

3.2 Formation of the market of tourist services of the region under the conditions of globalization

At the current stage of business, when great competition appears and intensifies, we realize that the importance of transforming the structure of the national economy is increasing in order to increase the volume of service provision with the improvement of management processes of individual sectors of the national economy, namely the tourism sector. Because our Ukraine has significant recreational potential, valuable cultural and historical resources, and a favorable geographical location. It is tourism that is able to ensure the performance of economic, social, and humanitarian functions, to create prerequisites for the accelerated growth of related sectors.

Our country has all the necessary prerequisites for the development of the tourist services market. At present, the formation of the market for these services, which are in great demand, is observed in some regions of our country. This is what makes the question of finding new ways of tourism development in Ukraine, namely in the Uman region.

In the scientific literature, there are many definitions regarding the essence, structure and functions of the tourist services market. Before revealing the structure and functions of the tourist services market, it is necessary to reveal its essence.

This is how O. O. Lyubitseva interprets the market of tourist services as a multi-faceted, poly-structural, poly-form and multi-level system that functions according to the law of balancing supply and demand, thanks to which the objectively determined necessity of matching in time and space the value and natural-material forms of the solvent is reproduced demand and product supply, acting on the basis of fluctuations in the production and consumption of tourist products [121, p. 58].

S. P. Grabovenska characterizes the market of tourist services as a system of global economic relations, where the process of converting tourist and excursion services into money and the reverse conversion of money into tourist and excursion services is carried out [122, p. 227].

O. Kyrylova characterizes the tourist market as an open socio-economic system with a high level of self-regulation, the basis of which is highly localized relationships related to the production, sale and consumption of tourist services or a complex tourist product within a certain territory, and the criterion for selecting a regional market is a place purchase of a tourist package, as well as the place of consumption of tourist services included in it [123, p. 57].

At the same time, I would like to point out that the main slogan that forms the market of tourist services is the satisfaction of tourist needs, which are the basis of the demand for tourist products and services, and the satisfaction of this demand, in turn, is carried out through the supply system in the market. Further characteristics of the tourist market can be revealed precisely through its structure.

Thus, Professor O. O. Lyubitseva in his thorough work «Market of tourist services (geospatial aspects)» [121] provides a classification of markets based on the fact that there is a consumer market and a producer market. Generalized scheme of classification features of the tourist market according to the version of O.O. Lyubitseva is shown in fig. 1.

So, according to the authors, the market of tourist services [124, p. 30] is a complex and multifaceted concept, which is most often defined in the following meanings:

1. A component of the general market of goods and services subject to the economic laws of commodity production and commodity circulation.
2. The sphere of sale of goods and services that satisfy the needs of travelers in their places of temporary stay.
3. A set of economic relations that unites supply and demand to ensure the purchase and sale of specific tourist goods and services at the present time and in a given place.
4. The totality of all actual and potential consumers who buy or can buy goods and services for tourist purposes.

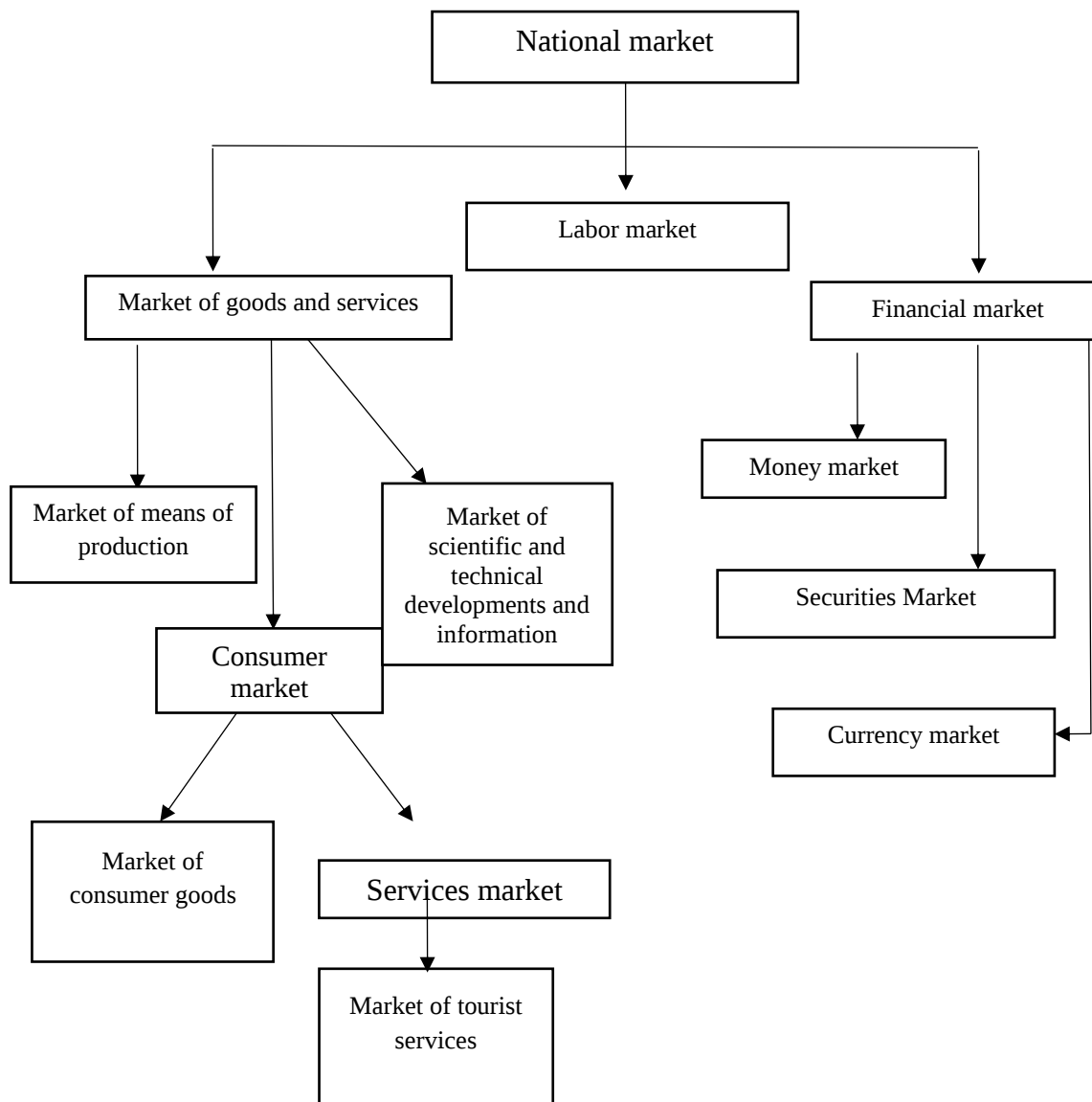


Fig. 1. The place of the tourist services market in the structure of the national market market [121]

Therefore, from such definitions, it can be said that the tourist market ultimately forms a positive or negative effect from the activities of tourist enterprises and the services they offer to consumers.

The mechanism of operation of the tourist market is a system of actions of economic levers to balance the demand and supply of the tourist product, exchange «money – tourist product», money flows and flows of the tourist product. The functioning of the tourist market can be represented using the following diagram (Fig. 2).

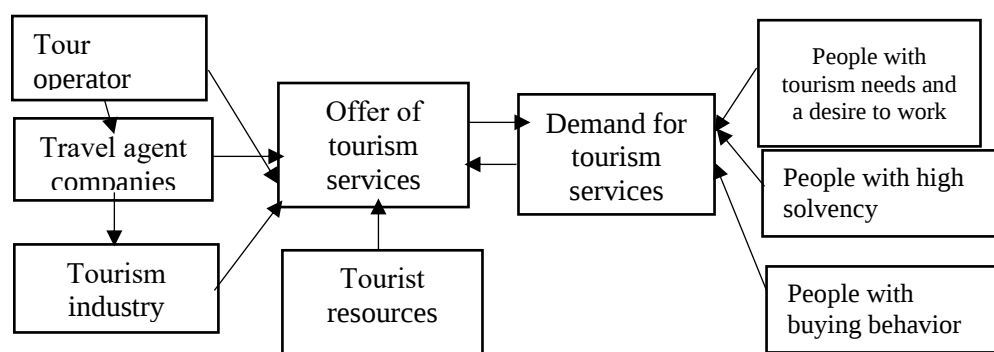


Fig. 2. Scheme of functioning of the tourist market [125]

The tourist market, like all other markets, functions on the basis of the laws of supply and demand. In a broad aspect, the market of tourist services means a place where transactions for the purchase and sale of a tourist product take place.

N. V. Vasylykh in his work notes that the economic content of the tourist services market is revealed through its functions, the main of which are:

1. The regulatory function, which consists in the fact that the market ensures the balance of supply and demand, coordination of the production and consumption of tourist products in general and by individual segments in particular.

2. Stimulating function – provides stimulation of increasing the economic efficiency of the production of tourist services in the conditions of competition and improvement of the offer in accordance with the characteristics of demand in various international regions.

3. The optimization function optimizes the use of tourism services production factors, «shows» producers which tourist services should be produced in what quantity and for whom.

4. Information function – provides information on the averaged parameters of the aggregate demand and supply for various types of tourist services, ensures the establishment of value equivalents for the purchase and sale of tourist products.

5. Sanitizing function – the market excludes from circulation those tourist services or their producers that cannot provide the minimum quality standard [126].

Thus, the tourist market is inherently a complex and dynamic phenomenon. It is an integrated system that covers almost all areas of human activity and life, and therefore is an integral part of the modern world. And it functions thanks to the mechanism of constant interaction of supply and demand, adaptation of tourism enterprises to the rapidly changing environment and coordination of their activities. Therefore, in order to implement the correct market tourism policy from the standpoint of ensuring one's own interests, a constant and thorough research of the tourist market is necessary.

The formation of the tourist services market in the conditions of globalization should be based on the strategic priority of this industry both at the state and regional levels.

The market of tourist services in the Uman region is poorly developed, because the purchasing power of the Ukrainian population is low in the country, the unscrupulous behavior of the subjects of the tourist market, the insufficient level of qualification of specialists working in this field, the consequences of the pandemic, military actions.

But the assessment of the potential of natural, historical and cultural resources makes it possible to say that Umanshchyna has all the prospects for the further development of the tourist business. The tourist and recreational potential of Uman Oblast is different from other regions of Ukraine, which is able to ensure the development of the domestic tourist product.

The primary task of the development of the tourist services market of Ukraine is the improvement of state regulation.

As V.I. Birkovich notes, state regulation of tourism activities is carried out with the aim of ensuring the rights of citizens to rest, restore and strengthen health, to an environment safe for life and health, to satisfy spiritual needs and other rights; protection of the rights and legitimate interests of tourists and tourism business entities; restoration and preservation of the integrity of tourist resources of Ukraine, their rational use and protection during the planning and development of the territories where the objects of tourist visits are located; creation of favorable conditions for

improvement and development of the tourism industry, support of priority areas of tourist activity.

The task of the state's regional policy in the field of tourism is to ensure the comprehensive and balanced development of this sphere, taking into account its specificities and the specifics of a particular region [127].

As for the region, it is necessary to reconsider the ways of modernization of the infrastructure of the tourist sphere. To this end, it is necessary to introduce a special investment regime to promote the construction and reconstruction of hotels and other objects of tourist infrastructure, which should encourage foreign and domestic investors to invest in the tourism industry.

At the same time, it is necessary to introduce into practice direct funding from the state and local budgets, measures for the development of tourist infrastructure, in particular, arranging routes, places for recreation in forests, public beaches, observation decks, tourist information centers, information stands on roads, etc.

The beginning of 2017 was marked by the long-awaited approval by the Cabinet of Ministers of Ukraine of the new Strategy for the development of tourism and resorts for the period until 2026 [128]. It takes into account modern trends that hinder the development of tourism in Ukraine and indicates which measures are planned to increase the efficiency of the tourist services market.

But still, despite the complex strategic tasks of the development of tourism in Ukraine at the state level, it is necessary to more thoroughly develop ways of improving the regulation of the domestic sphere of tourism. In our opinion, the main ones are:

- creation of a favorable investment climate;
- creation of a single tourist information base that would provide reliable information about various tourist objects of Ukraine and the hospitality industry;
- provision of state loans for the restoration of cultural monuments and the initiation of tourist activities;
- guaranteeing the safety of tourists, protection of their rights, interests and property;
- compliance with domestic legislation according to EU standards;

– adoption of separate legal acts that will regulate the activity of specialized types of tourism.

Also, an important condition for the regional development of tourism should be a clear distribution of powers between the central and regional, sectoral bodies of executive power and local self-government.

The tourist services market is a complex mechanism, the activity of which is influenced by several main driving forces. Buyers, who form demand, have the main competitive power. The further strategy of the market activity depends on their choice.

The experience of the leading tourist countries shows that an effective means of conducting an effective tourism policy is the use of competitive strategies that ensure the active development of the tourism industry in the country or in the region, contribute to the creation of a competitive tourist product and help occupy a significant place in the international market of tourist services.

One of the methods of diagnosing the development of the tourism market is the study of the internal and external environment using SWOT analysis.

SWOT analysis is a method of conducting analytical studies of the state of the object, which is widely used in the practice of strategic planning and has a number of advantages that follow from the algorithm of its implementation [129].

SWOT analysis is a method of strategic planning (SWOT analysis method), which allows you to divide all factors and phenomena into four categories: strengths, weaknesses of the project, opportunities that open up during its implementation, and threats (Threats) related to its implementation.

Therefore, for the development of the tourist services market of Umanshchyna, we conducted a SWOT analysis that will help identify the weak and strong aspects of its development (Table 1).

Table 1.**Strengths and weaknesses of the tourist services market of Uman***

Strengths	Weak sides
1. Availability of great tourist potential, including recreational resources.	1. Insufficient awareness of the population about the tourist routes of the region.
2. The location of a significant number of cultural heritage objects and objects of the nature reserve fund.	2. Insufficient development of infrastructure necessary for tourism.
3. A large number of attractive tourist routes.	3. Low level of development of the tourism industry, which corresponds to the existing potential.
4. The prosperity of rural tourism, thanks to the preservation of local customs and traditions.	4. Lack of tourist information centers.
5. Interesting history of the region.	5. Unsatisfactory condition of the road surface.
6. Availability of places of pilgrimage.	6. Unsatisfactory level of cleanliness of water tourist resources.
7. Availability of a sufficient number of zones for investment.	7. Lack of foreign investment in the tourism industry.
8. Placement at the intersection of the main transport routes.	8. Unstable level of service.
9. Attractive natural conditions.	9. High cost of maintenance.
10. Friendly population.	10. Negative attitude of a large number of Ukrainians to domestic tourism.
11. Uniform population density.	11. Insufficient number of developed tourist routes within the region.
12. Unique natural and tourist resources for the development of tourism.	12. Inaccuracy of information support for tourists.
13. A large number of unique tourist and recreational facilities (castles, churches, architectural monuments, etc.).	13. Low level of the material and technical base of the recreational sphere
	14. Non-compliance of the quality of recreational services with international standards.

*Source: developed by the author.

Tourism is one of the most promising branches of the Uman region economy. The region has objective and significant prerequisites for its development: natural – climatic and historical-cultural potential, picturesque landscapes, attractive tourist routes, architectural monuments, a network of territories and objects of the nature reserve fund, recreational opportunities.

Advertising of a regional tourist product is an important element of tourism development. Therefore, the creation of tourist information centers – specialized institutions equipped with modern technology that can quickly provide tourists and

other travelers with useful information about the tourism potential of the region – is one of the conditions for the successful development of the industry.

The problematic issues of the region today remain the issue of the discrepancy between the level of development of the tourism industry and the existing potential [130].

At the same time, it should be understood that the region will compete in this area with other (primarily neighboring) regions that also have considerable tourism potential. And victory in this competitive struggle will largely depend on the effectiveness of the interaction of all interested parties.

In addition to the strengths and weaknesses of the development of the tourist services market, we assessed the possibilities and limitations of the functioning of tourism in the Uman region (Table 2).

Table 2.

Opportunities and limitations of the development of the tourist services market of Uman*

Opportunities	Limitation
1. Improving the quality of services in the field of tourism.	1. Imperfect tax legislation.
2. Study of the tourism potential of the region.	2. Limited budget funding.
3. Involvement of domestic and foreign investors.	3. Lack of a large number of professional specialists in the field of tourism.
4. Development and implementation of new tourist routes.	4. Low level of personnel training.
5. Reconstruction and restoration of small tourist service facilities.	5. Inability to make coordinated decisions at different levels of government.
6. Improving the level of service.	6. Low level of interest in the region among foreign investors.
7. Improvement of the ecological situation.	7. Underestimation of the importance of tourism for the development of the region.
8. Expansion of the range of provided services.	8. Growth in the scale of tourism business enterprises in the «shadow» sector.
9. Entry of tourism business to the international market.	
10. Use of world experience in research, organization and management of the market of tourist and recreational services.	
11. Research and effective use of the tourist and recreational potential of the region.	
12. Creation at the state level of provisions, regulatory and legal documents regarding the stay and residence of Bratslav Hasids in Uman.	

*Source: developed by the author.

So, the conducted SWOT analysis allows us to testify that Umanshchyna has a powerful potential for the implementation of most types of tourist and recreational activities, the use of which is significantly limited by a number of restrictions, to overcome which a clear strategy of actions should be chosen.

According to the conducted analysis, the main expected results from activities on reforming the development of the tourist services market of the region are: growth of the image of the region as a tourist region; intensification of tourism activities, interrelationship of tourism infrastructure with other spheres of socio-economic and cultural development of the region; ensuring balanced development of the region and management of the tourist environment; revitalization of public-private partnership mechanisms and concession agreements in the field of infrastructure and tourism projects; preservation and increase of historical, cultural and natural heritage; development of new complex tourist products; development of infrastructure and the sphere of services around specific objects and monuments; certification of tourist infrastructure facilities; marketing of the tourism potential of the region; creation of a tourist information system; development of skills in the field of rural (green) tourism; improvement of personnel support for the development of the tourism industry and the hotel industry; improving the condition of recreational areas, including water bodies.

Also, when forming a strategy for the development of the tourist services market, risks should be taken into account: a critical drop in the country's GDP; decrease in the investment rating of the country and the region; military actions; pandemic period; lack of funds in the budget; low motivation of residents to participate in the development of tourism in the region.

In our opinion, the tourism development strategy of the Uman Oblast should be determined by a complex of multi-stage solutions aimed at determining the prospects, priorities and directions of the development of the tourism industry, the formation and effective use of potential, ensuring dynamic and sustainable development.

It is necessary to focus attention on the development of such directions as domestic and inbound tourism, for this it is worth directing all efforts to the expansion

tourist infrastructure, which will make recreation attractive both for our citizens and for foreigners. This, in turn, will bring additional funds to the economy of the region.

The market of tourist services of the Uman Oblast has great prospects for the development of rural (green) tourism. It is advisable to focus further research on the development strategies of individual territorial communities.

So, the tourist market is inherently a complex and dynamic phenomenon. It is an integrated system that covers almost all areas of human activity and life, and therefore is an integral part of the modern world.

An important role in the tourism business is played by the promotion of a tourist product to consumers, which includes a set of activities aimed at creating and preparing for the sale of a tourist product or individual tourist services.

Ukraine has all the prerequisites for the proper development of the economy through tourism, but it loses significantly in the competition, lagging behind the leading countries in the world in terms of the level of development of tourist infrastructure and the quality of tourist services.

Umanshchyna is rich in natural resources, has a significant historical and cultural potential, a high level of infrastructure development, which creates all the possibilities for the comprehensive satisfaction of the cognitive and recreational needs of tourists.

To develop the tourist services market, it is necessary to improve the level of infrastructure and service in the hotel industry; in catering establishments; recreation and entertainment; in tourist and excursion services; in the creation of new tourist routes; in improving the level of quality of transport routes; in tourist information service; in the system of promoting the tourist product of the region to regional markets; in personnel potential; in the development of exhibition activities, mass cultural and religious events, etc.

To ensure the main areas of activity of the tourist services market, a SWOT analysis was carried out, which will contribute to the growth of the competitiveness of the tourist business in the Cherkasy region. It is necessary to strengthen the weak sides of the development of the tourist services market of the Uman region and make the most of the strong sides.