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METHODOLOGY AND MEASURES FOR EVALUATING THE QUALITY OF SERVICES OF TOURIST ENTERPRISES IN MODERN ECONOMIC CONDITIONS

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Abstract. Modern business conditions in the field of tourism at the international level and at the regional level in Ukraine require consideration of a number of features and adaptation to rapid changes in individual tourism enterprises. The relevance of the study lies in the need to determine and apply the most effective methods for forming a spectrum of optimal measures for evaluating the quality of services of a tourist enterprise in the crisis conditions, in particular, taking into account the state of war in Ukraine. The purpose of the work is to investigate the methodology and measures for evaluating the quality of services of a tourist enterprise in modern business conditions. The object of research is the analysis of the methodology and measures for evaluating the quality of services of a tourist enterprise in modern business conditions. During the research, such methods as description, statistical analysis, analytical and synthetic methods have been used. The research results, first of all, consist in determining the most appropriate research methodology for application and updating the main measures for evaluating the quality of services. The basic principles and methods of organizing and ensuring the provision of qualitative tourist services in the conditions of martial law in the country and taking into account the strategy of the development of the industry in crisis conditions have been studied. Among the main results of the research of tourist enterprises, which currently carry out their economic activities in Ukraine, is the identification of priority directions for the application of methods and measures for evaluating the quality of services of a tourist enterprise in modern business conditions, related to the implementation of international standards of quality, standardization and certification in the field of tourist services. It has been proven that modern tourist enterprises in competitive conditions have the motivation to actively implement quality standards in their business activities, ensuring high ratings on the market of tourist services, among partners and consumers. An analysis of the legal framework of Ukraine on the quality of services, which confirms the high trust of entrepreneurs in specialized institutions and organizations of the governmental and non-governmental sector regarding the regulation of processes related to quality issues, has been carried out. Active and constant search for effective methods and measures aimed at improving the level of quality of tourist services and organization of activities of tourist enterprises is indicated. The practical value of the research results is useful for a number of enterprises in the service sector, including directly the tourism sector; state authorities performing relevant regulatory functions regarding the quality of services, goods and the production of related tourist goods; structural subdivisions of local self-government bodies in the regions of Ukraine; scientists, teachers, students who master the specialties "Tourism", "Hotel and restaurant business", "Food technologies", etc.

Keywords: state regulation of quality assurance, service, certification, quality management system, standardization, tourism, tourist enterprises, quality of services.

Introduction

In today's business environment, a number of questions arise for the purpose of quality assessment, the answers to which should be based primarily on the requirements and needs of the time: taking into account the range of circumstances that accompany or precede the creation of the relevant product or service. In order to determine the optimal measures for a favorable life cycle of a product or service, there is a need to choose an appropriate quality assessment methodology at all stages - from idea to implementation. This fully applies to the services of a tourism enterprise with all the

predictable and unexpected phases of influence on the process of creating a tourism product, the mechanism of its implementation in the tourism services market.

Statistical data on the level of tourism development in the world indicates a steady growth in the financial and economic indicators of this segment of the service market. Thus, according to the WTO, in 2022, international tourism revenues reached \$ 1 trillion, which is 50% more in real terms compared to 2021. Expenditures of foreign visitors in 2022 amounted to 64% of the pre-pandemic level (-36% compared to 2019 in real terms) (World Tourism Organization, n.d.). The highest revenues in tourism compared to different regions of the world were recorded in Europe. This amount amounted to almost \$550 billion, which is 87% of the amount of revenues in the period before the COVID-19 pandemic was declared. In African countries, tourism revenues reached 75% of the figures that occurred before the above-mentioned pandemic, in the Middle East - 70%, in the United States - 68%. The closure of borders has significantly affected the dynamics of tourist flows in many countries, and the level of income in some Asian countries has not reached 30% of previous years (World Tourism Organization, n.d.).

Ukraine, as a WTO member since 1997, has been actively promoting tourism both in its country and in other countries, maintaining partnerships and initiating a number of measures aimed at preventing the negative impact of the crisis in various sectors of the economy, environment and society. This also applies to the quality of tourism services. The State Agency for Tourism Development of Ukraine (hereinafter referred to as the State Agency) has the appropriate authority to implement the state policy of Ukraine in the field of tourism and resorts, and has published statistics on the state of the tourism industry and investment flows (State Agency for Tourism Development of Ukraine, n.d.). According to the Law "On Licensing of Economic Activities", business entities in the tourism sector must submit relevant documents to obtain a license to carry out, in particular, tour operator activities. DART, in turn, regularly updates the "License Register of Tour Operator Entities". For example, as of May 26, 2023, there were 2859 tour operators in the register (License register of tour operators, 2023).

During the previous pandemic periods and during the full-scale invasion of our country by the Russian aggressor, tourism companies operating in Ukraine reduced or even suspended their activities for some time, and now we are gradually establishing new connections, creating and testing new tourist destinations and routes, etc.

Over the previous 5 years, such tour operators as Albena travel, Alliance, COMPASS, Join UP, and TPG have been able to survive and even expand their activities. During the war, some tour operators promptly organized evacuation bus trips to countries that were ready to shelter refugees from Ukraine (World Travel and Tourism Council, n.d.).

In 2022, Ukraine saw a 10% decrease in the number of taxpayers among those who were registered in Ukraine to carry out tourism activities as tour operators at the beginning of the full-scale enemy invasion. Among them, 17% were legal taxpayers and 7% were individual taxpayers. The crisis situation also affected other participants in tourism activities, in particular, business entities in the tourism infrastructure (hotels, sanatoriums, tourist bases, campsites, children's camps) (Because of the war, n.d.). It is worth noting that in the first 4 months of last year, there was a slight increase of 85% in tax revenues to the budget of Ukraine from travel agencies and a 5% increase in revenues from tour operators and private entrepreneurs-owners of homesteads, which is mainly due to the periods when there were certain relaxations of quarantine requirements and there was no martial law in Ukraine (Because of the war, n.d.).

In its report for 2022, DART published data on the doubling in the fall compared to the same period in 2021 of the number of people who used the services of tour operators for domestic tourism (Public report, 2022). Thus, there is a tendency to diversify and improve services for consumers of tourism services at various levels - from the creation of a tourist product, its adaptation to the existing conditions of service provision and the category of tourists (age, gender, status, etc.).

The purpose of the study is to investigate the methodology and measures for assessing the quality of services of a tourism enterprise in modern economic conditions. The object of the study is to

analyze the methods and measures for assessing the quality of services of a tourism enterprise in modern economic conditions.

Currently, tourism at the international and regional level in Ukraine needs to take into account a number of peculiarities and adapt to rapidly changing conditions both at the macroeconomic level and at the micro level in individual tourism enterprises.

There are basic theoretical and methodological approaches to defining the essence of the quality of tourism services, determining the criteria for its evaluation, etc. However, in order to ensure quality tourism services in Ukraine, it is now necessary to analyze more thoroughly the existing crisis phenomena in the sectors of the economy, which are primarily related to the activities of tour operators and travel agents, and to focus on choosing the most optimal methodology for assessing the quality of services in order to prevent and avoid unforeseen negative consequences of incorrectly chosen strategies and tactics.

Therefore, the relevance of the study is to find an appropriate methodology and determine the measures for assessing the quality of services of a tourism enterprise in order to attract tourists to use the relevant tourism services and obtain high ratings at the professional level, as well as the need to determine and apply in the crisis conditions of doing tourism business, in particular, taking into account the martial law in Ukraine, the most effective methodology for forming a range of optimal measures for assessing the quality of services of a tourism enterprise.

Literature review

Among the scientific publications in recent years, there are those related to the definition, assessment and measures of the quality of tourism services. Thus, in particular, in the pre-covid period, publications related to information and control aspects of ensuring the quality of tourist services prevailed (Tsal-Tsalko *et al.*, 2019).

The study of Kucheryava I. (2019) considers the issue of assessing the efficiency of the tourism enterprise. The quality of products and services and methods of its assessment were studied by Belyaeva S.S. and Shestel O.G. (2020), Palonna T., Bokovnia A., and Sergienko O. (2021), Matviychuk L.Yu. and Chepurda L.M. (2021), Markhonos S., Stezhko N., Oliynyk Y., Polishchuk L., Tyshchuk I., and Parfinenko A. (2020). Scientific research on the quality of tourism services in Ukraine and the world, taking into account system solutions and quality standards, was carried out by Mazaraki *et al.* A thorough analysis of the quality system on the example of creating an industrial-intellectual and tourism-oriented cluster is carried out in the work of Danylyshyn B., Kovalova O., Oleshko A., Morgulets O., Zayats M. and Yaremko S. (2022).

Belyaeva S.S., Kurakin O.B., and Byshovets L.G. (2020) investigated the current trends and conditions for ensuring the quality of hotel and accommodation services in Ukraine during the COVID-19 pandemic. The results of the study of methodological approaches to assessing the quality of hotel services are highlighted, in particular, in the work of Kurakin O.B. (2023).

Mykhailichenko G.I., Kravtsov S.S., Melnychenko S.V., Vedmid N.I., and Zabaldina Yu.B. (2020) paid attention to the importance of branding event tourism programs in Ukraine, which should help to intensify the implementation of relevant activities with a high level of quality, and focused on the essence of the level of quality for promoting the tourism product. Mykhailichenko G.I. and Klimova A.M. (2020) studied the global tourism market and transformation after the pandemic, taking into account quality indicators and their evaluation. Melnychenko S., Mykhailychenko H., Mezentseva H. in their work (2020) studied in more detail the issues of ensuring the quality of tourism services and developing appropriate measures for this. Mykhailychenko H., Kravtsov S. and Zabaldina Yu. (2020) also focused their research on planning a portfolio of events for a tourist destination in the post-quarantine period.

The principles, innovations in public administration of tourism activities in modern conditions and standardization as its important tool were studied by Kovalevska I.M. (2021).

Particular attention was paid to the answer to the question of the development of tourism in Ukraine during the war in the scientific works of such Ukrainian researchers as Kostinets Yu.V., Kostinets V.V., and Shevchenko O.O. (2023).

Thus, given the variety of areas of quality research in the field of tourism, tourism infrastructure, its regulatory and legal regulation at the global and national levels, there is a need to define in more detail the main components of the mechanism for a comprehensive solution to the problem of quality service in tourism and to systematize the principles, technologies, methods and measures to optimize the expenditure of resources for the implementation of appropriate measures to ensure quality in all areas of tourism.

Materials and methods (Methodological substantiation)

To reveal the topic of the study, appropriate methods and methodology were applied, which allowed for a thorough analysis of known approaches and methods to assessing the quality of services of a tourism enterprise and to identify those that may become relevant during crisis situations in the activities of business entities in the tourism sector. These are, in particular, such methods as description, statistical analysis, analytical and synthetic. The analytical method was used to search for the legislative and regulatory framework on quality issues and to analyze those documents relating to the quality of tourism services and the efficiency of tourism enterprises in Ukraine in the context of the crisis and martial law. The statistical analysis provides a comparative characterization of the quality of tourism services at different levels and stages of tourism business development. For the most part, synthetic methods were used for scientific research of the existing theory and practice of choosing the appropriate methodology and methodology by tourism enterprises in order to ensure quality services.

Results and discussion

As mentioned above, for a long time, scientists and practitioners in the field of tourism, standardization, law, and various sectors of the economy have been conducting relevant research to understand the essential indicators (qualitative and quantitative) of the categories of product and service quality. This directly or indirectly concerned the issues of methods and measures for assessing the quality of services of a tourism enterprise in modern economic conditions. Thus, there are various approaches to the essence of tourism quality management and tourism product quality; interpretation of the concepts and factors that shape the quality of tourism services and approaches to measuring the quality of tourism services. The analysis of the market aspects of the quality of tourism services is also presented in a multivariate manner; certain areas of quality requirements for certain groups of tourism enterprises, ways and methods of quality assessment in a tourism enterprise, as well as quality service in tourism are identified.

When studying the tourism services market, it is necessary to take into account the globalization processes taking place in the world and not to stay away from addressing competition issues due to its intensification in various segments of the tourism business. Given the saturation of the market with relevant tourist offers, there is an urgent need to promote its role as a popular producer of tourist services in the consumer market, which necessitates improving their quality. It is well known that consumers must be motivated to choose a particular tourism product. However, there are also spontaneous choices of a tour or a particular travel service. In such cases, the psychotype of the tourist, the skill of the travel agency manager, or other circumstances play a role. Travel trends can change over time, so a travel company should also use forecasting methods.

Among the methods of quantitative analysis of the level of demand and satisfaction of tourist needs is the financial component, which is based on the analytical method, the method of statistical indicators, comparison, a variation of which may be an indicative or rating method. Financial indicators may not fully characterize the achieved quality of offers, because the economy is governed by basic laws that form the basis of the economic activity of an enterprise at the macroeconomic and microeconomic levels, but it is worth considering both the specifics of a particular industry and its product or service, as well as the real conditions or predicted consequences of certain factors affecting business.

At the international level, service quality is defined as a set of characteristics aimed at satisfying the identified and foreseen needs of consumers.

With regard to tourism services, similar to the concept of product quality, there is a distinction between the type of quality and the quality of performance. The tourism sector is characterized by the fact that quality, as a type, should be considered by the relevant types and identified with the standards of objects and its environment (World Tourism Organization, n.d.).

For effective quality management in the tourism sector, a tourism enterprise should be interested in improving the forms and methods of this process in the face of competition and challenges. As a result of creating a reliable quality management mechanism, stable connections at different levels of the enterprise management hierarchy, motivational factors for staff and business partners can be ensured in the direction of guaranteeing quality tourism products for the needs of consumers and a stable financial and economic state of the enterprise.

Figure 1 shows the main components of the quality category in tourism.

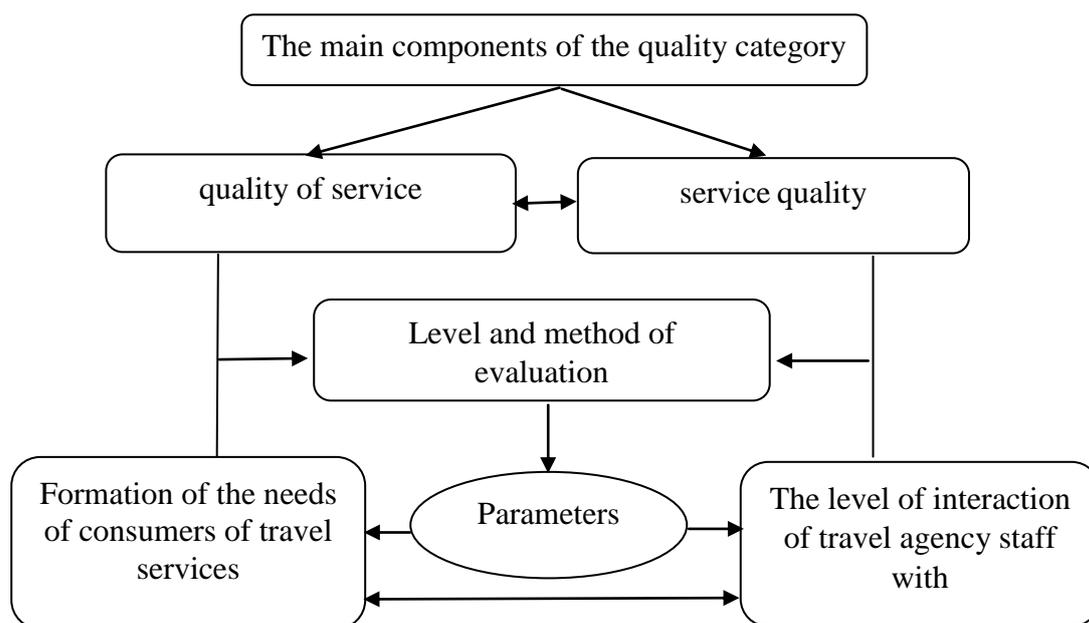


Figure 1. The main components of the quality category in tourism

Source: developed by the author independently

To measure the quality of services, in many cases there is a problem of choosing the appropriate method and way. In particular, the main ways to measure the quality of tourism services and measurement tools include the following (Figure 2). Consequently, there is a mutual influence on different segments of the field of measuring the quality of tourist services.

Thus, it is advisable to emphasize the importance of complying with relevant standards and specifications to ensure the quality of services at all stages of the life cycle of a tourism product and taking into account the interconnectedness of tourism infrastructure, logistics, trade, and communications.

In order to determine the quality criterion, it is necessary to develop and adapt to the realities of the relevant system of indicators/indicators, on the basis of which it is possible to assess any type of tourist service activity, i.e. coordination of economic sectors is necessary.

Researchers and practitioners in the field of tourism and the definition of criteria for assessing the quality of services provide examples related to indicative comparative data of hotels, excursion services, etc. In particular, it is recommended to determine the quality of hotel services by the level of cleanliness in the rooms, the compliance of the rooms with the class of service, and the absence of complaints. When assessing the quality of excursion services, one should take into account the level of awareness of the guide, the completeness and reliability of information, the optimality of the route, the culture of the language, the qualifications of the guide, and the quality of

transportation. Also, you should not ignore how the tour is prepared, how rich and optimally designed the travel route is, whether the previously stated wishes of a certain category of consumers are taken into account.

Thus, any check for compliance with applicable quality standards, rules and requirements in accordance with the class of service should be perceived only as a process and procedure for confirming the level of quality of a tourist service. It is the standards of tourist services that lay the foundation for models of service quality assessment with mandatory elements for assessing the level of safety, service, food, service aesthetics, as well as timeliness of information support, which form a comprehensive structure for assessing the relevant services.

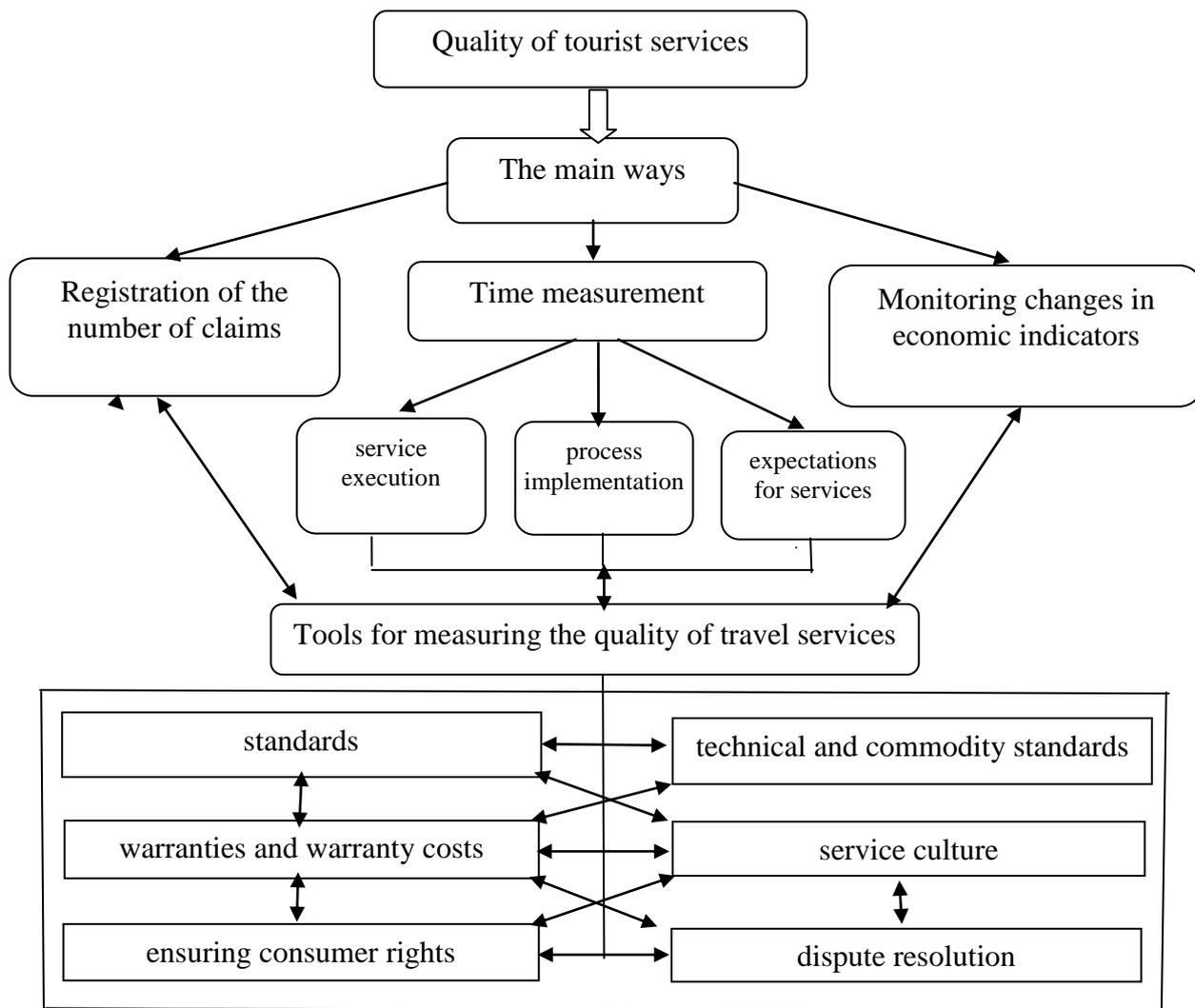


Figure 2. The main ways and tools for measuring the quality of tourist services

Source: developed by the author independently

For the most part, travel agencies learn about the quality of travel services provided from written (electronic and handwritten) and oral communications from consumers during the organization and conduct of a targeted survey or from social media. Also, certain conclusions can be drawn on the basis of quantitative indicators based on the results of recording repeated visits to the establishment by those consumers who are already registered in the travel agency's database.

In Ukraine, the functions of conformity assessment for certification of services are currently assigned to the Scientific and Technical Department of Conformity Confirmation of SE "Ukrmetrteststandart" (n.d.). The relevant law is in force and regulates the issues of standardization

in Ukraine [28]. The main provisions on national standardization in Ukraine are approved in the relevant standard (DSTU 1.0:2003).

Ukraine has approved state standards on the national conformity mark, its shape, size, technical requirements and rules of application (DSTU 2296-93); standardization and related activities and terms and definition of key issues; rules for the development and implementation of interstate standards; certification, basic concepts, terms and definitions (DSTU2462-94) (NGO. The National Tourism Organization of Ukraine, n.d.).

The list of DSTU ISOs that are currently directly related to the tourism sector and the quality of tourism services includes the following standards with the following codes: DSTU ISO 19011:2016, DSTU ISO 9000:2016, DSTU ISO 9001:2016, ISO 9000:2015, ISO 9004-2 (New DSTU that were developed by TK 169, n.d.).

The methodological recommendations of the Scientific and Technical Department of Conformity Assessment of Ukrmetrteststandard SE (hereinafter referred to as the SCDC) in accordance with the Order of the NTC of Ukraine dated November 6, 2020 No. NkGS/018 are shown in Table 1 (NGO. Standardization in tourism, n.d.).

Table 1. Methodological recommendations of the STE

No.	Code	Conformity/code of the ND	URL
1	MR NTUU 01.03:2020	to EN 15565:2008	https://nto.ua/assets/files/ntou-guidelines-01-03-2020-guides.pdf
2	MR NTUU 03.01:2020	to ISO 13009:2015	https://nto.ua/assets/files/ntou-guidelines-03-01-2020-beaches.pdf
3	MR NTO 03.08:2021	to ISO/PAS 5643:2021/ ND code in accordance with the DC 004:03.200.01; 03.100.01	https://nto.ua/assets/files/ntou-standard-03-08-2021-%D1%81ovid19.pdf
4	MR NTO 03.07:2021	to ISO 22483:2020/ ND code in accordance with the DC 004:03.080.30; 03.200.01	https://nto.ua/assets/files/ntou-standard-03-07-2021-hotels.pdf
5	MR NTO 03.06:2021 ISO 22525:2020, IDT	to ISO 22525:2020/ ND code according to DK 004:03.080.30; 03.200.01	https://nto.ua/assets/files/ntou-standard-03-06-2021-medical.pdf
6	MR NTOU 04.02:2020	to ISO 17679:2016	https://nto.ua/assets/files/ntou-guidelines-04-02-2020-spa.pdf
7	MR NTOU 03.05:2020	to ISO 18065:2015	https://nto.ua/assets/files/ntou-guidelines-03-05-2020-nature.pdf
8	MR NTOU 03.02- 1:2020	to ISO 13687-1:2017	https://nto.ua/assets/files/ntou-guidelines-03-02-2-2020-yachts-1.pdf
9	MR NTOU 03.02- 2:2020	to ISO 13687-2:2017	https://nto.ua/assets/files/ntou-guidelines-03-02-2-2020-yachts-2.pdf
10	MR NTOU 03.02- 3:2020	ISO 13687-3:2017	https://nto.ua/assets/files/ntou-guidelines-03-02-3-2020-yachts-3.pdf
11	MR NTOU 01.02:2020	to ISO 13810:2015	https://nto.ua/assets/files/ntou-guidelines-01-02-2020-industrial.pdf
12	DSTU 9105:2021	ND code in accordance with the DC 004:03.080.30, 03.200	https://nto.ua/assets/files/ntou-standard-9105-2021-ruraltourism.pdf
13	MR NTOU 01.01:2020	to EN 13809:2003	https://nto.ua/assets/files/ntou-guidelines-01-01-2020-agencies.pdf
14	DSTU 9106:2021	ND code in accordance with the DC004:03.080.30, 03.200	https://nto.ua/assets/files/ntou-standard-9106-2021-hostels.pdf
15	MR NTOU 02.01:2020	to ISO 14785:2014	https://nto.ua/assets/files/ntou-guidelines-02-01-2020-tic.pdf

Source: developed by the author on the basis of the STEU (2020)

For information on certification and a complete list of documents related to the quality sector in Ukraine, please visit the official website of the Certification Body of the Scientific and Technical Center for Certification of Products, Services and Quality Systems (hereinafter - the SCCPQS), which is a structural unit (hereinafter - KNTEU) (Complete list of documents, 2021), which contains, in particular, information on the policy of the SCCPQS of KNTEU in the field of quality, forms of management statements on impartiality, certification of accommodation services, etc. The "Procedure for Certification and Classification of Temporary Accommodation Services" has also been developed in Ukraine, and the relevant information on the procedure for certification and classification of temporary accommodation services is freely available on the website of the OS NTCCSP (Complete list of documents, 2021).

An important aspect in ensuring the quality of tourism services is tourism infrastructure, the quality of which directly or indirectly affects the rating indicators in the activities of a tourism enterprise and its competitiveness. For example, the certification of food services in Ukraine is also handled by the CSCFSC of KNTEU, whose official website contains relevant documentation on this spectrum of service quality assurance (Complete list of documents, 2021).

In Ukraine, it is possible to participate in certain procedures related to complaints and appeals. The official website of the OS NTCCSPP KNTEU contains a description of the rights and obligations of the clients of the certification body, as well as the procedure for using the license and certificate marks (Procedure. Description of the rights and obligations of clients, 2021; Procedure for using signs, licenses and certificates, 2021). Thus, it is advisable for tourism enterprises not only to familiarize themselves with information on the conditions of standardization in tourism (NGO. n.d.), tourism certification (NGO. n.d.), but also to develop appropriate measures to ensure the requirements of the national system for quality and excellence in tourism.

The Kyiv National University of Trade and Economics has developed the National ISO Standard for Tourism as part of the program to create a national system of quality and excellence in tourism (ISO national standard for the field of tourism, n.d.).

It is also worth noting that, along with government agencies authorized to carry out their activities in relation to the quality of tourism services, non-governmental organizations are also actively operating. In Ukraine, new DSTU were developed by Technical Committee 169 (hereinafter - TC 169) (n.d.) with the support of the National Tourist Organization of Ukraine (hereinafter - NTOU).

The American people provided financial and scientific support to systematize developments and identify measures for further strategic decision-making towards the implementation of a national system of quality and excellence in tourism. It was through the United States Agency for International Development (hereinafter - USAID) that the opportunity was created and targeted assistance was provided within the framework of the grant activity "Support to Regional Tourism in Ukraine with the Assistance of USAID" for the development and implementation of a National system of quality and excellence in tourism (n.d.) in Ukraine. Ukraine's direct assistance to USAID in this project came from the STCU under a program that addressed issues related to the competitiveness of Ukraine's economy (National system of quality and excellence in tourism, n.d.). During the implementation of this program, attention was focused on certain features of the hospitality industry, the tourism sector as a whole and in its individual segments, taking into account the uniqueness of their characteristics, which leads to a special interpretation of the concept of "quality" throughout the entire process of creating and selling tourism services.

During the period of creation and provision of the relevant tourism service to the tourist, there can be only one attempt to positively influence his/her choice or his/her own impression after receiving it, so from the idea of creating a tourism product/service to its actual implementation, the issue of quality plays a crucial role at every stage of the life cycle. That is, there is virtually no margin for error for anyone involved in the process.

Determining the degree of quality of a tourist service at different stages of its readiness and consumption often depends not only on the material but also on the intangible component, because

it is necessary to take into account such categories of verbal and non-verbal communication that have certain differences between staff and consumers; issues of ethics, characteristic features of personality psychotypes, communication skills (NGO. Standardization in tourism, n.d.).

Thus, in order to determine the optimal methodology and develop measures for assessing the quality of services of a tourism enterprise in modern economic conditions, it is necessary to take into account the peculiarities and even the uniqueness of the processes at each stage of the life cycle of a tourism service. In order to organize a full cycle of implementation of standards, the NTOU directs its efforts to consolidate tourism business specialists, experts, independent international and national certification bodies (NGO. Standardization in tourism, n.d.).

The NTOU is a permanent and active member of the Technical Committee of Standardization No. 169 (hereinafter - TC 169) "Tourism and Tourism Services" (n.d.) as part of the national state standardization body, SE UkrNDNC (State enterprise "Ukrainian research and training center for problems of standardization, certification and quality", n.d.). TC 169 is a subject of the national standardization system and implements the established tasks of the state policy in the field of tourism (On the formation of the technical standardization committee "Tourism and services in the field of tourism", 2013) and operates in accordance with the Ukrainian Classifier of Normative Documents (hereinafter - UCND) (DK 004:2008). This classification can be used in databases and libraries, which greatly facilitates the task of specialists and staff of tourism enterprises in choosing the appropriate methodology and compliance with the quality standards defined for the industry. In fact, in order to bring it in line with the current sixth edition of the International Classification of Standards (ICS) (Ukrainian classifier of regulatory documents DK 004:2008), the UCS DK 004:2008 (ICS:2005, MOD) was developed (DK 004:2008).

Thus, taking into account the strategy of development of our country towards the European Union (hereinafter - the EU), the development of measures for assessing the quality of services of a tourism enterprise in modern economic conditions should be based on a methodology based on the requirements of standardization of relevant processes. At present, the main tasks, the development and preparation of which are outlined in the standards for implementation in the field of tourism, are as follows:

1. Development, review, approval, and preparation for approval of drafts of new national (DSTU) and international (GOST) standards.
2. Review, verification of existing standards, preparation of amendments to them or proposals for their abolition, preparation of proposals for voting on draft international and regional standards on behalf of the Ministry of Economic Development and Trade.
3. Facilitate the implementation of EU standards in the activities of enterprises in the relevant sectors of Ukraine.
4. Cooperation in related fields of activity with other technical committees (hereinafter - TC), enterprises (organizations) that are users of standards.
5. Submission of proposals to the annual plan of national standardization.

It is worth noting that the list of users of standards includes consumer associations, testing centers (laboratories), certification bodies; regional centers for standardization, metrology and certification of the Ministry of Economic Development and Trade and other stakeholders.

New DSTUs, which were developed by TC169 with the support of NTOU (n.d.), are the following:

1. Medical tourism. Requirements for services.
2. Hotels. Requirements for services.
3. Preventing the spread of COVID-19 in tourism.
4. Rural tourism. General requirements. Classification of accommodation facilities.
5. Hostels. General requirements and classification.

Among the activities of the NTCI, it pays considerable attention to the development of guidelines. Over the past few years, the NTCI has developed and presented methodological recommendations for the tourism sector for widespread use in enterprises. Although these guidelines are not

officially translated texts of international standards, it is recommended to refer to the primary sources - international standards ISO and EN - in case of need for clarification. The application of the requirements specified in the guidelines and aimed at improving the quality of tourism services in Ukraine, achieving orderliness in the work of tourism entities through their classification is recommended. In particular, these are methodological recommendations concerning the terminology base in the activities of travel agencies and tour operators, the provision of industrial tourism services, requirements for tourist information and reception services, professional training of tourist guides, requirements and recommendations for the operation of beaches, tourist services in the territories and objects of the nature reserve fund, a range of adventure tourism issues, health services, the use of Braille on signs, equipment and devices (NGO. Standardization in tourism, n.d.).

As is well known, standards should be the basis for appropriate certification. Within the framework of the formation of a national system of quality and excellence in tourism, the NTCU, in particular, offers the following areas of tourism certification (NGO. Tourist certification, n.d.):

- hotels
- hostels
- rural estates;
- tourist information centers;
- medical tourism services;
- spa centers;
- thalassotherapy centers;
- services of industrial facilities;
- beaches
- yacht harbors;
- training centers for tourist guides;
- implementation of the HACCP system;
- services of restaurant facilities;
- adventure tourism services, etc.

It is also noteworthy that the guidelines also apply to such objects for the possible provision of recreational services as the nature reserve fund. It is also emphasized that clearly defined partner organizations and licensed auditors are entitled to provide tourism certification services at these sites. The certification may include the design and marking of tourist routes and training of specialists.

To train specialists and improve the level of qualification, the NTOE provides for collective trainings for united tourist destinations, individual counseling for tourism business participants, and diagnostic audits of tourism infrastructure facilities. Certification should be a confirmation of compliance with the requirements of the standards, and the inclusion of a tourism entity in the register of certified enterprises should clearly confirm the quality of services provided and inspire consumer confidence in the relevant tourism enterprise and the types of tourism services offered on the market.

In Ukraine, a certified business entity has the right to receive a special distinction, including a certificate, a street sign, a quality mark, a set of relevant stickers that can serve as a characteristic sign of the tourism enterprise's competitiveness (NGO. The National Tourism Organization of Ukraine, n.d.).

The quality of tourism services is a complex value that includes both systemic and individual specific quality features. First of all, it concerns the quality of labor, because the quality of labor of an individual involved in the process of preparing and selling a tourist service directly or indirectly affects the quality of the service as a whole. This also applies to those who do not work directly with clients, but to a greater extent to professionals who directly serve consumers of tourism services, taking into account all its types (basic, additional, related).

Partner training centers for the training and certification of tourist guides make a significant contribution to ensuring the quality of tourism services. This is also provided for in DSTU/EN 15565:2016. As of 26.09.23, 25 certified persons were registered in Ukraine (NGO. The National Tourism Organization of Ukraine, n.d.).

Thus, in the processes of developing measures to assess the quality of services of a tourism enterprise in modern economic conditions, it is necessary to use an appropriate methodology based on a model of standard solutions and tools for implementation and adaptation in various aspects and phases of the life cycle of a tourism product.

Conclusions. Methods of forecasting

Based on the results of the study, it is possible to draw conclusions about the systematic nature of the development of measures to assess the quality of tourist services, to take into account an integrated approach to forecasting, to take into account quantitative and qualitative quality indicators at different stages of the process of creating and providing tourist services. The financial component plays an important role, which is based on the analytical method, the method of statistical indicators, and comparison. As a result, an indicative or rating method is used to analyze the level of quality. For a thorough study of the issue of choosing the appropriate methodology for assessing the quality of tourist services, it is recommended to distinguish the type of quality and quality of performance of tourist services, which leads to a comparison with standard conditions. Thus, coordination of activities of economic sectors is necessary. Thus, it can be argued that the standards for tourism services are based on models for assessing the quality of services with mandatory elements of assessing the level of safety, service, food, aesthetics of service, and also require timely information support to comply with the relevant requirements, which form a comprehensive structure for assessing the relevant services. It is proved that the development of measures for assessing the quality of services of a tourism enterprise in modern economic conditions should be based on a methodology based on the requirements of standardization of relevant processes.

The practical value of the research results is useful for a number of service sector enterprises, including the tourism sector itself; public authorities that perform the relevant regulatory functions regarding the quality of services, goods and production of related tourism products; structural units of local governments in the regions of Ukraine; researchers, teachers, students majoring in Tourism, Hotel and Restaurant Business, Food Technology, etc.

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Conflict of interest

None.

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МЕТОДИКА ТА ЗАХОДИ ОЦІНЮВАННЯ ЯКОСТІ ПОСЛУГ ТУРИСТИЧНОГО ПІДПРИЄМСТВА В СУЧАСНИХ УМОВАХ ГОСПОДАРЮВАННЯ

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Анотація. Сучасні умови господарювання в сфері туризму на міжнародному рівні та й на регіональному рівні в Україні вимагають урахування низки особливостей та адаптації до швидкоплинних змін в окремих туристичних підприємствах. Актуальність дослідження полягає в необхідності визначення та застосування в кризових умовах ведення туристичного бізнесу, зокрема, зважаючи на воєнний стан в Україні, найбільш ефективної методики для формування спектра оптимальних заходів оцінювання якості послуг туристичного підприємства. Мета роботи – дослідити методику та заходи оцінювання якості послуг туристичного підприємства в сучасних умовах господарювання. Об'єктом дослідження обрано аналіз методики та заходів оцінювання якості послуг туристичного підприємства в сучасних умовах господарювання. Під час дослідження використано такі методи, як опис, статистичний аналіз, аналітичні та синтетичні. Результати досліджень насамперед полягають у визначенні найбільш доцільної для застосування методики дослідження та актуалізації основних заходів оцінювання якості послуг. Досліджено основоположні принципи й методи організації та забезпечення надання якісних туристичних послуг в умовах воєнного стану в країні та з огляду на стратегію розвитку галузі в кризових умовах. Серед основних результатів дослідження туристичних підприємств, які здійснюють наразі свою господарську діяльність в Україні, – виокремлення пріоритетних напрямів застосування методики та заходів оцінювання якості послуг туристичного підприємства в сучасних умовах господарювання, пов'язаних із імплементацією міжнародних стандартів якості, стандартизації та сертифікації в сфері туристичних послуг. Доведено, що сучасні туристичні підприємства в конкурентних умовах мають мотивацію активно впроваджувати в своїй господарській діяльності нормативи якості, забезпечуючи високі рейтинги на ринку туристичних послуг, серед партнерів і споживачів. Здійснено аналіз нормативно-правової бази України з питань якості послуг, що підтверджує високу довіру з боку підприємців до спеціалізованих установ і організацій урядового та неурядового сектору щодо регулювання процесів, які стосуються питань якості. Зазначено активний та постійний пошук ефективних методик і заходів, спрямованих на покращення рівня якості туристичних послуг і організації діяльності туристичних підприємств. Практична цінність результатів дослідження полягає в придатності для низки підприємств сфери послуг, зокрема, безпосередньо сфери туризму; органів державної влади, що здійснюють відповідні регулюючі функції щодо якості послуг, товарів і виробництва супутніх товарів туристичного призначення; структурних підрозділів органів місцевого самоврядування в регіонах України; науковців, викладачів, студентів, які опановують спеціальності «Туризм», «Готельно-ресторанна справа», «Харчові технології» тощо.

Ключові слова: державне регулювання забезпечення якості, послуга, сертифікація, система управління якістю, стандартизація, туризм, туристичні фірми, якість послуг.