

FINANCIAL MECHANISM OF TOURIST SERVICES PROVIDING

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ABSTRACT

When conducting research, the purpose of this paper is to determine how to use the financial mechanism for regulating the effectiveness of the use of tourist services. The author suggested that the analysis of the conditions for the use of tourist services will allow tourist enterprises to make a choice of financial decisions in the implementation of their own activities reasonably, based on three interrelated elements: risk, efficiency and quality. The necessity of using a financial mechanism for determining the effectiveness of tourist services is also substantiated, and the structure for determining the cost of a tourist product is shown. The need for an analysis with the priority of dividing costs into variables and constants is noted. The method of calculating the effectiveness of tourist services is shown. Conclusions are made and recommendations for regulating the effectiveness of tourist services are developed.

KEYWORDS: *Efficiency Indicator of Tourism, Tourist Activity, Tourist Services, Efficiency Of Tourist Services, Financial Costs, Regulation Of Efficiency.*

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