

TOURIST SERVICES OF THE WESTERN REGION OF UKRAINE: RATING AND ANALYSIS

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ABSTRACT

Today, together with the recognition of the tourism industry as one of the priorities in the economy of Ukraine, quite active and effective activities have been launched to build a structure of prerequisites for achieving the most effective level of its functioning. At the same time, we understand that to achieve the most successful functioning of the market of tourist services, it is necessary to initiate efforts to overcome the economic crisis and stop military events in Ukraine. We can witness that the market of needs services is becoming increasingly important as a mandatory component in the languages of modern market relations. The tourism industry is a leading field of activity in many countries worldwide. Its development allows you to actively use the most popular and valuable natural resources, ensure job creation, significantly improve the economic, environmental, and social situation, and expand investment space. In Ukraine, the sphere of tourist services has not yet taken its rightful place in services and the economy in general. Therefore, there is a need to substantiate various processes implemented in tourism services at the scientific level, with due regard for national and regional market realities, both in the market and its economic and social situation. An important aspect is also the socio-economic development of the state's regions, which reflects the continuity and stability of regional tourism markets. Among the many problems facing the balanced development of regional tourism, markets ensure the appropriate level of their competitiveness, both between each other and internationally. In our country, tourism began to gain its development at the whole level not so long ago because it did not have a total base for its formation. At the same time, forming a significant share of state, regional, and local budgets and being a necessary "plane" of market circulation, problems in regulating tourism in the regions are the focus of research while forming further and important competing principles. Therefore, today, we need to implement our study by rating the indicators of infrastructural development of the Western regional market of tourist services in Ukraine.

Keywords: *market infrastructure, rating, western region, tourist market, tourist service.*

1. INTRODUCTION

With the recognition of tourism as one of the priority sectors of the economy, the state began active work to create the preconditions for the further successful functioning of this industry in Ukraine. However, for the tourism services market to function successfully, efforts must first be stepped up to overcome the country's economic crisis and end hostilities. Today, the market of tourist services is becoming an increasingly important component in modern market relations. Tourism is a leading field of activity in many countries worldwide, as its development provides an opportunity to use the most valuable natural resources in the economy, create new jobs, intensify

investment activities, and improve the environmental and socio-economic situation. In Ukraine, tourism has not taken a leading place in the structure of the economy and services. Therefore, there is a need for scientific substantiation of the processes in this area, considering the realities of both the market and the socio-economic situation. An essential part of the functioning of socio-economic development of the regions of Ukraine is the stable and uninterrupted functioning of regional tourism markets. Among the many problems facing regional tourism markets are ensuring competitiveness, creating a comfortable institutional environment, and regulating infrastructure development. In Ukraine, tourism began to develop not so long ago, without its development base. Nevertheless, forming a significant part of local, regional, and state budgets and being an essential area of market circulation, the regulation of tourism in the region is at the epicenter of research, forming other competing principles. Therefore, there is a need for research by rating the indicators of infrastructural development of the Western regional market of tourist services in Ukraine.

2. LITERATURE REVIEW

To explore the above issues, it is necessary to define the concept of the regional market for tourism services and improve existing approaches to the definition of “regional market for tourism services” by other scientists and scholars – for example, N. Fomenko, K. Pavlov, O. Pavlova, V. Zatserkovnyi, O. Syrotkina, in his works, expresses the concept of a “regional market of tourist services” as a socio-economic system with a high level of self-regulation, which focuses on the complete interaction between the production, marketing, and consumption of tourism products (Fomenko, 2007; Horal et al., 2021; Kupchak et al., 2020; Pavlov et al., 2021; Syrotkina et al., 2020; Zatserkovnyi et al., 2020).

According to researcher O. Rogova, the regional market of tourist services is a commodity market, the boundaries of which cover some parts of regions and regions. Other experts, L. Cherchyk and Z. Gerasymchuk, K. Pavlov, believe that the regional market of tourist services is a market that can be considered as an open system, which is associated with many other ranks and economic complex of several territories or regions. (Cherchyk, 2006; Gerasymchuk et al., 2007; Pavlov, 2019; Rogova, 2013).

We find a new approach in the works of T. Pavlyuk, L. Akimova, A. Yakymchuk, according to which the “regional market of tourist services” is a place where there is competition and constant interaction between producers and consumers of tourist services (Akimova et al., 2020; Pavlyuk, 2017; Yakymchuk et al., 2019).

In our opinion, the “regional market of tourist services” is a set of specific regions or oblasts, the mechanism of formation of which is influenced by several indicators of infrastructural development: population, wages, number of tourism entities, availability of tourist resources and, of course, state, and local authorities that shape state policy in the field of tourism.

Thus, the regional market of tourist services is a substantial socio-economic system, which is constantly associated with the production of the tourist product, their sale, and consumption of tourist services within one or more territories.

3. FORMING THE PURPOSE OF THE ARTICLE

Rating of the level of infrastructure development of the western regional market of tourist services of Ukraine to determine the level of its competitiveness.

4. METHODOLOGY

Baseline data for ranking regional tourism services markets in the Western region of Ukraine, Volyn, Lviv, Rivne, and Ternopil regions (administrative units) were obtained because of statistical

processing of information by the State Statistics Service of Ukraine, Ministry of Finance of Ukraine, Ministry of Economic Development of Ukraine, Ministry of Infrastructure of Ukraine, Ministry of Social Policy, Ministry of Development of Communities and Territories of Ukraine, etc.

We took as a basis 4 leading indicators that reflect the infrastructural development within the western regional market of tourist services: the number of people who were served by tour operators and travel agents in the regions; the number of collective accommodations by region; the number of sanatoriums and health facilities in the Volyn region by region; the number of children's health and recreation facilities that worked in the summer in the regions.

For unambiguous comparison with each other, each of the indicators (x_j) must be normalized (unified), i.e., reduced to the interval $0 \leq x_j \leq 1$, and $x_j = 1$ corresponds to the best values of this indicator, and $x_j = 0$ - its worst value, where x_j - normalized value. This value will be called the indicator of the primary indicator x_j .

After normalization of the values of each of the given system of primary indicators, the integral index of this system is calculated as the sum of normalized values with certain weights (the same):

$$I = \sum_{i=1}^n \sum_{j=1}^m k_j \bar{x}_{ij} \quad (1)$$

Where: k_j - weighting factors that determine the degree of contribution of the j -th indicator in the integrated index of the i -th period, x_{ij} - normalized values of x_{ij} .

The specified integral indicator "I" is equal to "1" when all x_{ij} acquires the "best" or optimal values, and "0" if all indicators acquire the "worst."

In this case, among all the values of statistical data on changes in time of a given indicator, we find the minimum x_{\min} maximum x_{\max} value and then perform normalization by formula (2):

$$\bar{x}_i = \frac{x_i - x_{\min}}{x_{\max} - x_{\min}} \quad (2)$$

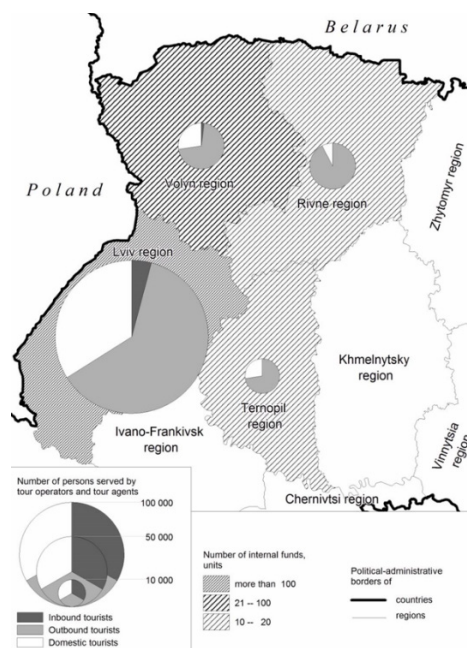
Where: $\bar{1}, n$, and n - is the number of statistics (sample length) or time series points.

Calculations, including establishing relationships between different parameters, analysis of various statistical source data, intermediate and results, and the graphical representation of these results, are performed in MS Excel.

5. RESULTS

First, to make the research more objective, it is necessary to rate the indicators of infrastructural development of the Western Regional Market of Tourist Services of Ukraine (WRMTS). According to our beliefs, the WRMTS covers 4 regions (administrative units): Volyn, Ternopil, Lviv, and Rivne (Fig. 1).

Figure 1. Territorial map of the Western regional market of tourist services on 01.01.202.



Source: developed by authors based on (State Statistics Service of Ukraine, Lviv, Rivne, Ternopil, Volyn region).

Figure 1. shows four areas that, in our study, are part of WRMTS. We chose this correspondence of oblasts because they are very similar in their physical and geographical location, cross-border and economic position.

This combination of tangential regions to the Volyn region is the most understandable and compatible. With the help of this study, we will form a rating of indicators of infrastructural development of the Western regional market of tourist services. We will be able to determine the most optimal area for the effective development of tourism.

To rank the indicators of infrastructural development of WRMTS, we will first analyze the average salary in the region for the period 2016-2020. In the Volyn region in 2016, the average salary was - 2721.0 thousand UAH, in 2017 - 3291.0 thousand UAH, in 2018 - 4047.0 thousand UAH, in 2019 - 5849.0 thousand UAH, in 2020 - UAH 7,324.0 thousand. And in 2020 - UAH 8,382.0 thousand (Table 1).

Table 1. Average wages by regions of the Western region for the period 2016-2021, thousand UAH.

<i>N^o</i>	<i>Administrative region</i>	2016	2017	2018	2019	2020	2021
1	Volyn region	2721,0	3291,0	4047,0	5849,0	7324,0	8382,0
2	Rivne region	2978,0	3468,0	4243,0	5861,0	7279,0	9446,0
3	Ternopil region	2527,0	2994,0	3695,0	5552,0	6969,0	8183,0
4	Lviv region	2961,0	3646,0	4559,0	6391,0	8001,0	9043,78

Source: developed by authors based on (State Statistics Service of Ukraine, Lviv, Rivne, Ternopil, Volyn region).

According to the Main Department of Statistics of Ukraine in the Volyn region, the population in 2016 was 1038.6 thousand people, in 2017 - 1040.2 thousand people, in 2018 - 1039.9 thousand people, in 2019 - 1038.2 thousand people, in 2020 - 10351.0 thousand people, The highest-paid was the work of workers to assemble furniture and various vehicles and equipment. The actual wage index was 109.2% (Table 2).

Table 2. Population by regions of the Western region for the period 2016-2020, thousand people.

<i>№</i>	<i>Administrative region</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Volyn region	1038,6	1040,2	1039,9	1038,2	1035,7	1032,6
2	Rivne region	1158,8	1161,2	1161,8	1162,7	1160,6	1157,3
3	Ternopil region	1073,3	1069,9	1065,7	1059,	1052,3	1045,9
4	Lviv region	2538,4	2537,8	2534,2	2534,0	2529,6	2522,0

Source: developed by authors based on (*State Statistics Service of Ukraine, Lviv, Rivne, Ternopil, Volyn region*).

The number of people served by tour operators and travel agents in the Volyn region in 2016 was 14593 thousand people; in 2017, it was served - 15620 thousand people, in 2018 - 26526 thousand people, in 2019 - 17047 thousand people. In total, in 2020, tour operators and travel agents served 21,807,000 people, including 448 foreigners, 5,963 domestic tourists, and 15,396 outbound tourists (Table 3).

Table 3. The number of persons who were served by tour operators and travel agents in the Volyn region for the period 2016-2020, persons.

<i>№</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Total	14593	15620	26526	17047	21807
2	including incoming tourists	349	645	486	679	448
3	including outbound tourists	8073	9327	19446	12429	15396
4	including domestic tourists	6171	5648	6594	3939	5963

Source: developed by authors based on (*State Statistics Service of Ukraine, Volyn region*).

For example, in the Volyn region, as of 2016, the number of collective accommodation facilities was 138 units, in 2017 - 139 units, in 2018 - 137 units, in 2019 - 131 units, and in 2020 the number of collective accommodation facilities accommodation in the Volyn region was - 72 units, and the number of places in them - 3684 units (Table 4).

Table 4. The number of communal accommodation facilities in the Volyn region for 2016-2020.

<i>№</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Number of collective accommodation facilities	138	139	137	131	72
2	Number of places in collective accommodation facilities	6177	6205	6293	6135	3684
3	Number of persons who were in collective accommodation facilities	108129	112480	117455	124937	55740

Source: developed by authors based on (*State Statistics Service of Ukraine, Volyn region*).

At the same time, the number of hotels and similar accommodation was 16 units. Moreover, other means of accommodation there were - 56 units.

In 2016, the number of sanatoriums and health facilities in the Volyn region was 7 units, in 2017 - 7 units, in 2018 - 6 units. In 2019, there were only 6 inpatient sanatoriums and boarding houses in the Volyn region, specializing in the treatment of tourists, and 66 recreation centers with 2,500 places in them (Table 5). Sanatoriums of the region are located quite unevenly. They are concentrated in suburban (1), forest (2), and lake-forest zones (2), where there is a concentration of medical and

health resources. Over the last 20 years, there has been a trend when based on sanatoriums; health function is gradually displacing the therapeutic and functioning in combination with entertainment and cultural and cognitive recreation.

Table 5. The number of sanatoriums and health facilities in the Volyn region for 2016-2020.

<i>№</i>	<i>Type of institution</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Sanatoriums and boarding houses with treatment	7	7	6	6	5
2	Sanatoriums	1	-	-	-	-
3	Holiday houses and boarding houses	1	1	1	1	1
4	Bases and other recreation facilities	65	65	69	66	66

Source: developed by authors based on (*State Statistics Service of Ukraine, Volyn region*).

We consider medical and health tourism to be one of the most promising types of tourism for the Volyn region. Provision of medical and health services is carried out based on sanatoriums or specialized clinics (outside the state medical care) at the initiative of tourists.

As you can see from the table. 5, over the last five years, the number of sanatoriums has decreased from seven to five. In 2018, the sanatorium for mothers and children “Turia” (Kovel) was reorganized. The property complex of the sanatorium was transferred to the balance of the regional lyceum with enhanced military and physical training. As of 2021, projects are underway to reorganize the Volyn Regional Sanatorium “Zhorany” (village Zhorany).

“Regional anti-tuberculosis sanatorium for adults” (Kolka village). The first is planned to be reorganized by joining the Volyn regional sanatorium “Forest Song”; the second is reorganized by joining the regional physio pulmonology center.

The number of children’s health and recreation facilities that operated in the summer in the Volyn region in 2016 was 552 units; in 2017, there were 209, in 2018 - 178 units, in 2019 - 195 units, and in 2020 it was 200 units, the number of places in them - 1962 units, and the number of children who were in institutions were 21,238 people (Table 6).

Table 6. Number of children’s health and recreation facilities that worked in the summer in the Volyn region.

<i>Year</i>	<i>Number of institutions, units</i>	<i>They have places, units</i>	<i>Number of children in institutions, persons</i>
2016	552	2446	47367
2017	209	2576	20438
2018	178	1787	19621
2019	195	2179	21693
2020	200	1962	21238

Source: developed by authors based on (*State Statistics Service of Ukraine, Volyn region*).

We observe a slightly different situation in the Lviv region. According to the Main Department of Statistics in the Lviv region, as of 2016, the population reached 2538,4 thousand people, in 2017 – 2537,8 thousand people, in 2018 – 2534,2 thousand people, in 2019 – 2534,0 thousand people, and in 2020, the population was 2522,0 thousand people (Table 2).

According to the data obtained during the study, the level of average wages in the Lviv region for 2016 amounted to 2961.0 thousand UAH, for 2017 - 3646.0 thousand UAH, for 2018 - 4559.0 thousand UAH, for 2019 - 6391.0 thousand UAH, for 2020 - 8001.0 thousand UAH. and for 2020

the average salary was 9043, 78 thousand UAH.

The number of tourists in the Lviv region who were served by tour operators and travel agents in 2016 reached 92,128 people, in 2017 - 112,472 people, in 2018 - 181,827 people, in 2019 - 1,751,550 and 2020 - 182,255 people, including 7617 persons were served incoming tourists, 112757 persons - outgoing tourists and 61881 persons - domestic tourists (Table 7).

Table 7. Number of persons who were served by tour operators and travel agents in the Lviv region for the period 2016-2020, persons.

<i>№</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Total	92128	112472	181827	175150	182255
2	including incoming tourists	2017	3057	8370	6042	7617
3	including outbound tourists	61465	60830	74877	82653	112757
4	including domestic tourists	28648	48585	98580	86455	61881

Source: developed by authors based on (*State Statistics Service of Ukraine, Lviv region*).

The number of communal accommodation facilities in 2016 was 340 units, in 2017 - 331 units, in 2018 - 343 units, in 2019 - 337 units, and in 2020 their number reached 129 institutions and the number of places in which there were 13191 units. The total number of hotels and similar accommodations was 104 and 25 others (Table 8).

Table 8. The number of communal accommodation facilities in the Lviv region for 2016-2020.

<i>№</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Number of collective accommodation facilities	340	331	343	337	129
2	Number of places in collective accommodation facilities	32746	33626	30869	32927	13191
3	Number of persons who were in collective accommodation facilities	620007	715333	861250	987866	572159

Source: developed by authors based on (*State Statistics Service of Ukraine, Lviv region*).

Lviv region has significant potential for the development of health tourism. On the region's territory, there are all kinds of resources (balneological, mud, climatic), which are necessary for the functioning of institutions for the provision of sanatorium services. The availability of various recreational resources attracts this region to develop the tourism sector of the economy. In general, the region remains the leader in the number of sanatoriums among the regions of the Western region. As of 2019, there were 60 such institutions, of which 42 were sanatoriums and boarding houses with treatment, 4 - houses and boarding houses with rest, bases, and other recreation facilities with a medical and health profile (Table 9).

Table 9. The number of sanatoriums and health facilities in the Lviv region for 2016-2020.

<i>№</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Sanatoriums and boarding houses with treatment	48	45	40	42	-
2	Sanatoriums	4	-	-	-	-
3	Holiday houses and boarding houses	3	4	4	4	-
4	Bases and other recreation facilities	12	9	12	14	-

Source: developed by authors based on (*State Statistics Service of Ukraine, Lviv region*).

The number of children’s health and recreation facilities that operated in the summer in the Lviv region in 2016 was - 579 units, in 2017 - 115 units, in 2018 - 116 units, in 2019 - 238 units. Moreover, in 2020, there were 245 units, of which there were 1947 places, the number of children who were in institutions was 19593 people (Table 10).

Table 10. Number of children’s health and recreation facilities that worked in the summer in the Lviv region.

<i>Year</i>	<i>Number of institutions, units</i>	<i>They have places, units</i>	<i>Number of children in institutions, persons</i>
2016	579	2937	61448
2017	115	2800	15200
2018	116	2518	14099
2019	238	1997	20299
2020	245	1947	19593

Source: developed by authors based on (*State Statistics Service of Ukraine, Lviv region*).

According to the Main Department of Statistics in the Rivne region, in 2016, the population was 1158.8 thousand people, in 2017 - 1161.2 thousand people, in 2018 - 1161.8 thousand people, in 2019 - 1162 thousand. Persons, in 2020 - 1160.6 thousand people, and January-August 2020, the population reached 1157.3 thousand.

The average level of wages in the Rivne region in 2016 amounted to 2978.0 thousand UAH, in 2017 - 3468.0 thousand UAH, in 2018 - 4243.0 thousand UAH, in 2019 - 5861 thousand UAH., in 2020 - 7279.0 thousand UAH, and 2020 - 9446.0 thousand UAH. (Table 1). Real wages, considering changes in consumer prices in July 2020, amounted to 102.8%.

The total number of tourists served by tour operators and tour agents in 2016 the population was 8936 thousand people; in 2017 - 6640 thousand people, in 2018 - 9022 thousand people, in 2019 - 11168 thousand people. In 2020, the number of such persons was 22027 thousand people. Of this number, 20,347 inbound tourists and 1,680,000 domestic tourists were served (Table 11).

Table 11. Number of persons who were served by tour operators and travel agents in the Rivne region for the period 2016-2020, thousand people.

<i>Nº</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Total	8936	6640	9022	11168	22027
2	including incoming tourists	-	-	-	-	-
3	including outbound tourists	7502	5403	7572	9833	20347
4	including domestic tourists	1434	1236	1450	1335	1680

Source: developed by authors based on (*State Statistics Service of Ukraine, Rivne region*).

The number of communal accommodation facilities in 2016 was 65 units, in 2017 - 59 units, in 2018 - 58 units, in 2019 - 52 units. In 2020, their number was 17 units, and the total number of beds in collective accommodation facilities was 1,557 units. (Table 12). There were 15 hotels, similar accommodation facilities, and other accommodation facilities - only 2 units.

Table 12. The number of communal accommodation facilities in the Rivne region for 2016-2020.

<i>Nº</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Number of collective accommodation facilities	65	59	58	52	17
2	Number of places in collective accommodation facilities	4220	3873	4060	3798	1557
3	Number of persons who were in collective accommodation facilities	131024	119363	116852	98798	39470

Source: developed by authors based on (*State Statistics Service of Ukraine, Rivne region*).

The network of sanatoriums and health resorts of the Rivne region in 2020 amounted to eleven institutions: eight sanatoriums (including two sanatoriums) and three recreation facilities with health profiles (Table 13). Compared to 2016–2020, their number decreased by one.

Table 13. The number of sanatoriums and health facilities in the Rivne region for 2016-2020.

<i>Nº</i>	<i>Type of institution</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Sanatoriums and boarding houses with treatment	7	6	6	6	-
2	Sanatoriums	3	2	2	2	-
3	Holiday houses and boarding houses	-	-	-	-	-
4	Bases and other recreation facilities	5	5	5	3	-

Source: developed by authors based on (*State Statistics Service of Ukraine, Rivne region*).

According to Table 14, we can trace the number of children's health and recreation facilities that operated in the summer in the Rivne region for 2016-2020. Thus, as of 2016, there were 571 units, in 2017 - 207 units, in 2018 - 188 units, in 2019 - 234 units, and in 2020 their number decreased to 146 units. The total number of children who recovered in such institutions was 17,459.

Table 14. Number of children’s health and recreation facilities that worked in the summer in the Rivne region.

<i>Year</i>	<i>Number of institutions, units</i>	<i>They have places, units.</i>	<i>Number of children in institutions, persons</i>
2016	571	2070	60677
2017	207	1980	23958
2018	188	1930	20016
2019	234	1630	26265
2020	146	980	17459

Source: developed by authors based on (*State Statistics Service of Ukraine, Rivne region*).

According to the Main Department of Statistics in the Ternopil region, the population in 2016 was - 1073.3 thousand people, in 2017 - 1069.9 thousand people, in 2018 - 1065.7 thousand people, in 2019 - 1059, 0 thousand people, for 2020 - 1052.3 thousand people and 2020 - 1045.9 thousand people.

Wages in the Ternopil region in 2016 amounted to 2527.0 thousand UAH, in 2017 - 2994, 0 thousand UAH, in 2018 - 3695, 0 thousand UAH, in 2019 the average salary was 5552 thousand UAH, for 2020 the average salary reached 6969.0 thousand UAH, and for 2020 - 8183, 0 thousand UAH.

An essential indicator of the development of organized tourism is the volume of tourist flows. In the table. 2.19 presents the number of tourists served by tourism entities of the Ternopil region for 2016-2020. In terms of tourists, the Ternopil region flows significantly ahead of Volyn and Rivne regions but lags behind Lviv. The subjects of tourist activity of Ternopil region in 2016 served - 9066 people, in 2017 - 6668 people, in 2018 - 7536 people, in 2019 - 9558 thousand people, and 2020 - 13103 thousand people. 9485 thousand outbound tourists and 3618 domestic tourists (Table 15).

Table 15. Number of persons who were served by tour operators and travel agents in the Ternopil region for the period 2016-2020, persons.

<i>№</i>	<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Total	9066	6668	7536	9558	13103
2	including incoming tourists	-	55	-	-	-
3	including outbound tourists	4691	4970	5601	7526	9485
4	including domestic tourists	4375	1643	1935	2032	3618

Source: developed by authors based on (*State Statistics Service of Ukraine, Ternopil region*).

In the Ternopil region in 2016, the total number of collective accommodation facilities was 70 units, in 2017 - 68 units, in 2018 - 70 units, in 2019 - 66 units, and 2020 - 14 units, and the total number of beds. seats in them were - 1267 units. (Table 16). There were 10 hotels and similar accommodation facilities; only 4 other accommodation facilities.

Table 16. The number of communal accommodation facilities in the Ternopil region for 2016-2020.

<i>№</i>	<i>Indicator</i>	2016	2017	2018	2019	2020
1	Number of collective accommodation facilities	70	68	70	66	14
2	Number of places in collective accommodation facilities	4074	4324	4613	4077	1267
3	Number of persons who were in collective accommodation facilities	126337	138435	210770	125262	46103

Source: developed by authors based on (*State Statistics Service of Ukraine, Ternopil region*).

In 2016, there were 7 sanatoriums in the Ternopil region. According to the functioning of the sanatoriums, sanatoriums with treatment are approaching. There were 2 of them in the region as of 2016, and none in 2020. In addition, there are 2 recreation facilities with a medical profile (Table 17).

Table 17. Number of sanatoriums and health resorts of Ternopil region for the period 2016-2020.

<i>№</i>	<i>Type of institution</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
1	Sanatoriums and boarding houses with treatment	8	8	8	7	-
2	Sanatoriums	2	1	1	-	-
3	Holiday houses and boarding houses	-	-	-	-	-
4	Bases and other recreation facilities	2	2	2	2	-

Source: developed by authors based on (*State Statistics Service of Ukraine, Ternopil region*).

According to Table 18, we can trace the number of children's health and recreation facilities in the summer in the Ternopil region.

In 2016, their number was 184 units; in 2017 - 85 units; in 2018 - 83 units; in 2019 - 89 units; and 2020 - the number of children's health and recreation facilities was 89 units. At the same time, the total number of places reached 1277, and the number of children who recovered in such institutions in 2020 was 5456 people.

Table 18. Number of children's health and recreation facilities that worked in the summer in the Ternopil region.

<i>Year</i>	<i>Number of institutions, units</i>	<i>They have places, units.</i>	<i>Number of children in institutions, persons</i>
2016	184	2304	13485
2017	85	2077	6171
2018	83	1768	5880
2019	89	1749	5993
2020	89	1277	5456

Source: developed by authors based on (*State Statistics Service of Ukraine, Ternopil region*).

Based on the results of the analysis of infrastructural development of the Western regional market of tourist services (including population, average wages, number of tourists served, number of

communal facilities, number of hotels and similar accommodation, and number of stationary sanatoriums and recreation centers), the region's regions are rated (Table 19).

The arithmetic means the value of all the above indicators made it possible to derive an integrated ranking position of each region. Thus, the Lviv region is the highest rating position (№1) among the indicators of infrastructural development. After all, the number of tourists in 2020, who travel agencies and tour operators serve, is 182,255 people. The number of communal facilities, hotels, and other accommodation facilities is also higher than in the relevant areas of the Western Regional Market of Tourist Services. Therefore, according to the rating method, we will assign the brightest color in the table to the Lviv region, and then, as it decreases, we will trace the rating of the regions in the tabular format.

The Volyn region occupies the following position (№2) because for a smaller population and lower average wages, the number of tourists served is 21807 thousand people, and the number of collective accommodation and hotels is also higher than the Rivne region. Therefore, the Rivne region occupies a position under № 3. Ternopil region with the lowest socio-economic activity ranks last among the regions of the Western regional market of tourist services.

Table 19. Generalized indicator of research of infrastructural development of the Western regional market of tourist services.

<i>Administrative region</i>	<i>Rating position</i>
Lviv region	1
Volyn region	2
Rivne region	3
Ternopil region	4

Source: Author's calculation.

For a complete study, we defined the regional market of tourist services concept and united 4 regions (administrative units): Volyn, Rivne, Lviv, and Ternopil in the Western regional tourist market of Ukraine. The following indicators characterized each region: population, average wages, number of tourists served, number of communal facilities, number of hotels and similar recreation facilities, number of sanatoriums and recreation centers. The research was conducted using data from each region's Main Department of Statistics. They drew a drawing and determined the most optimal area for developing the market of tourist services. Next, they built a table, where the colors depicted the areas in their position.

Lviv region took 1st place, Volyn region - 2, Rivne region - 3, and Ternopil region - 4. That is, the Lviv region received the highest score. Those oblasts that have taken the lowest level in the ranking of oblasts should pay attention to local regulation and improve their tourism potential, using various development strategies and modernization projects.

6. DISCUSSION AND CONCLUSION

The territorial map of the Western regional market of tourist services is based on the rating of oblasts (**Volyn, Rivne, Lviv, and Ternopil oblasts**), taking into account indicators of infrastructural development: population, average salary, number of tourists served by tourism entities, availability hotels, communal accommodation facilities, sanatoriums, and medical recreation centers. As a result of the study, it was found that the Lviv region occupies the highest rating position on the impact of infrastructure development indicators. After all, the number of tourists in 2020, who travel agencies and tour operators serve, is 182,255 people. The number of communal facilities, hotels, and other accommodation facilities is also higher than in the relevant areas of the Western Regional Market of Tourist Services. To modernize and stimulate the development of the tourism industry in oblasts that received low marks in the Western Ukrainian regional market ranking of tourism services, it is necessary to identify priority areas and find tourism projects and development strategies that would be best in a particular region.

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