

MODERN TRENDS OF OPERATING ACTIVITIES DEVELOPMENT OF TOURISM ENTERPRISES IN UKRAINE

The success of the tourism business depends primarily on the effectiveness of management of the main operating activities, that is on an economically substantiated product program for the production and sale of a specific product of tourism enterprises - a tourism product. The financial results of a tourist company, its competitive position in the regional market depend on the volume and range of tourist services, their compliance with the effective demand of the target group of consumers, and the resource potential of the enterprise.

The volume of tourism entities services sales is a gross indicator of the tourist activity, which characterizes the scale of its operating activities. In the Law of Ukraine "About tourism", the tourism product is interpreted as "a set of tourism services necessary to satisfy the needs of tourists during their travels" [1]. Many scientific studies most often distinguish three main groups of services that are components of tourist product, namely: basic, additional and specific. Some authors supplement the tourist product by tourist goods, works to meet the needs of tourists [2].

The conducted studies show that basic services occupy the largest share in the national tourism product - 97.9%, including accommodation -78,3%, transport services – 18,9%, food – 0,7%. The share of additional and specific services is low and is only 2,1% [3], which is not enough. This situation requires solving of the problems of formation and promotion of the tourist product not only at the level of the enterprise but also at the state level.

Tourism is sensitive to the influence of many predicted factors of the external and internal environment of enterprises, and unforeseen (force majeure) circumstances. Under the influence of various factors, primarily economic, political and biomedical, the volume of travel agencies and tour operators services sales in Ukraine in recent years has been changing unevenly and in 2019-2020 it decreased twice (from 14302,1

to 7232,6 million UAN), which also indicates a decrease in the actual market capacity [3]. Analyzing the statistical data, it should be noted, that the financial results of tourism enterprises in Ukraine in last years (2017-2019) were low and in 2020 reached a negative value (-1065,1 million UAN) [3].

The adverse general economic and political conditions in the country, the closing of borders due to the COVID-19 pandemic, introduction of quarantine restrictions in the work of tourism enterprises, reduction of business and tourist visits had a negative impact on the development of tourism business in Ukraine. This has caused a decrease in tourist flows, rising current costs and prices for tourist services, the lack of own funds and bankruptcy of tourism enterprises.

A dynamic of tourism economy development in future will depend on the position of local authorities regarding investment in the tourism sector. To support the tourism business in Ukraine, it is necessary to implement measures aimed at improving the development of tourism infrastructure, raising awareness of potential tourists about the existing tourism potential of the country, taking into account current trends of business digitalization, improving comfort and travel duration, more comprehensive use of the tourism potential to develop modern types of tourism, a combination of business trips and leisure. This will help maintain the competitiveness of enterprises in the domestic market of tourist services, increase tourist flows, as well as the profitability of tourist activities in the conditions caused by the COVID-19 pandemic, its crisis consequences and forced restriction measures.

Keywords: *tourism business, tourism product, operating activities, vectors of operating activities development of tourism enterprises*

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