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STRATEGIC MANAGEMENT PECULIARITIES IN TOURISM COMPANIES: SYSTEM ASPECT

In conditions of global economic system formation on the post-industrial basis economic growth and competitiveness of tourism enterprises are largely conditioned by the introduction of an effective strategic management system. Valid tourism industry impact on various life spheres leads to the strategic awareness of importance of tourism phenomenon. Tourism includes both economic beneficiaries as it creates the most part of value added and social significance that is evidenced by the continuing increase of employees and labor costs. In this context research of strategic management peculiarities in tourism enterprise is an actual question.

The main article purpose is determination of strategic management system in tourism companies; identification of complementary components of strategic management system.

Dialectical method of scientific knowledge, general scientific principles, provisions of strategic management modern concept are theoretical and methodological basis of the study. Systems analysis is used for disclosure of basic categories; analysis and synthesis are used to study the existing system of enterprises strategic management.

Proposed system of tourism enterprise strategic management is a set of actions for influencing management subsystem on the interaction with the environment on the basis of implementing complex of administrative functions (core and providing) aimed at achieving permanent object development through the use of special tools.

Strategic management system enables to emphasize a particular stage of strategic management, depending on the type of tourist enterprises, the specifics of its tourism services, the characteristics of its external business environment.

The stage of strategy implementation is an important part of tourism enterprises strategic management system. At this stage it is particularly important to monitor changes in the environment, feel right and assess their potential impact on the company, correct strategy quickly according to these changes. Very often strategy realization phase involves the development of optimal management structure, business processes reengineering, creations conditions for employees motivation and stimulation with the aim of effectively carrying out its purposes.

New system of strategic management presentation includes coaching sessions, imaging techniques, trainings. In addition, employees become acquainted with features of existing strategy system, suggest positive and negative aspects of change.

One of the final processes that should provide effective feedback between enterprise goals and strategy implementation is an audit of new strategic system. It aims to identify strategy impact on achievement of enterprise goals. According to the audit results correction of tourism enterprise goals and directions of their achievement are carried out. New strategic goals determination based on the evaluation of tourism company potential are established on the final stage of strategic management system. Its aim is to form the most perspective plan of enterprise development, winning and keeping sustainable competitive positions.

It is proved that strategic management system of tourism enterprises has complex character, provides organization and professional activity concerning strategic analysis and control of successful strategy implementation aimed at achieving the mission and goals of its functioning.

It is determined that the primary purpose of key performance indicators implementation in tourism industry are: tour operators and travel agents efficiency along with quality promotion; analysis of compliance workers' functions and demands of consumers' needs; creation of feedback system, connecting personnel with customers (consumers of tourism services); increase of tour operators and travel agents activity transparency.

It is established that tourism enterprise strategic management system is a dynamic set of interrelated processes based on integral approach to business tourism

enterprises. Its aim is to establish priorities, taking into account resources, human and industrial potential of the company.

Key research provisions can be used in the formulation, application and development of tourism enterprise strategic management system.

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