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TOURISM-AND-RECREATION SECTOR PERFORMANCE IN UKRAINE: INTEGRAL ESTIMATION OF MEDIUM-TERM TRENDS IN THE REGIONS

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In the article basic theoretical and methodological approaches to estimate tourism-and-recreation sector's environment and activities are analyzed. Structure of aggregated estimation of the sector in regions is developed. Integral index method is applied to classify territories of Ukraine by parameters of tourism-and-recreation sector's performance. Accomplished complex estimation of the sector is used to differentiate the regions by four groups. Ten-year trends inherent in tourism-and-recreation industry functioning on dissimilar territories in Ukraine are depicted. Key challenges of the sector's performance are identified and investigated.

Key words: *tourism-and-recreation sector, medium-term trend, social and economic efficiency, natural resources supply, infrastructure, integral coefficient, index, complex estimation.*

Introduction. After the WWII world tourism industry started developing rapidly mainly due to general globalization processes, increasing mobility of people, and onrush of telecommunication technologies. In 2012 total number of international tourist arrivals increased over 4% and gained 1 billion. Rapid growth of the industry resulted increase of capital investments, export receipts, and job creation. Currently tourism sector generates about 6 % of total export of goods and services in the world, 5 % of the total global GDP, and 7 % of total employment [1].

In Ukraine tourism develops irregularly. By the sector's shares in GDP and employment Ukraine falls short other European countries. Direct impact of tourism into GDP of Europe and Ukraine is 2.8 % and 2.0 % correspondingly, in employment – 2.7 % and 1.7 %. Difference between these indicators of European and Ukrainian tourism industry grows constantly and in average by 0.01 % annually [2, 3]. Natural tourist and recreational resources, cultural heritage, and historical sites in Ukraine are used inefficiently [4]. It suggests certain economic tools and administrative regulations have to be elaborated or perfected. Tourism policy has to take into account the regions hardly differ by scope and practice of basic tourism-and-recreation resources use. Consequently, the framework for regulations and projects to be carried out in tourism industry is it has to correspond with characteristics, state, and surrounding for enterprises working on territories of different types.

Theoretical framework. Mostly scholars who deeply elaborate theoretical grounds of estimation and use of tourism and recreation resources, designing and spacing territorial recreational systems are economists and economic geographers. M. Bagrov, O. Gidbut, M. Ignatenko, Y. Lobanov, V. Preobraghenskiy, V. Rudenko, I. Tverdokhlebov, Y. Vedenin develop definitions, structure, special features, territorial locating of tourism and recreational resources. M. Dolishniy, N. Nedashkivska, M. Nudelmann,

M. Pistun, I. Smal, V. Stechenko, O. Shabliy, V. Yevdokimenko research trends of territorial recreational systems development. I. Bystriakov, L. Chernuk, L. Cherchyk, T. Galushkina, Z. Gerasymchuk, I. Grechanovska, S. Kharichkov, M. Khvesyk, Y. Khlobystov, V. Kozhevnikova, Y. Makogon, S. Sokolenko, D. Stechenko, T. Tsykhan, V. Shevchuk, M. Voynarenko in addition work on zoning and clustering resort and recreational complexes.

Overview of theoretical and methodological researches on classification of tourist and recreational territories shows mostly scholars estimate potential of tourism-and-recreation sector basing on the resource approach. Some researchers consider tourism sector's potential is a component of general structure of economic potential of a region. Others believe economic potential is a part of the general potential of tourism-and-recreation sector. Y. Gumeniuk applies system-structural approach and analyzes component structure of natural resources potential. V. Matsola estimates region's tourism-and-recreation complex both naturally and monetary. In that case natural units are natural resources reserves of a territory and consequently evaluated potential capability of the resources reserves to supply demand in recreational services. As parameters of tourist-recreational potential of a territory V. Matsola takes its recreational capacity, properties of existent and perspective centers of tourism, leisure and sanatorium-resort treatment [5].

O. Beidyk, V. Beznosiuk, Y. Schepanskiy, V. Shmagina and others believe accessibility of necessary natural and material resources anticipates the development of tourist-recreational potential of a region. L. Cherchyk developed methodology of component assessment of tourist-recreational potential of territories to estimate aggregated capability of natural recreational resources to satisfy recreational requirements taking into consideration the resources reserves and rates of their use [6]. According to M. Nudelmann, a natural recreational potential is characterized by maximal aggregated productive capability of natural recreational resources and measured with production and consumer properties of recreational resources of a territory. Therefore natural resources potential of a territory should be estimated calculating recreational resources production and economic efficiency gained from its use [7]. Complex approach of V. Rudenko to estimate, scale and assess natural resources potential of Ukraine's regions is noteworthy for carrying out classification of resorts and recreational territories considering their natural resources and social-economic potential [8].

Purpose of the study. The study purposes to research particularities, state, surrounding and prospects of tourism-and-recreation industry in regions of Ukraine considering regions are different by natural resources reserves, infrastructure, social, and economic efficiency of the industry. The process of its integral estimation includes 1) selection of relevant indicators, 2) complex evaluation of tourism-an-recreation sector in regions, 3) consequent classification of regions, and 4) analysis of the sector's prospects in different regions.

The research method. To analyze state and activities of tourism-and-recreation sector of Ukraine's regions four groups of indicators have been selected. They are about natural resources reserves and state of the environment in a region, infrastructure and material basis of the sector, and social and economic efficiency of tourism and recreation industry performing in a region. Each of group indicators consists of a few single relevant indices schemed in Table 1.

Table 1 - Structure of aggregated estimation of tourism-and-recreation sector of the regions*

Integral index	Individual index
Natural resources and environment	1. Specific natural recreational resource of a region (monetary units by area), UAH/km²
	2. Environmental state of a region's territories (pollutant emissions in air by area), tons/km²
Infrastructure and material basis	1. Density of sanatoriums and resort enterprises (number of enterprises by area), units/km²
	2. Density of summer children's institutions of health and leisure (number of enterprises by area), units/km²
	3. Density of hotel beds (number of beds by area), units/km²
Economic efficiency	1. Use of beds in sanatoriums and resort enterprises (number of recreated persons by beds in enterprises), persons/bed
	2. Recreational migration (share of children arrived to sanatoriums and resort enterprises of a region in summer time by total number of children recreated there in that time), %
	3. Use of hotel beds, capacity factor
	4. Number of tourists (share of domestic & incoming tourists in population of a region), %
Social efficiency	1. Employment in sanatoriums and resort enterprises (share of employed in enterprises by population of a region), %
	2. Recreation of children of special categories (share of children of special categories being recreated in a region by total number of children recreated there at the same time), %
*Author's research	

Easy accessed statistical database generated by State Statistics Service of Ukraine was used for the research [9-12]. In order to classify regions of Ukraine by parameters of tourism-and-recreation sphere the author applied «methodic of index economic-statistical analysis that involves calculation of single indices representing certain parameters and consequent computation of group integral indices» [13]. Individual index of a specific natural recreational resource of a region was calculated with the following formula:

$$Y_{ij}^k = \frac{X_{ij}^k}{X_{jmax}^k},\qquad(1)$$

where X is value of an indicator of i-th region; ($i = \overline{1,m}$; $m = 27$);

j – number of an individual indicator in a group ($j = \overline{1,n}$; $n = 2,3,4$);

k – number of a group of indicators ($k = \overline{1,p}$; $p = 4$);

X_{max} – maximum value in scope of regions' indicators.

Consequently computed index varies from 0 to 1 and increases with rise of specific natural recreational resource value. The last parameter impacts into stimulation of the sector's growth. It is not about the other individual indicator jointly belonging to the discussed integral index. Adding to pollutant emissions into air produces negative influence of the environment on tourism and recreation industry and is unwanted. To consider the affect properly the pollutant emissions indicator is regarded as a non-stimulant and computed with formula:

$$Y_{ij}^k = \frac{X_{jmin}^k}{X_{ij}^k},\qquad(2)$$

where X_{min} is minimum value in the scope.

Next calculated individual indices have been used for getting integral group indices by formula:

$$Y_i^k = \sqrt[n]{\prod_{j=1}^{n}(1+Y_{ij}^k)} - 1, \tag{3}$$

and complex indices simulating performance of tourism-and-recreation sector in Ukraine's regions – by formula:

$$Y_i = \sqrt[p]{\prod_{k=1}^{p}(1+Y_i^k)} - 1. \tag{4}$$

With complex indices of tourism-and-recreation sector the regions had been classified in four groups by simple means dividing the scope and two further subsets. The procedure resulted groups of regions where the first one got regions with the worst indicators of the sector performance (so called "depressive regions"), and the fourth one – the best ("leader regions"). The second group and the third one joined regions where tourism-and-recreation sector was evaluated as "below the average" and "above the average" respectively (see table 2).

Table 2 - Classification of Ukraine's regions by complex indices of tourism-and-recreation sector performance, 2000-2010*

Region	Complex index			Performance level (1 – the lowest, 4 – the highest)		
	2000	*2005*	*2010*	*2000*	*2005*	*2010*
AR Crimea	0.662	0.733	0.702	4	4	4
Cherkaska	0.341	0.410	0.380	2	2	2
Chernigivska	0.261	0.317	0.275	1	1	1
Chernivetska	0.295	0.384	0.424	2	2	3
Dnipropetrovska	0.238	0.316	0.289	1	1	1
Donetska	0.356	0.393	0.369	2	2	2
Ivano-Frankivska	0.311	0.465	0.427	2	3	3
Kharkivska	0.265	0.350	0.301	1	1	1
Khersonska	0.468	0.574	0.546	3	3	4
Khmelnytska	0.361	0.387	0.378	2	2	2
Kirovogradska	0.228	0.327	0.320	1	1	1
Kyivska	0.311	0.349	0.334	2	1	2
Luganska	0.243	0.276	0.251	1	1	1
Lvivska	0.421	0.567	0.503	3	3	3
Mykolayivska	0.389	0.434	0.432	3	2	3
Odeska	0.560	0.656	0.564	4	4	4
Poltavska	0.387	0.394	0.331	3	2	2
Rivnenska	0.270	0.407	0.390	1	2	2
Sumska	0.237	0.298	0.279	1	1	1
Ternopilska	0.293	0.434	0.296	2	2	1
Vinnytska	0.275	0.377	0.337	1	2	2
Volynska	0.372	0.449	0.415	3	3	3
Zakarpatska	0.482	0.665	0.601	4	4	4
Zaporizka	0.372	0.405	0.372	3	2	2
Zhytomyrska	0.225	0.303	0.272	1	1	1
Kyiv city	0.543	0.526	0.496	4	3	3
Sevastopol city	0.586	0.652	0.675	4	4	4
*Author's research						

Results of the research. In 2010 the first group of regions formed eight oblasts with the lowest indicators of tourism-are-recreation sector performance. They are: Chernigivska (index is 0.275), Dnipropetrovska (0.289), Kharkivska (0.301), Kirovogradska (0.320), Luganska (0.251), Sumska (0.279), Ternopilska (0.296), and Zhytomyrska (0.272) regions. Tourism and recreation in Cherkaska (index is 0.380), Donetska (0.369), Khmelnytska (0.378), Kyivska (0.334), Poltavska (0.331), Rivnenska (0.390), Vinnytska (0.337), and Zaporizka (0.372) regions inhere in somewhat better results. Those regions made up the second group with comparatively low level of the sector's performance. The third group of regions with "above the average" values consisted of Chernivetska (index is 0.424), Ivano-Frankivska (0.427), Lvivska (0.503), Mykolayivska (0.432), Volynska (0.415) oblasts and Kyiv city (0.496). Autonomous Republic of Crimea (index is 0.702), Khersonska (0.546), Odeska (0.564), Zakarpatska (0.601) regions and Sevastopol city (0.675) considerably surpass the rest of Ukraine's regions by all indicators listed above in Table 1. These regions lead the sector and form the fourth group.

In 2000-2005 tourism-and-recreation sector considerably improved its positions in Rivnenska and Vinnytska regions which moved from the first ("depressed") group to the second ("below average") one. Ivano-Frankivska oblast replaced from the second group to the third one and got above average indicators of the sector's performance. The industry performance in Zaporizka and Poltavska regions considerably worsened and replaced the regions from the third group to the second one crossing the average complex index line top-down. Kyiv city moved from the fourth group to the third one.

Next five years (2005-2010) tourism and recreation developed in Chernivetska region (the region has crossed the average complex index line bottom-up) and Khersonska (it shifted from the "above average" group to the leaders). Instead Ternopilska region by values of tourism-and-recreation sector performance fell down from "below average" group to "depressive" regions).

The other regions have not changed their positions during 2000-2010 (see Figure 1). Seven regions stayed in depression. They are Chernigivska, Dnipropetrovska, Kharkivska, Kirovogradska, Luganska, Sumska, and Zhytomyrska oblasts. Cherkaska, Donetska, Khmelnytska, and Kyivska regions steadily had the values below the average. Lvivska, Mykolayivska, and Volynska oblasts remained in the third group. All the time Crimea, Odeska, Zakarpatska regions and Sevastopol city remained sure leaders in tourism and recreation performance.

In Vinnytska region values of the sector's performance increased due to growth of integral indices of its social efficiency from 0.353 to 0.502 and infrastructure and material basis from 0.112 to 0.221. Particularly, density of children summer camps considerably raised there from 2.4 to 30.3 units per 10k sq km. In Rivnenska oblast infrastructure and material basis index increased from 0.125 to 0.278 mainly since the number of summer camps for children in the region went up from 1.3 units per 10k sq km in 2000 to 28.7 in 2010, and number of hotel beds – from 91.2 units per 1k sq km to 133.6 respectively. Index of economic efficiency of tourism-and-recreation sector of Rivnenska region raised from 0.360 to 0.397 particularly due to increased capacity factor of hotel beds use from 0.19 to 0.23 and share of domestic and incoming tourists in population of the region from 23.2 to 28.8 %.
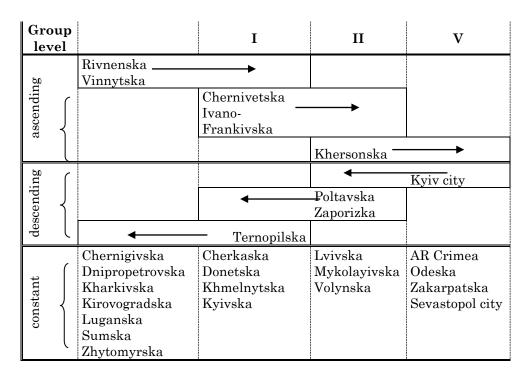
Group level		I	II	V
ascending	Rivnenska Vinnytska ————→			
		Chernivetska Ivano-Frankivska ————→		
			Khersonska ————→	
descending				←———— Kyiv city
		←———— Poltavska Zaporizka		
	←———— Ternopilska			
constant	Chernigivska Dnipropetrovska Kharkivska Kirovogradska Luganska Sumska Zhytomyrska	Cherkaska Donetska Khmelnytska Kyivska	Lvivska Mykolayivska Volynska	AR Crimea Odeska Zakarpatska Sevastopol city

Figure 1 - Dynamics of the group attribution of Ukraine's regions by complex indices of tourism-and-recreation industry performance in 2000-2010

In Ivano-Frankivska region integral index of infrastructure and material basis of tourism-and-recreation sector increased considerably from 0.230 to 0.552 thanks to large extension of summer children's camps from 6.0 to 55.3 units per 10k sq km and hotel beds from 165.8 to 276.7 units per 1k sq km. Tourism-and-recreation sector in Ivano-Frankivska oblast became more socially efficient (the index went up to 0.435 from 0.224) alone due to the increased share of children of special categories being recreated in the region (from 1.9 % in 2000 to 9.1 % in 2010 by total number of children recreated there at the same time).

Slight increase of economic efficiency of tourism-and-recreation sector in Chernivetska region from 0.313 to 0.336 happened due to rise of tourist migration. Share of children arrived to sanatoriums and resort enterprises of the region in summer time increased from 1.8 % to 25.7 % in total number of children being recreated there in the same time, and share of tourists in the region's population increased from 33.8 % to 45.1 %. The network of summer children institutions of health and leisure (summer camps) in Chernivetska oblast expanded from 6.0 to 49.6 units per 10k sq km, and number of hotel beds increased from 221 to 603 units per 1k sq km. Those two factors determined improvement of the sector's infrastructure and material basis and pushed the index up to 0.593 from 0.241. Share of children of special categories being recreated in the region rose from 3.4 % to 10.8 %, and it resulted in raise of the social efficiency index from 0.173 to 0.356. Tourism-and-recreation sector in Khersonska region inhered in remarkable development of infrastructure and material basis, and the relevant index rose from 0.281 to 0.615. Every of the three individual indicators provided the positive impact: density of sanatoriums and resort enterprises raised from 45 units per 10k sq km to 83,

summer children camps – from 16.8 to 17.6 units per 10k sq km, and hotel beds – from 98.8 to 894.2.

For some regions the analyzed parameters of tourism-and-recreation sector fell down resulting in worsening their group attribution. Including there is Ternopilska region where economic efficiency of the sector decreased from 0.451 to 0.338. Use of beds in sanatoriums and resort enterprises dropped down from 8 persons per a bed to 6.6 persons. Share of recreation migrants to the region decreased from 59 % to 34 %, and share of tourists – from 17 % to 13 %. For the ten years environment of the region was being contaminated and pollutant emissions into air increased from 3.1 to 4.6 ton per sq km.

Poltavska and Zaporizka oblasts shifted from the third group to the second because of dissimilar reasons. In Zaporizka region economic efficiency of the sphere fell down from 0.571 to 0.512 due to reduced use of hotel beds (the capacity factor decreased from 0.32 to 0.19), and reduced share of tourists in the region's population (the value had changed from 42.2 % to 35.5 %). In Poltavska region social efficiency of the sector diminished from 0.402 to 0.347 because of decline of two values: share of employed in sanatoriums and resort enterprises (from 17 to 16.4 persons) and children of special categories being recreated in the region (from 6.7 to 5.2 %). Increased pollutant emissions into air from 5.3 to 6.0 ton per sq km negatively impacted performance of tourism-and-recreation sector of Poltavska region too. Economic efficiency of the sector fell down from 0.671 to 0.498 due to a few reasons. Share of children arrived to sanatoriums and resort enterprises of the region decreased from 59.9 % to 40.7 %, share of tourists – from 47.2 % to 18.2 %, and capacity factor of use of hotel beds – from 0.24 to 0.16. Little worsening of infrastructure and material basis of tourism-and-recreation sector's performance in Poltavska region (where the relevant index changed from 0.280 to 0.275) has happened because number of sanatoriums and resort enterprises reduced from 12 to 10 units and hotel beds shortened from 119 to 97 units.

Economic efficiency of the sector in Kyiv city declined from 0.680 to 0.606 due to alone sharp cutback of share children arrived to the city for recreation in sanatoriums and resort enterprises (from 24.8 % to 2.6 %). Social efficiency of the sector declined from 0.190 to 0.101 at the expense of both indicators composing the integral index. Share of employees in sanatoriums and resort enterprises decreased from 11.8 to 9.0 persons per the city population and share of children of special categories recreated in the region fell down from 1.9 % to 0.2 %.

Discussing overall performance of tourism-and-recreation sector in Ukraine in 2000-2010 one should note the bulk of the indicators became worse. They are employment in sanatoriums and resort enterprises (share of employees decreased from 25.3 to 23.3 persons per 10k of Ukraine's population), density of sanatoriums and resort enterprises (it changed from 54 to 49 units per 10k sq km), capacity factor of hotel beds use (it shortened from 0.24 to 0.18), share of tourists in population (the parameter cut down from 35.1% to 21.5%), and pollutant emissions into air (it increased from 9.8 to 11.1 ton per sq km). The picture is truly almost for all the regions except a few of them. Little growth of employment rate in sanatoriums and resort enterprises happened in Vinnytska region (the parameter increased from 23.0 to 23.9 persons per 10k of the region's population), Zakarpatska (23.5 – 24.5), Khmelnytska (ons and Sevastopol city (15.8 – 18.4). Considerable growth of number of sanatoriums and resort enterprises during the analyzed period inhered exceptionally in

Zaporizka region (the parameter changed from 68 to 78 units per 10k sq km of the region), Odeska (101 – 127), and Khersonska (45 – 83) regions.

In 2000-2010 capacity factor of hotel beds use in all Ukraine decreased from 0.24 to 0.18. Quite conversely, the parameter increased in Vinnytska region (from 0.17 to 0.26), Rivnenska (0.19 – 0.23), Kharkivska (0.18 – 0.29), and Khmelnytska (0.18 – 0.32). Share of tourists considerably increased in Dnipropetrovska oblast (from 11.7 to 17.0 %), Donetska (11.4 – 17.7 %), Ivano-Frankivska (19.5 – 32.5 %), Sumska (4.6 – 28.6 %), Khersonska (49.6 – 81.0 %), Khmelnytska (13.5 – 35.4 %), Cherkaska (15.4 – 21.8 %), Chernivetska (33.8 – 45.1), and Chernigivska (8.1 – 15.1). Similarly, in spite of certain worsening of atmospheric air in Ukraine in whole the relevant indicator has improved in Donetska region (pollutant emissions fell down from 67.7 to 60.0 ton per sq km), Zaporizka (12.3 – 12.0), and Kirovogradska (3.3 – 2.9) regions.

Conclusions and prospects. Complex estimation of tourism and recreation sphere in Ukraine's regions resulted in conclusion the sector's performance depends not only on available natural tourist and recreational resources, but also on level of infrastructural and material basis and social and economic efficiency of involved enterprises. The latter includes sanatoriums, resort-and-spa enterprises, tourist agencies, hotels and other accommodations for short-term living of tourists. For tourism-and-recreation sphere of the regions some of the above mentioned attributes are so to say engines of the development. Other attributes contrariwise hamper the progress in business and embarrass further social and economic sustainability of enterprises supplying tourist and recreational services to consumers.

For instance, in Odeska oblast low level of economic efficiency of tourism-and-recreation enterprises discords with high values of other integral indices so characteristic of the region's sector. It evidences on large untapped tourist and recreational potential of the economy. In Lvivka oblast the polluted air environment poses covert threats to further development of the sector in spite of its considerable social and economic efficiency and solid reserves of natural tourist and recreational resources. Although in general tourism and recreation industries in Kyiv city perform rather successfully the lowest in Ukraine index of social efficiency inherent in the sector is able to impact it negatively. In Chernivetska and Mykolayivska regions tourism-and-recreation sector inheres in low levels of economic efficiency in spite of sufficient infrastructural and natural resources. Lack of the infrastructure hampers steady progress of tourism and recreation industry in Kirovogradska, Rivnenska, and Volynaska oblasts. In Khmelnytska and Vinnytska regions insufficient natural resources reserves might provoke the deficit of the infrastructure although it does not depress social and economic efficiency of tourism-and-recreation sphere of those two regions. But again, lack of natural resources in Cherkaska, Poltavska, and Zaporizka oblasts does not restrict tourism and recreation at all. In Chernigivska, Kharkivska, and Zhytomyrska regions natural tourist and recreational resources are underused. It caused the sector's complex indices in these regions are among the lowest in Ukraine. Donetska, Dnipropetrovska, and Luganska oblasts do not take advantage of abundant infrastructure of the sector.

The obtained results prove allocation of tourism-and-recreation enterprises in regions of Ukraine does not match neither available natural tourist and recreational resources nor infrastructure basis and human capital. It makes

further studies of clustering tourism-and-recreation enterprises are of huge relevance and importance.

РЕЗЮМЕ

ІНТЕГРАЛЬНЕ ОЦІНЮВАННЯ СЕРЕДНЬОСТРОКОВИХ ТЕНДЕНЦІЙ РОЗВИТКУ ТУРИСТИЧНО-РЕКРЕАЦІЙНОЇ СФЕРИ РЕГІОНІВ УКРАЇНИ

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У статті проаналізовано основні теоретико-методологічні підходи до оцінювання стану й ефективності функціонування туристично-рекреаційної сфери. Розроблено структуру комплексної оцінки розвитку сфери. З метою класифікації територій України за показниками туристично-рекреаційної діяльності застосовано метод інтегрального індексного оцінювання. На основі здійсненої оцінки виокремлено чотири групи регіонів України та описано середньострокові тенденції розвитку сфери. Визначено й проаналізовано ключові проблеми функціонування сфери на територіях різних типів.

Ключові слова:туристично-рекреаційна сфера, середньострокова тенденція, соціально-економічна ефективність, природоресурсне забезпечення, інфраструктура, інтегральний показник, індекс, комплексна оцінка.

РЕЗЮМЕ

ИНТЕГРАЛЬНОЕ ОЦЕНИВАНИЕ СРЕДНЕСРОЧНЫХ ТЕНДЕНЦИЙ РАЗВИТИЯ ТУРИСТСКО-РЕКРЕАЦИОННОЙ СФЕРЫ РЕГИОНОВ УКРАИНЫ

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В статье проанализированы основные теоретико-методологические подходы к оцениванию состояния и эффективности функционирования туристско-рекреационной сферы. Разработана структура комплексной оценки развития сферы. С целью классификации территорий Украины по показателям туристско-рекреационной деятельности применен метод интегрального индексного оценивания. На основе осуществленной оценки выделены четыре группы регионов Украины и описаны среднесрочные тенденции развития сферы. Определены и проанализированы ключевые проблемы функционирования туристско-рекреационной сферы на территориях разных типов.

Ключевые слова: туристско-рекреационная сфера, среднесрочная тенденция, социально-экономическая эффективность, природно-ресурсное обеспечение, инфраструктура, интегральный показатель, индекс, комплексная оценка.

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