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Ukrainian tourist market monitoring

The essence and significance of monitoring as one of marketing methods for studying the tourist market for management of tourist enterprise activity is considered in the article, and the scheme of its conducting is proposed.

Based on the analysis of the current situation in the tourist services market of Ukraine, there is an urgent need and relevance of monitoring and diagnostics of the economic activity of tourism enterprises.

A significant contribution to the development problems of formation of monitoring and diagnostic systems for the management of enterprises have done domestic and foreign economists, such as K.V. Alekseev, N.V. Alekseenko, I.I. Bely, I.A. Blank, O.H. Bodrov, I.V. Bryantseva, I.R. Buzko, N.M. Vetrova, V.V. Vitlinskiy V.M. Vovk, V.M. Honcharov, P.V. Yehorov, M.O. Kyzym, A.I. Kovalov, L.V. Maksymova, YU.P. Markin, L.O. Marmul, T.I. Oliynyk, V.SH. Rapoport, I.I. Savenko, H.V. Savytska, I.H. Sokyrynska, V.I. Topikha, T.A. Shatunova, V.M. Yachmenova and others.

The Ukrainian tourist services market is changing constantly. This dynamism is caused by structural changes in supply and demand, sharp price fluctuations, diversification of services, the emergence of new types of agreements.

In order to work successfully in the Ukrainian market of tourist services, it is necessary to monitor and understand the underlying causes and consequences of the processes occurring both on it and on the world market of tourist services and be able to control them. The basis for justifying management decisions is the monitoring and diagnosis of economic activity [4].

In the broad sense, monitoring (English monitoring, from the Latin Monitor – warner) a system of constant observation of the situation on the market, on the production, financial and other activities of the enterprise. Thus, monitoring is an important component of the management of economic objects, because it consists in systematic analysis of their activities, studying the state of affairs in view of their overall development and in order to assess and predict the state of affairs.

The tourist market, like other markets, reacts acutely to any changes in society. It is these changes that largely determine the state of the tourist market - the state of demand and supply of tourist products in the area for a specified period of time. According to O. Lyubitsev, the situation in the tourist market is quite variable and depends, in particular, on political, economic, social and other processes [1]. A striking example of this is the tourist market of Ukraine, where over the past two decades, due to political and socioeconomic instability, the supply-demand ratio for the tourist product has undergone cardinal changes. Therefore, monitoring is gaining actuality.

The structural and logical sequence of monitoring of the tourist market of Ukraine is as follows:

1. Systematic continuous collection of information on the current situation in the tourist market.
2. Analysis of the situation of the tourist market.
3. Establishing trends in the development of the tourist market of Ukraine.
4. The forecast of the tourist market situation in Ukraine.

Parameters analyzed in the study of the market situation for tourist services Pestushko V. Yu unites into two main groups: non-cost (volumes of tourist flows, their dynamics, geographic structure, market share, the number employed in tourism) and cost (income tourism, tourism expenses, investments in tourism, etc.). [3]. The use of non-cost indicators of the state of the tourist market of Ukraine is rather problematic due to the incorrectness of the statistical recording of tourist flows. It is a question of the fact that day-to-day visitors are taken into account in the total number of tourist arrivals [2], which contradicts the methodology of the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) [6,7,8].

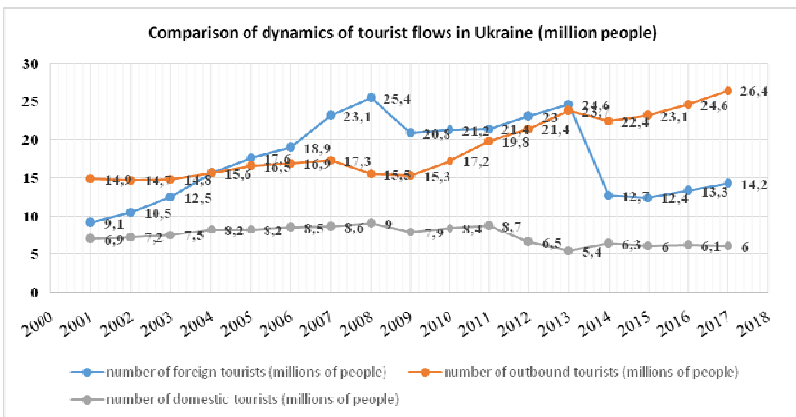


Fig.1 Dynamics of tourist flows in Ukraine for 2000-2017, millions of people [5]

As Figure 1 shows, during the period of 2009-2013, the dynamics of inbound tourism flows slowly grew by an average of 4.4% per year, but declined sharply by 48.6% in 2014 as a result of crises in Ukraine and Russia aggression; relatively stable development of outbound tourism (average annual growth - 3.8%). For 2000-2013, the share of domestic tourists in the market tended to decrease.

The result of the implementation of the tourism development program on the territory of Ukraine was an increase in the growth rate of the number of inbound tourists over the outbound. During the period 2014-2017 the outbound tourist flow increased from 23.76 million in 2014 to 24.66 million in 2017, while during the same period, the inflow of tourists decreased from 24.67 million in 2014 to 13.33 million people in 2017. Fig. 2 graphically shows the dynamics of tourist flows of

Ukraine for the period 2014-2017. (Table 1)

Table 1.
Indicators of the development of the tourism industry of Ukraine for 2014-2017 [5]

Indexes	2014	2015	2016	2017
Number of tourists serviced by the subjects of tourist activity of Ukraine	3454316	2425089	2019576	2549606
Foreign tourists who visited Ukraine	232311	17070	15159	35071
Tourists-citizens of Ukraine who traveled abroad	2519390	2085273	1647390	2060974
Domestic tourists	702615	322746	357027	453561

Tourist streams. [Electronic resource] // - Access mode:
<http://www.ukrstat.gov.ua>

After analyzing the data, we see that the assessment of the dynamics of tourist flows suggests that during 2014-2017 there were negative trends in the development of tourism, namely, there was a decline in the flow of inbound tourism, which led to the creation of a negative balance of tourist flows during 2015-2017. In Ukraine, a large number of travel companies focus on outbound tourism, that is, they send Ukrainians to rest to foreign resorts. Because of this, the number of people leaving the country far exceeds the number of visitors to our country is one of the factors that has a negative impact on the budget of our country.

There is no example in the world when the tourism industry has not suffered during the revolutions and hostilities in the country (or if there is a threat to them). Unfortunately, Ukraine did not become an exception. Therefore, almost 3,000 Ukrainian tourist enterprises with valid licenses for tourist services actually have only about one third of the market.

The best way to understand how to develop the tourism industry in Ukraine is to compare it with the more developed countries. Thanks to TheTravel & TourismCompetitivenessReport, we can understand what directions we need to develop in the travel and tourism industry in Ukraine, which components should focus on tourism business.

Qualified monitoring and diagnosis of the economic situation in the market is the key to the success of the business travel enterprise.

The forecast of long-term development of tourism in Ukraine shows that the tourism sector has a great potential for further growth in the coming years. New tourism trends and those that have already emerged would be able to take advantage of this trend if appropriate conditions are created and a favorable policy for business, infrastructure and marketing will be pursued.

Consequently, the information gathered during the monitoring process enables marketers, managers to analyze and determine the market opportunities and positions of tourist enterprises in the market.

It is natural that the possession of information about the environment, the tourism market, existing and potential competitors, their strengths and weaknesses, helps to prevent market distress, reduce the risk of marketing activities, exhibit flexibility and mobility in making managerial decisions.

In addition, manufacturers who have even reached a strong position in the market should not rely on achieved because competition and objective market laws can completely change the situation.

Conclusions. In the context of the current problems of the tourism market development in Ukraine, the role and place of monitoring, especially marketing, is definitely increasing. A thorough market analysis and study of marketing activities are needed, especially their use by Ukrainian tourist enterprises. But such studies require significant financial costs and, therefore, are not feasible for tour operators for small and medium-sized businesses. Therefore, in order to conduct market monitoring and market research, it is appropriate for them to combine their efforts in order to reduce their costs and attract relevant specialists and specialized companies.

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