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# The Importance of New Technologies and Entrepreneurship in Business Development: In The Context of Economic Diversity in Developing Countries

The Impact of New Technologies and Entrepreneurship on Business Development

# Lecture Notes in Networks and Systems

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<b>Determining the Stresses in Beams Due to Short-Term Effect on Their Supports</b> . . . . .	617
Yevhen Kalinin, Saychuk Olexander, Romanchenko Volodymyr, Ivan Koliesnik, and Andrii Kozhushko	
<b>Drop Shipping in the Supply Chain: Fiqh Perspective</b> . . . . .	629
Saheed Abdullahi Busari, Sikiru Olanrewaju Aminu, and Habeebullah Zakariyyah	
<b>Digitalizing Commodity Trading Value Chain: An Assessment for Turkey</b> . . . . .	645
Necla İ. Küçükçolak and Ali Sabri Taylan	
<b>Tourism, Technology and Hospitality and Health Care Services</b>	
<b>A Systematic Review on Medical Leadership in Hospital Setting</b> . . . . .	661
Noor M. AL-Hashimi and Mukhtar AL-Hashimi	
<b>The Contribution of Healthcare Middle Managers as Change Agents in the Era of Covid-19: Critical Review</b> . . . . .	670
Noor Ahmed, Allam Hamdan, and Bahaaeddin Alareeni	
<b>Improving the Process of the Financial Potential Management of Tourism Enterprises</b> . . . . .	679
Nataliya Tanklevska, Viktoriia Petrenko, Alla Karnaushenko, Vitalina Yarmolenko, and Tetiana Kostiuk	
<b>A Predicting Performance Through Strategy and Innovation in Small Hotel Industry</b> . . . . .	702
Firdaus Basbeth, Roselina Ahmad Saufi, Khairil Bin Awang, and Nur Ain Ayunni Sabri	
<b>Exploring the Potential of Pondok Institutions as an Islamic Spiritual Tourism Product- The Case of Malaysia</b> . . . . .	722
Mohd Fadil Mohd Yusof and Derweanna Bah Simpong	
<b>The Influence of the Third Parties Organizations Activities on the Efficiency of the Tourism Services Market Entities</b> . . . . .	731
Mariia Paska, Anatolii Konokh, Viktoriia Kiptenko, and Serhii Bodnar	
<b>Assessment of the Competitiveness of Travel Agencies in Ukraine: Methodological Tools</b> . . . . .	742
Victoria Ilchenko, Vladislava Bondarenko, Kateryna Zhelezniak, Svitlana Petrovska, and Reznik Nadiia	



# The Influence of the Third Parties Organizations Activities on the Efficiency of the Tourism Services Market Entities

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**Abstract.** The purpose of the study is to identify the impact of third-party organizations on the effectiveness of tourist services the market. The importance of legal entities in the market of tourist services is substantiated, which allows to conduct research on the effectiveness of their activities based on the level of commissions, agencies and other rewards. The research methodology is based on the calculation by the least corrected squares method and opportunities determination for tourism development in the regions of Ukraine.

The peculiarities of third-party organizations activity in the market of tourist services are analyzed, which allowed to substantiate the separation of those who provide placing, and also tourists' accommodation and their transport services. The necessity of using the method of analysis of the operating environment to assess the impact of costs on placing, as well as tourists' accommodation and also their transport services on the amount of commissions, agency and other fees is proved. The environment of functioning of subjects on tourist services rendering of regions of Ukraine is constructed that allowed not only to reveal a technical inefficiency level, but also to analyze possibilities of optimization of expenses and increase in commissions, agency and other rewards. The size of the general coverage, undercoverage and cross-coverage was revealed in the regions of the country, which allowed to draw a conclusion about the development of placing, and also accommodation and transport services in most regions, though in tourist-attractive regions the tourism system is absent as a separate branch of the national economy.

The scientific value of the article lies in the formation of evaluation methods that can identify and reduce the impact of third-party organizations on the efficiency of tourist services market. The research and recommendations presented in the article can be used by state authorities and tourist organizations in the strategies and program.