THE ANALYSIS OF TOURIST'S SERVICE REGIONAL MARKET INFRASTRUCTURE IN BELOKURIKHA ALTAI REGION

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Abstract. The article deals with the consideration of different approaches for analysis of tourist's infrastructure. The data on town resort of Belokurikha of Altai region of tourist's infrastructure is presented. The necessity of Belokrikha tourist's market infrastructure elements improvement is shown.

Key words: tourist's service market, tourist's infrastructure, branch approach, regional approach, functional approach, town resort of Belokurikha

Nowadays Altai region tourist service market is characterized by low level of service quality, high prices, undeveloped infrastructure and shortage of skilled personnel. To solve the mentioned problems it is necessary to draw significant financial and human resources. The application of theoretical and methodological workings out concerning regional and branch markets infrastructure forming and development, enables to increase functioning efficiency of market participants [1, 2].

When choose the study object the correct determination of the branch or market's limits is of great importance. A branch is formed by a group of firms, which are specialized in production of a similar product with the use of similar resources and close technologies. The branch limits are determined by the use of price supply cross elasticity. For a branch price supply cross elasticity has a negative meaning [1]. When studying market interactions between sellers and buyers. The market limits are determined taking into account price demand cross elasticity. A high positive value of price demand cross elasticity corresponds to a significant substitution in consumption. If the price demand cross elasticity has a negative value the situation of forming certain segments of the same market is realized. The geographical limits of a market are determined by means of spatial price demand cross elasticity. If spatial price demand cross elasticity for two different regions has a positive value it is expedient to carry out their analysis as for the common market. The geographical limits of a market may not coincide with the corresponding branch limits, if the distribution of industry is dependent of consumption localization.

The tourist service market is not homogeneous and has a complex structure due to producers of tourist service belong to different fields of activities. The presence of intermediaries between tourist service producers and consumers, which are specializing in forming and selling tourist product, is also complicating market structure [4].

The analysis and prediction of regional economic development are based on determination of market infrastructure features. Branch, territorial and functional approaches are used for tourist service market infrastructure study [4]. The branch approach is based on picking out the most prior kinds of tourism for the region. The determination of the most attractive kinds of tourism is carried out taking into account region's possibilities and existing external factors [5]. The territorial approach includes complex studies of tourist infrastructure on different territorial levels. At a local level infrastructural providing of certain visit places is considered. At a regional level infrastructural providing of a whole region and its parts are considered. At an interregional level infrastructural providing of territories, which are themselves parts of two or more regions is considered. This approach enables to pick out perspective territories for development of tourist recreational activities. The functional approach is supposed to study existing conditions for tourist market development with the use of indices system for each infrastructure elements group. For example, capacity, comfort, the number of objects indices are used for estimation accommodation means and the number of objects and seats are used for catering enterprises. The safety of tourist activity organization estimation is also a functional index. The functional approach can be used for tourist infrastructure influence on region's development estimation.

With the use of the described approaches the main tourist service market infrastructure objects of Belokurikha were considered. The choice of town resort Belokurikha is caused by the necessity of tourist service market development, which is not enough developed in the comparison of sanatorium and resort field of activity. The enterprises of hospitality industry, catering, leisure and entertainment were considered as the main elements

of tourist market infrastructure. The large enterprises rendering accommodation services, their capacity and cost are presented in table 1. There are 13 sanatoriums, five holiday hotels and six hotels. The total number of places in high season is above five thousand.

Table 1. Accommodation service enterprises

Name of enterprise	Type of enterprise	The number of places	Cost of a day stay per person, roubles
Belokurikha	Sanatorium	460	3600-4400
Sibir	Sanatorium	160	3600-4400
Katun	Sanatorium	160	3600-4400
Altai-West	Sanatorium	360	3400-4750
Rossia	Sanatorium	410	2200-1400
Tsentrosoyuz RF	Sanatorium	200	3675-7350
Belovodye	hotel	48	3800-19000

The list of large catering enterprises, the number of seats and the average check without alcohol drinks are presented in table 2. It should be noted that there are almost no enterprises, functioning in lower price range.

The tourist products are distributed by tourist operators and tourist agents. "Chistye prudy - Prostokvashino", "Belokurikha travel" (both tourist operators); "Altur", "Ryabinovyi most" (tourist agents) etc. The objects of leisure provide mountain ski equipment hire service, busyness tourism service, show programs, active and leisure entertainment. The excursions service, visiting aqua parks and mountain ski complexes are the most popular.

The value of tourist traffic characterizes the degree of infrastructure elements region providing. In the work [5] the two factors model is described. It enables to predict load accommodation means and catering enterprises in dependence of tourist traffic value. The values of load coefficients for the main tourist market infrastructure objects were obtained with the use of this model.

Table 2. Catering enterprises and service's prices

Name of enterprise	Type of enterprise	The number of seats	Average check per person, roubles
Akhnamar	Restaurant	45	500-1000
Eliksir	Bar	70	about 500
Flibustyer	Tavern	46	500-1000
Mehiko	Grill bar	60	500-1000
3/9 tsarstvo	Restaurant	60	900-1200
Biver	Beer bar	75	1000-1500
Bavarenok	Cafe	60	600-1000

The calculated values of the load coefficient for accommodation means is 0,79; for catering enterprises is 0,75; for leisure and entertainment enterprises is 0,78 and for transport enterprises is 0,81. Under realization of the normative value of load coefficient at the level of 0,8 the existing tourist's infrastructure objects are functioning under utmost application of their own reserves. That's why it is necessary to improve tourist infrastructure elements in Belokurikha.

Thus on the basis of the presented data it is possible to make the following conclusions:

1) for grounded determination the branch and regional markets limits it is necessary to use price demand cross elasticity, price supply cross elasticity and spatial price demand elasticity indices;

2) the main tourist market infrastructure elements of Belokurikha were picked out;

3) the necessity of tourist infrastructure elements improvement in Belokurikha was shown.

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