



МАРКЕТИНГ І РИНКОВІ ВІДНОСИНИ

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Gumeniuk V.V.,
cand.sc.(econ.), assoc. prof., doctoral candidate,
department of economic theory and competitive policy
Kyiv National University of Trade and Economics

FACTORS OF DYNAMICS OF THE RESORT AND RECREATIONAL SERVICES MARKET CAPACITY

Гуменюк В.В.,
к.е.н., доцент, докторант кафедри економічної
теорії та конкурентної політики
Київський національний
торговельно-економічний університет

ЧИННИКИ ДИНАМІКИ ЄМНОСТІ РИНКУ КУРОРТНО-РЕКРЕАЦІЙНИХ ПОСЛУГ

Setting the problem. One of the most essential components of transformation processes in many countries of the world is to build the mixed economy, maximally oriented to people and satisfaction of their needs connected with health and a quality life. Activation of market relations in the context of realization of the human capability in respect of working capacity, health improvement does not fully eliminate the established mechanism of sanatorium-resort services distribution carried out by public institutions. The better the market performs its functions in terms of formation of resort services supply, satisfaction of solvent needs of consumers in sanatorium-resort treatment, the higher is the level of social development.

Spreading of the tendency of growth of mass fraction of the market resort-and-recreation services does not contradict the possibility of state regulation aimed at consumer protection, prices regulation, scopes of output and consumption, competition development, promotion of foreign commerce by services. Market convergence provides for establishment of special conditions in which the interaction of demand and supply is based on the possibilities of maximal satisfaction of individual preferences of consumers in resort servicing which does not contradict or prevent the implementation of the possibilities of satisfaction of the population needs of sanatorium-resort services that are generated in the order of social security and social welfare of the population from the sources of social consumption funds. Rather often overcoming of problems of market failure rests with the state, which, in its turn, not always eliminates them effectively and fully. At the same time the market mechanism fails to work out fully to remove the state inability to produce resort services. Public procurement of sanatorium-resort services on the market appear to be ineffective. Social safeguard of treatment services provision to citizens are not fulfilled.

The analysis of recent research and publications. Great number of academic economists, marketers, specialists in public administration and regulation of the economy devoted their research papers to the analysis of processes, causes and effects of structural modification and dynamics of markets capacity. A range of problems of determining the market capacity is considered in works different by scientific content and practical orientation, particularly in technology of market segmentation (M. Wedel, W. Kamakura) [1]; at analysis of monopolistic competition (A. Nocco, G. Ottaviano, M. Salto) [2]; elaboration of a strategy for development of the health tourism market (N. Lunt, D. Horsfall, R. Smith, M. Exworthy, J. Hanefeld, R. Mannion) [3]. Factors of domestic market of Ukraine under conditions of instability of global economy were most profoundly revealed by such scientists as A. Mazaraki and V. Lahutin [4]; important research contribution to elaboration of mechanisms of the Ukrainian resort services development make the works of N. Vedmid [5] and S. Melnychenko [6].

In the context of the growing needs in reproduction of human capital and the need to increase the efficiency of state regulation in this sphere, the development of methodological approaches to determining the capacity of the services market is of great scientific and practical importance.

Setting the objective. The object of the article is to highlight the factors of structural transformation and the dynamics of the resort and recreational services market capacity as a socially significant feature of

implementation of the state policy of human capital assets reproduction, the basis for determination of the amount of financial support of resort therapy and the population health promotion from the sources of the social consumption funds.

The main material of research. Analysis of scientific research results allows single out the main theoretical approaches to determine the market capacity:

– potentially possible (maximum, current) volume of sales of goods (services) for a specified period of time (usually during a year) by all producers (sellers) of the given market (O. Alymov [7, p. 263], F. Krutikov [8, p.163]).

– attainable (real, possible) volume of expenditures of consumers at a relevant level of effective demand (I. Korzhenevskij) [9, p.9], available purchasing funds of the population (E. Garbacik) [10, p.175], total market demand (J. Zavadskij, G. Osovska and O. Yushkevich, 2007) [11, p. 175];

– conditionally constant magnitude that is expressed in the ability of producers to attract a part of demand for their benefit, except when real profit is barely enough for customers' living (I. Sachs, Z. Chrupek, J. Zdanowicz) [12, p. 159].

The issue of determination of the market capacity gained significant development in the field of applied marketing researches. In practical measurements, no marketing research is complete without determination of this important index, with consideration of which competitive strategies are being developed, competition policy of producers (sellers) of services is being implemented.

Arsenal of marketing among all methodological developments of determination of capacity of branch service markets is the richest, but despite this, there exist disputing regulations as to the use of a conceptual framework which is applied in scientific exploration. In particular, the disputing issue is the interpretation of the notion of market capacity, expressed in the ability to absorb a particular amount of tourism services (V. Kwartalnov) [13, p. 159], (A. Saak, Yu. Pshenichnych) [14, p. 136].

By the economic content, the mentioned interpretation only relates to the notion of "market capacity" and does not reveal its nature as it corresponds to the notion of "market volume", which can be seized by a producing enterprise in the competitive environment in relation to the market capacity which represents the total mixed supply formed by all producers of services present in the given market.

One of the important issues in the sphere of state regulation of the economy is the development of methodological principles of the assessment of the resort services market capacity with consideration of the character and peculiarities of its functioning, increasing administrative requests for market information. The most appropriate is the comprehensive approach to determining the resort services market capacity, which expresses the possibilities and gained results of market interaction:

– market's ability to organize a certain scope of operations of purchase-and-sale of resort services in the defined period;

– total incomes of producers of resort services by the types of their economic activity which is the main source of financial support for covering associated costs of the same period and the economic base of the reproducing structure of resort services production;

– total expenditures of consumers (buyers) in the form of money flows allocated to purchase resort services during a certain period of time;

– scope of assimilated investments for a certain period of time in the reproduction of the human capital by means of sanatorium-resort treatment, resort rehabilitation and recreation of population.

In terms of methodology, the use of an annual interval has become widespread by which the determination of the services market capacity is carried out. This is connected with the best capabilities of statistical data processing, the convenience of comparison of annual amount of profit of producers over the time, consumers' expenditures, as well as taking into consideration the factor of fiscal policy of the state carried out within a budget period which corresponds to a calendar year. By the principles of annual budgeting there are organized processes of formation and use of social consumption funds, carried out compensation expenses on sanatorium-resort treatment and recreation of certain categories of the population according to the obligations of the state undertaken from the population social security.

A range of issues connected with the establishment of limits, determination of capacity, outlining of a relevant range of the resort services market have great social-economic importance and are the center of attention of state regulation of the national economy.

In this regard, when determining the resort services market capacity there shall be considered cost-distribution processes and connected with them amounts of money allocated by the state in the order of financial support of resort services production and financing of population needs in sanatorium-resort treatment on terms which are correlated with the factors of demand and an independent choice by a consumer of the necessary services.

Construction of the system of performances of analysis and assessment of the resort services market capacity is a complicated and actual task. In the sphere of regulation of economic competition, the resort services market capacity is determined by:

– framework of independent demand, as far as the indicated market covers services which a consumer considers as interchangeable with consideration of preservation of their functional purpose, value to satisfy individual needs, price-quality criteria of a free choice;

– territorial and geographical parameters, by which homogenous conditions of economic competition in the industrial and commercial spheres of market entities were created.

The difficulty of determining the boundaries of the resort services market is conditioned by criteria related to demand, supply, government intervention in economic processes and are common to them all. Administrative-territorial borders of a country, natural space of resort areas correspond to the geographical boundaries of the market. For the consumers' resort services market, in terms of liberalization of trade by services, when visa formalities almost disappear or are greatly simplified and the creation of the industry market of resort services takes place, geographic boundaries are not limited to the inside of the economic system of the state. In this regard, an important factor in formation of the resort services market capacity is volume of exports and imports of resort services.

Grounding on the performances of the resort services market capacity, coordinated measures of state regulation of the resort sphere development and the human capital reproduction are to be developed. Tendencies of the market capacity dynamics and needs of social development should be taken into account in the process of elaboration and implementation of state and local programs of resorts development in Ukraine. Real capacity of the resort services market can be determined only after the end of an exploration period by aggregating performances of resort services sales to consumers. Table 1 shows the economic performances of the structure and dynamics of the resort services market capacity.

Table 1

Dynamics of Market Capacity by Profits of Producers of Resort Services

Performances		Measurements	For a relevant period, year			
			2011	2012	2013	2014*
1. Profits from provided services (without indirect taxes), total		mIn. UAH.	6919,8	6820,9	6316,5	3173,6
		temp, %	x	-1,4	-7,4	-49,8
2. Distribution of profits of producers of resort services by segments	Sanatoria	mIn. UAH.	3153,3	3527,8	3863,5	2177,1
		ratio, %	45,6	51,7	61,2	68,6
		temp, %	x	11,9	9,5	-43,6
	Children's sanatoria	mIn. UAH.	920,2	315,5	398,3	176,7
		ratio, %	13,3	4,6	6,3	5,6
		temp, %	x	-65,7	26,2	-55,6
	Boarding houses with treatment	mIn. UAH.	188,0	424,4	163,3	40,7
		ratio, %	2,7	6,2	2,6	1,3
		temp, %	x	125,7	-61,5	-75,1
	Children's all-year institutions of recreation	mIn. UAH.	282,3	327,7	281,8	130,6
		ratio, %	4,1	4,8	4,5	4,2
		temp, %	x	16,1	-14,0	-53,7
	Sanatoria-preventoria	mIn. UAH.	329,2	282,1	197,3	170,0
		ratio, %	4,8	4,1	3,1	5,4
		temp, %	x	-14,3	-30,1	-13,8
	Balneo-mud clinic	mIn. UAH.	11,4	24,9	11,9	14,8
		ratio, %	0,2	0,4	0,2	0,5
		temp, %	x	118,4	-52,2	24,4
	Rest houses	mIn. UAH.	33,1	37,2	31,6	5,8
		ratio, %	0,5	0,5	0,5	0,2
temp, %		x	12,4	-15,1	-81,6	
Rest boarding houses	mIn. UAH.	658,3	799,1	700,1	90,8	
	ratio, %	9,5	11,7	11,1	2,9	
	temp, %	x	21,4	-12,4	-87,0	
Recreation centers, and other recreation institutions (except for tourism)	mIn. UAH.	1344,2	1082,2	668,7	367,1	
	ratio, %	19,4	15,9	10,6	11,6	
	temp, %	x	-19,5	-38,2	-45,1	

Source: compiled and calculated by the data of the State Service of Statistics of Ukraine [15]

*Excluding temporarily occupied Crimea and territories of Donetsk and Lugansk regions.

According to Table 1, a system forming segment of the market of resort services producers in Ukraine is formed by sanatorium type establishments. By volume of cash receipts, its share in the national market capacity in 2012 exceeded 50% and continued to grow. However, the formal definition of the resort services market capacity based on aggregation of volume of their production has its limitations in use. This is connected with the fact that there is a possibility to consider a part of resort services on the official market, and the rest is a subject to purchase-sale on the unofficial market. The difficulty also consists in methodological uncertainty of the issue of consideration of implicit scope of resort services:

- depersonalization of consumption of separate resort services;
- non-distribution of a part of the scope of services between buyers of the resort services market and representatives of related markets;
- non-distribution between local population and persons who arrived in the resort area for treatment and rehabilitation.
- services provided to consumers in order of social protection;
- services of producers that are subordinate, do not have a market-based valuation and are not objects of market exchange;
- resort services received by personnel of a business entity that produce them.

The question of efficiency of the state regulatory policy in the resort sphere is connected with the problems of development of the domestic market and export component of the economy of resort services. The tendency of promotion of import of resort services in Ukraine against the background of curtailment of the domestic market capacity is an alarming signal indicating unresolved problems in terms of improvement of the competitiveness of resort services. This situation is caused, primarily, by institutional factors of low effectiveness of the mechanism of the domestic resort services market, in particular, by tariff-and-price instability, problems with guarantees of quality and safety of the resort services.

Capacity of the resort services market is associated with certain conditions and factors that influence its formation: the level of prices, economic conditions, incomes of population, business activity, level of financial support, buying capacity of consumers, volume (share) of consumption expenditures, economic and political situation in the country, competition level, climate and environmental conditions, seasonal and cyclical fluctuations, regulatory influence of the state, social and demographic structure of population and its changes etc.

Determination of potential capacity of the resort services market is carried out grounding on the capacity of facilities of sanatorium-resort sphere, possible occupancy levels with consideration of seasonal factors, consideration of the cause-and-effect factors that determine the dynamics of the market conditions.

Dynamics of structural failures in consumption of resort services is an important factor in the dynamics of capacity of the resort services market. According to data of state statistical observations, that are provided in the table 2, the largest number of consumers of resort services was registered in 1990. Due to the centralized distribution of services of sanatorium-resort treatment, rehabilitation and rest in Ukraine there were received more than 6 million people, more than 50% of which was a recreational and rehabilitation component.

Table 2

Dynamics of Market Capacity by a Number of Consumers of Resort Services

Performances	Measurement units	For a relevant period, year				
		1990	2011	2012	2013	2014*
Number of persons placed, total	thousand of people	6155	2933	2888	2821	1606
	%	100	100	100	100	100
including: – in sanatoria	thousand of people	1616	1278	1209	1249	670
	%	26,3	43,6	41,9	44,3	41,7
–in boarding houses with treatment	thousand of people	89	99	70	63	17
	%	1,4	3,4	2,4	2,2	1,1
– in sanatoria-preventoria	thousand of people	821	193	156	130	100
	%	13,3	6,6	5,4	4,6	6,2
– in rest houses and rest boarding houses	thousand of people	1324	325	373	361	81
	%	21,5	11,1	12,9	12,8	5,0
– in recreation centers	thousand of people	2305	1038	1080	1018	738
	%	37,4	35,4	37,4	36,1	46,0

Source: compiled and calculated by the data of the State Service of Statistics of Ukraine [15].

*Excluding temporarily occupied Crimea and territories of Donetsk and Lugansk regions.

The issue of the resort services market capacity is inseparably connected with formation of total demand which represents social needs of the human capital reproduction and their expression in the form of market intentions that are supported by consumers' buying capacity. However, capacity of the resort services market is determined not only by the absolute amount of cash income of population, but depends on many other factors.

The role of the political factor of influence on the dynamics of the capacity of the resort services market had significantly increased lately. Demand for resort services shows high sensitivity to political turmoil in society and effects caused by political problems. Annexation of the Crimea, temporary occupation of a part of Luhansk and Donetsk oblasts, hybrid war and mass acts of terrorism are the key factors of sharp decline in the resort services market capacity. Following the escalation of political tension in Ukraine due to the protracted conflict with the Russian Federation, the conditions of entrepreneurial activity have complicated too much in connection with the lowering of consumers' buying capacity, changes of their values that had an impact on reduction of resort services consumption.

Conclusions and further research. Therefore, strengthening of the market standings of Ukraine as a resort state is under the influence of factors of the need in peace restoration, territorial integrity and violated state borders, establishment of safe conditions for human development, emergence of tendencies of economic growth, enhance of business activity and increase of real income of the population. If all these conditions are achieved, the economic dimension of low capacity of the national market of resort services (with significant natural and medicinal resources and the need to update resort infrastructure) may in the future become an important precondition for attraction of investments in production of resort services that will affect the formation of their competitive demand and competition promotion.

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Рецензент: д.е.н., професор ДВНЗ «Прикарпатський національний університет ім. Василя Стефаника» І.Ф. Баланюк

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Ібатулін М.І.,
к.е.н., доцент

Національний університет біоресурсів і природокористування України

ТЕОРЕТИЧНІ ЗАСАДИ ФУНКЦІОНУВАННЯ ЕКОНОМІЧНОГО МЕХАНІЗМУ АГРАРНОГО РИНКУ

Ibatullin M.I.,
cand.sc.(econ.), assoc. prof.
National University of Life and Environmental Sciences of Ukraine

THEORETICAL BASES FOR FUNCTIONING OF AN ECONOMIC MECHANISM OF THE AGRICULTURAL MARKET

Постановка проблеми. Сучасні умови розвитку вітчизняної економіки визначаються впливом економічного механізму як регулятора діяльності ринкового середовища, закони і принципи якого визначають не лише виробничу діяльність, але й впливають на реалізацію соціальних та екологічних цілей держави.

Функціонування ринкового механізму, його значення та функції в науковій економічній літературі висвітлені досить широко, однак мінливість середовища діяльності суб'єктів ринку зумовлює необхідність обґрунтування складових організаційно-економічного механізму для забезпечення його збалансованого розвитку. Ринок, як «невидима рука» або стихійний регулятор економічної діяльності, сформувався із виникненням товарного виробництва внаслідок появи відособлених товаровиробників, які змушені були обмінювати частину своєї продукції на інші товари. Подальший розвиток техніки і технологій сприяв поділу праці, виникли спеціалізовані галузі, а поява товару є важливим моментом зародження ринку.