



IMPROVING REGIONAL TOURISM MANAGEMENT

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Abstract: This article presents the characteristics and specifics of regional tourism management.

Keywords: Tourism economy, tourism industry, region, management, vertical cooperation, horizontal cooperation.



Introduction

The study of tourism economics at the regional level is especially relevant in the region, because our country has a vast territory divided into many subjects (regions), each of which has its own unique characteristics. In order to competently manage the economy of the regions and maximize their potential, it is necessary to know these features and find the right approach to each subject. The task of tourism management is not only to identify general trends and patterns of its development, but also to find its specific features. Tourism as a phenomenon is characterized by a great depth of penetration and the complexity of the relationships between its components. There are many enterprises and organizations in the tourism industry that must somehow fit into a single regional management system, where the goal is to ensure long-term competitiveness in the market. An important problem of regional management is at the same time an important distinguishing feature of the management of a tourism organization. With the help of management, a development strategy should be developed for both the entire region and an individual tourism organization. Tourism as an object of management is expressed in the complexity of tourist services. A tourist service is everything that a tourist takes into account or uses during a trip. In recent years, the importance of joint work between tourism enterprises has increased, which can be carried out on a horizontal or vertical level. Horizontal cooperation is about working together. It is conducted by enterprises with the same interests in the fields of accommodation, services, tourist mediation, wellness, etc. The possibility of cooperation, which has been defined recently, is the franchise system. Vertical cooperation is an association of enterprises and organizations

that seek to own the market and reduce dependence on other institutions. Such organizations include state tourism organizations formed in most cases at the national, regional and local levels, engaged in the development of recreation areas and tourist accommodation. These organizations are subject to various integration impacts depending on the level of economic development of their state. These are also business associations in the fields of travel and hotel accommodation (for example, air transport companies with a chain of hotels).

Methodology

A special feature of tourism is its legality, i.e. the dependence of the volume of tourist services on natural and climatic conditions. When solving the problem of management in tourism, this phenomenon should be taken into account by the heads of tourism enterprises, since fluctuations in demand can significantly worsen the functioning conditions of the entire tourism industry.

The main features characteristic of regional tourism management can be identified:

- The needs, needs and desires of end users should be put at the forefront when planning tourism activities. In this regard, the location of a tourist enterprise is determined, on the one hand, by the location of the main contingent of consumers of a tourist product, and, on the other, by the location of recreational resources, which are practically the main factor in the tourism industry.
- The tourist product has not yet become a basic necessity and is unlikely to become one in the near future.
- Marketing is of great importance in the tourism industry.
- The tourist service is unique, i.e. it is not possible to repeat it in all aspects.

The organizational structures included in tourism management cover public and private organizations at the international, national, regional and local levels. They are necessary for planning the development of tourism, coordinating the marketing of a tourist product.

The following are the tourist structures of various regional levels: federal level, regional level, local level.

Government organizations at the regional level are developing their own programs to support tourism in their region. Such programs contribute to the development of tourist infrastructure, crafts, resort facilities and social tourism. In addition, these organizations conduct marketing.

Analyzing the management problems of any tourist region, it should be borne in mind that along with state-owned, there are also private tourism organizations. Among them are:

- associations of tourist intermediaries;
- tourist organizations of the hotel and restaurant type;
- local tourism organizations;
- advertising organizations to attract foreign tourists to the country.

An analysis of small and large tourist destinations has shown that in large regions higher requirements are placed on top-level marketing organizations, and functions such as leading image planning, proposal formation and coordination are also not mentioned. This fact seems reasonable, since local organizations are guided by these functions in their activities, because they have great opportunities for this.

From the point of view of the management of a regional organization, different requirements are

imposed on higher and lower organizations.

A higher-level tourism organization is required to: create the image of a large region; conduct marketing abroad (coordinate joint activities); represent a local organization in important tourist markets.

Results and discussion

Regarding the distribution of responsibilities and responsibilities (which is very important for tourism management) between different levels of tourism organizations, the following functions can be distinguished for each of them:

- Lower-level organizations should take over the functions of the proposal. Most often, these are local or sub—regional organizations.;
- the functions of representation of interests should be performed at each level of the state (political) structure by organizations with the same geographical radius of activity.
- marketing functions should be performed in each region, depending on its fame, image and financial capabilities.
- the function of creating and preserving the leading image should be performed by organizations of each level.

All functions of tourist organizations are as follows:

- development and implementation of local resort and regional tourism policy;
- combining a policy that takes into account market conditions;
- ensuring common interests in transportation;
- formation of tourist self-awareness;
- organization of cultural, folklore, social and sports life;
- managing the activities of the travel agency;
- discussion of suggestions, instructions and complaints related to tourism activities;
- performing tasks related to the formation and coordination of the tourist offer;
- equity participation in the operation of resort and tourist facilities;
- establishing and strengthening ties with government departments, hotel companies, transport and tourism organizations, various associations, the press, radio, television, organizations of all forms of ownership.

Conclusion

The tourism complex of the region requires a systematic economic analysis and modeling of regional tourism processes. Solving economic problems requires the implementation of economic research in the regions. The basic link of such research is the schemes of economic development of the tourism sector of the territories. It is conducted by enterprises with the same interests in the fields of accommodation, services, tourist mediation, wellness, etc. The possibility of cooperation, which has been defined recently, is the franchise system. Vertical cooperation is an association of enterprises and organizations that seek to own the market and reduce dependence on other institutions. Such organizations include state tourism organizations formed in most cases at the national, regional and

local levels, engaged in the development of recreation areas and tourist accommodation. These organizations are subject to various integration impacts depending on the level of economic development of their state. These are also business associations in the fields of travel and hotel accommodation (for example, air transport companies with a chain of hotels).

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