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 re- gions, 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.

1   Introduction

The market of tourist services has been actively developing in recent decades due to the activities of entities that use the opportunities gained from active economic cooperation between states. The attractiveness of this market lies in the assistance of the governments of many countries in the development of tourism business, as it depends on economic stability and employment. Even with the current threat of COVID-19, many countries have decided to simplify quarantine for the return of foreign tourists.

Ukraine is a tourist-attractive country even in the absence of proper tourism infrastructure and an effective policy to support the tourism business. Both natural persons-entrepreneurs and legal entities carry out activity in the domestic market of tourist services. Legal entities are tour operators, travel agents and entities engaged in excursion activities.

The study of the market of tourist services is of particular relevance in light of the fact that 2020 has been declared the year of tourism in Ukraine Effective development of tourism requires the establishment and implementation of international standards, improving the quality of service and management, which will reduce the negative impact of external factors and third parties.

We believe that tourism development solves a number of social issues in the country: minimizes internal (including from villages to cities) and external labor migration; provides employment opportunities for the population, including such vulnerable social groups as youth, ethnic minorities, women and marginalized groups; reduces poverty and increases wealth level of the population; preserves culture and heritage.

2   Literature Review

Theoretical and applied positions of factors influencing the development of the market of tourist services are presented in the scientific works of such researchers as: Phillips P., Page S., Sebu J. [9], Brauer R., Dymitrow M., Tribe J. [10]., Tohmo T [11], Surugiu C., Surugiu M., Puah C. [12], Jong, M., Ayob N., Ismail S. [13], Kovalchuk Y., Furman I., Humenyuk H., Kucher A. [14], Doan P.

Studies of impact factors and tourism in the UK, such as price and quality, are presented in the works of Phillips P., Page S., Sebu J. [9], Brauer R., Dymitrow M., Tribe J. [10].

Tohmo T. in his work "The economic impact of tourism in Central Finland: a regional input-output study" explored the overall economic impact of tourism on regional development in Central Finland. The author focused on the study of the extent to which tourism contributes to regional production, employment, income and taxes in areas

related to tourism [11]. Surugiu C., Surugiu M. studied the impact of taxes on tourism and recreational activities in Romania, in particular [12].

In their studies, authors Joseph Ekhayemhe A., Oguzie S. [11] and Alqallaf H. and Alareeni B. [12] used methods of correlation, ranking and multiple regression analysis to determine the factors influencing employees' motivation and bank performance. The methods and conclusions proposed by the authors are used in our research to determine the impact of third-party organizations on the effectiveness of tourism services market.

Kolosinska M., Petrashchak O., Kolosinskyi I., & Katana, A. [19] have proposed a method for assessing the tourism competitiveness, which indicated a significant number of available positive factors for tourism the effective development. The positive point is the significant level of competition among travel agents, the presence of major segments of the tourism market, providing tourism with national resources. Sofiichuk K. [20] has investigated the theoretical basis of risks in tourism and the dynamics of profits and the number of tourism enterprises based on research developed a model of risk management in tourism. Ivanov S., Gavrilina M., Webster C., & Ralko V. have emphasized in their research the negative impact of political instability on the efficiency of the tourism industry in Ukraine [21].

Puah, C., Jong, M., Ayob N., Ismail S. have devoted their research to tourism development in Malaysia. Researchers point out that tourism revenues from the government can be used to invest in industry, leading to further economic growth in the country. Thus, tourism revenues and investments in the tourism industry are important factors that can affect the economic growth of the country [13].

However, despite the significant number of scientific papers, the impact of the third-party organizations activities on the efficiency of the market of tourist services is relevant and needs to be studied.

3   Purpose of the Study

The purpose of this article is to develop theoretical and methodological regulations and practical recommendations for studying the impact of third-party organizations on the effectiveness of the market of tourist services to determine opportunities for development of the tourism industry of Ukraine.

4   Methodologie

The theoretical and methodological basis of the study was formed by the concepts of modern socio-economic theory and behavioral economics. The study is based on a dialectical method of studying the impact of third-party organizations on the efficiency of tourism services. Within the framework of this approach, general scientific and special research methods are used, in particular: comparison - to determine the significance of legal entities in the market of tourist services, benchmarking methods are used, in particular analysis of the operating environment, which allowed to determine technical efficiency of tourist entities in Ukraine.

The use of analysis method of the operating environment contributed to the application of the coefficients methods, in particular, the coefficients of commissions coverage, agency and other rewards for accommodation and transportation services were introduced.

The research methodology consists of the following algorithm:

1. Calculation of the coverage of commissions coefficients, agency and other rewards of the costs of tourism entities for accommodation and accommodation and transport services in the regions of Ukraine for 2018.
2. Construction of the environment of functioning of subjects on rendering of tourist services on regions of Ukraine that will allow to reveal level of technical inefficiency and to analyze possibilities of optimization of expenses and increase in commissions, agency and other rewards.
3. Carrying out the analysis using the adjusted least squares method, which allowed to rank the areas of travel agents and build a line of technical efficiency, and tour operators to justify the impact on the operating environment.
4. Calculation by the adjusted least squares method to identify opportunities for tourism development in the regions of Ukraine.

5   Findings and Discussion

The legal entities activity in the market of tourist services in Ukraine is decisive. If the income from the provision of tourist services by legal entities in 2018 amounted to 21069268.5 thousand UAH (hryvnia - the national currency of Ukraine), then individuals - 556652.4 thousand UAH. [1]. Thus, legal entities received income from the provision of tourist services 38 times more than individual entrepreneurs.

We propose to consider the activities of legal entities providing tourist services based on the comparative characteristics of "income-expenses". Since tourism is related to many aspects specific to this industry, we suggest using those factors that reflect the peculiarity of the services provision.

An important feature of the tourist services provision is the formation of costs of tourism entities. On the one hand, their activities can be considered on the basis of the cost mechanism of any entity of another type of activity - the cost of wages of employees and the cost of capital. On the other hand - tourist services depend on the services of third-party organizations used in the production of tourist products.

In 2018, tourism entities spent UAH 22722844.5 thousand on these services. [1]. This is 1.08 times more than the total income from the provision of tourist services. Compared to the amount of commissions, agency and other fees, this ratio is even higher - 23.4 times.

The costs of tourism entities for the services of third-party organizations used in the production of tourism products consist of the costs of: placing and accommodation; food; health care; excursion service (without transport services); visa service; transport service; cultural, educational services; other services of recreational nature used in the production of tourist products.

Among the above mentioned costs, the largest share is occupied by placing and accommodation costs - 74.7% (16980638.6 thousand UAH) and the cost of transport

services - 17.4% (3955294.0 thousand UAH) [1]. In an efficient economy and tourism promotion depends on the development of logistics systems (transport services) placing and accommodation of tourists, and therefore the indicator of transport services is considered as a factor influencing the placing and accommodation of tourists, which leads to increased commissions, agency and other rewards tourist activity.

Table 1. Indicators of basic expenses and incomes of tourism entities by regions of Ukraine for 2018

Position	Region	Expenses of tourist entities for placing and accommodation, thousand UAH (X_i)	Expenditur es ofueeee tourism entities for transport services, thousand UAH (X_z)	The amount of commissions, agency and other fees, thousand UAH (Y)
1	Vinnytsia	5470, 1	3838, 4	4282, 8
2	Volyn	1712, 7	1467, 6	6783, 4
3	Dnipropetrovsk	16414, 7	4244, 0	28105, 3
4	Donetsk	8258, 4	1540, 3	11562, 4
5	Zhyiomyr	534, 1	269, 3	2930, 2
6	Transcarpathian	6181, 3	561, 6	5539, 6
7	Zaporizhya	721, 9	921, 5	20482, 2
8	Ivano-Frankivsk	136244, 4	682, 2	5912, 4
9	Kyivska	20399, 3	11249, 4	14521, 3
10	Kirovograd			6530, 6
11	Luhansk			450, 9
12	Lvivska	235309, 8	89414, 0	32791, 4
13	Mykolayivska	2, 3	69, 8	3614, 0
14	Odesska	49928, 7	27493, 9	43727, 4
15	Poltava	4228, 7	150, 6	3334, 2
16	Rivne	1206, 8	290, 8	2666, 7
17	Sumy			7268, 9
18	Ternopil	297, 0	224, 3	3511, 9
19	Kharkiv	15246, 6	4398, 6	17842, 5
20	Kherson	5568, 1	1255, 8	1800, 2
21	Khmelnytsky	1015, 8	1552, 5	2290, 1
22	Cherkasy	3005, 5	2431, 4	3789, 8
23	Chernivtsi	14096, 7	5563, 6	5468, 3
24	Chernihiv			2421, 9
25	City of Kyiv	16454795, 7	3797674, 4	731923, 1

Thus, the resultant factor is the amount of commissions, agency and other fees (Y), and production factors - the costs of tourism entities for placing and accommodation (XI) and the costs of tourism entities for transport services (X2) (Table 1).

Table 2. Coefficients of covering by commissions, agencies and other rewards of expenses of subjects of tourist activity on placing and accommodation and transport service on areas of Ukraine for 2018

Position	Region	Xi / Y	Xz / Y
1	Vinnytsia	1, 28	0, 90
2	Volyn	0, 25	0, 22
3	Dnipropetrovsk	0, 58	0, 15
4	Dnipropetrovsk	0, 71	0, 13
5	Zhytomyr	0, 18	0, 09
6	Transcarpathian	1, 12	0, 10
7	Zaporizhya	0, 03	0, 04
8	Ivano-Frankivsk	23, 04	0, 11
9	Kyivska	1, 40	0, 77
10	Kirovograd		
11	Luhansk		
12	Lvivska	7, 17	2, 72
13	Mykolayivska	0, 0006	0, 02
14	Odesska	1, 14	0, 63
15	Poltava	1, 27	0, 04
16	Rivne	0, 45	0, 11
17	Sumy		
18	Ternopil	0, 08	0, 06
19	Kharkiv	0, 85	0, 25
20	Kherson	3, 09	0, 70
21	Khmelnytsky	0, 08	0, 06
22	Cherkasy	0, 85	0, 25
23	Chernivtsi	2, 58	1, 02
24	Chernihiv		
25	City of Kyiv	22, 48	5, 19

Calculation of coefficients of coverage by commission, agency and other rewards of expenses of subjects of tourist activity on accommodation and accommodation and expenses of transport service on areas of Ukraine for 2018 (Table 2) is carried out to analyze the operating environment, which will identify opportunities for tourism in the

regions depending on the current trends in cost optimization and increase profits of tourism entities. The advantage of the method of analysis of the operating environment (M. Farrell's method) [2] is that you can use any factors that characterize the results of production or services provision, regardless of the type of economic activity: [3–8].

From the given areas, only for 11 inequalities are fulfilled: $0 < X1/Y <$ and $0 < X2/Y < 1$. This means that the sums of commissions, agency and other rewards from tourist activity in these areas cover expenses of subjects of tourist activity for placing, accommodation and transport services.

We propose to determine the technical efficiency of tourism activities in these areas using the method of analysis of the operating environment (Fig. 1).
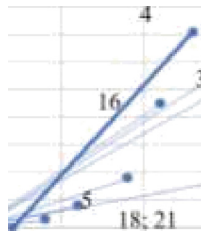

Fig. 1. Analysis of the operating environment in the regions of Ukraine on the provision of tourist services

Technical efficiency line - line 13 (Mykolaiv region) - 4 (Donetsk region). Technical efficiency of tourist services rendering of the Nikolaev area is reached at the expense of very low expenses. Moreover, it is possible to draw a conclusion that in the Mykolaiv area placing, accommodation and transport service aren't actually provided. In the Donetsk region technical efficiency is reached thanks to considerable commissions, agency and other rewards as the sum of this indicator is 3.2 times more than in the Mykolaiv area at considerable expenses for placing, accommodation and transport service.

For all other areas there is a technical inefficiency from the provision of tourist services. The further the position of the region is from the line of technical efficiency, the less effective the expenditure of funds for the services of third parties and unreasonable are commissions, agencies and other rewards.

At the same time, for all regions (Fig. 1) it is possible to cover the main expenses of third-party organizations with commissions, agency and other rewards, which allows to draw conclusions about the ability to reduce inefficiency and increase technical efficiency by positioning in the operating environment.

Total coverage of placing expenses, accommodation expenses and transport services by commissions, agency and other fees is the sum of two coefficients of commission coverage, agency and other fees for placing and accommodation costs (Xl/Y) and transport services (X2/Y) : Xl/Y * X2/Y.

If $0 < (Xl/Y + X2/Y) < 1$, then there is a coverage reserve. This means that in the region you can increase the cost of placing and accommodation, as well as transport services. Reserve value: $I – (XI/Y + X2/Y) > 0$.

If $(Xl/Y + X2/Y) > 1$, then there is undercovering. In this case, we are talking about the amount of undercoverage: $1– (Xl/Y + X2/Y) < 0$.

In the Table 3 shows the calculations of the coverage reserve and undercoverage for all areas of the operating environment (Fig. 1). Mykolaiv region (0.9794) and Zaporizhia region (0.93) have the largest coverage reserves. Point out that such significant indicators of total coverage can be justified by the presence of income from the tourism business with little activity of third parties.

Three regions (Kharkiv, Khmelnytsky, Cherkasy) have undercovering, and the maximum undercoverage (0.43) is observed according to the results of tourist activity in Cherkasy region. Under-coverage can indicate a low level of commissions, agency and other fees, as well as high costs for placing, accommodation and transportation services.

Table 3. Calculation of opportunities for tourism development in the regions where tourism entities cover the costs of placing, accommodation and transport services within the commission, agency and other fees in the regions of Ukraine for 2018.

Position	Region	$Xi/Y + Xz/Y$	$1 - (Xi/Y + Xz/Y)$
2	Volyn	0, 47	0, 53
3	Dnipropetrovsk	0, 73	0, 27
4	Donetsk	0, 84	0, 16
5	Zhyiomyr	0, 27	0, 73
7	Zaporizhya	0, 07	0, 93
13	Mykolayivska	0, 0206	0, 9794
16	Rivne	0, 56	0, 44
18	Ternopil	0, 14	0, 86
19	Kharkiv	1, 10	−0, 10
21	Khmelnytsky	1, 12	−0, 12
22	Cherkasy	1, 43	−0, 43

Donetsk region provides technical efficiency in the provision of tourist services, but in contrast to the Nikolaev region, the reserve coverage is much smaller - 0.16, which indicates the presence of a sufficient number of hotels, transport infrastructure, and therefore the amount of commissions, agency and other fees for the next period may fold: 13412.4 (11562.4 * 1.16).

However, there are areas where the cost of placing and accommodation are not covered by commissions, agency and other fees, but they are enough to cover the cost of transport services: Vinnytsia, Zakarpattia, Ivano-Frankivsk, Kyiv, Odessa, Poltava and Kherson regions (Table 4).

Since commissions, agency and other fees cover the costs of transport services, we can talk about the existence of a reserve to increase these costs $(1–X2/Y)$. However, there is a shortfall in accommodation and living expenses. Based on this, it is possible to determine the possibility of tourism development by cross- covering costs: $Xl/Y–(1–X2/Y)$.

Table 4. Calculation of opportunities for tourism development in regions where tourism entities do not cover the cost of placing and accommodation within the commission, agency and other fees in the regions of Ukraine for 2018

Position	Region	$1 - X2/Y$	$Xi/Y - (1 - X2\ Y)$
1	Vinnytsia	0, 10	1, 18
6	Transcarpathian	0, 90	0, 22
8	Ivano-Frankivsk	0, 89	22, 15
9	Kyivska	0, 23	1, 17
14	Odesska	0, 37	0, 77
15	Poltava	0, 96	0, 31
20	Kherson	0, 30	2, 79

For example, in the Vinnytsia region, the coefficient of covering the costs of transport services by commissions, agencies and other fees is 0.90, respectively, the reserve for increasing these costs: $1 - 0.90 = 0.10$. The cross-coverage ratio is $1.28 - 0.10 = 1.18$. From this example, we can conclude that as a result of cross-coverage, under-coverage of placing and accommodation costs by commission agency and other fees remains, although reduced by 0.10.

A similar situation is observed for Ivano-Frankivsk, Kyiv and Kherson regions. Cross-coverage can provide full coverage for Transcarpathian, Odessa and Poltava regions.

Based on these calculations, we can conclude that in Ukraine there are enough opportunities to use transport infrastructure for the development of tourist services, but in some regions there is no system of mass tourists attraction. As a result, there is a loss of opportunities to receive commissions, agency and other rewards from tourism activities in terms of sufficient transport potential to increase total income.

Three regions of Ukraine are characterized by the impossibility of covering commissions, agency and other fees for accommodation and accommodation, as well as transport services: Kyiv, Chemihiv, Kyiv (Table 5).

Table 5. Calculation of opportunities for tourism development in regions where tourism entities do not cover the costs of placing and accommodation and transport services within the placing and accommodation in the regions of Ukraine for 2018.

Position	Region	Loss ratio from non-coverage
12	Lvivska	9, 89
23	Chernivtsi	3, 60
25	City of Kyiv	27, 67

These three mentioned above regions are characterized by a significant excess of both placing and accommodation costs, as well as transport costs over commissions, agency and other fees. This coefficient is determined by adding two other coefficients. These regions and the city of Kyiv are the most popular tourist routes (especially Lviv region and Kyiv), they have an extensive system of third-party organizations, but these losses indicate the absence of tourism in these regions as a separate activity that causes income laundering, their shadow basis, spraying among numerous illegal intermediaries.

6   Conclusion

Third-party organizations have a significant impact on the market of tourist services in Ukraine, and in most regions there is a significant development of activities for the provision of placing, accommodation and transport services. However, the activities of tourism providers are not efficient enough, and in attractive tourist regions it is more shady by character. This is confirmed not only by the identified technical inefficiency in the provision of tourist services in most of the studied regions, but also a certain "specificity" of the costs formation of third parties in the Mykolaiv region, where tourism is technically efficient.

In addition, it has been proven that in some areas there is a general reserve to cover the costs of commissions, agencies and other fees, as well as there are opportunities to increase these costs by entities, which will increase the tourist attractiveness of the regions. Cross-coverage allows you to optimize costs in some regions, but without increasing the level of commissions, agency and other rewards of tourism entities, it is not effective.

The lack of systematic development of tourism in large tourist centers of Ukraine (Lviv region and Kyiv) against the background of significant activity of third parties, which indicates the lack of a strategy for tourism development, as well as the presence of the shadow sector in this market.

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