

MULTIDIMENSIONAL ASSESSMENT AS A METHOD OF RESEARCH OF THE TRAVEL MARKET SERVICES IN UKRAINE

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ABSTRACT

Conducted according to the financial statements and statistical analysis of financial and business tourism enterprises Ukraine suggests that the positioning of tourism enterprises is different segment of tourist flows, depending on the direction of travel.

Use rating Tour operator based integrated assessment possible to identify three groups of tourism enterprises: high, medium and low integrated assessment and to evaluate differences in responses by the rating and ranking based on integrated assessment. The influence on the value of integrated assessment index synergistic effect of integrated marketing communications was the largest that can offer include the calculation of this indicator in analytical work of the marketing department of tour operators to improve the policy of integrated marketing communications business travel.

Introduction. The market of tourist services is different from any other markets, especially complex structure, dynamics of development capacity. These characteristics highlight its originality and consumer orientation. Active competition subjects market promotes the quality of tourist services, diversity of tourist offers. The most common error of management of travel agencies is the lack of systematic work with the positioning of the company and/or its tourist products. If a tour company exists on the market of a few years, probably in the buyers already have some idea about it. The positioning of the travel company and its competitive position is required for:

- development of measures to improve competitiveness;
- selecting the firm partner for the Organization of joint activities;
- involvement means investor perspective tourist direction;
- composing program exit travel company on new markets and creating a network for the promotion and sale of tourism product and others.

Despite the importance of these issues in the practice of tourist firms more frequent "natural" positioning of travel agencies or tourist product – according to the principle of "how to succeed". In any case valuation aims to: identify the position of the travel company on a specific market areas. Achieve this goal is only possible if the operative and objective valuation of competitiveness. Therefore, the purpose of the article is the use of integrated assessments regarding the positioning of tourist enterprises on the market of tourist services in Ukraine.

Analysis of recent research and publications. In the scientific literature already accumulated some experience in the study of the competitiveness of tourist enterprise and evaluation of its position in the market of tourist services. In particular the significant contribution made by such scientists as V. Vasylenko [1], K. Kiptenko [4], Y. Pavlockij [7], Y. Pravik [8], K. Sirenko [9], A. Sidorenko [10] and others. However, a number of methodological issues require further development, in particular, study methods and the choice of indicators of an estimation of competitiveness. The most known methods of assessing competitiveness is the proposed methodology in A. Luk'anovym, G. Muninym [6]:

1) Matrix method. Based on the methodology of the analysis lies the competitiveness taking into account the life cycle of the tourist product. The essence of the evaluation is the analysis of the matrix, based on the principle of coordinate systems: horizontally – growth/reduction in number of sales in a linear scale; vertically – the relative share of the tourism products on the market. The most competitive are considered travel companies that occupy a significant share of the fast-growing market. The advantages of the method: availability of reliable information about the sales method allows providing high representativeness heuristic evaluation. Disadvantages of the method: exclude analysis of causes of what is happening and complicates the development of managerial decisions.

2) Method, which uses as the basic approach to assessment of the tourist product. This method is based on the reasoning that the competitiveness of the higher travel company, the higher the competitiveness of its products. As an indicator that assesses the competitiveness of the tourist product using a ratio of two characteristics: price and quality. The most competitive tourist product that has the optimal ratio of these characteristics:

$$C_t = Q / P, \quad (1)$$

Where: Q - is the index the quality of tourism product; P –an indicator of the price of the tour; C_t - is the indicator of the competitiveness of the tour.

The higher the difference between consumers value product for the buyer and the price which he pays for it, the higher the stock the competitiveness of tourism products to the consumer.

Preferred method: he considers the most important criterion, which affects the competitiveness of the firm-competitive tour.

Disadvantages of the method: allows you to get pretty limited idea about the benefits and drawbacks in the work of the company, since the competitiveness of the firm accepts a look the competitiveness of tourism products and does not affect other aspects of.

3) Method based on the theory of effective competition. According to this theory, the most competitive are those firms where the best organized of all departments and services. The effectiveness of the activities of each of the services carries out the influence of many factors – there sources of the travel company. Evaluation of the effectiveness of the work of each of the units involves the assessment of the effectiveness of it these resources. The basis of the method lies score four group indicators or criteria of competitiveness.

The first group includes indicators that characterize the management efficiency of the production process: cost of production costs, streamlined operation of fixed assets, the perfection of technology of manufacturing of the tour, the Organization of work at the the production. In the second group combined indicators that reflect the management efficiency of the circulating funds: the firm's independence from external sources of financing, the ability of it to pay for their debts, the possibility of a stable development of the company in the future. The third group included indicators that allow you to get an idea of the management efficiency of the promotion and sale of the product in the market of advertising and stimulation. And the fourth group – indicators of the competitiveness of the product: the quality of the product and its price. The main approaches to positioning are:

I. A descriptive approach in positioning travel agencies. The easiest technique of positioning is the descriptive approach. The firm is trying to articulate (oral or written) vision of its place in the market as opposed to the position of its nearest competitors. In this case, descriptions can be quite simple.

For example, one of the Carpathian tourist firms Galician travel (Reisen-Galizien) emphasizes that it is very large and, perhaps, the only tour operator that works in the international direction. As an argument for strengthening their image of a large firm, it annually conducts fair travel vouchers, reminds its customers that the company has several offices, advertising in local promotional editions are usually the largest by area, and advertising in local tourist magazines in the company always looks the most expensive and beautiful. Additionally, the company actively uses television commercials, the first among the Carpathian travel agencies have issued their own catalogue of travel for people, emphasizes its image list solid partners. Note that any action which the company is a "smear" in her picture positioning. Sometimes this error positioning of a large travel company is unduly savings on advertising. A small area of advertising in a local publication can save a company a few thousand rubles, but it creates the image of small-sized firms which, undoubtedly, can do much more. What can you advise is try using a large advertising area, but if you want to not come out of the planned budget, place ads not weekly, but after a week. We should not forget that the image of the company and its competitors. Whence it follows that it is necessary to regularly collect information about what is said about you competitors. Limitations in communication with buyers of your product answers the questions of the client are not enough.

Although the positioning of the firm is closely related to the positioning of its products and services, however, is not the same. For example, the firm can sell high-quality products of renowned manufacturers, but poorly serve their customers. And everything is still positioning the firm to a large extent determined by the positioning of its products and services.

II. "Hard" approach to the technique of positioning of the tour – a widespread approach to positioning the product (goods or services), described in the famous book of American marketing specialist F. Kotler, includes five steps:

1. Determine the most important characteristics of the product (most often limited to two options).
 2. Construction of maps positioning in the axes of these products, which is determined by the location of the goods/services of the company and the products/services of its main competitors.
 3. Identify the map positioning benefits buyers.
 4. The choice of positioning on the map of the desired locations for their product.
 5. Development of the program of action aimed at the formation of the desired positioning.
- Over time, when the positioning is realized, the company needs to assess the actual state of their product in the eyes of consumers.

One of the most common mistakes "hard" approach to the positioning of the product/service is an attempt by the buyer determine his benefits. Competently done work with the positioning of the goods/services of the company and its competitors requires hard work to gather information from the carriers of such information in the first place most consumers. It is from tourists should obtain information that the characteristics of the product they see for themselves the essential as, in the opinion of tourists, these axes are tourism products of the firm and its competitors. Following the present the above algorithm, in the same way, you can determine the positioning of the company. For example, travel company as the most important interrelated characteristics you can choose such qualities as "popularity" (a very famous, known, obscure) and its "Reliability" (a very rugged, reliable, not very reliable) due to time the existence of the firm, Active advertising, advertising space, and other parameters, often play a decisive role in choosing tourist firms, where there will be bought by tourism product. For example, the largest Ukrainian operator River Cruise "Chervona ruta" considers himself a fairly well known and associated with tourists as a reliable tourist company, however, to get to the desired square "a very famous/very reliable" – the firm will have a little more work.

III. "Gentle" approach to the technique of positioning travel agencies offered Dr. Ogilvy (advertising agency Ogilvy and Mather). The approach includes several steps: 1. Determine the desired image. 2. Identify unique trading offers (USP), which can offer a firm, but could not offer its competitors. 3. Ensure the synthesis of USP and the image of the company. As an example, consider a "soft" positioning of Ternopil tourism Club "Ukrainian sports tourism", which appears on her website a very skilled company in its field of activity, arguing it is a long time to work in tourism, the high qualification of its professionals is a professional, fun and friendly team, listing a large number of developed trails. USP firm-himself tourism product. «Ukrainian tourism» sports deals with the thrill of adventure tourism, mountain tourism, speleotourism, sporty alloy r. Dniester pedal boats and kayaks in Ternopol is one of the few firms that work in this direction. In this respect, harmonious goes out and the synthesis of USP with the image of this company.

For the management and strategic decision-making analysis of the competitiveness of tourist enterprise can be conducted on the basis of the integrated assessment on the market of tourist services. For the calculation of the integral competitiveness of tourist Enterprise Y. Pravik [4] proposes a specify scorecard, which will be involved in the sales process of the proposed tourist product:

- 1) the cost of fixed assets;
- 2) 2 turnover and return on equity;
- 3) turnover of working capital;
- 4) indicators of the effectiveness of the use of human resources, including employee productivity.
- 5) level of profitability;
- 6) price realization of tourist product.

Method of calculation of integral index of competitiveness is:

$$K = \sum_{i=1}^N W_i K_i \quad (2)$$

where is the partial indicators of competitiveness of certain sides of the company total number of N , the fraction of the individual factors in the total amount. In this way, the competitiveness of tourist enterprise will have the following form:

$$CCE = 0,15 Ea + 0,29 Fs + 0,23 Es + 0,33 Ct, \quad (3)$$

where CCE – the coefficient of the competitiveness of enterprises; Ea – the value criterion of the effectiveness of the financial-economic activity of the enterprise; Fs – value criterion of the financial state of the enterprise; Es – value criterion of the effectiveness of sales and promotion of tourist product in the market; Ct -value criterion of competitiveness of tourist services.

Coefficient 0.15; 0.29; 0.23; 0.33 defined expert way sequential comparisons [4]. Significance of assessment of indicators can be determined using the method of expert estimations, for example, the method of Delphi or using other methods. The share of the market occupied by the tour company correlates with the competitiveness of the enterprise, which it had in the previous period. Also measure the effectiveness of enterprise that reflects its competitiveness, is the relative dynamics of change in its market share.

The method points allows you to identify the main competitors and place in the competition of the enterprise, is estimated by the criterion of maximum points, and also assess its approximation to the most competitive company. This method allows to calculate the cumulative indicator of competitiveness of tourist enterprises in the consumer market and reveal their competitive advantages. Review of the literary sources of the studied problems verifying the absence of the objective of an integrated assessment of tourist enterprises, which is especially important in a market economy. An obstacle for her practical solution becomes an extreme diversity of methodological approaches, difficult industry features tourism. However, a number of methodological issues require further development, in particular, study methods and the choice of indicators of an estimation of competitiveness of tourist enterprise in the market of tourist services.

The results research. Tourist business, as shows the experience of the past years, extremely responsive to the changing economic situation in the country and in the world. The result of the global financial-economic crisis has significantly reduced the demand for tourist services. And if past statistical reviews show to overcome negative trends on a global scale, the Ukrainian tourist market has not recovered. At the same time, the number of domestic tourist companies annually grows noticeably sharpens the competitive struggle. These circumstances forced tourist enterprises prioritize their own level of competitiveness and trends change [3]. Positioning is a representation about a product or a company.

The tourism industry also has a special value positioning places – the positioning of the countries of the region in the minds of its customers. The official ranking of the tour consists of the Department of statistics of the State service of tourism and resorts of Ukraine based on the indicator of the number of tourists. However, this figure is incompletely reflects the level of development of tourist enterprises and not indicative of the level of reliability and financial stability. Namely, these criteria are crucial when choosing consumer tourist product of the tour operator. Therefore, in order to improve communicative policy tourist businesses and positioning them in terms of quality of provided services, reliability and financial stability of us propose a new methodological approach to the rating evaluation tour operators of Ukraine.

The issue of building rating tourist enterprises is dedicated to many of the works of renowned specialists. Theoretical questions on these issues developed such scholars as: A. M. Erina, A. P. Durovich, T. I. Tkachenko, L. M. Shulgina, L. F. Sluckij, K. V. Koroleva, V. M. Kozyrev. Method of determination of the ranking of the tour consists of the following stages [5]:

- determination;
- development of indicators for the study of the communicative rating policy and financial condition of the tourist Enterprise;
- collecting statistical information reflecting the status and dynamics of tour operators;
- how standardization;
- the definition statement summary evaluation of standardized values of indicators;
- ranking enterprises by value ratings;
- adoption of appropriate management decisions.

According to research conducted by the tourist market of Ukraine Ukrainian Marketing Group (UMG-International) was selected the TOP 20 tourist operators of Ukraine. Results of the study showed that the market operates fairly large number of operations. In most segments of Turkey and Egypt, which account for more than 50 % of the streams, the leaders are Join UP, Anex and Pegas. The areas of Croatia, Montenegro, Greece, Cyprus, Bulgaria, United Arab Emirates, Sri Lanka, Maldives and Tunisia leaders are companies Join UP, which was included in the top-3 absolutely in all directions, and the four of them in the first place, Anex, which hit the TOP 3 in three directions. Under the condition of equal pricing Agency would work with the following operators, recognizing their most comfortable (top 5): Join UP, Anex, TPG, Pegas, Coral Travel. The structure of the integrated evaluation formed with metrics like profitability of tourist product, the effectiveness of current assets, capital intensity product, total coverage ratio of financial debt and assessment of the synergies of integrated marketing communications.

Standardization of data was carried out according to the following formula:

$$x'_{ij} = \frac{x_{ij}}{\bar{x}_i}, \quad (4)$$

where is x'_{ij} – the normalized value of the i -th indicator for the j -th unit of population; x_{ij} – indicators of financial-economic activity of the enterprise; \bar{x}_i – the midpoint i -th indicator. Among the indicators highlighted stimulants and destimulants. Indicators – stimulants indicate high level – indicator with $P_{ij} > 1$; destimulants – $P_{ij} < 1$. To lead them to an unambiguous specifications for destimulants P_{ij} is calculated as the inverse of the value. Determination of integral index rating agencies is carried out according to the following formula:

$$\bar{P}_j = \frac{\sum P_{ij}}{m}, \quad (5)$$

Where m - is the number of indicators.

For rating agencies of Ukraine used six indicators that characterize financial condition 20-tourist enterprises by the year 2017: the profitability of tourist product, the turnover of assets, capital intensity, total coverage ratio of financial debt, the synergistic effect of integrated marketing communications (IMC). The figures are considered to be equivalent, while capital intensity and the ratio of financial debt is destimulants, the rest of the indicators are stimulants.

According to the results of the rating evaluation of tour operators can be divided into three groups according to the calculated values of the integrated assessment: 0.1 – high level of reliability of the tour operator; from 0.1 to 10.0 is a sufficient level of reliability and 10.0 and more – low level of reliability (table 1). On the basis of the proposed rating for a certain value of indicators implemented high-quality distribution of tour operators of Ukraine to the appropriate group.

Table 1. Group tour operators of Ukraine for values of for the year 2017

Group	The value of integrated assessment	Tour operators
<i>A</i>	<i>1</i>	<i>2</i>
I	a high level of ($> 10,0$)	Join UP Anex Tour TPG TEZ Tour Coral Travel Pegas Touristik TUI Ukraine
II	Sufficient level of (1,0 – 10,0)	Accord-Tour Alf GTO Travel Company Mouzenidis Travel Tango Travel Oasis Travel Orbita
III	The low level of ($< 1,0$)	Zevs Travel Feeria Touristic Club Meest-tour Veda-Turgrupp Arteks-94 1000 roads Lubosvit Alliance Ukrainian Global Company (UGC) Adria Hit Aristea Xclusive Travel Drim Travel

Source: own calculations the author.

Conclusions. Conducted according to financial and statistic analysis of financial-economic activity of tourist enterprises of Ukraine allows to assert that the positioning of tourist enterprises varies by segments of tourist flows and depends on the direction of travel. Use the rating agencies on the basis of integrated assessment has allowed to define three groups of tourist enterprises: high, medium and low level of evaluation, as well as to evaluate the difference in assessments of the official rating and the rating on the the basis of assessment. While the impact on the value of integrated evaluation index of synergies of integrated marketing communications was the biggest, which allows offering to enable the calculation of this indicator in the analytical work of the Marketing Department tour operators with the aim of improving the policy of integrated marketing communications of tourist enterprises? Positioning is an important landmark for the development of tourist enterprises. From the tour company is positioned in the market in many respects depends on its market success. The image of the travel component of positioning often plays a decisive role in resolving the tourists to have or not have to deal with this travel agency. System work with the positioning could greatly increase its effectiveness.

Discussion. As world experience shows, tourist enterprises, which own a small share of the market, face greater risk of absorption or the final displacement of competitors. Competitiveness is a complex, multi-dimensional description of the current state and prospects of development of the enterprise. Therefore her score should integrate as the size of the market share, and indicators of performance, as well as liquidity and financial stability of tourist enterprises, which is possible to implement in future studies.

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