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### **ECONOMIC ASSESSMENT OF THE PERSPECTIVES FOR THE TOURISM INDUSTRY DEVELOPMENT**

Nowadays, the domestic tourism with the use of tourism entities in Ukraine needs purposeful development. The real volume of domestic tourism is much higher than official statistics show. The majority of the population, engaged in domestic tourism, prefer to individually search for accommodation, food, vehicles, sightseeing, etc., in order to reduce the cost of recreation. It is not possible to take

into account the relevant tourist flows in the calculations. However, we will try to calculate the impact of various factors on increasing sales in the tourism industry.

The cost of realized vouchers for each direction of tourist activity depends on the corresponding volume of tourist flow, or the number of tourists and the average cost of the realized voucher. Thus, we will have:

$$TCTS = \sum_{i=1}^3 (VTF_i * ACT_i) \quad (1)$$

where TCTS - the total cost of tours sold by tour operators and travel agents in all areas of tourism, UAH;

VTF<sub>i</sub> - the volume of tourist flow in the i-th direction of tourist activity, equal to the number of tourists, people;

ACT<sub>i</sub> - the average cost of a ticket for the i-th direction of tourism.

The index i = 1 in formula (1) corresponds to the travels of Ukrainian citizens within the country; and = 2 - abroad; and = 3 - travel of foreigners in Ukraine.

According to the theory of economic analysis, when constructing factor models of multiplicative or additive-multiplicative type, the following rules must be observed:

1. The sequence of factors affects the final result of the analysis. Therefore, in the model it is necessary to place at first quantitative indicators, and then - qualitative. As can be seen, formula (1) corresponds to the specified restriction;

2. If the factor model contains several quantitative or qualitative indicators, then the sequence of their placement depends on the level of subordination to the performance indicator: first there must be factors of a higher level of subordination. As we can see, model (1) consists of two factors of the first level of subordination, so this rule is not relevant for it.

Further decomposition of the factor model (1) into components is due to the qualitative indicator of GRP, which requires consideration of the second rule:

$$ACT_i = T_i \times PTD_i = \sum_{j=1}^m (VTF_{Sh,ij} \times T_{ij}) \times \sum_{j=1}^m (TD_{Sh,ij} \times PTD_{ij}) \quad (2)$$

Where,  $T_i$ ,  $PTD_i$  - respectively, the average duration of the tour and the average price of one day in tour in the i-th direction of tourist activity;

$T_{ij}$ ,  $PTD_{ij}$ , - respectively, the duration of the tour and the price of one tour for the i-th direction of tourist activity in the j-th region;

$VTF_{Sh,ij}$  - the share of the volume of tourist flow of the j-th region in the i-th direction of tourist activity in VTF;

$TD_{Sh,ij}$  - the share of realized tourist days in the j-th region in the i-th direction of tourist activity;

m - the number of regions for which the assessment is performed.

Substituting formula (2) in (1), we obtain the final form of the factor model of the total cost of vouchers sold in all areas of tourism, taking into account regional changes in tourist flows, duration of vouchers and price levels of one tourist:

$$TCTS = \sum_{i=1}^3 (VTF_i \times T_i \times PTD_i) =$$

$$TCTS = \sum_{i=1}^3 \left( VTF_i \times \sum_{j=1}^m (VTF_{Sh,ij} \times T_{ij}) \times \sum_{j=1}^m (TD_{Sh,ij} \times PTD_{ij}) \right), \quad (3)$$

To determine the influence of factors on the performance in model (3) in this study used one of the methods of deterministic factor analysis - the method of chain substitutions. The essence of this method is to consistently replace the basic values of the factors of the level of 2018 with the actual values of 2019 with the subsequent calculation of the changes.