

**IMPROVING THE ACTIVITIES OF TOURIST ENTERPRISES**

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**Abstract:** *In this article, the formation of tourist complexes, tourist products and services the existence of a growing stable real demand for use, formation of a tourist complex necessary infrastructure for improving the efficiency of management of the complex, tourism in the regions organizational and economic mechanism of implementation of innovative management of enterprises, its analysis of specific characteristics and existing problems and evaluation methods, tourism in the assessment of management efficiency of tourist enterprises operating within complexes is devoted to the issue of comparative comparison of quantitative indicators.*

**Key words:** *tourist complex, management standards, analysis of tourist complexes, innovation, management, innovative management.*

**INTRODUCTION**

With the expansion of the service process in all countries of the world in the field of services operating at the national and global level the rate of development of structures in individual countries and on a global scale will increase. One of such structures is the tourism industry and its structures. Recreation and physical and mental recovery of consumers of recent times as a result of increasing needs for the rapid development of the industry is being observed at the global level. Over time, the tourism business, which includes many types of tourism corporations and activities, creates a significant share of the gross national product of the countries that consider it. All kinds of tourist activities, such as adventure tourism, accessible tourism, agritourism, atomic tourism, birth tourism, business tourism, cultural tourism, experiential travel, etc., are possible as affected by the natural, cultural, economic, and social situations of countries, which require diverse tourism enterprises and policies. Countries that can attract tourists due to their natural, cultural, sports, scientific, industrial, and medical attractions, etc., are increasingly paying more attention to developing this industry and trying to identify and remove obstacles to its development, particularly through better marketing. According to the World Tourism Organization, countries that have made significant financial and human investments in the tourism business could dramatically increase their GDP, create numerous job opportunities, facilitate their sustainable development, and improve the quality of life.

In the development of plans and programs, it is necessary to apply the principles of rational planning first. They provide great economic benefits without any environmental or social problems. It is necessary to pay special attention to the complex approach. It envisages the balance of economic, ecological, social and cultural aspects and ensures the sustainable development of tourism at all stages. Comprehensive plans and recommendations must include many interrelated, diverse elements. The main ones are: - economic, ecological, social, cultural and other goals and directions of tourism development; - general basic analysis - obtaining historical information about the country, the region, their brief geographical description, susceptibility to natural disasters (volcanoes, earthquakes, hurricanes, etc.), climatic conditions, quality of the environment, general development plans and programs of the region, and their impact on tourism, demographic, cultural models, models of existing sectors in the economy and their development trends (income of the population, its employment, etc.); - analysis and recommendations in terms of infrastructure - access to the region or country by various means of transport, transfer potential and facilities for tourists; sewerage, telecommunications in tourist areas; existing and ongoing plans and programs for infrastructure improvement; infrastructure factors that hinder the development of tourism, recommendations for infrastructure improvement; - tourist attractions, types of activities for their improvement - researching existing potential attractions and preparing a list of them by category (natural, cultural, etc.); their evaluation in terms of the use of attractions; recommendations and measures for their preservation; significant positive and negative factors (political instability, natural disasters, crime, etc.); - evaluation of existing and planned tourist facilities and services and their improvement - recommendations for organizing tours and trips, accommodation facilities, restaurants, banks, currency exchange offices, stores; - recommended volumes and forms of tourism - to determine the potential of tourism within the country or region (district), taking into account the satisfaction of tourists, justifying the most appropriate forms, volumes and scope of tourism; - market analysis and forecasting - global, international, regional and local models; patterns and trends of tourist arrivals; general characteristics of tourists coming to this country or region; the impact of competing tourist facilities; local residents' use of tourist attractions, facilities and services; predict placement tools to achieve market objectives.

An important aspect of the planning process is the determination of strategies and methods of implementation of the plan's recommendations. For this, it is necessary to develop ways and methods of its implementation in advance. Recently, special explanatory documents are becoming more and more widespread. It is a guideline for consistency in the implementation of the plan. After comprehensive consideration and agreement of the project at the appropriate level (government, regional and local authorities, firm), the final version of the plan is adopted and its financial basis is established. Changes may be made during execution. An integral part of the implementation of the plan is to control its

implementation in the following directions: the number and nature of tourist arrivals; satisfaction level of tourists; economic, ecological and socio-cultural impact of tourism both in general and in relation to specific specific projects. The tourism industry is developing rapidly as part of economic sectors is one of the growing industries. It is the domestic and international tourism of the economy analysis of goods and services created in the service market and their tourism scientific in-depth study of the sphere of influence on the development of the industry becomes important and solves the main economic and social problems. To the components of tourist complexes in managing the activities of tourist complexes management, taking into account the existing economic and organizational potential of the approaches organization is of great importance at the current stage of industry development. It is touristic acceleration of production of products, new type of tourist products and services creation, the level of horizontal economic relations between enterprises of tourist complexes expansion, increasing the intensity of economic flows in tourism and with industry activities is related to the required level of integration of related networks.

Management of internal tourism systems and enterprises adherence to the laws and principles of management expressed in their traditional form structures engaged in domestic tourism activities are common activities within the defined management goals, functions and tasks shows. However, the processes of managing domestic tourism are part of the economy it also has its own characteristics that differ from other systems and enterprises. In the process of managing activities in the field of domestic tourism, marketing, planning, organizing, coordinating, motivating, accounting and controlling management of core activities together with common functions such as management of additional services, management of service quality and labor and specific functions such as payroll management are ensured. Today, the direction of activity in tourist enterprises and the enterprise from the types of hierarchical and adaptive management structures depending on the size widely used. Linear relations of management management decisions and reflects the linear movement of data. Organizational management structure formation is optimal in flexible conditions in domestic tourism enterprises ensures that decisions are made. Participation in the management decision-making process is an integral part of the executive management structure or manager's activity. Methodical approaches to the organization and management of domestic tourism activities a systematic study of its foundations, a model in determining its most important segments and possibilities of using categories, as well as further development conditions for planning and forecasting are defined.

Management of tourist enterprises operating as part of tourist complexes most managers use only quantitative indicators when evaluating their effectiveness are based on comparative comparison. This is the assessment of management efficiency profitability of the management mechanisms, the methodology of which is being introduced into the practice of the enterprise and is based on a comparative comparison of the ratios between

the levels of profitability. Economical based on quantitative indicators of enterprise management efficiency in the literature the following assessment methods have been formed: absolute method, comparative analysis method, mixed method. To evaluate the management efficiency of the tourism enterprises mentioned above by summarizing various scientific-theoretical methods, it is generally accepted today it is possible to conclude that a single evaluation practice has not been formed. Touristic carried out in order to evaluate the efficiency of enterprise management based on the purpose, tasks, object and subject of research in parallel from different evaluation methodologies by economists it will be possible to monitor its use. Given this situation, It is not only tourist enterprises, but also an economy that is typical for the practice of our country comprehensive management efficiency of the operating network as a whole we believe that it is appropriate to develop the scientific and methodological basis of evaluation.

Conclusions and suggestions: In our opinion, the state of development in the practice of managing the activities of tourist complexes operation of tourist complexes using evaluation methods the need to increase its competitiveness is assessed based on the analysis of trends and laws and the principles of management strategies. Sustainability is tourism from the effectiveness of the activity of the complex, from the implementation of its competitive potential, and competitiveness - production and service of tourist complexes efficient use of capacities and development of competitive tourist products since it consists of determining the possibility of output, these concepts are together it is optimal to take into account the addition of tourism complex to increase its competitiveness allows to form a strategy.

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