

## **BASIC PRINCIPLES AND MODERN METHODS OF TOURISM MANAGEMENT**

The main concepts and principles of management, modern approaches to management of a service organization, as well as their specific features in the field of sociocultural service and tourism are considered. Emphasis is placed on management decision-making and information systems that support them.

**Key words: socio-cultural sphere, management, characteristics of the service sphere, tourism, service provision.**

Introduction: The formation and development of the market mechanism led to profound socio-economic changes, including in the service sector. The role of services in modern society and economy is increasing. Until recently, the share of services in the market economy was relatively small compared to production. However, in a very short period of time, this ratio has changed radically. The stage of economic development that began in developed countries is described as a "service economy", where services dominate.[2] The new trends in the service markets are primarily related to the large-scale and deep multifaceted transformation of this sector over the past 25-30 years. Service production is the predominant or most important part of the modern economy - in developed countries, its share in the GDP and the number of people employed reached 70-80% at the beginning of the century, and 65% of the world GDP. Deep structural and qualitative changes have taken place in this area.

A "quiet" revolution took place in the last 20-25 years based on information and communication technologies, changes in the

system of population needs, increasing the role of scientific knowledge and human capital in the sources of economic growth. radically changes its traditional image in the service sector. If earlier in developed countries trade, household, recreational and a number of other services occupied the leading positions in this network structure, today business and professional services requiring knowledge, telecommunications, as well as education, health and culture came first. Together with science-intensive industries, along with modernized traditional industry (trade and transport), they form the actively developing core of the modern economy and in many ways affect the dynamics of service and the entire economy, quality determines its parameters and competitiveness.

It is worth noting that in recent years, the export of services to foreign markets has been largely related to services - telecommunications, financial sector, information, computer, consulting, management, marketing, engineering-construction, auditing, education and related to the expansion of a number of areas. of others.

All of the above places new demands on processes and management mechanisms in this area.

Management has some unique characteristics that professionals working in the service and tourism industry should know. The main focus is on the processes of adaptation of the service enterprise to the changing external environment. At the same time, the management process itself is changing. In such conditions, the management of the service enterprise should be based on deep knowledge of its activities, understanding of the management process, functions, methods and other aspects. The term "management" is not synonymous with the Russian term "management".

Management is always managing people through human activities. Therefore, management belongs to the class of socio-economic systems.

**The concept of "management" also has different aspects:**

1) management means a type of labor activity, as a result of which a management process is implemented, including a set of principles, models and methods, tools, forms, types and means of activity to increase efficiency. economic organization;

2) management is the management process itself, with all its functions, methods and tools. The management process involves the performance of certain functions. Management combines various components of management activity into a whole;

3) management - a system of managing resources (material, financial, labor, information and time) to obtain financial results (financial management, information management, time management, etc.);

4) management is a management body, for example, a set of departments of the management apparatus that unite managers, it is designed to manage a specific organization, region, country;

5) management means the category of people professionally engaged in management - managers, management staff, managers (including top managers - "/op-management", middle managers - "middle management", etc.);

6) management - a scientific science devoted to problems arising in the management of people;

7) management means a system of management activities that ensures the successful operation of various social institutions - organizations designed for the implementation of certain socially significant activities. In our opinion, all considered concepts of the term "management" are not contradictory. On the contrary, they are closely related to each other and reveal different aspects of the concept under discussion. There are different approaches to management in a service organization. These are systematic, functional, process, marketing, logistics approaches, as well as the concept of service management. The concept of service management was introduced into scientific and practical circulation in the early 80s. 20th century in Sweden and Great Britain. Gradually, it became generally accepted as the main direction of management activity. In our opinion, five subject areas - marketing, operational management, organizational theory, human resource management and quality management - played a decisive role in the formation of the new concept. The sixth component of the developing new scientific direction can be considered the practice of career managers and consultants. Service management was originally developed as a supplement to product marketing.

Service management is a general organizational approach that makes the quality of service perceived by the customer the main driving force of business activity.

"Service management is a management philosophy, according to which it should first of all be focused on the maximum satisfaction of the specific needs of a particular customer. providing a service product (an independent service or a system that combines tangible products and related services) with a secret, i.e., a quality valued by the consumer; secondly, creating opportunities and conditions in the organization for

the production of such a product (personnel , provision of material resources, technology); thirdly, connecting the goals and interests (benefits) of all parties (organizations, customers, other interest groups) participating in the service process" [6]. Thus, a material product becomes a service carrier (condition of presentation).

The role of intangible attributes (comfort, attention, goodwill) as an incentive to improve the purchase is increasing. In our opinion, the essence of service management can be expressed on the basis of the following conceptual rules: the full perspective of management; customer orientation; quality direction; long-term perspective; systematic approach to management; focus on internal development.

The essence of service management is the integration of management functions of a service enterprise - marketing, operations management and personnel management. The basis of the concept in developing a market strategy can be a model consisting of eight elements ("8 R" - similar to the classic marketing model "4 R").

The rational integration of these elements provides a synergistic effect that contributes to the success of the service business. According to this model, 4 strategic elements of enterprise marketing activity - product, price, place and promotion (incentive) should be supplemented with the following - process, productivity, people and physical evidence of quality. In order to determine the characteristics of socio-cultural services and tourism as a management object, it is necessary to briefly touch on the specific characteristics of this field of activity and its difference from the field of material production. The service system, is similar to the production and distribution system in an industrial company, although it is often presented in a

completely different form. To understand this issue, we should refer to the classification of services, according to which all services are divided into services related to goods, services based on the use of equipment and services based on human labor. It was determined that socio-cultural service (SCS) is a set of service processes and procedures aimed at meeting the spiritual, cultural and material needs of the population, as well as supporting production services. The concept of providing social and cultural services is inextricably linked with the concept of "social and cultural sphere", a set of networks that directly meet the social, spiritual and cultural needs of society members. It represents benefits in the form of services, although a certain part of the generated profit is provided in material form. The socio-cultural sphere is a complex, ambiguous concept.

Some authors define the socio-cultural sector as a set of enterprises that produce products related to people's lives, and the socio-cultural sector includes many sectors of the national economy, in particular, automobile industry and manufacturing enterprises. household appliances and others. Others invest in the concept of the socio-cultural sphere - a set of enterprises that perform socio-cultural functions that are important for the cultural level of the entire society, in this case a much narrower list of enterprises is included. socio-cultural sphere - theaters, libraries, clubs, museums. By the socio-cultural sector, we understand the totality of industries whose enterprises produce goods and services necessary to meet the socio-cultural needs of people. Activities in the socio-cultural sphere are carried out by various organizations, institutions, enterprises of departmental affiliation (state, city, private, public organizations) and forms of ownership, as well

as private individuals. Management in the socio-cultural sphere is of particular interest to us.

First, because its technological content reveals all the wealth of management in general: as mentioned above, various firms work in the field of culture. Secondly, the perspectives of this review are important for understanding the possibilities of cooperation between the cultural sector and other areas of business activity. The main feature of management in the socio-cultural sphere is that money in this sphere is mainly earned not on a simple commercial basis, but by attracting funds from interested economic entities: patronage, patronage, charity. Thirdly, the requirements for management skills of socio-cultural specialists and employees are increasing. In our opinion, there are "locomotives for the movement and development of industries" ("points of economic growth") that initiate and develop the economic development of other types of services in the socio-cultural sphere. Tourism certainly belongs to such "points of economic growth". This is a relatively isolated network of SCS, which synthesizes the service processes of the networks discussed above, and at the same time is the driving force of their development. Let's briefly consider tourism as a separate branch of SCS. Tourism (from the French *tourisme*, from *tour* - walk, trip) is a type of outdoor activity. Tourism is characterized by the temporary departure of citizens from their place of permanent residence without engaging in paid activities for recreation, education, profession, entrepreneurship, sports, religion and other purposes.

From an economic point of view, tourism is a network of production and sale of tourist services and goods by various organizations that have tourist resources. It ensures the relationship between the client (buyer of tourist services) and

the tourist organization (seller of tourist services) in the process of buying and selling a type of tourist activity (tourist product). Tourism is an economic category, because the state receives tourists, sells them local services, creates jobs for its citizens and earns a lot of income from the import of foreign currency. Tourism is the main type of economic activity in many countries (Egypt, Turkey, Thailand, etc.). Taking into account the sectoral side of tourism, it should be noted that according to the current classification of national economic sectors, tourism is not divided into countries as an independent sector.

Tourism is a part of sectors such as health care, physical education, and social welfare. This emphasizes the importance of outdoor activities in strengthening public health and promoting a healthy lifestyle.

The main characteristics of tourism as an independent industry are as follows:

- 1) specialized material and technological base;
- 2) unique natural and anthropogenic resources;
- 3) specific characteristics of service provision and service technologies;
- 4) has a high social value, because tourism affects social, political, economic, ethnic and cultural relations between people and countries.

The social effect of tourism is manifested in the rational spending of free time of the population, in the expansion of the spiritual and physical capabilities of the population. Tourism has a positive effect on other sectors of the economy, stimulates the economic development of the regions and increases the employment of the local population.

Tourism is one of the most environmentally friendly ways of using nature. Thus, today in our country, tourism and, first of all, its cultural direction is a powerful factor of regional development. Innovations in tourism are recognized all over the world as a decisive success factor in the development of the socio-cultural direction of the tourism business. In the future, experts predict such changes in this business, they predict that there will be profit and financial success only if new modern directions and developments are introduced.

Currently, the role of tourism as an economic phenomenon is increasing because, firstly, it has an industrial appearance, secondly, it acts as a service, thirdly, it creates new jobs, and fourthly, it is a pioneer in the economic field. development of new areas, fifthly, it is a guide to the development of local infrastructure and raising the standard of living of the local population, sixthly, it gives its results quickly and constantly offers radically new things. It is clear that the future of tourism lies in its complexity, flexibility, variety, individual approach to the consumer of tourist services and, of course, the constant introduction of new forms and methods of work. At the current stage, it is necessary to develop modern information technologies, information and computerization, multimedia development, Internet capabilities, without which modern advertising, PR and other business technologies cannot be imagined.

These technologies are rapidly entering the socio-cultural sphere and opening completely new horizons of development for it. The modern market is becoming more and more global. A general competition begins with everyone. The ability to occupy a unique place in the network of world market relations comes to the fore. And this is only possible if you focus on your business, achieve fame by any means. All these features of

modern management, which are a natural expression of the movement of internal trends in the development of management itself, bring it significantly closer to the sphere of culture and the socio-cultural sphere in general.

## **Conclusion**

This article sets new requirements for the skills and professionalism of a modern manager. In modern conditions, cultural and humanitarian requirements are added to the traditional requirements of technology, organization, financial control and marketing knowledge. Thus, a modern manager, regardless of the profile of his company, should be oriented not only theoretically, but also practically to general and practical issues of cultural studies, social psychology, he should be familiar with modern cultural processes in society. should be developed and developed in terms of communication, developed taste, harmony, sense of style, speaking in foreign languages, moral and intellectual culture.