

THE DEVELOPMENT OF THE MARKET OF TOURIST SERVICES IN THE ECONOMIC SYSTEM OF THE REGION

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The article determines theoretical and methodological basis for the formation and functioning of the tourism market and its features at the regional level, justified by the value of development the tourism market for the region's economy, defined the role and function of tourism marketing to ensure effective of tourism, identified possible instruments increase the efficiency of tourism in the region, identified priority areas for development of the tourism market in the region, sets out the principles formation of structure of regional marketing strategy, etc.

The tourist market in the region, the infrastructure of tourism in the region, the tourist product, the effectiveness of tourism activities, the way of improving of tourist market, tourist cluster.

Tourist business in Belarus is at the stage deep structural adjustment, institutional forming, forming intrasectoral, inter-industry and foreign economic ties. This fully refers to the process of formation of tourist infrastructure, corresponding segment of the labor market, system of state regulation of tourism activities.

Embraced in Belarus contemporary and highly efficient competitive tourist complex requires solutions of some problems, in particular: improve the legal base and system of state regulation tourism activities, creation of the modern domestic tourist market, increasing specialization and cooperation in tourist enterprises, providing conditions for the development of different types domestic and foreign tourism, integration of Belarus in the world tourist market and the development of international cooperation in the field of tourism.

Despite the large number of scientific publications, in Belarusian and foreign scientific literature is not considered all the questions of modern theoretical, methodological and applied bases revitalization of enterprises of recreational and tourist complex. There is a need for in-depth scientific research of theoretical aspects of formation of the tourist product, detection expedient marketing measures, setting priorities and ways to improve the management of complex use of recreational and tourist potential of Belarusian regions.

Tourism is one of the leading and fastest growing industries in the world economy. The experience of many countries shows that tourism plays a significant role in formation of the GDP, creation of jobs and maintaining employment, improving the structure of foreign trade balance. As a catalyst for social and economic development, tourism significantly affects such key branches of the economic system of the region as transport, communication, constructing, farming, production of consumer goods, etc. At the same time to development the tourism industry affected by various factors: demographic, natural, geographical, socio-economic, historical, religious, political, legal, etc.

The analysis of scientific publications on these issues makes it possible to establish the most informative and accurate conceptual apparatus define and justify key stages of the study of the tourism market and suggests consider of tourism in two aspects:

- sphere of tourism in the narrow sense, which includes industry, directly serving visitors;
- tourism sector in the broad sense as a set industries of service and material production, market-oriented [3, p. 76-77].

The development of the tourist market depends substantially on the successful use of the tourism marketing as a methodological approach to the formation of a regional tourism product based on the economic assessment of consumer properties of recreational, historical and cultural resources of the region.

Among the factors that characterize the competitive environment and the overall development of the tourist market in the region, is allocated his infrastructural support. Touristic regional competitiveness depends largely on the quality of its tourist infrastructure, of whether how efficiently carried the interaction of the hotel complex, transportation companies, trade and other service industries. Without the appropriate tourist infrastructure mastering impossibility of an effective of recreational resources. In addition, that she takes part in serving the tourists and promotes tourist development of the territory, the infrastructure used as well by local population, expanding the scope of employment and leads to the creation great number of new jobs. Infrastructure here to be seen in a broader sense, the basic elements of which must ensure compliance not exclusively recreational functions, but also serve as a leading factor in the socio-economic development of the region.

Over the last decade interest in introducing in Belarus cluster model of economic development has increased significantly, as evidenced by conducting a comprehensive study to suit local conditions. Quite often, cluster surveys are considered as the final phase of the new strategy, while actually it is only the initial stage of formation of cluster model of economic development. Clusters in the modern conditions of strengthening competition in global markets are the institutional base for the implementation of the principles of the formation of national and regional economy and appropriate elaboration strategies for economic development of the regions. Understanding the competitive advantages of new economic systems and formation of clusters opens before the

regions new prospects for dynamic economic development. Analysis of quantitative and qualitative indicators development of the region should become initial stage and the basis for the formation of regional clusters.

Under touristic cluster mean a system of intensive industrial and technological and informational interaction tourist enterprises, suppliers of basic and additional services for the creation of joint tourist product. To tourist clusters relate a group of companies the concentrated geographically within a region which together use tourism resources, specialized tourist infrastructure local labor markets, carry out joint marketing and advertising and information activities.

In the tourist cluster correlation cluster participants lies in the fact that the positive work of every of them creates a prerequisites for success of the rest of the participants to a certain extent of collective market. In the tourist cluster in spent interaction conditions appear for the production of new goods and services, which generates an innovative and competitive business field. Most of the tourist clusters form and continually strengthen linkages with various accompanying branches of industry.

The extended factors of competitive advantages, in accordance with the «rhomb model» of M. Porter in the tourist industry at the regional level are characterized as follows:

1. The strategy of tour operator on the tourist market in the region: to strengthen its position among competitors in the tourist market in the region.

2. Conditions of demand: improving quality, creating new and improving existing tourist services related to customer requirements.

3. Related and supporting enterprises: transportation, insurance, catering establishments, tour operators, travel agencies, health care, education, culture, entertainment, establishments for the production and trade of souvenirs – their association facilitates the exchange of information, promotes continuous exchange of ideas to improve the tourist product.

4. Factor conditions of development the tourist services market: ecological resources, cultural heritage, architectural monuments, national parks, landscape.

When creating productively and functioning of the tourist cluster, for the government assigned the role a catalyst increase the level of competitive efficiency of tourism services. Their task – to stimulate tourist enterprises to improve their efficiency, contribute to the formation of demand and the development of local competition. However, the in Belarus government not sufficiently perform its functions an organizer and the main member tourist cluster, and therefore part of their tasks are forced to be performed directly subjects of tourist market.

Proving the benefits of tourism as a leading export sector of the world economy (it is situated second only to the export of oil and of weapons and its share is 25.5% of total world exports), author analyzes the actual state of tourism in Belarus level of development which does not conform with international standards. The main motivations for the development of domestic and foreign tourism in the region is a classic mix of natural, historical and cultural resources, supported by ethnic identity of its inhabitants.

Analysis of motivations travel of representatives of developed countries led to the conclusion the prevalence in the structure of motivations official purpose of the visit (for the United States on business tourism have 37.9% visitors, Germany – 23.7%, Israel – 17.4%). Visitors from countries of Eastern Europe are in Belarus mainly from private purposes (Poland – 68.0%, Ukraine – 51.3%, Lithuania – 86.3%, Latvia – 70.7%), that is caused geographical proximity and cultural kinship with these countries Belarus [1].

The situation which has developed in the recreation and tourism sector in Vitebsk region in conditions of strengthening competition in tourism market requires:

- active search of production intensification of the regional tourist product with the required quality of his;
- develop effective interventions of regional tourism policy;
- implementation intensive marketing strategy to form a positive tourist image of region in order to increase on its territory flows of foreign and domestic tourists [6, p. 134].

Based on the analysis of data service tourist destinations Vitebsk region, in order to increase tourist flows invited to focus more on enhancing efficiency of educational tourism, green tourism and agro-tourism.

Analysis of the geographical structure of outbound tourism revealed determining factors formation of demand for tourism products for Belarusian tourists, among which tourist product price, quality of service, safety recreation.

Held diagnostics the level of activity of application tourist and recreational potential in Vitebsk region and the data illustrating growth of volume tourist consumption convincingly demonstrate the need for and appropriateness of development of tourist sector, the priority of investing in its infrastructure.

Since the strategic guidelines of reforming the economy of the Vitebsk region assign the sphere of tourism and recreation of the role of priority in the economic complex of the region, the reform of the tourism industry today requires the implementation of a number of events, which, unfortunately, are only partially implemented: the creation of new tourist products (tourist offer) in Vitebsk region versatile thematic nature: rural, green, training, nostalgic tourism and agro-tourism; the development of the hotel industry (the development of a network of hotels of different level of comfort; conducting of works on reconstruction, re-equipment and renewal of the existing hotel room Fund of the region; introduction of international standards of quality of service in the hotel institutions; carrying out of certification and licensing of hotels); development and improvement of the tourist transport infrastructure (development of the General scheme of transportation for tourist routes and facilities in conjunction with the international transport network; the repair and construction of roads; development of international transport

corridors and the crossing points of the state border); improvement of personnel provision of recreation and tourism (the preparation of qualified personnel for the recreational-tourist complex); intensification of marketing activities, advertising and information support (carrying out of advertising and PR-campaigns on the local and foreign press, on radio and television with the purpose of formation of positive tourist image of the region; prepare, print and distribute a series of advertising and informational handbooks and guidebooks; creation of tourist sites and portals in the Internet) [4, p. 206-208].

It should be noted that one of the most important implementation tools of the tourist policy in the region is the appropriateness of the use of cluster approach to the formation of competitive regional tourist product of a certain type or several types. We can distinguish the following tasks tourism cluster: the formation of the joint efforts of the tourist product of a certain type, training, marketing, finance and support the further development of individual types of tourism, etc.

In the cluster model of the author focuses accepted on the formation of the regional tourist product. The regional tourist product is formed in the framework of the cluster associations and covers the program of cultural-cognitive, ecological, green tourism, etc. The introduction of this model of cluster at the tourist market of the region can lead to the increasing flows of tourists to the region, access to the international market of tourist services with the proposal of the newly created programs and routes, increase of the role of the region in the state tourist market, growth of incomes and receipts in the local budget of the region, creation of new working places. Since the results of the research of the tourist market of the Vitebsk region was discovered the potential demand for the program me of cultural-cognitive and ecological tourism, and to meet these needs and to create new and better quality programs of cultural-cognitive and ecological tourism, the author of the proposed pilot tourist cluster «The development of cultural-cognitive and ecological tourism», which was designed to Vitebsk region.

With the account of foreign and domestic experience in the proposed structure of the tourism cluster recommended the establishment of four sectors: production of tourist products, service, support and ensure the functioning of tourist cluster [5, p. 262]. The organizer and the coordinator of the cluster acts as the «travel industry (tour operator)». Competitive advantages of the tourism cluster are in the organization of a regional tourist product in the following areas: rural tourism, green tourism, using the attractive landscape of the region; cultural-cognitive tourism aimed at the disclosure of historical, archaeological and cultural potential of the region.

For activation of tourist activities on the regional market with the purpose of the organizational streamlining of its natural character and the further development of the author proposed to develop a map of tourist routes with the indication of infrastructure, historical, archeological and geographical objects; introduce a single ticket for public transport; introduce a comprehensive ticket, both on the international and long-distance routes, which besides the cost of travel in both directions, would include and travel on public transport during your stay; create a cluster of excursion service, where the initiator will act as the tour Desk, which centrally through its offices will carry out: to provide the participants of the cluster free maps of tourist routes, as well as information on the placement of excursion objects and the value of their visit; the realization of their excursion-tourist discount card of a General nature, having obtained the tourist gets a discount on the entrance tickets to tourist sites, or the right to a one-time free access to certain tourist establishments and facilities according to the list; promotion of their regional tour-the tourist product through the mass media, international exhibitions, stands in the place of residence and mass visiting tourists [2].

In this study the author determined the theoretical-methodological foundations of formation and functioning of the tourist market and its peculiarities in the region. On the basis of the definitions of characteristics, principles of operation, the importance of the development of the tourism market for the region's economy, defined the role and functions of tourism marketing for efficient tourism activities, identified the potential tools for increasing the effectiveness of tourism in the region, defining the priority directions of the development of the tourist market of the region, defines the principles of formation of the structure of the marketing strategy of the region: the specificity of the region, which defines the types of marketing purposes; adopted by the marketing objectives should take into account development needs of the region; implementation of marketing objectives depends on the influence of external factors; marketing strategy should take into account the experience of serving enterprises and others.

It is obvious that one of the important instruments for the implementation of tourism policy in the region is the use of cluster approach to the formation of competitive regional tourist product by types. Tasks of the tourist cluster the following: formation of the joint efforts of the tourist product of a certain type, training, marketing, finance and support the further development of individual types of tourism, etc. With a view to enhancing the tourism market of the region suggested that the development of such kinds of tourism as a rural and green tourism. On the basis of the developed tourism cluster «Cultural-cognitive and ecological tourism of the Vitebsk region» with the aim of increasing the competitiveness of enterprises on the regional market and the creation of effective new tourist routes, there has been substantiated the necessity of creation of tourist cluster as a cost-effective tool of creation of the regional tourist product and improvement of the tourist market of the region. As a result of their use can be achieved goals such: the increase of income of the enterprises of the tourism industry of the region, creation of additional workplaces, increase of revenues to the budget, the increase in incomes of the participants of the cluster, an increase in the level of life of the rural population, more efficient use of resources of the region, the growth of investment attractiveness of the region.

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