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DETERMINING THE MAIN PARAMETERS OF THE EFFICIENCY OF THE TOURISM MARKET AND HOTEL BUSINESS

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ARTICLE INFO	ABSTRACT
	The experience of managers, their traditions, analysis of competitors' marketing costs play an important role in the implementation of marketing activities of facilities. Due to the fact that marketing costs make up a significant part of the budget of facilities, it is necessary to monitor the effectiveness of the marketing strategy, ie the costs of its implementation should always be compared with the results of the work. It also enhances brand loyalty by creating a certain emotional connection between the brand and the consumer. The marketing strategy of a firm operating in a competitive tourism services market should be aimed primarily at establishing long-term relationships with the customer.

Introduction. In order to determine the main parameters of the efficiency of the tourism market and hotel business enterprises, it is necessary to choose indicators that can be used both in tourism enterprises and in the hotel system. We think that in accordance with the methodology developed in Section 2.1, the following parameters of the efficiency of tourism enterprises and hotels [1-5]:

- general report on the efficiency of the main parameters of tourism enterprises and hotels;
- calculation of reliability indicators of suppliers in tourism enterprises and hotels;
- determination of indicators of availability of human resources in tourism enterprises and hotels;
- determination of the uniqueness of products and services of tourism enterprises and hotels;
- determination of consumer loyalty indicators in tourism enterprises and hotels;
- determination of the potential of products and services in tourism enterprises and hotels;
- Determining the affordability of contracts with customers in tourism enterprises and hotels.

Now let's make concrete calculations in the above sequence [5-8].

First of all, let's start with the calculation of the main parameters of the tourism market and the hotel business. Here a significant place is given to the indicators of income and expenses (see: Table 1). Calculations show that during 2015-2020, the share of revenues in the volume of services in tourism enterprises as a whole increased from 0.772 to 1,100 (including from tourism activities - from 0.607 to 1,041) [2].

At the same time, the share of expenditures relative to the total volume of services increased from 0.705 to 0.869 (including from tourism activities - from 0.548 to 0.816).

During the period under review, calculations were made on the rate of profit per employee in hotels, where an increase was recorded from 18.50 thousand to 24.41 thousand manat, and on expenses from 14.31 thousand to 20.82 thousand manat, respectively [7].

Table 1. Calculation of basic parameters of tourism market and hotel business enterprises (in thousand manats)

Parametrlər	2015	2016	2017	2018	2019	2020
Tourism enterprises:						
Volume of services - as a whole (cost of tourist voucher forms)	29316,6	40693,2	42892,3	44820,3	33474,7	33466,5
Income - as a whole	22634,8	27121,5	29600,9	31107,1	36482,2	36758,3
Including tourism activities	17807,7	21597,1	24823,6	26031,0	35079,6	34834,2
Costs - as a whole	20662,1	23540,8	25292,5	27018,1	30811,6	29101,8
Including tourism activities	16065,6	18903,1	21818,2	25708,6	29480,0	27308,5
The share of revenues in relation to the volume of services	0,772	0,666	0,690	0,694	1,090	1,100
Including tourism activities	0,607	0,531	0,579	0,581	1,048	1,041
The share of costs in relation to the volume of services	0,705	0,578	0,590	0,603	0,920	0,869
Including tourism activities	0,548	0,464	0,509	0,573	0,881	0,816
Hotels						
Number of employees	6198	7321	8259	9009	8364	9838
They are coming	114686,1	153980,9	171255,9	181047,3	183055,1	240112,7
Expenses	88680,4	110684,0	145468,1	147068,1	171730,8	204852,3
Income per 1 employee	18,50	21,03	20,73	20,10	21,89	24,41
Costs per 1 employee	14,31	15,12	17,61	16,32	20,53	20,82

Then the report on the suitability of tourism enterprises and hotels was made. This indicator is determined by the ratio between the amount of resources and the average annual consumption of the plan (see: Table 2).

Table 2. Report on suitability indicators in tourism enterprises and hotels $(D = \frac{R_1}{R_2})$

Settings	2015	2016	2017	2018	2019	2020
Tourism enterprises:						
Quantity of resources (R1) (unit)	42583	62866	65448	66233	44615	36978
Average annual consumption according to the plan (R2) (in thousand manats)	29316,6	40693,2	42892,3	44820,3	33474,7	33466,5
Availability (D1)	1,452	1,545	1,526	1,478	1,333	1,105
Hotels:						
Quantity of resources (R1) (in thousand sq. M.)	2746,9	3020,6	3073,3	3563,1	3463,5	3642,3
Average annual consumption according to the plan (R2) (unit)	14815	15898	16559	17363	17953	20330
Availability (D2)	0,185	0,190	0,186	0,205	0,193	0,179

The results showed that during 2011-2016, the affordability of tourism enterprises decreased from 1,452 to 1,105, and in hotels from 0.185 to 0.179.

Methodology. The next stage of the study is to determine the reliability of tourism enterprises and hotel suppliers. This is determined by the ratio of "poor quality supply" to total supply (see Table 3).

Table 3. Determining the reliability of tourism enterprises and hotel suppliers $(N = \frac{P_1}{P_2})$

Settings	2015	2016	2017	2018	2019	2020
Tourism enterprises:						
Amount of "poor quality supply", (P1) (thousand manats)	4712,1	3893,5	3153,4	2347,8	812,3	5640,9
Total amount of supply, (P2) (thousand manats)	29316,6	40693,2	42892,3	44820,3	33474,7	33466,5
Supply reliability (N1)	0,160	0,096	0,073,	0,053	0,024	0,168
Hotels:						
Quantity of "poor quality supply", (P1) (person)	510162	624924	666348	672345	838145	1122068
Total supply, (P2) (man-day)	1504312	1640863	1674065	1687457	1644056	2125266
Supply reliability (N2)	0,339	0,381	0,398	0,398	0,510	0,528

Calculations show that during 2011-2020, the reliability of supply in tourism enterprises increased slightly from 0.160 to 0.168, and in hotels increased from 0.339 to 0.528.

It is interesting to calculate the availability of human resources in these enterprises. This is determined by the ratio of the number of qualified personnel to the total number of staff (see Table 4).

Table 4. Determining the availability of human resources in tourism enterprises and hotels $(D = K_1 / K_2)$, unit

Settings	2015	2016	2017	2018	2019	2020
Tourism enterprises:						
Qualified personnel (K1)	1279	1473	1515	1567	1308	1472
Total number of staff (K2)	1541	1730	1729	1794	1586	1838
Availability of human resources (D1)	0,830	0,851	0,876	0,873	0,825	0,801
Hotels:						
Qualified personnel (K1)	716	791	730	634	609	552
Total number of staff (K2)	6198	7321	8259	9009	8364	9838
Availability of human resources (D1)	0,115	0,108	0,088	0,070	0,073	0,056

There is a slight decrease in this indicator. Thus, the availability of human resources for tourism enterprises decreased from 0.830 to 0.801, and for hotels from 0.115 to 0.056.

As for the uniqueness of products and services, it should be noted that this indicator is very low in tourism enterprises (see Table 5). As can be seen, this was 0.003 and 0.007, respectively, in tourism enterprises and 0.034 and 0.027 in hotels, respectively.

Table 5. Determining the uniqueness of products and services in tourism enterprises and hotels $(U_p = U_1 / U_2)$

Settings	2015	2016	2017	2018	2019	2020
Tourism enterprises:						
Total number of companies selling the product and service (U1)	141	170	197	218	243	272
Normative price (U2)	42583	62866	65448	66233	44615	36978
Product and service uniqueness indicator (Up)	0,003	0,003	0,003	0,003	0,005	0,007
Hotels:						
Total number of companies selling the product and service (U1)	508	514	530	535	536	548
Normative price (U2)	14815	15898	16559	17363	17953	20330
Product and service uniqueness indicator (Up)	0,034	0,032	0,032	0,031	0,030	0,027

Finally, calculations were made to determine the affordability of contracts with customers (determined by the ratio of the actual number of contracts concluded with customers to the number required, see Table 6).

Table 6. Determining the affordability of contracts with customers in tourism enterprises and hotels $(D_3 = K_3 / K_4)$ (unit)

Settings	2015	2016	2017	2018	2019	2020
Tourism enterprises:						
Actual number of contracts concluded with customers (K3)	42583	62866	65448	66233	44615	36978
Required number of contracts with customers (K4)	47000	64000	67000	68000	48000	40000
Availability indicator (D3)	0,906	0,982	0,977	0,974	0,929	0,924
Hotels:						
Actual number of contracts concluded with customers (K3)	31979	32834	33951	35652	37278	40042
Required number of contracts with customers (K4)	33000	34000	35000	36000	38000	41000
Availability indicator (D3)	0,969	0,965	0,970	0,990	0,981	0,977

The results show a slight increase in this indicator from 0.906 to 0.924 in tourism enterprises and from 0.969 to 0.977 in hotels.

The marketing approach, as shown in the theoretical part of the work, is used for a more in-depth study of the integration and merger processes between tourism enterprises and hotels. With the help of marketing activities, it is possible to calculate an integrated indicator of efficiency in the tourism market and hotel business. A general methodological approach to such studies is given in Section 2.1.

However, we have made some adjustments, which are grouped in Table 7. (for tourism enterprises and hotels) [8-11].

Table 7. Integrated indicator of the effectiveness of marketing activities of the tourism market and hotel business enterprises for 2020

The main parameters of the marketing mix	Tourism market and hotel business		Average indicators by items
	Tourism enterprises	**Hotels**	
Convenience factor	1,105	0,179	0,642
Reliability factor	0,168	0,528	0,348
Personnel availability ratio	0,801	0,056	0,428
Product and service uniqueness factor	0,007	0,027	0,017
Consumer loyalty ratio	0,685	1,894	1,289
Potential ratio of products and services	0,792	0,853	0,822
Contract suitability ratio	0,924	0,977	0,950
Integrated assessment of the impact of microenvironmental factors	2,074	0,763	1,418
Integrated assessment of the impact of macro-environmental factors	2,408	3,751	3,080
A set of external environmental factors	4,994	2,862	3,928
Coefficient of multipliers	0,415	0,266	0,340
Coefficient of decreasing indicators	0,482	1,311	0,896
Correlation coefficient of the effect of factors	0,861	0,203	0,532
The final indicator	**1,209**	**1,051**	**1,130**

In general, based on the grouping of average integrated indicators of marketing activities in the tourism market and hotel business:
- affordability coefficient - 0.642;
- reliability coefficient - 0.348;
- Coefficient of availability of human resources - 0.428;
- coefficient of uniqueness of products and services - 0.017;
- consumer loyalty ratio - 1,289;
- potential coefficient of products and services - 0.822;
- contract suitability coefficient - 0.950;
- integrated assessment coefficient of the impact of microenvironmental factors - 1,418;
- integrated assessment of the impact of the macroenvironment - 3,080;
- total of environmental factors - 3,928;
- coefficient of multiplication indicators - 0.340;
- coefficient of reducing indicators - 0.896;
- coefficient of correlation of factors - 0.532.

Thus, the average coefficient of the effectiveness of marketing activities in tourism enterprises was 1,209, in hotels - 1,051, and the average coefficient for the aggregate of tourism enterprises and hotels was 1,130.

The final coefficients of the integrated indicator of the effectiveness of marketing activities of the tourism market and hotel business enterprises are generally positive, which indicates the prospects for future integration of these enterprises in the country and the successful development of both the tourism market and the hotel business.

One of the directions of increasing the efficiency of marketing activities in the tourism market and hotel industry is the use of so-called "event (event) marketing", which is especially important for our country.

Conclusions. Expresses the means and mechanisms for creating a positive image of the regions and their recognition, so the development of gastronomic events related to certain events at the

regional level and at the level of the tourism enterprise becomes an urgent problem. The development of gastronomic events is very important, because the territory of the country is historically inhabited by different ethnic groups, which differ from each other in different respects, including their national cuisine. For regional authorities, the organization and conduct of events related to certain events should become an incentive for the development of tourism, attracting investors and raising the sector to a qualitatively new level. To promote tourism services with the help of event marketing:

- Realization of opportunities for tourism enterprises to maintain their position in the market of tourism services with the help of measures related to certain events;

- identification of opportunities for affordable event marketing methods;

- the emergence of competitive advantages of tourism firms.

The basis of this research method is the comparative-analytical method. It consists of identifying, analyzing and evaluating approaches to raising the prestige and role of gastronomic events in certain regions of the country, identifying new areas of development, and attracting customers to tourism.

Currently, it is necessary to separate the event marketing of the region and the facility.

Marketing of the region as a whole to create and maintain the attractiveness and prestige of the region; It is aimed at the attractiveness of natural, logistical, financial, labor, organizational, social and other resources concentrated in the area.

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