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## **THE MANAGEMENT OF TOURIST DESTINATION COMPETITIVENESS**

In Ukraine, the issue of competitiveness of tourism is still acutely topicalized. These processes are caused by both economic and social factors.

Tourism should be seen as an open socio-economic system, influenced by many factors. Many enterprises and organizations are directly or indirectly involved in the structure of such a system, each of which tends to depend on the activities of all participants in the system. At the same time, the most important component of tourism development substantiation is the availability of tourism resources in the region (country) and the interest of tourists to visit the region.

Today the state recognizes the important role of tourism industry and strategic role of tourism in the socio-economic development of Ukraine and its regions. The current task of the state regional policy of Ukraine is to direct all efforts to reformat the economic space of the regions in order to create a stable territorial and economic basis for its development.

According to the *Law of Ukraine «On Tourism»* «the tourism industry is a combination of business entities in the tourism sector (hotels and other accommodation facilities, catering, transport, cultural, leisure and entertainment facilities, sports, etc.) that provide tourist services» [1]. However, with this definition, there is no clear understanding of the relationship between the enterprises that are the components of the regional tourist system. In our opinion, the tourism industry of a region is a complex which should include all available tourism resources, infrastructure and its varieties), products (services and goods) of the enterprises of the region which are used to organize tourism and meet the needs and requirements of tourists. In-depth study of tourism processes, in particular, study of the process of assessing economic efficiency, profitability, social orientation, legal security, etc., provides for the expansion of the list of elements of the tourism system to understand that the tourism industry at the regional level should be understood more widely. When analyzing the content of the term «tourist destination» it is necessary to consider it as a part of the tourist system. In our opinion, a tourist destination is a geographical area that is attractive to tourists due to the presence of unique or specific tourism and recreational resources and related infrastructure, brought to consumers in the form of a ready-made tourist product to meet their various needs.

Competitive can be considered a tourist destination that is capable of producing tourist products that are in demand on the domestic and foreign markets and, on this basis, of ensuring economic growth and improving the welfare of the local population. The development of the tourist destination is one of the main tools of economic development. Tourist networks form a kind of matrix of capitalization of regional assets and add to the capital of enterprises located on it, a kind of «territorial profit». In addition, the structure of the tourist region, along with providers of tourist services involved additional entities whose activities are directly related to the functioning of the tourist complex – medical institutions, research organizations,

retailers, publishing houses and others. The competitiveness of a tourist region is managed through competitive advantage management, with each function block contributing to its creation. The mechanism of system functioning determines the place of each element of the system, i.e. sets its hierarchy [2, p.304]. The mechanism highlights the structural interaction of functional components (forecasting, planning, organization, monitoring, analysis and control), which allows to improve the interconnection of system elements, provided that the positive effects of external and internal factors are increased. In our opinion, the tourism industry can become the driving force that contributes to raising the standard of living. For example, to increase the competitiveness of tourism businesses, it is necessary to rapidly develop the food industry, industries for the production of industrial goods in mass demand, which determine the scale of tourism development. At the same time, the market of tourist services can be considered as one of the important indicators of socio-economic development of the region, as the demand for tourist services is determined not only by the quality of services but also by the level of transport infrastructure, catering, retail, etc.

The tourist potential of Ukrainian territories is unrealized due to the low level of welfare of the population, overestimated cost and inadequate quality of regional tourism product, underdevelopment of tourism infrastructure, imperfect mechanisms of state regulation and stimulation of tourism development, lack of real coordination and interaction between these entities. Based on the formation of country's (region, city) tourist destinations, which have tourist resources, there are many opportunities for socio and economic development of their territories. The development of tourism allows receiving the basic or additional income in many branches and spheres of human activity.

In our opinion, the system of managing the competitiveness of tourist destinations should cover different hierarchical levels (external and internal environment of the destination, social groups, etc.), with the use of conceptual approaches that reflect the nature of the introduction of subjects of different levels.

In particular, the management of tourist destination competitiveness can be enhanced through the formation and development of secondary sources of income of competitive advantages. Within the destination, the management system is focused on rational use of destination resources, improvement of development management, and gives maximum use of resources to improve the quality of tourist product. Using such approach it is possible to provide adaptation of tourist destination to changes of external environment, to increase efficiency of current functioning, that is to increase competitiveness of tourist product.

#### **References:**

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2. Kozhukhivska R., Parubok N., Petrenko N., Podzihun S. and Udovenko I. Methods of assessment of efficiency of creating regional innovative clusters for dynamic development of economics. *Investment Management and Financial Innovations*, 2017. 14(3), 302-312.