

УДК 379.85

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МОДЕЛЮВАННЯ ТА ІНФОРМАТИЗАЦІЯ РИНКУ ТУРИСТИЧНИХ ПОСЛУГ

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MODELING AND INFORMATIZATION MARKET OF TOURIST SERVICES

Modeling and informatization market of tourist services is an important aspect for the implementation and propagation tourist services. Today it is impossible to imagine modern tourist industry without modeling and information. Ukrainian tourist companies has just took a path of modeling and information market of tourist services. Basic concepts and modeling concepts and information market of tourist services are described below:

Informatization is a set of social-institutional, social-economic and scientific-technical processes aimed at creating the conditions to face the information needs that tourism reflects in cognitive needs of tourist services. Informatization in tourism linked with the introduction of computer systems that radically changed the development of tourism companies. It happened due to the usage of centralized data storage and processing systems, planning and control. High computerization of all participants in the global tourism market, which is the result of dynamic development of information and communication systems[1].

Informatization of the world tourism market. Information technologies bring abrupt changes, especially in the field of tourist marketing, differentiation and specialization of tourism products. With the development of new forms and means of communication, e-commerce it forms a common information space, opening the possibility of buying-selling tourism products at the same time in different regions of the world. As a result, there is such a thing as the interdependence of prices on tourism products throughout the world. In the future, it will form a common virtual tourist market. It is wise to mention here that the computer reservation systems are also evolving.

Informatization - is not so much technological but social and even cultural process associated with significant changes in the lifestyle of the population. Such processes require a serious effort not only the authorities, but also the entire community of users of information and communication technology in many areas, including the elimination of computer illiteracy, creating a culture of new information technologies usage and others[2].

The main objects of modeling in tourism is the number of arrivals of foreign tourists and indicators related to seasonality. They are the macroeconomic indicators, which are built on the basis of all subsequent evaluation.

Modeling tourist industry - an extremely difficult task, as tourism is a system in which proceeds simultaneously deterministic and random processes associated with each other in a very complicated way. Although the simulation model does not predict the behavior of the market, it is practically applicable for the simulation results in the activities of tourist industry. Modeling of processes occurring in the tourism business, is becoming a necessity, as it promotes the study of the factors of stability and growth, enables forward-looking statements. The simulation results are needed to develop a strategy, decision-making and planning in the tourism sector at different levels.

Nowdays the model CGE rate(Computable General Equilibrium Model) are more widespread model throughout the world which is a new direction in applied economics. You can identify three key aspects that characterize the CGE-model: 1) they involve economic agents, the results of which are reflected in the whole economic system; therefore CGE-models are called common. Typically, the number of agents include households, firms, the

government and the outside world. 2) CGE-models include a system of nonlinear equations, which is achieved by setting the balance of the market for each product, services and factors of production. Thanks to this, models are in equilibrium. 3) models give quantitative results, which allow to call them computable models[3].

In fact, the results of CGE are more comprehensive and give a full assessment of the tourism impact on the economy as a whole, suggesting the inclusion of the data of tourism satellite accounts (Tourism Satellite Account).

The structure of the CGE-model for the tourism modeling includes demand and supply of the tourist industry. Such kind of a model has the following features:

- Model includes flexible prices and wages, which takes into account such factors of production, labor and capital and currency markets;
- Stability (sequence) of expenditure and income of all private households, the state, companies and other economic agents;
- Changes in consumer behavior, depending on changes in price and income levels according to the hypothesis of preference;
- Substitution of the intermediate factors of production, according to the hypothesis of production[4].

To draw to the conclusion it would be wise to mention the necessity of studying the modeling and information. Introduction of techniques and concepts will help tourism enterprises to the effective promotion of tourism products and sustainable management of supply and demand.

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