

УДК 004:338.48+640.41

DOI: 10.30857/2413-0117.2021.1.2

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**INFORMATION SUPPORT FOR  
TOURISM AND HOTEL BUSINESS DEVELOPMENT**

*The article substantiates the need to enhance the information support for tourism and hotel business which is currently associated with a range of information and methodological issues, such as the assessment of tourist flows; tourism and hotel market satisfaction, congruence between customer needs and supply in the tourist services market; assessing load infrastructure as well as anthropogenic effects on the environment; study on the state of industry development and measuring of its contribution into the total gross domestic product. The paper presents a research methodology to explore tourism and hotel business settings, in particular the regional tourist services market, based on the market environment evaluation, identification of factors affecting tourism actors' performance efficiency and estimation of their impact on final economic outcomes. The above methodology involves a comprehensive approach to the application of theoretical and applied principles of sectoral and territorial analysis and aims at building the regional tourism policy key drivers. It is argued that in the context of new risks and challenges, modern Ukraine should pursue a robust constructive recreational and tourism policy. Depending on the level at which the policy is defined and implemented, this study makes out government policy, regional policy, and the policy of individual tourism and hotel businesses. As an effective solution, the findings suggest modeling a government recreational policy based on strategic planning which translates into a comprehensive document that includes analytical information and business forecasting, as well as an action plan including a set of activities and projects to be implemented by market participants in the tourism and hotel sector.*

**Keywords:** *information support for tourism and hotel business; regional tourism policy; tourism potential; tourist services market; principles of tourism and hotel industry development management; tourism and hotel business.*

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**ІНФОРМАЦІЙНА ПІДТРИМКА РОЗВИТКУ  
ТУРИЗМУ ТА ГОТЕЛЬНОГО БІЗНЕСУ**

*У статті обґрунтовано необхідність удосконалення інформаційного забезпечення туристично-готельного бізнесу, що обумовлено на сьогодні, насамперед, потребою в таких інформаційно-методичних аспектах, як: оцінювання туристичних потоків; задоволення туристично-готельного попиту, відповідність споживчих потреб і пропозиції на ринку туристичних послуг; навантаження на інфраструктуру та оцінювання антропогенного впливу на навколишнє середовище; дослідження стану розвитку галузі та оцінювання її внеску в загальний обсяг валового внутрішнього продукту. Представлено методіку дослідження туристично-готельного бізнесу, зокрема регіонального ринку туристичних послуг, яка ґрунтується на оцінюванні середовища ринкової діяльності, визначенні чинників ефективної роботи суб'єктів туризму та величини їх впливу на кінцеві економічні результати. Сутність цієї методіки передбачає комплексний підхід щодо застосування теоретико-прикладних засад галузевого та територіального аналізу і має на меті формування провідних важелів регіональної туристичної політики. Визначено, що з огляду на нові ризики й виклики, для України на сучасному етапі необхідним є побудова конструктивної рекреаційно-туристичної політики. Залежно від рівня, на якому вона*

визначається й реалізується, можна виділити: державну, регіональну політику, а також політику окремих підприємств туристично-готельного бізнесу. Доцільним вбачається моделювання державної рекреаційної політики на засадах стратегічного планування, що відображається комплексним документом, який включає аналітичну і прогностичну інформацію, систему заходів і проєктів, передбачених для виконання учасниками ринку туристично-готельного бізнесу.

**Ключові слова:** інформаційне забезпечення туристично-готельного бізнесу; регіональна туристична політика; туристичний потенціал; ринок туристичних послуг; принципи управління розвитком туристично-готельної індустрії; туристично-готельний бізнес.

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**ИНФОРМАЦИОННАЯ ПОДДЕРЖКА РАЗВИТИЯ**  
**ТУРИЗМА И ГОСТИНИЧНОГО БИЗНЕСА**

В статті обоснована необхідність удосконалення інформаційного забезпечення туристсько-гостиничного бізнесу, що обумовлено сьогодні, перш за все, потребами в таких інформаційно-методических аспектах, як: оцінювання туристических потоків; задоволення туристсько-гостиничного попиту, відповідність потребителеских потреб і пропозицій на ринку туристических послуг; навантаження на інфраструктуру і оцінювання антропогенного впливу на оточуюче середовище; дослідження стану розвитку галузі і оцінювання її внеску в загальний обсяг валового внутрішнього продукту. Представлено методику дослідження туристсько-гостиничного бізнесу, в частині регіонального ринку туристических послуг, яка ґрунтується на оцінюванні середовища ринкової діяльності, визначенні факторів ефективного функціонування суб'єктів туризму і величини їх впливу на кінцеві економічні результати. Сутність цієї методики передбачає комплексний підхід в застосуванні теоретико-прикладних основ галузевого і територіального аналізу і переслідує мету формування ведучих рычагів регіональної туристическої політики. Визначено, що з урахуванням нових ризиків і викликів, для України на сучасному етапі необхідно будівництво конструктивної рекреаційно-туристическої політики. В залежності від рівня, на якому вона визначається і реалізується, можна виділити: державну, регіональну політику, а також політику окремих підприємств туристсько-гостиничного бізнесу. Цілесобразним є моделювання державної рекреаційної політики на основі стратегічного планування, яке відображається в комплексному документі, що включає аналітичну і прогностичну інформацію, систему заходів і проєктів, передбачених для виконання учасниками ринку туристсько-гостиничного бізнесу.

**Ключевые слова:** інформаційне забезпечення туристсько-гостиничного бізнесу; регіональна туристическа політика; туристический потенціал; ринок туристических послуг; принципи управління розвитком туристсько-гостиничної індустрії; туристсько-гостиничний бізнес.

**Statement of the problem.** The state of the information base is one of the main prerequisites for the study of tourism and hotel business, its development, as information is the most important element of the management system. It is no coincidence that information support for tourism and hotel business is given a lot of attention in countries with developed tourism industry, where in addition to central and regional statistical committees dealing with statistical surveys in

tourism, there are a number of other statistical organizations that collect and evaluate socio-economic information. tourism industry.

**Analysis of recent publications on the problem.** Today such scientists as O.I. Shabliy, N.Yu. Nedashkivska, M.I. Dolishniy, M.S. Nudelman, S.V. Trokhimchuk, are especially actively engaged in the development of the tourist and hotel industry.

**The purpose of the study is** research of information support of development of tourist and hotel business in Ukraine.

**The main results and their justification.** Statistical committees of many countries, for which revenues from the tourism and hotel business are a significant share of gross domestic product (GDP), are actively engaged in methodological problems of building an information base of tourism and hotel business, regularly hold conferences on this issue, develop and improve their own tourism statistics. based on UN standards, the World Tourism Organization (WTO). Therefore, it seems strange that in Ukraine, which has a huge tourist potential and uses it only by 8–10%, attempts to introduce world standards of tourism statistics are inconsistent.

Modern statistics of tourism and hotel business covers a system of definitions, classifications, indicators of the tourism industry, comparable to the System of National Accounts-93 (SNA-93). Existing statistical standards in the field of tourism and hotel business are proposed by the UN and the WTO. They are also used to compile Satellite Tourism Accounts (SAT) in addition to SNA-93, which provide an opportunity to assess the real impact of tourism development on the national economy or the economy of a particular region.

In general, it should be noted that in the practice of Ukrainian statistics, little attention is paid to tourism statistics, and due to the lack of official statistics, expert assessments are used, which are difficult to prove. Reliable information support, as an integral part of the statistical analysis of the state of tourism and hotel business, must meet the following requirements:

- perfect system of collection and processing of statistical information using advanced techniques and modern technical equipment (modern computer systems and networks, data processing software packages, data transmission devices, etc.);

- availability of a single information base in this area (information support in the form of automated data banks);

- involvement in the formation of an automated data bank of administrative data that characterize the field of tourism (data obtained from the work of state executive bodies, local governments and other legal entities within their competence, as a supplement to the information base of state statistics);

- stable and perfect regulatory framework, consistency between the levels of the hierarchy of public authorities on the strategy of tourism and hotel business.

The lack of clear statistical standards in the field of tourism and hotel business, methodology and methods of statistical supervision at the regional level does not allow departmental statistics bodies, territorial committees, departments and divisions on tourism, consulting firms engaged in statistical research to form a complete and reliable information statistical base, comparable at the national and international levels. Governing bodies, financial institutions, scientific institutions, other interested organizations note the lack of information that characterizes the potential of the market of tourist services, financial and economic condition of the tourism industry, the state of tourist resources and more. The absence of a complete information base does not allow to assess the effectiveness of investments in the industry, to make forecasts for its further development.

Review of the current state of information support and features of the regional analysis of the tourism industry, allowed to identify other shortcomings and problems that arise in the process of its implementation. Namely:

1. Lack of a single information base; imperfection of the system of collection and processing of statistical information; Insufficient use in the process of regional analysis of additional information (regulations; data from opinion polls, materials of business meetings, fairs, auctions, exhibitions, conferences; data from special observations and research conducted by the departments of market research and demand of relevant regional bodies and line ministries (committees); materials of research institutions, public institutions, etc.).

2. Lack of organizational unity in the process of conducting a regional analysis (imperfection and instability of the legal framework, regulatory support and organizational linkage of the implementation of this process by regional authorities).

3. Lack of logical sequence and comparability of indicators calculated in the process of analytical research; lack of their definite continuity, systemicity.

This situation has led to the fact that today statistics on tourism do not reflect the reality of the tourism and hotel business. Specialists of the State Committee and regional statistics departments are forced to limit themselves to only two sources – reports of travel companies on the number of sent and received tourists (which, moreover, are not collected directly by statistical authorities) and information of the same companies on financial and economic results. Nominally, the accuracy of information from the first source can and should be controlled, but in reality checks are rare, in addition, not all registered travel companies find it difficult to report (in practice, reports are submitted by about 70% of travel companies, of which about 15% report with "zero" Indicators). In addition, the information collected relates only to organized tourism – citizens who have applied to a travel agency for a tourist excursion service. That is, it seems that citizens who travel independently do not fall under the category of "tourist". The objectivity of this data source raises many questions – first of all, the "affiliation" of the tourist to a company in the chain "travel agent-tour operator" (which leads to double counting of the same tourists); payments of tourists in cash (most of which, as a rule, does not pass through the accounting department); complete absence of the notion of who, where and why goes, uncontrolled and threatening to the national interests outflow of labor, human trafficking – all these sad phenomena occur with the direct assistance of domestic travel companies). In view of all the above, the figures published by the regional and state committees on tourism and hotel business can be considered indicative rather than complete and reliable. And although there is no question of confidence in their accuracy, but they give a general idea of a particular phenomenon – the work of the tourism and hotel business for a particular period, or rather, the general picture of their activities: increasing or decreasing tourist flow to a country (region), increasing interest in a particular type of tourism; determine the causes of these phenomena – political, economic or other events in relations between states, etc. Careful study of existing statistical information makes it possible to better understand these and other phenomena and even to predict the development of the situation.

It is possible to quantify tourist flows directed to a specific area of the region more realistically by conducting additional expert assessments, examining data from demographic statistics (population migration), transport statistics, as well as passport and visa services, customs, border services, consulates, real estate agencies (to identify individuals and legal entities that provide services of private accommodation), conducting special sample surveys of visitors to airports, bus and train stations, etc. This will allow to make additional calculations of the category of visitors who fall under the definition of tourists (primarily domestic and foreign tourists who travel alone or are in the area with relatives or acquaintances), as well as calculate the number of transit passengers passing through the area without delay. its territory. Such calculations will allow to form for the region a balance of entry and exit of tourists for a certain period of time and to make a more accurate analysis of its tourist flows. Further, aggregating the information received from all

sources, with the help of existing calculation methods, it is possible to obtain a monthly operational estimate of the actual number of tourists staying in the region. Such data will allow:

- to conduct a spatial analysis of tourist flows;
- provide a seasonal description of their movement;
- to find out the share of transit visitors;
- avoid double counting of tourists crossing the border;
- calculate the average length of stay of tourists in the region;
- identify the amount of money spent by tourists in the region;
- differentiate these monetary costs depending on the category of tourists, their citizenship, type of tourism, etc.

Other difficulties caused by the imperfection of the existing methodology of statistical evaluation are related to obtaining reliable information about the financial and economic activities of tourism enterprises and recreational facilities and calculating on its basis the real weight of the tourism industry in the economic complex of the region. In our opinion, obtaining optimal information about the work of tourism and hotel business is possible by determining the range of actual enterprises and organizations that provide tourism and recreation services, establishing the actual volume of services provided, cost structure, budget allocations, comparing the State Register enterprises and organizations and the Register of Taxpayers of the STA (upon payment of taxes). Only under this condition will it be possible to analyze the financial performance of the tourism and hotel business in the dynamics, to make certain financial and economic forecasts for the industry, including in order to determine its investment attractiveness. The implementation of such a set of measures requires a single methodological support using the necessary mathematical apparatus, appropriate software for maintaining fully automated accounting and operational use of each of the possible indicators to obtain reliable information.

**Conclusions.** From the above follows a set of practical recommendations for the organization of statistics of tourism and hotel business, which relate to both regional and national aspects:

1) perform a set of works on recoding of enterprises engaged in all types of tourism and related activities, in order to clarify the potential for the development of tourism and hotel business in Ukraine;

2) to systematize statistical indicators, to develop special indicators that will comprehensively characterize the tourist activity and its potential both in the country as a whole and in relation to its individual regions;

3) the bodies of state statistics in the plans of statistical work for the coming years to provide special surveys and publications of special collections on a comprehensive assessment of the state of tourism and hotel business in Ukraine;

4) provide for the possibility of efficient and prompt receipt by interested persons and organizations of the necessary statistical information on tourism development, using modern information technologies (including on a commercial basis);

5) to develop a package of normative documentation and recommendations on the organization of collection, processing and use of statistical information in tourism;

6) to collect statistical reports in the field of tourism once a year and to introduce systems for obtaining operational information at the request of public authorities and local governments to make management decisions to support enterprises in the industry, to identify certain trends;

7) to involve additional sources of reliable information for supplementation, specification and comparative analysis of statistical reporting data;

8) to study and implement new methodological approaches in order to more fully information and statistical reflection of the tourism industry in micro- and macroeconomic indicators;

9) lawmakers, public associations and specialists in tourism to begin highly professional training of a new economic model and general strategy for the development of the domestic tourism industry in accordance with the standards of European and world tourism organizations.

Based on the above principles, it will be possible to obtain reliable and complete information support for a comprehensive analysis of the state of tourism and hotel business in Ukraine, the results of which are of interest to both research circles and public authorities and local governments. This, in turn, will objectively assess the state and place of the industry in the region, identify unused reserves and identify the basic principles of regional development programs designed to optimize the location of tourist and recreational facilities in the region and ensure effective balance of tourist demand with resource constraints and potential opportunities.

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