-weighted absolute and relative indicators. Considering that the value of the integral indicator of

competitiveness should reach 1, the calculations performed indicate that the studied regions during 2015-2018 improved their level of integral competitiveness in the TSM. It remains critically low, although it is gradually growing (Fig. 2).

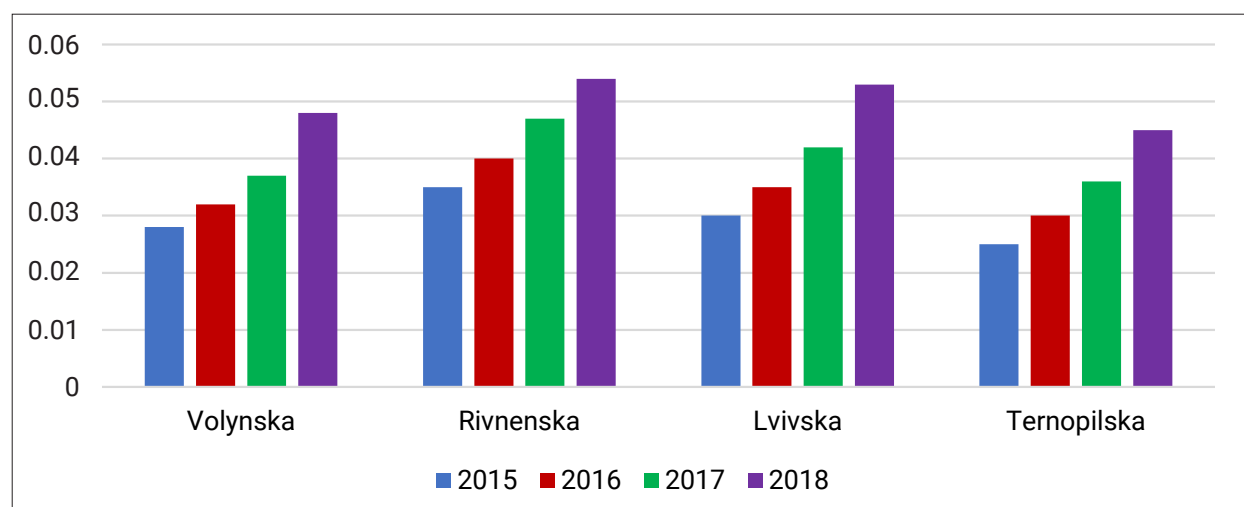


Figure 2. Integral indicator of regional competitiveness, by year

Source: developed by the author based on [2-3]

Figure 2 suggests that the level of the integral indicator of regional competitiveness varies. The first place among the oblasts is occupied by the Rivnenska Oblast, the second – by the Lvivska Oblast, the third – by the Volynska Oblast, and the fourth – by the Ternopilska Oblast.

Conclusions

This study discovered various methods that can be used to assess competitiveness. The use of such methods in

tourism allows obtaining up-to-date information about the competitive position in the TSM; identifying strengths and weaknesses; planning future activities; forming the correct strategy for competitiveness, as well as quickly responding to the reactions of the external environment. Upon assessing the competitiveness of the Western regional market of tourist services, it was established that:

1) firstly, the calculation results indicate that the level of competitiveness of the tourist market in the Rivnenska Oblast is slightly higher than in the Lvivska

Oblast. This situation, according to the author of this study, is conditioned upon the best situation in the sphere of socio-economic development of the region. Nevertheless, in terms of absolute indicators, the Lvivska Oblast is out of competition among the regions after study.

2) secondly, in general, each of the four regions has a rather low level of competitiveness of the tourist market. However, it is gradually growing every year, albeit at a very slow pace.

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