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DEVELOPMENT OF TRANSPORT SERVICES AS A COMPONENT OF THE DEVELOPMENT OF UKRAINIAN TOURISM BUSINESS

Інтеграція української економіки в європейський простір вимагає динамічного і збалансованого розвитку всіх її секторів, насамперед транспорту і транспортної інфраструктури, підприємства якої є одним з пріоритетних напрямків. В даний час вільна реалізація права громадян на переміщення пов'язана насамперед із станом транспортного сектору та його економічною доступністю для громадян. Транспортна інфраструктура є чинником реалізації геостратегічного потенціалу країни, її роль у міжнародному розподілі праці лише зростатиме.

У статті аналізуються особливості розвитку транспорту, визначаються основні причини негативної ситуації на ринку. Метою статті є різнобічне висвітлення впливу транспортної доступності на розвиток туристичної індустрії.

The integration of the Ukrainian economy into the European space prompts the dynamical and mutually supportive development of all its economists, the nasampert of the sports and sports industry infrastructure, which is one of the prime priorities of the enterprise. At present, the free realization of the right of citizens to move is associated primarily with the state of the transport sector and its economic accessibility for citizens. Transport infrastructure is a factor in the implementation of the geostrategic potential of the country, its role in the international division of labor will only increase.

In this article, the features of the development of transport are analyzed, the main reasons for the negative situation in the market are determined. The purpose of the article is the versatile coverage of the impact of transport accessibility on the development of the tourism industry.

Ключові слова: туристичний бізнес України, управління туризмом, взаємозв'язок транспортного і туристичного ринків, антикризова стратегія.

Key words: tourist business of Ukraine, tourism management, interconnection of transport and tourist markets, anti-crisis strategy.

Analysis of previous studies and publications. The transport problems of Ukraine and the domestic tourism industry were studied by Ukrainian researchers such as Malska M. P., Khudo V.V., Dikan V.L., Karyagin Y.O., Barash Yu. S., Gnenny O. M., Momot A. N. and other. At the same time, the impact of the state of the national transport system on the development of the tourism industry is not adequately covered.

Implementation of the national transport strategy as a way to meet the demand of consumers for tourism services requires faster development of the transport system in relation to the economy as a whole and tourism in particular, which determines the need for study subjects.

Presenting main material. The national transport strategy is a system of views on the future development of the country's transport sector in the near, medium and long-term. The transport strategy should be consistent with the strategic vectors of production development and based on modern technologies, the application of which will ensure long-term strategic interests of the state. Transport infrastructure is a

factor in the implementation of the geostrategic potential of the country, its role in the international division of labor will only increase [7, p. 109-113]. During the years of market transformations transport became an independent system-forming factor of economic growth.

Transport in general satisfies the needs of the economy and the population, but the efficiency of its operation, the level of safety, the quantity and quality of services for the transportation of passengers and cargo, environmental protection does not fully meet the requirements of consumers. and the principles of the concept of sustainable environmentally safe development [2, p. 112]. Global trends in the development of transport systems involve the introduction of energy-saving and environmentally friendly technologies in this area, the development of intellectual technologies and digitalisation, inclusive development and its accessibility to all. The growth of speed and economy of vehicles is a major trend in all modes of transport.

Transport provides a non-economic impetus to the development of key sectors of the economy and the economy as a whole, updates scientific research to assess its impact on economic growth. It is well-known that one of the conditions for the growth of the economy, which is an indicator of an increase in gross domestic product, is a developed and modern infrastructure. Of particular interest is the transport infrastructure that connects producers and suppliers, producers and consumers [4, p. 364-365].

Unfortunately, during the most of the period of Ukraine's Independence, the transport sector has not got enough transferts and as result the quite big middle age of rolling stock and its speeds are not normal for our times.

Analyzing the dynamics of changes in passenger turnover in Ukraine (in passenger-kilometers), the beginning of the decline in traffic volumes in the pre-crisis 2013 year should be noted. This is due, in particular, to the mass cancellation of local and suburban train routes during the introduction of high-speed traffic in the country, the cancellation of a significant number of long-distance passenger cars due to a critical age, the cancellation of the possibility of issuing free suburban monthly subscription tickets to beneficiaries, a decrease in ground speed public passenger transport; the decline of bus fleets in the peripheral regions of the country, the migration of citizens from the provinces to major cities "forever", the increase in the number of private cars among the population, and the increasing role of minibuses and fixed-route taxis, where the number of passengers and, moreover, their actual follow and the like. In the crisis years, the decline predominantly continued [8, p. 191].

An analysis of the experience of developed countries shows that their majority governments are striving to develop and implement a unified state policy in the field of transport. Objectives and principles of realization of transport policy of different states are inextricably linked with the tasks of general economic development, internal and foreign policy position of a certain country [5]. For the most part, they are formulated in the form of a separate programmatic and political document, approved in many countries or approved by the highest legislative body, and thus become a general reference point in the development of the transport system for all authorities and management [3, p. 99]. Developed countries, thanks to the rapid development of political and economic integration processes in the formation of national transport policy, are guided primarily by provisions and norms formulated by competent international bodies, laying the

foundation for sustainable and harmonious development of transport on an international scale [6]. Target programs should act as an effective tool for the implementation of state economic and social policies. It is these instruments that are used in developed countries to address the strategic objectives of economic development, when it is necessary to concentrate resources and use them rationally to achieve specific goals.

Taking into account the peculiarities of the Ukrainian economy, **the following steps are needed for the development of tourist transportation:**

- an integrated approach to the development of the transport system;
- the desire for the development of traffic in mixed traffic and the reorientation of flows to those modes of transport that should have priorities in development;
- clear regulation of the state's influence on the transport system;
- a programmatic nature of the activities planned for the implementation of the main directions of transport policy;
- a huge amount of transfers for the transportation of privileged categories of citizens and for the renewal of rolling stock and infrastructure;
- differentiation of taxes and fees as the main means of stimulating or limiting the development of certain types of transport activity;
- paying great attention to the coherence of transmissions for passengers between different modes of transport;
- repayment of debts for transportation of privileged categories of the population;
- attracting private investment in the development of the transport sector;
- development of transport under the auspices of recovery and growth of the Ukrainian economy, including through tourism;
- modernization and renovation of the transport sector, construction of roads, tunnels, overpasses, purchase of rolling stock of the new generation;
- creation of single dispatch centers, which are engaged in tracking the consistency of transplants in case of delays;
- reduction of carbon dioxide emissions, transition to energy-efficient (first of all electric) modes of transport;
- modernization of auto-locking and communication systems on railways;
- elimination of «bottlenecks» in the capacity of road and rail lines;
- reduction of the degree of wear of transport, especially on the railway. Removal of districts, where the speed limit of 15, 15 and 40 km / h is applied through the state of rails;
- provision of public roads with hard cover to each village;
- development of bus routes, which transport passengers, who live 3-15 km from the railway, to the nearest station;
- expanding the use of public transport, taking into account the needs of women, children, rural residents, people with disabilities and the elderly;
- unification of the height of the platforms and, upon updating the rolling stock, ensuring the rights of people with special needs.

Conclusions. The development of transport in Ukraine is an important part of the development of the tourist business of Ukraine as a whole. The main reasons for the negative situation in the market are the exceptional investment attractiveness of the

industry and Ukraine in general, insufficient financing, as well as insufficient organization of management of the industry.

The **main reasons for the deterioration of the level of development of the transport and tourism** in the crisis years are:

- socio-economic stress;
- deterioration of the transport situation;
- a sharp appreciation of the US dollar, euro and Swiss franc, as well as other currencies against the hryvnia;
- decrease in demand for tourism, which increased its prime cost per served tourist;
- reducing the investment and tourist attractiveness of Ukraine in the international arena, creating an impression about it as unfriendly and dangerous for tourists;
- decrease in the purchasing power of the actual incomes of the population.

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ВИКОРИСТАННЯ МЕТОДУ АНАЛІЗУ ІЄРАРХІЙ ПРИ ПРИЙНЯТТІ УПРАВЛІНСЬКИХ РІШЕНЬ ЩОДО ІНТЕРНАЦІОНАЛІЗАЦІЇ ПРОМИСЛОВИХ ПІДПРИЄМСТВ

У статті вирішена актуальна задача прийняття ефективних управлінських рішень щодо інтернаціоналізації машинобудівних підприємств методом аналізу ієрархій (МАІ) з використанням MS Excel. Запропоновано критерії, за якими здійснювали оцінку ефективності інтернаціоналізації різного масштабу машинобудівних підприємств: торгівельний, фінансово-інвестиційний, виробничий, технологічний, інфраструктурний, науковий, освітній, мотиваційний (особистісний). Кожен з критеріїв оцінено за декількома субкритеріями. Методом експертних оцінок встановлено переважність кожного з критеріїв та субкритеріїв при їх попарних порівняннях. При