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MODERN FEATURES OF THE ORGANIZATION AND MANAGEMENT TOURISM

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**ABSTRACT**

This article discusses the importance of modern approaches to labor organization, personnel management and management in tourism enterprises and offers suggestions.

**Keywords:** travel agencies, internal environment, external environment, management, modern approach, motivation.

**Introduction**

Business involves organizing activities to satisfy human plants. These activities may result in the manufacture or production of a commodity or extension of a service. When a good or service is produced, resources are involved. Resources like human resources, physical resources and financial resources are all required to realize output to meet human needs [1-12]. These resources are limited in supply, and so business involves identification of resources, evaluation of resource qualities, buying these resources and utilizing these resources. These resources being scarce in relation to their demand, the resources carry some value [i.e., price]. They cannot be procured at any cost to produce anything to meet human wants. So automatically selection among various resources come up which is made on the basis of requirement and cost. Once they are procured, then they are used in a very judicious manner so that there is no waste. That is optimal utilization-of resources is to be achieved. In this context, several decisions like resource selection, resource procurement, resource mix, resource utilization, etc. are all involved. As in all these stages, choice among alternatives is involved, every business activity is to be treated as economic in nature. Depending upon the business activity, the approach to selection among alternatives would differ. For example, in a manufacturing business, the choice is about input selection to supply quality output, in a service organization the choice is about-inputs and delivery process, in a government organization it is about production and equitable distribution of output, in an institution like bank, provision of various investment opportunities of short term and long term to the public, etc.

Undoubtedly, the development must be managed, i.e. to a greater extent be adjusted towards managerial impact. The institutional concept of control as the term denoting the means of achieving the object of the desired results, it is applicable to the process of enterprise development. The essence of development management is to achieve the planned level of development results at a particular time. Market fluctuations and the closely related activities of the economic entity can lead to slower development, as well as to the processes of stagnation or even destruction of the organization. Influence of management is intended to mitigate the possible negative impact of such fluctuations [13-30].

The company has a number of features inherent in economic production systems:

- Biggest challenge, due to the presence of multiple and strong material and information links between elements;
- A continuous, dynamic and non-recurring development;

- Continuous influence of natural factors and society, and these effects are in large part are largely stochastic in

nature, which determines the need to operate and make decisions in conditions of uncertainty.

Therefore, the enterprise management system must meet current market conditions, namely:

- possess a high flexibility from the standpoint of production, ensures a timely response to market demands

products. This is because the product life cycle becomes shorter, and the variety of products.

To be adequate complex production technologies those require an entirely new form of control, organization and

division of labor;

- Consider serious competition on the market of goods (services), radically changed the attitude towards the

quality of products requiring organize after-sales service and additional corporate services;

- Take into account the requirements to the level of quality of customer service and run-time contracts, which have become too high for traditional production systems and mechanisms for management decision making;

- To take into account changes in the structure of production costs;

- Take into account the necessity of accounting for the uncertainty of the external environment.

With the increasing role of innovation in the development of enterprises at the present time, it becomes impossible to use the old management approaches. The reason is that the company can be innovative and promising to develop, if the trends of this development is due to the comprehensive implementation of all types of innovation: product and process. In favor of these arguments in the work of N. Afanasyeva In. notes: "...the development of production should occur in parallel with the development of forms and methods of management [31-43]. At the beginning of economic growth can be monoprice and relatively simple methods of management. The increase of complexity management in its development should precede the development of production and only then it can be effective. All this entails a complication in functional, organizational, motivational, informational relations and further complete reorganization of the management and the managed subsystems".

Management practice has been a rather long and deep evolution. But the development of production at the turn of XIX-XX centuries in a new way raised the issue of governance. The development of technology and new technologies, increase production dramatically complicate the operation, has made it a special field of activities, requiring special knowledge. The need to solve problems has led to the generalization of the experience to the search for effective methods of production management and labor.

Arose the science of management. Technical progress, the development of production, socio-economic and political conditions put before the theory and practice of management of all new problems. Experts in the field of management at every stage of found solutions to these problems. The evolution of the theory and practice of management is reflected in the diverse manifestations. At first the plan was put forward one, then the other problems. In 50-60-ies in the spotlight was a management and organizational structure. In 60-70-ies occurs strategic planning. the 80s were marked by the transition leading foreign companies from strategic planning to strategic management. In the course of evolution in the science of management has allocated different directions, it happened merge with other close to

her science. The watershed year in the development of management was the consolidation of control theory and theory of marketing that gave rise to the concept of market management. The basic assumptions of the new concept are as follows: - the emphasis is on man's self-fulfilling (unlike human economic human and social); - the company is considered as a living organism, consisting of people, unite joint values as "the clan"; - the company should be in constant update, powered by internal desire and seek to adjust to external factors, the main of which is the consumer. A new paradigm of management-based system, the situational approach. Enterprise open system. The main factors in its success depends not only inside but also outside of it. Success is associated with how well the firm fits into the external environment (economic, scientific, technical, socio-political) and adapts to it. That is the main criterion for the effectiveness of the management system consists of the following: whether the company time to recognize the threat to their activities, whether it is robust to changes in the market, do not miss the opportunities that arise in the external environment, will be able to derive maximum benefit from these opportunities.

Tourism management refers to everything that is related to the hospitality and travel industries. It offers extensive training opportunities for management positions in the travel, accommodations, and food industry. Tourism management can also include working in associations or agencies that are directly involved with tourism services.

As a qualified tourism manager, you can work in a variety of jobs that are related to the tourist industry. Some of these are:

- Front desk clerk/receptionist
- Events manager
- Hotel or resort manager
- Housekeeper
- Tour operator
- Tourism marketing manager
- Travel agency manager
- Tourist Information Centre manager
- Accountant or sales manager
- Guest relations manager

The duties associated with a tourism management job vary greatly from one business to another. In general, the main responsibilities are focuses on:

- Monitoring accounts and managing budgets
- Overseeing the day-to-day functions of businesses
- Managing staff
- Interviewing and training new staff
- Promoting tourism
- Ensuring customer satisfaction
- Maximising business revenue
- Taking part in financial planning
- Dealing with customer complaints or queries
- Marketing the business for the purpose of attracting tourists

- Keeping up-to-date with the emerging industry trends through attending seminars or doing online research
- Seeking ways to improve the company's tourism-related activities

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