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DEVELOPMENT OF SMALL TOURISM BUSINESS IN UKRAINE

Considering the formation of the market economic system in Ukraine connected with the growth of business activity in all spheres of the economy, and especially in tourism, we should admit that one of the promising directions to create a competitive market environment is the development of the small business. Therefore, the objective of our report is to analyze the economic and social impact of the small tourism enterprises in Ukraine. Small business engages specialists working at their own risk and sometimes less profit. The reason for this kind of interest is independence, ability to realize creative potential which are much more difficult to fulfill in large enterprises.

Sure, leaders in individualized service are small businesses, which have closer as opposed to big companies, relationships with consumers; thus better adapted to their characteristics. Besides having a small scale business, these businesses immediately respond to the expectations of the target market differentiating products and activities according the changes of consumer preferences [1]. The level of development of small business in the country is an indicator of the development of its economy. For example, in developed countries, a large percentage of population is engaged in this business sector, which still cannot be said about Ukraine. .

It should be noted that the rate of development of small business in Ukraine was obtained mainly due to increase in the number of commercial enterprises, while all the rest areas have a much smaller increase in the analysed sector. In particular, the share of small tourism enterprises, in the total number of small companies, not only did not increase but decreased. The last statement needs further clarification.

Though lacking official statutory parameters on which tour company to be considered a small or medium, we have conducted preliminary studies in which established:

- tourism market has oligopolistic features and monopolistic competition at the same time;
- oligopolists include a small group of major companies hiring from 400 up to 850 employees, these companies are legislators in the formation of the main product lines, pricing, distributing and communication policy in the tourist market;
- coming to that group by the number of employees (150 to 399), sales, and thus the effect on the activities of competitors[3];
- the next group we take workplaces employing from 20 to 149 workers.

A group of medium-sized enterprises are distinguished by high work stability, which is based on the one hand on sufficient business financial resources, and the on mobility innovation. Medium-sized enterprises in tourism, which incorporate the best features of both large and small businesses are tourism operators who develop and sell mostly their own products, as well as large and major companies. The growing number of tour operators in 2.5 was mainly due to the emergence of new small firms. In addition, the rate of growth of organized consumers of tourism product, calculated according to the State Statistics Committee of Ukraine in the reporting period amounted to only 17 % [2]. That is why the increase in the number of small businesses by 2.1 proves that, despite the complexity of operating conditions, a small tourist business has great prospects for development.

Literature

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