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КОНКУРЕНЦІЯ ТУРИСТИЧНОГО РЕГІОНУ: ТЕОРЕТИЧНІ ПІДХОДИ, МЕТОДИ ТА ПОКАЗНИКИ ОЦІНКИ

COMPETITION OF TOURIST REGIONS: THEORETICAL APPROACHES, METHODS, AND ASSESSMENT INDICATORS

The article deals with the problem of researching the competition among tourist regions. The essence and content of the concepts of competition and competitiveness of tourist regions have been theoretically substantiated and clarified, the specifics and features of competition in tourism have been revealed. The factors determining the competitiveness of the tourist region were determined. The main approaches, methods and indicators for assessing the competitiveness of tourist regions were systematized.

Among the researched approaches to assessing the competitiveness of regions, the greatest attention is paid to comprehensive studies. In the course of the research, it was established that the “dogma of one-dimensionality” served as the basis for the majority of rating evaluation methods, which are based on the evaluation of an economic category with a single number, the collapse of a complex of indicators into a single integral. The results of the work prove that complex approaches provide an opportunity to assess the contribution of a specific region to the competitiveness

of the country and also the image of the region, other approaches allow to assess the competitiveness within the region.

Keywords: tourism, tourist region, tourist attraction, competition, competitiveness.

Formulation of the problem. Especially relevant in modern conditions is the algorithm for developing, substantiating and making management decisions, improving the methods of organizational and financial, and resource support for the development of tourism at both the macro and micro levels. The need to assess the competitive advantages of individual territories and regions of the country is becoming a priority issue today, as favorable conditions will help to overcome the consequences of the economic crisis faster and increase the pace of economic activity. Local self-government bodies should be interested in such an assessment, which can use the obtained results both to attract investors and to make adjustments to their internal policy.

Analysis of recent studies (historiography of the problem). The competitiveness of regions in the market of tourist services plays a far from the last role. In this regard, the importance of scientific research related to the development of methods for assessing the competitive advantages of the tourist attractiveness of the region is increasing. The problems of competition research were studied in the works of many scientists, including P. Drucker, M. Mescon, V. Oiken, M. Porter, F. Hayek, F. Hedoura, J. Schumpeter, and others. The works of are devoted to the problems of economy and tourism management: M. Boyko, N. Bear, G. Horina, P. Hudz, A. Mazaraki, M. Malska, S. Melnychenko, O. Samko, I. Saukh, T. Tkachenko and others.

Isolation of previously unresolved parts of the general problem to which research is devoted; formulation of goals. At the same time, the features and specifics of the competition among tourist regions are insufficiently studied. There is no comprehensive approach to the research of the category of competition, competitive environment and competitiveness in tourism. The theoretical and methodological problems of forming and ensuring the competitiveness of tourist regions remain understudied and are practically not covered in the scientific literature.

The purpose of the article is to research theoretical approaches, methods and indicators for assessing the competitiveness of the tourist region.

Presenting the main material. In modern economic literature, the definition of the essence of a tourist region is connected, firstly, with the selection of economic and geographical features of the territory (territorial or geographical approach), which characterize the possibility of organizing a relatively complete complex in the structure of the national economy [1].

In the generally accepted perception, the concept of “tourist region” is defined as a part of the country that differs from its other territories by a combination of natural and/or historical, relatively stable economic-geographical and other features, which are often combined with the features of the national composition of the population.

Competition of a tourist region is “a multidimensional concept that takes into account competition between regions of one country, competition with regions of other states, and competition of macro-regions - associations of several countries” [2, p. 50].

The study of the essence of the concept of competitiveness of the tourist region as an economic phenomenon is becoming more and more relevant over time. The competitiveness of a tourist region is a dynamic phenomenon that constantly varies under the influence of various factors.

The competitiveness of the region in the market of tourist services is formed in the process of the region’s formation as an independent economic subject of competitive relations and is one of the factors of its socio-economic development.

The competitiveness of the region directly depends on the competitiveness of the enterprises located in there. But in order to attract and keep profitable enterprises in this territory, it is necessary to create attractive conditions. Therefore, in this aspect, the term “attractiveness of the region” is synonymous with competitiveness.

The concept of the competitiveness of a tourist region is closely related to territorial competition. On the one hand, there is competition between certain types of activities or markets that operate in the territory, on the other, there is competition between the characteristics of regions and their social capital, qualified personnel, etc.

That is, the competitiveness of the territory is “the ability to increase or, at least, retain a share of markets sufficient for the expansion and improvement of production, for the increase in the standard of living, and for the support of strong and effective management” [3].

The definition of the competitiveness of a tourist region can be formulated as follows: its ability to ensure a high level of productivity in the conditions of external competition compared to other regions of the national and world economies; its ability to create new, unique resources for local development; and its ability to ensure the standard of living of the population, which is reflected in the comprehensive system development of the region in the long term

Economic factors shape the competitiveness of the region as the ability to ensure the investment attractiveness of business, to master new markets with the subsequent sale of competitive goods and services at market prices, to cover production costs in order to achieve maximum profit, and to maintain its position as a competitor among other economic entities.

Investing in the tourism sector involves a set of conditions, resources and measures necessary for the implementation of the investment process. Thus, recently, the problem of investing in many domestic scientific works has been equated with the problem of attracting foreign investment. We consider this approach incorrect. For investment support for the development of the industry, including tourism, all possible sources should be considered and involved, namely: foreign sources, internal investment sources of enterprises, savings of the population (directly and through financial institutions), and inter-industry movement of capital.

However, it should be recognized that the needs of the tourism industry in direct capital investments significantly exceed the existing investment offer on the domestic financial market, and a significant reason for the low level of participation of the population in the investment process is the small amount of free funds (savings) of the latter due to the low level of income. That is why considerable attention is paid to the attraction of foreign capital.

The basis of the state regulation of tourism is the normative and legal framework, which must correspond to the current trends in the development of the industry, namely, ensure consideration of the peculiarities of its functioning, a deep penetration into the essence of the problems, and a purposeful comprehensive tourism policy of the state.

One of the most important problems in the development of the tourism industry is the lack of significant state support for local initiatives for the development of tourism, effective support for the promotion of the national tourism product, and raising the social awareness of citizens regarding the protection and preservation of the historical, cultural and natural heritage of the state. All this leads to the reorientation of tourism toward outbound tourism and the destruction of important components of the industry's infrastructure.

In the process of increasing the tourist attractiveness of the region, informing tourists about the charms of the region occupies an important place. Increasing the tourist attractiveness of the territory requires proper and sufficient information. After all, the number of tourists who want to visit this area largely depends on the amount of information available about it. The optimization of tourist (human) flows will be facilitated by the regulation of the number of tourists who can be in a certain territory at the same time, taking into account the recreational load.

Therefore, the main factors in increasing the tourist attractiveness of the territory are the material and technical base and infrastructure of tourism. The elements that form the environment and system of ensuring the tourist attractiveness of the territory are: basic components (natural tourist resources; tourist resources of anthropogenic origin: historical and architectural monuments, cultural and religious values, etc.); material and technical base of tourism: tourist infrastructure and investment support of the industry); and additional components (marketing campaign,

information support and labor resources), as well as the external environment (environmental quality and general image of the region: economic attractiveness, state support, political stability).

The processes of globalization and regionalization significantly influenced the increase in the role of national regions, a manifestation of which is the acquisition of new qualities by regions, one of which is competitiveness, as well as granting them the status of independent subjects that form their own development strategy in the economic space of the state and beyond.

It is competitiveness that most fully shows the need for further development of regions as full-fledged subjects of the market economy, foresees their economic development, determines further prospects, and forms strategic priorities [4].

The multifaceted nature of competition determines a wide range of approaches and indicators for assessing the competitiveness of regions. Together, they cover both a vertical and a horizontal series of objects. The vertical series is represented by individual regions, industries, and countries. The horizontal row represents individual goods, enterprises, and types of activity.

Practice has developed a number of basic approaches to assessing the competitiveness of the region, which are shown in Fig. 1 [2].

It would be advisable to combine these approaches into the following groups: a comprehensive approach to the study of the competitiveness of regions; an approach based on labor parameters; an approach based on the use of indicators of the socio-economic development of regions; an approach based on the factors of regional competitiveness formation; a qualitative approach; a programmatic approach; an approach based on strategic planning; a cluster approach.

A comprehensive integrated approach to assessing the competitiveness of the region, which is based on seven groups of indicators, is offered by O. Tarasov [5]. The scientist singles out the groups of indicators characterizing the aspects of competitiveness, indicated below: the availability and efficiency of the use of the region's resources; the standard of living of the population; the investment attractiveness of the region; the innovative component of the region; the introduction of new fixed assets; consumption of certain types of energy materials; small businesses. The methodology for assessing competitiveness developed by O. Tarasova conditionally consists of three stages, such as the calculation of eight groups of indicators, the determination of an integral indicator for each region, and the assignment of regions to one of four groups [5]. From the point of view of a scientist, with whom one can agree, the indicator of regional competitiveness is a complex indicator that combines three levels of competitiveness: macro -, meso -, and macro level.

A group of scientists consisting of S. Smirnova, Yu. Simachova, L. Zasimova, and A. Chulok note that depending on the goals of the assessment, both integral and

partial indicators of the competitiveness of the region can be chosen. According to the methodology of the above-mentioned scientists, the integral index of the competitiveness of the region is calculated on the basis of two composite indices, such as: competitiveness of the enterprises of the region (financial condition of the enterprise, investment activity of enterprises, innovative activity of enterprises, diversification of the industry structure of the region, corporate development); institutional development of the region (general business climate, investment climate, quality of labor resources, innovative development, infrastructure development, tourist attractiveness of the region, resource availability).

Over time, there is a need not only to determine the level of competitiveness of regions but also to apply the main tools of management - prediction, planning, organization, control, coordination, activation, and motivation. This fact led scientists to use approaches to assessing the competitiveness of regions based on the use of strategic planning methods such as SWOT and PEST analysis.

Podvysotsky V. suggests applying the above-mentioned methods of strategic planning when assessing the level of competitiveness of regions [6]. Thus, the SWOT analysis provides an opportunity to determine issues related to: the strengths of the region and its advantages compared to analogues (Strengths); Weaknesses; favorable opportunities for future development (Opportunities); and potential dangers that are most likely in the future (Threats).

The scientist believes that, in turn, the PEST analysis will allow him to identify and evaluate the factors of the external environment of the region that can affect its competitiveness in the present and future. The main stages of this analysis will reveal: the political configuration (Policy), which consists of the normative and legal framework of the activity of the territory, the structure of territory management, the social and political situation; economic configuration (Economy), containing the cluster-structure of the territory's economy, small business development, the state of demand (population demand, investment demand of enterprises, demand of state authorities, net export-import); social configuration (Society), which focuses on trends in demographic development, the state of development of the social sphere, the basic values of citizens, the level and style of life; technological configuration (Technology), which consists of the level of development of innovative technologies in clusters of the territory [6].

The next group of scientists, such as V. Bezugla, F. Klotsvog, and I. Kushnikova, M. Komarova, N. Larina and A. Makeev base their approaches to assessment on specific factors of competitiveness. Bezugla V. believes that at the moment the basis for ensuring the competitiveness of the region is capital, which is divided into production, trade, human, investment and innovation capital. For an integral assessment of the competitiveness of the regions, the scientist chose the following 8 groups of indicators, which will also include indicators of taxonomic

Systematization of the main approaches, methods and indicators of regional competitiveness assessment		
The methods	The approaches	The main indicators
The ranking method The index method	Comprehensive	The level of competitiveness, the dynamics of the current state, the type of competitive advantages, the competitiveness of regional enterprises
Statistical methods	Working parameters	The specific weight of wages in the region, the standard of living of the population, the efficiency of the functioning of the economic system of the region, infectious attractiveness
Statistical methods	Social and economic development of the regions	Gross regional product per capita, the volume of investments in fixed capital, budgetary and financial security, the share of the average number of workers employed in small businesses
SWOT – analysis PEST - analysis	Of strategic planning	Political, economic, social, technological configuration of the region, strengths and weaknesses of the region, opportunities and threats for the region
The dogma of «one-dimensionality»	Qualimetric	Indicators depend on the priorities of those selected for examination
Methods of planning (management)	Program-targeted	Building a «tree of goals» - indicators depend on the goals that are prioritized
The ranking method The index method	The factor	Capital, resource potential of the region, index of current and strategic competitiveness
Statistical methods	Clustered	The rate of growth of the production of industries in which the central enterprises of the cluster are involved, the share of the production of the industrial cluster in the gross national product clustered

Fig. 1. Systematization of the main approaches, methods and indicators of regional competitiveness assessment

analysis: production of industrial products; putting into operation the main production assets; professional development of personnel by region; cost of export of goods; investment in fixed capital per person; direct investment in the region; the number of scientific organizations by region; volume of scientific and technical works performed by the organizations' own forces by region.

Klotsvog F. and Kushnikova I. believe that the competitiveness of the region can be assessed by the value of its resource potential, which is understood as the value of the final product or national income that can be obtained with the actually available resources at the maximum level of efficiency in the use of the relevant resources.

Komarova M., unlike the previous authors, claims that the most important factors for increasing competitiveness and economic growth in the post-industrial economy are information and management technologies, personnel qualifications, and market infrastructure.

Larina N. and Makaeva A. propose to calculate indices of current and strategic competitiveness to assess the competitiveness of regions. The index of strategic competitiveness aggregates indices of innovativeness, foreign economic activity, and the development of infrastructure and communication systems. It is in the indexes of innovativeness and infrastructure development that an attempt is made to take into account the influence of post-industrial factors of competitiveness. The index of the development of infrastructure and communication systems, proposed by scientists, reveals the possibilities of rapid information transfer and the exit of regional enterprises and organizations to foreign markets.

Recently, scientists have been paying more and more attention to the approach of factors of regional competitiveness based on the creation of competitive advantages. To assess the factors of regional competitiveness as a whole and the ability of authorities to influence its components, it is advisable to use the "national rhombus" model proposed by M. Porter [7]. In this model, the role of the region in creating its competitive advantages can be studied according to four interrelated directions (determinants), namely: parameters of factors (natural conditions, qualified personnel, capital, infrastructure); conditions of demand (income level, elasticity of demand); related industries; strategies of firms, their structure and rivalry.

In turn, each of the determinants is analyzed by components, the degree of their influence on the competitive advantage of the region, as well as the need for their development.

According to A. Ermishina and V. Merkushova, the competitiveness of the region is determined both by the presence of certain competitive industries or segments of the industry and by the ability of regional authorities to create conditions for regional enterprises to achieve and maintain a competitive advantage in certain industries. From the point of view of the scientist, with which one can agree, the

leading role in achieving the competitive stability of the region belongs to clusters, geographically concentrated groups of interconnected enterprises, specialized service providers, as well as non-profit organizations and institutions related to their activities in certain fields, competing but at the same time complementary to each other. Therefore, one of the tasks in the system of increasing the competitiveness of the region is to identify its clustering potential.

Thus, in the course of the study, it was found that the variety of approaches to the assessment of the competitiveness of the region is determined by the different goals set during the assessment.

In the course of the study, the main approaches proposed by scientists were combined into six groups: an approach based on labor parameters; an approach based on the use of indicators of socio-economic development of regions; an approach based on the factors of regional competitiveness formation; a qualitative approach; a programmatic approach; and a cluster approach.

The development of approaches took place in accordance with the main stages of economic development: if the earlier periods were characterized by the presence in the system of indicators of factors of industrial development, then recently the dominance of social parameters such as “the standard of living of the population” and “information and management technologies” has been observed.

Conclusions. Among the researched approaches to assessing the competitiveness of regions, the greatest attention is paid to comprehensive studies. In the course of the research, it was established that the “dogma of one-dimensionality” served as the basis for the majority of rating evaluation methods, which are based on the evaluation of an economic category with a single number, the collapse of a complex of indicators into a single integral. The results of the work prove that complex approaches provide an opportunity to assess the contribution of a specific region to the competitiveness of the country and also the image of the region, other approaches allow to assess the competitiveness within the region.

РЕЗЮМЕ

У статті розглядається проблема дослідження конкуренції туристичних регіонів. Теоретично обґрунтовано і уточнено сутність і зміст понять конкуренції та конкурентоспроможності туристичних регіонів, виявлено специфіку та особливості конкуренції в туризмі. Визначено чинники конкурентоспроможності туристичного регіону Систематизовано основні підходи, методи та показники оцінки конкурентоспроможності туристичних регіонів. Зокрема, акцентується увага на напрямках підвищення конкурентоспроможності туристичних регіонів.

Серед досліджуваних підходів щодо оцінки конкурентоспроможності регіонів найбільшу увагу приділено комплексним дослідженням. У ході дослід-

ження встановлено, що «догма одновимірності» покладена в основу більшості методик рейтингового оцінювання, в основі яких лежить оцінка економічної категорії одним числом, розпадом комплексу показників в єдиний інтеграл. Результати роботи свідчать, що комплексні підходи дають можливість оцінити внесок конкретного регіону в конкурентоспроможність країни, а також імідж регіону, інші підходи дозволяють оцінити конкурентоспроможність у межах регіону.

Ключові слова: туризм, туристичний регіон, туристична привабливість, конкуренція, конкурентоспроможність.

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