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## COMPARATIVE ANALYSIS OF METHODS OF ESTIMATION OF COMPETITIVENESS LEVEL OF ENTERPRISES

### Summary

Reviewed existing methods of assessing the level of competitiveness of an enterprise. This category is one of the defining characteristics of economic efficiency of the enterprise. As a result of analysis of a wide range of approaches, disadvantages and recommendations for the use of systematized groups of methods are formed. The result of the study is a statement of fact that the methods should be used for accurate quantitative and qualitative evaluation of the level of competitiveness of the enterprise.

**Keywords:** competitiveness, methods of estimation of level of competitiveness of enterprise.

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## ONLINE TOURISM: A MODEL OF CONSOLIDATED INFORMATION RESOURCE

The tourism market has changed considerably thanks to new technologies and the Internet. Nowadays, several market researches have treated to monitor the relationship between the tourism industry and the Internet. Data collected shows clearly how its instrument is increasingly used for the organization of travel both from demand and supply side. The Web becomes an analysis and purchase instrument for package tours. Today, therefore, the Net is considered a very important element in the tourism's world and, therefore, we must clarify what are the most innovative aspects connected to tourism on-line both regarding the consumers and businesses.

**Keywords:** online tourism, internet, website, ICT, e-commerce, online booking, Web enterprises, reservation system.

**Formulation of the problem.** The Internet is more and more emerging as some kind of travel agent, since, for the tourist industry, it represents a perfect platform to bring products and services to the customer in a direct way without using traditional intermediaries. At the same time, customers are ready to use and accept this new technology, since it is convenient and easy to work with. Nevertheless, one has to keep in mind that using this new medium just to publish online brochures as it is done by many existing tourist information systems, is by far not enough. Rather, customers demand tourist Web sites that provide *value and service*. One possibility to fulfill this requirement in the area of tourist information is to support *online booking*. According to the Forrester Report, online booking will grow rapidly in the travel market. It is estimated that by 2018, more than \$16 billion in ticketing transactions will occur in the online travel marketplace.

One of the first Web-based tourist information systems which has recognized the potential of online booking facilities was TIS. TIS is a tourist information system based on Internet and database technology whose development has been started in 1996 mainly based on the experiences made with the pioneering system. Currently, TIS manages more than 72.000 Web pages covering information about different kinds of tourist facilities across Austria. Among the most original concepts which distinguish TIS from other Web based tourist information systems are the following:

- the *internationality and openness* of the system meaning above all the support of multilingualism and foreign currencies as well as the easy configurability for any kind of tourist information provider,
- the *decentralized maintenance of the tourist information base*, allowing each provider to actualize his data on his own,

- the possibility of *online booking and online payment* of tourist products.

**Analysis of recent researches and publications.** The problems of effective use of information technology in the documentation of tourism online activities are devoted to scientific developments of domestic and foreign scientists.

Thus, in the monograph of Melnichenko S.V., the theoretical and methodological foundations and practical tools of the application of information technologies in the tourism e-business are highlighted. Also, the role and place of information technologies in the management and marketing of tourism online enterprises are determined. Practical recommendations on modification of organizational structures of document management of tourist online enterprises and management system in general under the influence of information technologies were given.

M. Zheleni is considering the development of technology in online tourism, focusing on the fact that the growth of the role of information in tourism is accompanied by the emergence of various technologies. The purpose of modern online tourist firms is to support the technologies of storage and protection of documentation networks, ensuring their stability.

By definition of V.A. Kvartalnov, new information technologies and efficient communications provide rapid development of the international tourism market. Global computer networks have great importance in online tourism. Thanks to the information technologies will increase the efficiency of marketing in online tourism, the consumer will be able to quickly receive the necessary qualitative information about a tourist product, without leaving house.

In the work of M.M. Skopen, accelerated attention is paid to the process of automation of the company

for using office programs, computer technology, which is used in the work travel company, creation of effective sites and servers of the travel company in the Internet, as well as the state and prospects of using the Internet in the tourist business.

However, domestic enterprises face collateral problems providing the competitiveness of online tourism services, inefficiently use the tools of modern information technologies made by foreign tourists. Proceeding from this, there is a need for more detailed studying the effectiveness and benefits of modern information technology in online tourism activity of Ukraine, taking into account the low level of research of this subjects by experts.

**Selection of previously unsettled parts of the general problem.** Information technologies have a very great influence on the development of the online tourism industry. This is due to the fact that the online tourist business or a separate online tour operator opens before him much more possibilities with the use of the latest computer technologies. Introduction of modern information technologies, possibilities of the Internet in all processes of online tourism organizations today are a matter of competitiveness, authority, image, demand and leadership in the tourist services market.

Most often, travel agencies and tour operators use the Internet to provide and advertise tourist services or products. The Internet network has a large number of benefits for the management and development of tourism business, namely:

- the possibility of prompt placement, as well as search on the Internet for information on "hot" tours, places in hotels, tickets, etc.;
- possibility to book via online tours, places in hotels, tickets, as well as discounts at booking and ordering online;
- enormous round-the-clock effective and relatively cheap advertising;
- great cost savings when using e-mail when co-operating with foreign partners, tour operators, hotels, transport companies;
- the opportunity to receive information important for tourist companies and tourists, for example, new tours, discounts, political and economic stability in selected countries, news legislation in relation to tourism in various countries, etc.

Also, tourism activity today is a global computerized business in which involved in the largest airlines, hotels, travel agencies around the world. Modern touristic product becomes more flexible and individual, more attractive and accessible to the consumer. The personal computer and the Internet, their availability and reliability, contribute to penetration into every sphere of the society of new information technologies. These technologies provide product growth in all spheres of services.

Modern information technologies in the tourism business can be used in such spheres: communication, advertising, automation of management, automation of accounting, etc. Therefore, development of information technology in the field of tourism services should be one of the top priorities.

**The aim of the article** is to study the effectiveness of and the advantages of using modern information technologies and their prospects application in enterprises of online tourism industry.

**Presentation of the main research material.** The relationship between tourism and technology is very strong. In fact, the technology has a very large role towards of tourist phenomenon, both to facilitate its growth in quantitative terms and as a factor to

increase and ensure a positive experience for tourists during a holiday.

The diffusion of ICT (Information & Communication Technology) in the tourism sector have enabled the tourism businesses to increase its efficiency and its market power, in such way, it enters in the business model of companies as an instrument of creation and sale of tourism products. At the same time, the advent of technology and internet, was extended the opportunity to enjoy of the availability of tourist services to the final consumer, without the intermediation of travel agencies, redefining the business system and the distribution channel of tourism products.

The Internet has therefore represented an entirely new phenomenon, capable, on one hand, of bringing technologies to large numbers of consumers, and all sizes tourism businesses, on the other. In recent years there was registered a strong trend towards adoption of the Internet as an instrument for usual search regarding information and buying of tourism products. Today, in Ukraine, we can observe the situation when international tourist agencies offer their services for the citizens who use them mostly during the summer season but those who can afford with a great will use those services even during worktime.

The Internet was a phenomenon capable of drawing up the new technologies to large numbers of consumers. The consumer who decides to buy a travel online has a direct relationship with the phases of planning the trip. The consumer does not need to go to travel agencies to know the prices of flights, train schedules, rates and type of tourism information. Thanks to the new systems of online reservation and at their easy use, the tourists can order directly from own computer and then they pay by credit card the travel.

This achieves two significant results for tourists:

- more information
- disintermediation

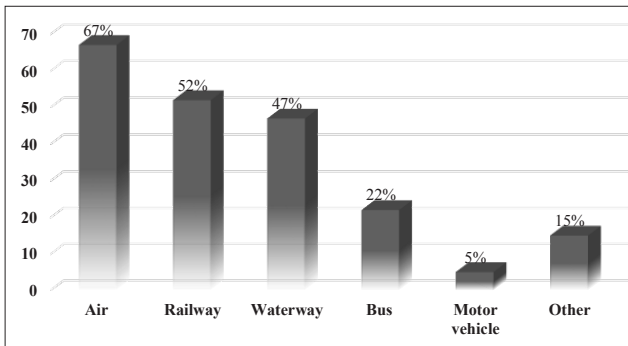
The consumer, in fact, establishing a direct contact with the supplier, on the one hand, can find more information enable to organize the travel and on the other hand to pay a lower price because relieved of the fee on sale required by various tourist intermediaries, primarily tour operators (disintermediation).

The uptake of new information and communication technologies has been a significant driver of changes to both the way we book our travel and the workflow of enterprises in the tourism sector.

On the one hand, tourists from the European Union (EU) make large use of the internet for their trips. In 2016, more than two thirds of air trips and more than half of train trips were booked online. Accommodation was also booked online for more than half of the trips.

On the other hand, enterprises working in the accommodation sector seem to be more advanced in using ICT than many other sectors. While online ordering is offered by 17% of all enterprises in 2017, this share reached 74% for the accommodation sector (fig. 1).

Slightly more than two-thirds (67%) of flight trips made by EU tourists in 2016 were booked online. In two Member States – Finland (90%) and Netherlands (81%) – air travel was booked online in more than 80% of the cases. At the opposite end of the scale, fewer than half of flight tickets were bought over the internet in Romania (23%), Slovakia (27%), Czech Republic (38%), Belgium (45%) and Greece (47%).



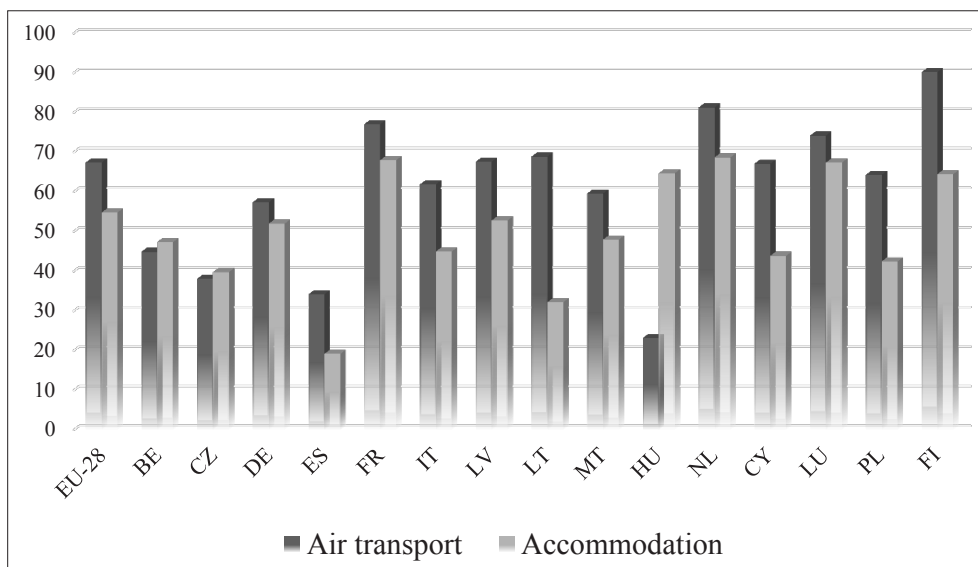
**Figure 1. Online booking for transport in the EU, 2016**  
(source: <http://ec.europa.eu/eurostat>)

Rented tourist accommodation was booked online for the majority (55%) of the trips of EU residents in 2016. There were however big differences across Member States, with accommodation booked online for more than 2 out of every 3 trips by residents

of the Netherlands (69%), France (68%) and Luxembourg (67%), while online booking accounted for fewer than 10% in Romania (7%) and Bulgaria (9%) (fig. 2).

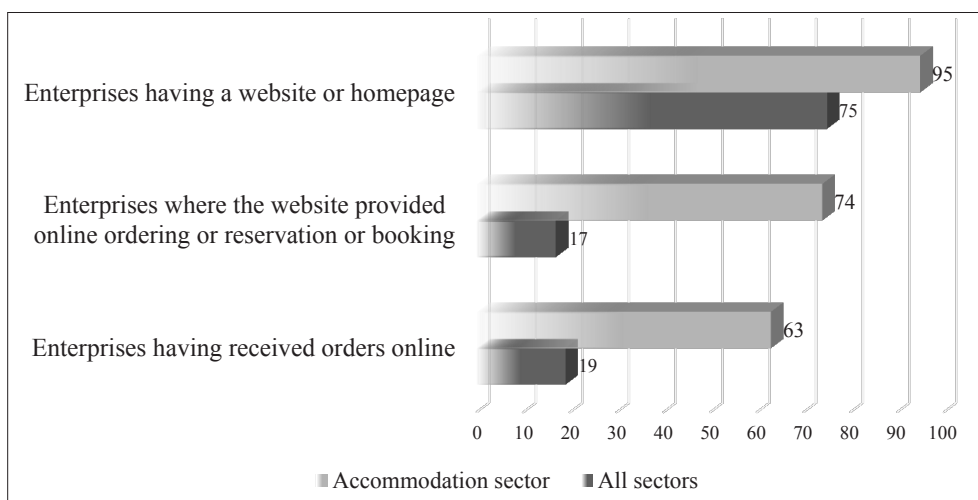
Websites are the starting point for e-business. In 2016, 95% of all EU enterprises in the accommodation sector had a website, compared with 75% of enterprises of 10 or more persons in the entire economy. With 74% of enterprises providing online ordering, reservation or booking through their website, the accommodation sector was significantly ahead of the whole economy (17%) in the EU. As a consequence, the shares of enterprises that have received online orders show a similar gap: 19% for all enterprises and 63% for those working in the accommodation sector (fig. 3).

In 2016, one in ten enterprises in the European non-financial business economy belonged to the tourism industries. These 2.3 million enterprises employed an estimated 12.3 million persons. Enterprises in industries with tourism related activities accounted for 9.1 % of the persons employed in the



**Figure 2. Online booking in tourist accommodation and transport, 2016**

(source: <http://ec.europa.eu/eurostat>)



**Figure 3. Internet use by enterprises in the EU: all enterprises and accommodation sector, 2016**

(source: <http://ec.europa.eu/eurostat>)

whole non-financial business economy and 21.5 % of persons employed in the services sector. The tourism industries' shares in total turnover and value added at factor cost were relatively lower, with the tourism industries accounting for 3.7 % of the turnover and 5.6 % of the value added of the non-financial business economy.

EU-28 residents spent an estimated 2.5 billion nights abroad on tourism trips in 2016. German residents spent 700 million nights on trips outside of Germany in 2016, while residents of the United Kingdom spent 564 million nights abroad (UK data are for 2013); residents from these two EU Member States accounted for more than half (50.7 %) of the total number of nights spent abroad by EU-28 residents.

When taking into account a country's size in terms of its population, Luxembourg was the EU Member State whose residents spent the most nights abroad per inhabitant (an average of 23.2 nights in 2016), followed by Cyprus (18.1 nights). At the other end of the spectrum, residents of Romania, Bulgaria and Greece spent, on average, less than one night abroad in 2016.

In a mature market like the European tourism, hotels and generally the facilities, that in the last years, have not provided to adapted to the new technological change, they had a decrease of arrivals and of the market competitiveness.

In many cases, however, small structures located outside the most popular routes, have achieved thanks to the Web an increase in arrivals, offering new routes that can compete with historical tourism destinations.

It is clear that the Internet has become an essential instrument for the success of a tourist. In the future, in fact, it will be indispensable to be on the Web for attract new visitors.

39% of companies that have a website have received reservations online during the analyzed period and the growth forecast becomes relevant for a strategic planning that allow, at various companies operating in tourism sector, to gain a competitive advantage.

The online market becomes increasingly competitive, the industry invests more and more in technology and in the next years is expected a supplementary development of this phenomenon. This result emerges from a worldwide research carried out by Hospitality eBusiness Strategies, a consulting company of marketing online, which shown that 70% of hotels transferred most of their 2016 advertising budget from offline to online.

When consolidating information for an online resource, information is covered from several sources. One gathers information for a consolidated information resource for the organization of tourist travel with the help of analytical review of the most popular Ukrainian forums and blogs. The websites of the most popular travel agencies have been reviewed, all services identified, which they provide, and all services that might be of use to a potential traveler.

Created site for full functioning should contain the following information:

- information on all existing tours;
- dates of the tour (departure date, date of return, duration of stay on the road, etc.);
- duration of the tour;
- the most popular among tourists;
- what is the cost of such a tour;
- the number of hotel stars (its credibility, prestige, and image);
- the cost of services not included in the price;
- availability of various entertainment programs;

- popularity of the resort among tourists;
- hotel reviews and service;
- reviews about a travel company, etc.

The list is long, because each person is individual and may be interested in various nuances of the trip. It is important for the manager of a consolidated resource to know such information in order to know the right answers to questions or choose the best option of a travel for a tourist:

- Client (tourist) asked for the first time or second time for a consolidated resource?
- What amount of travel is the tourist planning to spend on a trip?
- What kind of travel services does a tourist want during a trip?
- What kind of leisure does the client prefer?
- Active or passive vacation chooses a tourist (client)?
- Do you need special conditions (disability)?

The existence of a consolidated resource for the organization of a tourist trip will bring benefits practically to all potential tourists:

- The principle of booking online will be offered and explained to the tourist. Manager of the consolidated information resource will be able to explain all the principles of such reservation and provide discounts and benefits of this booking.
- Efficiency. You can communicate more quickly and share information with a potential client (tourist), inform him about various promotions, innovations or availability of hot deals.
- Comprehensive information. The site should contain all the information that is interesting to the client. All content of the site must meet the needs of the tourist, on the site each user must find all the information that he needs (find out information about current tours, most popular resorts or hotels, read comments and reviews from other clients, etc.)
- Availability. The site is open 24 hours a day, seven days a week.
- The presence of "useful" services, namely: playback of a tour in 3D, an online calculator tour price, updated currency bar or weather bar.

The travel websites are well-thought-out expressive design and easy-to-manage, -such will be the consolidated information resource for the organization of a tourist trip. The basic moments in the registration and filling the content of the site are: information about countries, photo gallery, video gallery, map of destinations by country, tour guide, hotel directory, information about obtaining a visa, an opportunity to get a hot ticket, reviews of tourists, contacts (reverse communication), online help, hotel map, weather forecasts in various parts of the world, etc.

Consolidated information resource for the organization of a tourist trip will combine

the following types of tourist sites:

- Specialized tourist sites. These sites are created by tourist organizations who are interested in providing tourist services only in certain countries or regions. These sites contain information only about the resort areas that are located in a certain area, as well as about the recreation areas, hotels, recreation areas, cultural sights, etc. Also, there should be a bright photo gallery of only these countries.
- Sites offering tours around the world. The content of these sites contains information about all the countries of the world.
- Tourist promo sites. Such sites are designed to promote the one direction of the tour or one program.
- Tourist portals. Such portals contain information that matches any requirements, in particu-

lar information not only about the country or the resort, but also about the culture of the people or settlements, sights of architecture, traditions, etc.

• Profitable travel sites. For this site, an important number of regular customers and constant involvement of users of other sites. A profitable travel site should contain only unique, interesting and relevant content is constantly updated.

Potential clients of any travel company or users of the tourist site necessarily and importantly need to know the information about the details of the tour (cost, terms, daily program, quality service in hotels, etc.). To visually demonstrate the curiosity of the tour, the site has photographs and videos (hotel, hotel territory, interesting tour objects).

Tourists are interested in the feedback from those who have already done the same trip. So, on the site reviews, comments, suggestions from them should be presented in order to not only them read, but also be able to ask a question.

The tourist website should include contact persons who could help choose a tour or provide additional information regarding specific tours.

Using the DF Chart, you can demonstrate the organization of a tourist trip for using a consolidated information resource (fig. 4). In fig. 5 the first level is detailed organization of a tourist trip, which describes in detail all the processes.

As can be seen from fig. 4, the organization of a tourist trip is carried out with the help of the Manager, Consolidated Information Resource and Tourist.

All components of the system interact with each other, exchange information, correct information according to needs, collect and evaluate informa-

tion in general. The manager systematizes processes and filters tour information, makes corrections, and makes recommendations for the tour. In the organization of the tour performs the role of performer and analyst. A tourist, defining his wishes, directs the work of the manager in a certain direction in order to pick up the best tour. After requesting from wishes, the tourist will get useful information about the tour that was processed and decorated according to his desire. The online resource contains all the information that could be necessary for the organization of a tourist trip. This information is managed by a manager, a systematized information reaches the tourist.

The context diagram and the detailed context-level diagram of the first level contain a large amount of information – so you need to have a cer-

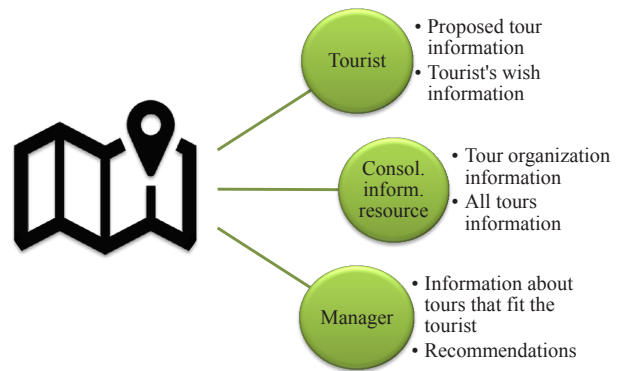


Figure 4. Context chart (Organization of a tourist trip)

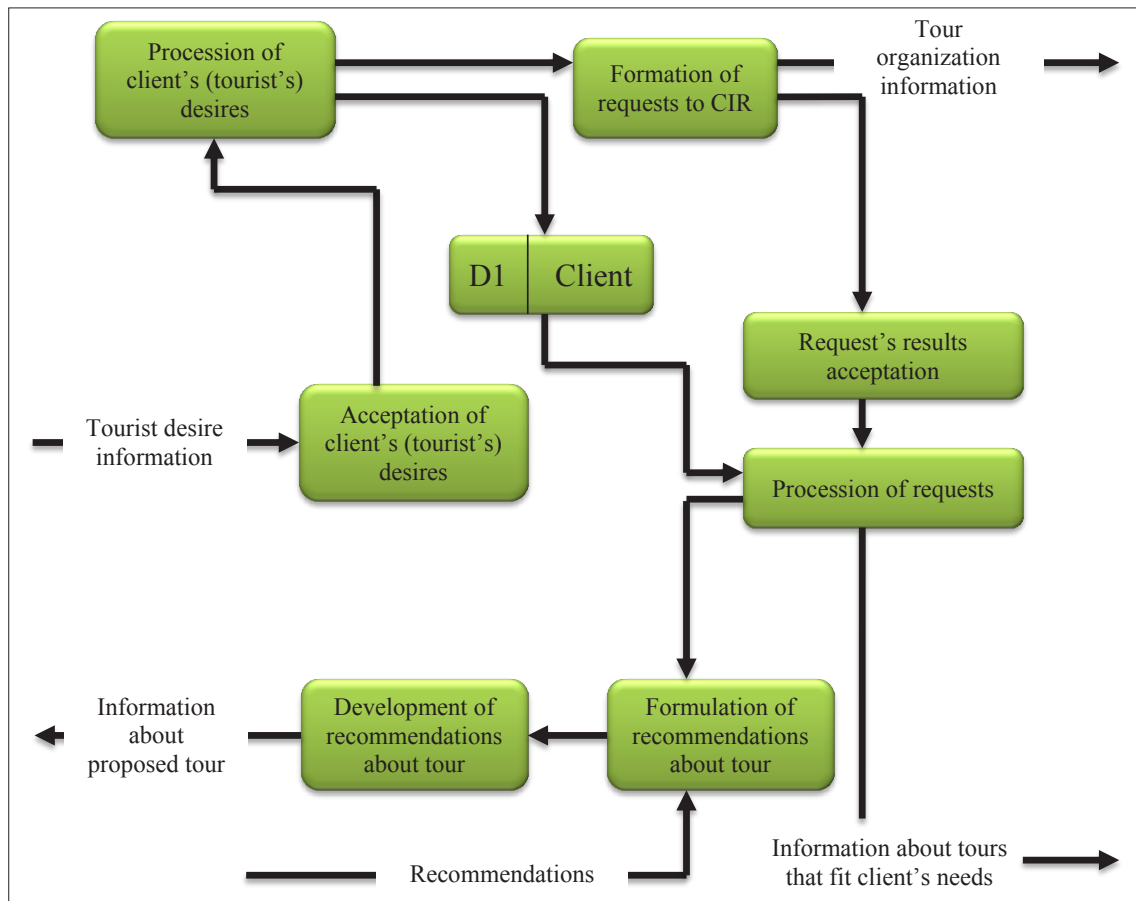


Figure 5. Detailing the context-level diagram of the first level (Organization of a tourist trip)

tain knowledge base and skills for the correct construction of diagrams of this type and their reading.

You can read the diagram this way. Travel organizations have the following blocks of work on the data flow diagram: "Receiving wishes from the client (tourist)", "Processing wishes of client (tourist)", "Formation of requests to the consolidated information resource", "Receiving query results", "Query processing", "Formulating recommendations for the tour", "Registration recommendations on the tour".

The organization of a tourist trip depends on the following external entities: "Manager", "Tourist", "Consolidated Information Resource".

The first work is "Getting wishes from the client (tourist)", – block number 1. Incoming information is information about the wishes of the tourist (information comes from the tourist). The second one is "Working out the wishes of the client (tourist)" – block number 2. In this block information is processed and then goes to the third block "Formation of requests to the consolidated information resource". Data is entered in the database by "Clients", where all information about clients and their requests is kept, etc.

The third job is "Formation of requests to the consolidated information resource"- block number 3. The starting value is the information for the organization of the tour. The fourth work is "Receiving Query Results" – Block No. 4. The input of the block is information about all tours. The fifth work is "Processing requests" – block number 5. Incoming information goes from the "Clients" database. The processed information goes to "Formulating recommendations for tour ". Output information is also information on tours that meet the needs of the tourist. The sixth work is the "Formulation of recommendations for a tour" – block number 6. There is an input of recommendations from the manager. The seventh work is "Formulating recommendations for a tour" – block number 7. The source information is the information on the proposed tour. So, you need an expedition for a good idea of creating a consolidated resource that will

help you organize a tourist trip. For the success of this project, we must clearly imagine work, constantly generate ideas, build communication, evaluate work done. Also, to make a project functioned, it is necessary to seize the experience of developed countries.

A clear example of the organization of a tourist trip with the help of consolidated information resource is a sequence diagram. The sequence diagram belongs to diagrams of the UML interaction that describes the behavioral aspects of the system, but considers the interaction of objects in time. In other words, the sequence diagram reflects the temporal peculiarities of transmission and reception of messages by objects.

Figure 6 shows how a tourist issues an order, passes it to the CIR. Then the information (order) is accepted and studied, after which it is issued to the manager. The manager enters the data, draws up and transmits information (orders) to another stage of processing. After all work on information is obtained by the result, which is transmitted as a report to the tourist. Tourist with help of this system receives the information that he needs (answers his request).

Also, the organization of a tourist trip can be submitted diagram of use options. The main purpose of the diagram of the use of options is to formalize the functional requirements to the system by means of the concepts of the relevant package and the possibility of reconciling the received models with the customer at an early stage of designing.

Any of the options may be subjected to further decomposition into a plurality of cases of the use of individual elements, which form the original essence

It is possible to consider in more detail the process of modeling the system "Organization of tourism travel". The roles of concrete actors of this system are performed by three subjects, namely: Tourist, Manager, Consolidated Information Resource.

All these actors interact in the system under consideration "Travel Organizations", they all turn to this service and depend on certain measure from him.

"Organization of a tourist trip" as a system acquires the quality of the option of the use of a developed diagram whose initial structure can contain only three actors and the only option of use (fig. 7).

All values indicated in this usage diagram show general rules of tourist travel arrangements that can be specified (detailed).

The next step is to develop a chart of options for using the "Tourism Travel Organization" will be clarified on the basis of the introduction of six additional options for use, namely: receiving information about tours; receiving recommendations; data acquisition about tour; receiving information for organizing the tour; obtain information about the proposed tour; receiving tourist information requests. This follows from the detailed analysis of the process of organization of tourist travel, enabling individual services identified as certain actions.

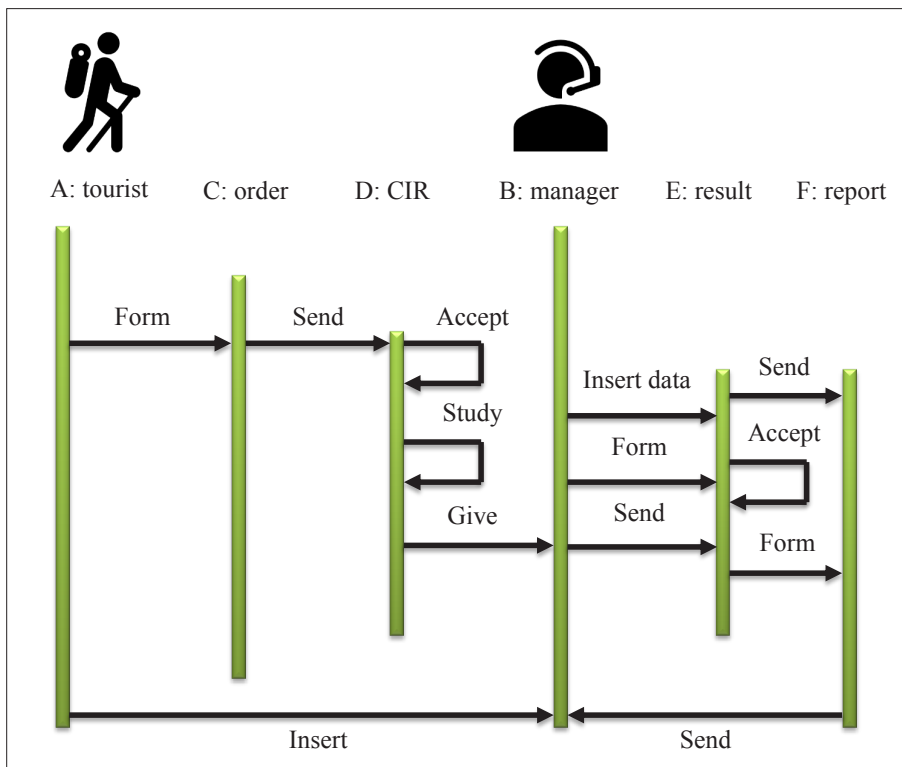


Figure 6. The sequence diagram

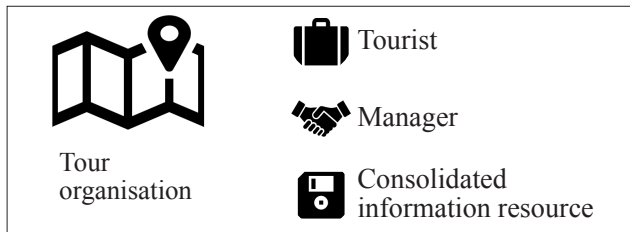


Figure 7. Initial chart of usage options

Consequently, these actions reveal the specified action using the first variant for its specificity because they occur between the expansion/inclusion.

The resulting chart use case (after its detail, refinement and extension) where there are six ways to use three actors (fig. 8), which have established links between them (Ratio of inclusion and expansion). Another pattern, which can describe the process tour organization, is the use case diagram. Use case diagram – in UML – a diagram depicting the relationship between actors and precedents in the system.

Fig. 9 shows precedents system. It shows the relationship between the manager (Actor) and possible actions of the system (precedent). Thanks to this graph manager can see all actions possible in the general information system. The figure can be seen that the manager can freely use all existing functions (work with rounds, travel agents and customers-tourists), he can view the entire database. Working with travel agencies offers the following features: 1. Edit Info travel agency. 2. Remove the travel agency. 3. View the new travel agency. 4. Search travel agency. 5. Add new travel agency. Working with tourist provides the following functions: 1. Add a new tourist. 2. Review tourist information. 3. Search tourist. 4. Remove tourist. 5. Edit information about tourist. Working with tours provides the following functions: 1. Receive report round. 2. Search for the tour. 3. Edit information about the tour. 4. Create new tour. 5. Remove tour. 6. View the details of the tour.

**Conclusions and propositions.** In the latest conditions one cannot provide the quality of online tourist business and pleasure tourist needs without the use and implementation of modern information technology or innovations in computing. Their use ensures compliance with a set of requirements that concern for quality and productive of tourist business and create quality of tourist services. Thus, innovation in the

field of activity of computing will help online tourism enterprises, improve quality of service; increase orders; raise and improve the reputation, prestige, image and prestige of the company; lower economic insecurity organization; reduce the cost of certain categories (send mail, payment for communication, etc.); increase productivity as the individual worker and the entire department; strengthen competitiveness; increase in tourist demand products are like. To create a consolidated resource that helps organize tourist trip, follow these five points to help you succeed:

- To answer a very important question: what problem for lead (tourist) be solved? It is important to understand that travel agencies often do a great online error: too fond of the idea, the technology, but first need to understand what project (consolidated resource) must decide for tourists.

- Provide high quality service. E-tourism allows visitors to choose the best option tourist travel online. offline travel agency has difficulty to meet all customer requirements, sort hotels by price, star level, location, accessibility. Make ranking hand is very difficult and it takes a lot of time and consolidated resource for this simple task.

- Create a culture of continuous innovation. In order to succeed, online company must be innovative. It must constantly offer new market products. Therefore, it is important because the Internet is faster progress than offline.

- The online resource that will start to grow, you need to focus on the needs and problems of Ukrainian tourists.

- Ensure that the project is designed and has a clear plan. You need to collect good the material is difficult.

- Sophisticated technology is a great idea, marketing will not ensure success. Success – is the question of implementation. It is necessary to conduct business and continually check how things are going well, how satisfied consumers are. Performance – the hard part is at the start of the consolidated resource.

Therefore, you need to accelerate the implementation of a good idea to create a consolidated resource help organize a tourist trip. The success of this project should have a clear vision work need to constantly generate ideas, build communication, performed to assess the work. Also, the project to function, you must use Western experience.



Figure 8. Detailed use case diagram



Figure 9. The use case diagram

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## ОНЛАЙН-ТУРИЗМ: МОДЕЛЬ КОНСОЛІДОВАНОГО ІНФОРМАЦІЙНОГО РЕСУРСУ

### Резюме

Ринок туризму значно змінився завдяки новим технологіям та Інтернету. Сьогодні маркетингові дослідження об'єднали індустрію туризму та Інтернету. Дане дослідження показує, як онлайн-інструмент туристичної індустрії використовуються для організації подорожей як у попиті, так і в пропозиції. Онлайн-туризм став інструментом аналізу та придбання саме пакетних турів. Нині онлайн-туризм вважається актуальним елементом у світі бізнесу, тому ми повинні з'ясувати, які саме інноваційні аспекти пов'язані з туризмом у режимі онлайн як для споживачів, так і для бізнесу.

**Ключові слова:** онлайн-туризм, Інтернет, веб-сайт, ІКТ, е-комерція, онлайн-бронювання, веб-підприємства, система резервування.

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## ОНЛАЙН-ТУРИЗМ: МОДЕЛЬ КОНСОЛИДИРОВАННОГО ИНФОРМАЦИОННОГО РЕСУРСА

### Резюме

Рынок туризма значительно изменился благодаря новым технологиям и Интернету. Маркетинговые исследования объединили индустрию туризма и Интернета. Данное исследование показывает, как онлайн-инструмент туристической индустрии используется для организации путешествий как в спросе, так и в предложении. Онлайн-туризм стал инструментом анализа и приобретения именно пакетных туров. Именно сегодня онлайн-туризм считается актуальным элементом в мире бизнеса, поэтому мы должны выяснить, какие именно инновационные аспекты связаны с туризмом в режиме онлайн как для потребителей, так и для бизнеса.

**Ключевые слова:** онлайн-туризм, Интернет, веб-сайт, ИКТ, э-коммерция, онлайн-бронирование, веб-предприятия, система резервирования.

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## ТЕОРЕТИЧНІ ЗАСАДИ ФОРМУВАННЯ КАТЕГОРІЙ

### «КОНКУРЕНТОСПРОМОЖНІСТЬ ПРОДУКЦІЇ ПІДПРИЄМСТВ М'ЯСНОЇ ПРОМИСЛОВОСТІ»

У статті за допомогою теоретичних методів аналізу та аналогій досліджено термінологічну базу поняття «конкурентоспроможність продукції» стосовно ринку м'яса та м'ясопродуктів. Проведене дослідження дало змогу поглибити змістовне навантаження поняття «конкурентоспроможність продукції підприємств м'ясної галузі» з комплексної позиції. Доведено, що для домінування у конкурентному середовищі підприємствам необхідно бути не лише адаптованими за цінними та якісними показниками до постійно змінних споживчих переваг, а й відповідати державним та міжнародним стандартам, ставлячи на верхній щабель ієрархії властивостей м'ясної продукції її інноваційність та безпечність, а також екологічність сировини.

**Ключові слова:** конкуренція, конкурентоспроможність, конкурентоспроможність продукції, ринок м'яса та м'ясопродуктів, м'ясна промисловість.

**Постановка проблеми.** Харчова промисловість є стратегічною галуззю переробної промисловості, являючи собою масштабний виробничий комплекс, один із ключових рушіїв науково-технічного прогресу та одну із системоутворюючих галузей моделі національної економіки, від якої залежить добробут українського народу. Через системність перманентних кризових явищ, що зумовлена нестачею оборотних коштів, неефективним використанням наявних ресурсів, інертністю держави, відсутністю практики конкурентних відносин та іншими негативними детермінантами, продукція м'ясної галузі має низький рівень конкурентоспроможності. Наявність полеміки навколо трактування конкурентоспроможності продукції підтверджує актуальність проблеми, вимагаючи розроблення сучасних теоретико-методологічних

основ щодо визначення економічної сутності дефініції стосовно ринку м'яса та м'ясопродуктів.

**Аналіз останніх досліджень і публікацій.** Проблематика визначення поняття «конкурентоспроможність продукції» висвітлена у працях таких вітчизняних авторів, як М. Акулич, Т. Бурденюк, О. Драган, В. Літвінова, О. Пляскунов, П. Пуцентайло та ін. Усі вони дають власне визначення поняття «конкурентоспроможність продукції». Велика кількість визначень дефініції пов'язана з намаганням з'ясувати його сутність.

**Виділення невирішених раніше частин загальної проблеми.** Однак суттєвим недоліком представлених дефініцій є відсутність наукового підходу до вибору виду дефініцій. Вищезгадані вчені не показують у своїх трактуваннях специфіку ринку м'яса та м'ясопродуктів та не завжди використовують