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METHODOLOGY AND METHODS OF SCIENTIFIC INVESTIGATION OF REGIONAL TOURISM SERVICES MARKETS

Goal. The purpose of this article consists in analyzation and systematization of the leading methods of scientific investigations of regional tourism services markets.

Method. The methodological basis of the research is the basis of scientific dialectics. The main methods of research are the method of formalization, algorithm development, descriptive, analytical and synthetic.

Results. The systematization of different methods used for scientific investigations of regional tourism services markets is disclosed. The peculiarities of single (based on research of component and territorial structures) and synthetics methods of investigations of regional tourism services markets are explored. The concrete formalized methods of regional tourism services markets economic efficiency estimation are proposed.

Scientific novelty. Scientific novelty consists in systematization of formalized methods and algorithm development of scientific research of regional tourism services markets.

Practical significance. This study is the basis for a large-scale and comprehensive analysis of regional tourism services markets using the proposed formalized investigation methods. The obtained results will be the basis for further scientific investigations of regional tourist services markets via the example of local tourist destinations, tourism regions and territorial-recreational complexes.

Keywords. Methodology, methods, regional tourism services markets, formalization, forecasting.

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