

# State Regulation of Tourism Development and Competition in the Tourism Industry: EU Experience for Ukraine

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## ABSTRACT

In the conditions of challenges of the external environment, ensuring the competitiveness of the sphere of tourism and hospitality is formed in the conditions of new requests. The significant impact of quarantine restrictions on the formation of tourist flows affected the competitiveness of the industry. The article analyzes the theoretical definition of the concept of competitiveness, in consideration of the specifics of the tourism and hotel industry. The analysis made it possible to determine that the quarantine restrictions introduced in various countries of the world since 2019 also led to the formation of deferred demand. In particular, if the reduction in tourism revenues in 2020 was 3.4 trillion US dollars. The analysis of trends in the development of the tourism sector allows us to determine the prospects for the further development of the industry and its role in the restoration of economic systems at the global level. In addition to the factors influencing the formation and development of tourist and hospitality offers, which were caused by quarantine restrictions, the article analyzes the factors of sustainable development as the basis of the development of society. These factors have a direct or indirect influence on the tourist flows formation, sales volumes in the tourism industry and the hotel industry. The analysis of influencing factors, which was carried out in the article, made it possible to identify the function of influence on the formation of the competitiveness of the tourism and hotel industry in world markets. An analysis of the correlation of influencing factors on ensuring the competitiveness of the tourism and hotel industry was carried out by analyzing the trend of growth or decrease in the number of offers on the market under the influence of a combination of certain factors. A matrix of influencing factors on ensuring international competition in the world markets of tourism and hospitality has been developed. The competitiveness of the market for the provision of tourist and hotel services has been developed, in consideration of the matrix of correlation dependence of the effects of external factors on competitiveness.

## HIGHLIGHTS

- ① The article analyzes the theoretical definition of the concept of competitiveness, in consideration of the specifics of the tourism and hotel industry.
- ② The competitiveness of the market for the provision of tourist and hotel services has been developed, in consideration of the matrix of correlation dependence of the effects of external factors on competitiveness.

**Keywords:** Tourism, the field of hospitality, competitiveness, influencing factors, world markets

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Ensuring competitiveness processes in economic systems is a multifactor complex process. The effectiveness of management actions in the direction of ensuring competitiveness depends on determining the range of factors that directly or indirectly affect the processes of ensuring competitiveness. Identification, assessment, analysis, and subsequent monitoring and control of factors related to ensuring competitiveness can ensure high performance. The industry of tourism and hotel industry has a significant dependence on external factors, as the specifics of the industry are high competition, a high degree of commercialization of the industry, and orientation to the requests and needs of consumers, which are formed under the influence of global processes. Therefore, it is expedient to consider a complex of influencing factors on the formation of competitiveness when developing management mechanisms in the field of tourism and the hotel industry. Since 2019, the volume of world GDP from the reduction of tourist flows has decreased by 4.7 trillion dollars, which is 53 %. This statistic is especially relevant for countries whose GDP depends on tourist flows as much as possible. After all, a reduction in tourist flows for such countries causes a reduction in budget expenditures for social needs, as a rule, these countries belong to poor countries, therefore, a decrease in competitiveness for these countries can cause socio-economic crises. Minimizing such risks through the use of mechanisms to increase competitiveness in conditions of delayed demand is an important element of socio-economic and social development. The formation of delayed demand is an integral part of the post-quarantine recovery. In particular, 66 % of surveyed respondents from various parts of Europe in a sociological survey conducted in 2020 noted that they postponed their vacation for the period after the end of quarantine restrictions (The EU helps reboot Europe's tourism).

An additional factor in the relevance of the development of mechanisms for ensuring competitiveness is the understanding of the number of people employed in the tourism industry, in particular, by 2019, 330 million people were employed in the tourism and hospitality industry, which is more than 10 % of the employed population on the planet. Consequently, the loss of jobs in tourism and hospitality is a global social

crisis. In addition, the field of tourism and hotel industry indirectly creates one and a half additional jobs in other sectors of the economy. Therefore, for every thirty tourists visiting the country, one job is created in the field of tourism and another two jobs are created in other sectors of the economy that are created to serve the tourism industry. The hotel industry employs 144 million people (OECD Policy Responses to Coronavirus (COVID19)).

Economic development in countries with large tourism resources can be partly based on the development of tourism and the hotel industry. In particular, the development of the economy can be ensured through the development of small and medium-sized enterprises. The largest number of tourism enterprises and enterprises in the hotel industry are represented by small and medium-sized enterprises. In particular, in the countries of the European Union, 2.4 million enterprises were created in the field of tourism and hospitality, and 23 million jobs were created. As part of determining the impact of delayed demand on the development of the tourism and hospitality industry, it is appropriate to determine that before the quarantine restrictions, 62 % of the population of EU countries made at least one trip in order to recreation per year. Therefore, in consideration of the statistical indicators, it can be determined that the identified demand in the field of tourism and hospitality is from 60 to 62 % (OECD Policy Responses to Coronavirus (COVID19)). Therefore, considering the relevance of the issues raised, the determination of the impact of a complex of factors on ensuring the competitiveness of the tourism and hospitality industry, and the important socio-economic and social role of the tourism and hotel industry, it is advisable to address the issue of finding effective mechanisms for increasing the competitiveness of the tourism and hospitality industry at the international level.

**The purpose of the article.** Therefore, the purpose of the article is to find effective approaches to increase the competitiveness of the tourism and hospitality sector by identifying and ensuring monitoring of a complex of factors influencing the processes of competitiveness in world tourism markets. In accordance with the goal of the research set in the article, the following tasks were completed:

- ♦ the concept of competitiveness was analyzed, considering the specifics of the tourism and hospitality industry,
- ♦ the set of influencing factors for ensuring the competitiveness of the tourism and hospitality industry on the international market has been determined,
- ♦ the function of influence on the formation of the competitiveness of the tourism and hotel industry on world markets is proposed,
- ♦ an analysis of the correlation of influencing factors on ensuring the competitiveness of the tourism and hotel industry was carried out by analyzing the trend of growth or decrease in the number of offers on the market under the influence of a combination of certain factors,
- ♦ correlational dependence of the effects of environmental factors on competitiveness has been developed,

A correlation dependence matrix of the effects of environmental factors on competitiveness has been developed.

## Literature Review

The concept of competitiveness should be considered as the ability of financial and economic, resource, investment, intellectual, technological, and innovative provision of economic systems to meet modern demands and demands of consumers. In the conditions of high competition and commercialization of the tourism and hotel industry, the definition of competitiveness depends only on the choice of consumers. Therefore, an important element of ensuring competitiveness is precisely the determination of factors influencing the formation of demand and consumer choice (Teixeira, S.J., Ferreira, J.J.M., Almeida, A. and Parra-Lopez, E. 2019).

The element-oriented approach, which includes the works of many authors defining the concept of competitiveness, determines the complexity of this concept. In particular, numerous authors define competitiveness as a comparative characteristic that allows one to determine the advantages of similar objects that are competitors in a certain market of service provision. Accordingly, for the purpose of carrying out an evaluation comparison, it is advisable to highlight a system of evaluation

factors that allow you to determine the advantages of similar objects and develop a projection of the further formation of demand for the goods or services of the entity that will have a better position on the market. That is, the formation of competitiveness is defined as a relative concept, which is ensured by qualitative differences from competitors. This approach is interesting from the point of view of finding methods for determining ways to evaluate and increase the competitiveness of tourist and hotel enterprises because there are effective in the conditions of numerous service providers (Sampaio, C., Farinha, L., Sebastião, J.R. and Fernandes, A., 2022).

To determine parameters and evaluation criteria, numerous publications were analyzed, the authors of which are supporters of comparative analysis of enterprises to determine their competitiveness. In particular, the authors propose the following groups of evaluation indicators (Santos, V., Ramos, P., Sousa, B., Almeida, N. and Valeri, M. (2022), Oskam, J.A. and De Visser-Amundson, A. 2022):

- ♦ technical and technological,
- ♦ material and technical,
- ♦ management systems,
- ♦ Human Resources,
- ♦ innovative activity,
- ♦ investment climate,
- ♦ communication and marketing strategies and other parameters.

These and other parameters can be used to form a system of influencing factors on ensuring competitiveness, which will be done in further research.

The complexity of the concept of competitiveness determines the multifaceted consideration of this definition. In particular, competitiveness in tourism and the hotel industry can be considered both at the level of individual business entities and at the level of local, regional or national markets. Competitiveness can be considered both in domestic markets and in foreign markets. It is appropriate to determine that the formation of a comparative basis system for analysis and the scale of the analysis depends on a set of factors that can be used to assess the object's level of competitiveness (Hu, Y.-C. and Wu, G., 2022).

Taking into consideration the need to determine the level of competitiveness assessment, which became obvious during the analysis, the expediency of conducting the analysis of the competitiveness of subjects at the international level was determined. Accordingly, it is expedient to determine the role and value of the factors of competitiveness of the tourism and hotel industry, taking into consideration the social, economic, and public value, in particular, the functions of recreation, recovery of strength, rest, restoration of working capacity, which affects the development of economic processes, rehabilitation, providing the population with jobs, support of the state, regional and local budgets, development of small and medium-sized enterprises and other functions. Therefore, the analysis of the multifunctionality of the development of tourism and the hotel industry confirms the role of determining the influencing factors on the formation of competitiveness at the international level (Faeni, D.P., Puspitaningtyas Faeni, R., Alden Riyadh, H. and Yuliansyah, Y. 2022).

As part of the study of the international role of the tourism and hotel industry on socio-economic processes, it is advisable to determine the factors influencing the competitiveness of the industry by analyzing social, economic, and societal factors, in particular by highlighting certain aspects of the sustainable development of territories. The sustainable development of territories is a system of indicators and parameters of the global state of the planet, based on the identification of the most pressing problems of human development and their solution. Therefore, such an approach will allow determining the value of influencing factors on the formation of competitiveness and ensuring their global nature (Molina-Collado, A., Santos-Vijande, M.L., Gómez-Rico, M. and Madera, J.M. 2022).

The goals of sustainable development are the key directions of the countries' development, calculated for the period from 2015 to 2030 and numbering 17 global goals, corresponding to 169 tasks. One of the goals of sustainable development is to overcome poverty. Considering the important social role of tourism and hospitality in the economy of countries, especially poor countries that have natural and climatic resources for the development of tourism, it is appropriate to define ensuring the

competitiveness of the tourism and hospitality industry in numerous regions as an element of overcoming poverty by forming the revenue part of the budget to ensure social costs and creation of additional jobs. Currently, the number of people living in extreme poverty is 836 million. In the countries of South Asia and Africa, as well as in the south of the Sahara, the number of people living in conditions of extreme poverty is 80% of the total number of such people. Ending extreme poverty for all people around the world by 2030 (currently defined as living on less than US\$1.90 per day) is one of the priorities of sustainable development, which can be achieved through the development of tourism and hospitality. Especially increasing the competitiveness of the industry in the countries with the highest level of problems, in particular Africa and Latin America. By 2030, reduce the proportion of men, women, and children of all ages living in poverty in all its forms, according to national definitions, by at least half, and introduced at national level adequate social protection systems and measures for all, including the establishment of minimum levels, and by 2030, achieve significant coverage of the poor and vulnerable segments of the population, ensure access to basic services, ownership and management of land and other forms of property, inherited property, natural resources, relevant new technologies and financial services, including microfinancing, increase the sustainability of the poor and individuals, who are in a vulnerable position, to reduce their insecurity and vulnerability to extreme events caused by climate change and other economic, social and environmental shocks and disasters. These tasks are defined as the main results that can be realized by ensuring the competitiveness of the tourism and hospitality industry in the support system of the poorest countries in the world, which have great tourist and recreational potential due to favorable natural and climatic resources (Ozturen, A. and Ozgit, H., 2022; Kumar, S., Valeri, M. and Shekhar, 2022).

Taking into consideration the role of the tourism and hotel industry in providing employment for the population, which is an element of the social security of the territories, it is appropriate to define the level of education of the population as one of the factors in ensuring competitiveness in the field

of tourism and hospitality. The local population is the basis of the formation of human resources for tourism and the hotel industry. There are quite high requirements for employment in the field of tourism, in particular, knowledge of foreign languages, stress resistance, organizational skills, work in various software products, and one of the most important factors is client orientation. Therefore, in order to ensure the competitiveness of the tourism and hospitality industry, it is advisable to consider the issue of education as an element of the sustainable development of territories. In some developing regions, progress in the development of quality education has been slowed by high levels of poverty, armed conflict, and other emergencies. Due to constant armed conflicts in Western Asia and North Africa, there is an increase in the number of children who do not attend school. The formation of conditions for the development of the education system in the future can become elements of the territory's competitiveness for the development of tourism and the hotel industry. Therefore, taking into consideration the cause-and-effect relationships, it is expedient to determine the relevance of the goals of sustainable development for the purpose of ensuring the acquisition of free, equal, and high-quality primary and secondary education, which allows for the achievement of the desired and effective learning results. Therefore, as a factor of influence, it is possible to consider providing all girls and boys with access to quality systems of development, care, and preschool education for younger children so that they are ready to receive primary education, equal access to inexpensive and high-quality vocational and higher education, including university education, increasing the number of young people and adults who possess the required skills, including professional and technical, for employment, obtaining decent work and engaging in entrepreneurial activities in the field of tourism and hospitality, eliminating gender inequality in the field of education and ensuring equal access to education and professional and technical training of all levels for vulnerable population groups, including the disabled, representatives of indigenous peoples and children in a vulnerable position, which will become an additional factor in the development of tourism, in particular ethnographic. Ensuring the possession of knowledge and skills necessary

to promote sustainable development, including through education on sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and awareness of the value of cultural diversity and the contribution of culture to sustainable development, which is the basis of the formation of competitiveness in the field of tourism and hospitality, because these industries are connected with a tolerant attitude towards tourists of different nationalities, religions, traditions, etc. (Cao, A., Shi, F. and Bai, B. 2022; Oskam, J.A. and De Visser-Amundson, A. 2022).

Ensuring the competitiveness of the development of tourism and hospitality based on providing an educational component is an element of the fight against unemployment. In particular, the biggest problem of unemployment exists in the countries of Africa (28.7 % of the unemployed), and South Asia (27.4 % of the unemployed). The goals of sustainable development contribute to sustainable economic growth, increasing the level of productivity and the use of technological innovations. An important prerequisite is the stimulation of entrepreneurship and job creation, as well as effective measures to eradicate forced labor, slavery, and human trafficking. According to these tasks, the goal is to ensure full and productive employment and decent work as an element of the competitiveness of the territory in the development of tourism and the hotel industry (Carida', A., Colurcio, M., Edvardsson, B. and Pastore, A. 2022; Madanaguli, A., Kaur, P., Mazzoleni, A. and Dhir, A. 2022).

In the conditions of the development of the information society, an important factor of economic stability is the information component. The factors defined in the grouping of the parameters of the competitiveness of tourism and the field of hospitality are represented by the expansion of access to information and communication technologies and the provision of general and inexpensive access to the Internet in the least developed countries. In particular, the DPRK, Burma, and Ethiopia are countries that do not have equal access to information and knowledge. Such indicators significantly limit the formation of competitiveness of tourism and hospitality in these countries (Cai, W., Richter, S. and McKenna, B. 2019).

Ensuring environmental safety is an important element of sustainable development. Tourism and the field of hospitality have a negative man-made impact on ecosystems, but tourists prefer ecologically clean territories. Therefore, it is advisable to ensure a balance between man-made influence, economic effectiveness in the field of tourism and hospitality, and ensuring environmental safety and preservation of ecosystems. It is advisable to ensure the prevention and significant reduction of any pollution of the marine environment, including as a result of activities on land, including pollution by marine debris and nutrients, to minimize and eliminate the consequences of ocean acidification, including through the development of scientific cooperation at all levels, to cover environmental protection measures at least 10% of coastal and marine areas in accordance with national legislation and international law and based on the best available scientific information, to ensure the conservation, restoration and rational use of terrestrial and inland freshwater ecosystems and their services, including forests, wetlands, mountains and arid lands, in accordance with the obligations arising from international agreements, to combat desertification, to restore degraded lands and soils, including lands suffering from desertification, droughts and floods, and to strive to prevent the deterioration of land conditions worldwide. By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, to increase their capacity to provide the benefits necessary for sustainable development (Wangzhou, K., Hao, C. and Wang, H., 2022).

So, as a result of the conducted literature review, a set of influencing factors for ensuring the competitiveness of territories in the field of tourism and hospitality development was determined.

### Methodology

The research is based on a literary analysis of the experience of determining competitiveness based on global development indicators. By conducting a correlation-regression analysis, influencing factors were determined, and a dependence function was developed. By projecting the results of the correlation-regression analysis, the factors were developed matrix of correlation dependence of the effects of external factors on competitiveness.

### RESULTS

For the purpose of developing a set of factors affecting competitiveness in the market of tourist and hotel services, taking into consideration the results of the analysis, a factor influence model was developed. The total sample of factors that were analyzed in the study was 320 factors that were selected in a group of 20 composite elements, which was defined in the study as a control group. These groups of factors were presented in the form of a factor model, which is represented by formula 1:

$$\int_x^i = (x^i; x^{i+1}; x^{in}) \dots(1)$$

where  $x$  – factor-parameter of the sample;

$i$  – ordinal number of the factor-parameter;

$n$  – the number of factors-parameters of the sample;

$n = 20$

In the system of factors-parameters that can ensure the result of realizing the potential of competitiveness of the tourism and hospitality industry, there are the following factors: reduction of the share of men, women and children of any age living in poverty in all its manifestations, the introduction of an appropriate system of social protection for all, to provide access to basic services, to provide microfinancing for the development of small and medium-sized businesses in the field of tourism and hospitality. These indicators are grouped into the resulting indicator of poverty reduction, which includes the three factors-parameters described above.

Ensuring access to quality education systems, obtaining primary education, equal access to education for employment, obtaining decent work and entrepreneurship in the field of tourism and hospitality, elimination of gender inequality in the field of education, and ensuring equal access to education and professional - technical training of all levels for vulnerable population groups, ensuring the possession of knowledge and skills necessary for the formation of competitiveness in the field of tourism and hospitality, because of these fields are associated with a tolerant attitude towards tourists of different nationalities, religions, traditions, etc. So, the block of factors related to education contains 5 factors-parameters for ensuring competitiveness.

One of the groups of factors of competitiveness is defined as sustainable economic development, which can be ensured by increasing the level of productivity and the use of technological innovations, stimulating entrepreneurship, creating jobs, ensuring productive employment and decent work as an element of competitiveness, which includes a total of 6 other factors-parameters.

The ecological aspect of territorial development is important for ensuring the competitiveness of tourism and the hotel industry. In particular, prevention and significant reduction of any pollution of the marine environment, minimizing and eliminating the consequences of ocean acidification, covering at least 10% of coastal and marine areas with environmental protection measures in accordance with national legislation and international law, rational use of terrestrial and internal freshwater ecosystems and their services, to ensure the preservation of mountain ecosystems and prevention of desertification. In particular, 6 additional factors for ensuring competitiveness in the ecological block were determined.

As a result of conducting a correlation-regression analysis of the influence of selected 20 factors identified in the developed model on the formation

of the competitiveness of the tourism and hotel industry through the analysis of changes in influencing factors and factors of demand for industry services, a matrix of correlation dependence of the influence of external environmental factors on competitiveness was developed – Table 1.

As a result of the analysis, it is advisable to determine each element of the correlation-regression analysis as a weighting factor of the parameter in the function of ensuring competitiveness in the market of tourism and hotel services.

## DISCUSSION

As a result of the research, a set of influencing factors for ensuring the competitiveness of the tourism and hospitality industry in the international market was determined. The analysis was carried out based on the formation of elements of sustainable development of territories. The formed factors were grouped into the function of influence on the formation of the competitiveness of the tourism and hotel industry in world markets. By means of the correlation-regression analysis of factors, the correlation dependence of the effects of external environmental factors on competitiveness was developed, which made it possible to form a matrix

**Table 1:** Matrix of correlation dependence of the influence of external factors on competitiveness in the market of tourist and hotel services

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1,000																			
2	0,124	1,000																		
3	0,056	<b>-0,020</b>	1,000																	
4	0,015	<b>-0,006</b>	0,745	1,000																
5	<b>-0,047</b>	<b>-0,092</b>	0,380	0,549	1,000															
6	<b>-0,017</b>	0,171	0,164	0,245	0,447	1,000														
7	0,063	0,199	0,482	0,474	0,367	0,425	1,000													
8	0,015	<b>-0,020</b>	0,743	0,623	0,536	0,378	0,604	1,000												
9	0,007	0,067	0,293	0,383	0,050	0,194	0,379	0,326	1,000											
10	0,145	0,386	0,076	0,083	0,116	0,076	0,217	0,192	0,167	1,000										
11	<b>-0,099</b>	0,127	<b>-0,054</b>	<b>-0,123</b>	0,026	0,104	0,137	-0,087	0,243	<b>-0,016</b>	1,000									
12	<b>-0,194</b>	0,022	0,462	0,497	0,499	0,252	0,205	0,455	0,327	-0,008	0,018	1,000								
13	0,093	0,091	0,357	0,486	0,499	0,471	0,428	0,471	0,322	0,195	<b>-0,045</b>	0,261	1,000							
14	<b>-0,079</b>	0,033	0,326	0,494	0,674	0,156	0,313	0,454	0,045	0,202	<b>-0,215</b>	0,497	0,409	1,000						
15	0,191	0,276	0,405	0,496	0,424	0,328	0,416	0,456	0,193	0,182	0,016	0,377	0,522	0,364	1,000					
16	0,077	0,089	0,162	0,314	0,486	0,473	0,125	0,164	0,187	0,008	0,122	0,388	0,505	0,146	0,475	1,000				
17	<b>-0,077</b>	0,027	0,721	0,591	0,488	0,384	0,358	0,717	0,247	0,138	-0,117	0,453	0,324	0,327	0,453	0,194	1,000			
18	<b>-0,290</b>	<b>-0,110</b>	0,343	0,359	0,374	0,274	0,308	0,454	0,087	0,028	-0,172	0,207	0,233	0,505	0,026	0,014	0,322	1,000		
19	<b>-0,162</b>	0,068	0,439	0,488	0,496	0,313	0,446	0,486	0,209	0,101	0,068	0,437	0,374	0,620	0,335	0,078	0,353	0,558	1,000	
20	0,019	0,069	0,373	0,457	0,564	0,390	0,458	0,416	0,108	0,005	0,089	0,310	0,467	0,480	0,305	0,291	0,218	0,430	0,512	1,000

of correlation dependence of the effects of external environmental factors on competitiveness in the field of tourism and hospitality.

## CONCLUSION

As a result of the analysis, the system of formation of factors for ensuring competitiveness in the field of tourism and hospitality was determined. Determining the dependencies of these factors allows you to rely on the results of the research when building practical mechanisms for ensuring competitiveness in the market of tourist services and the hotel industry.

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