

SYSTEMATIZATION OF SCIENTIFIC APPROACHES TO THE DEFINITION OF THE ESSENCE OF THE CONCEPT OF “MANAGEMENT OF TOURISM DEVELOPMENT”

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In Ukraine today, awareness of the importance of tourism development as one of the effective means of treating the national economy has already been realized due to the ability of this sector to provide significant foreign exchange earnings, create a significant number of new jobs and other benefits. Therefore, the turbulent changes taking place in world tourism, and the size of its incomes make researchers and managers increasingly pay attention to the development and implementation of adequate mechanisms for managing its development. Thus, the study of the dialectic of nature and the definition of a comprehensive category of “management of tourism development” is a key element in this mechanism.

As the term “management of tourism development” is a complex concept, the key elements of which are “management”, “tourism development”, “development”, “tourism management”, “tourism” and as a result of “development of tourism management” conducted through the analysis of data components.

To clarify the essence of the notion of “management”, an analysis of his etymology, that is, the origin and semantic meanings, was appropriate. The concept of “management” belongs to those economic categories, which is covered in practically all scientific economic schools.

The analysis of the approaches to the definition of the concept of “management” made it possible to state that they all determine its essence from different parties. Consequently, the category of “management” covers a much larger number of objects and phenomena, is a more complex and multifaceted phenomenon, because in its system, in the simplest form, one can distinguish: control mechanisms; structure and hierarchy of management; subjects and objects of management; functions and processes of management. Within the framework of the research in accordance with its goals and objectives, priority is given to management as a type of practical activity.

The concepts of “management” and “development” can be applied to any industry and field of activity. However, their essence is significantly influenced by the features of the object to which they are applied. Tourism as an object of management and development has certain characteristics that distinguish it from other activities, therefore in our study the category “tourism” was viewed from an economic point of view, namely – activity, as a relationship, as an industry.

Thus, the analysis of the constituent components of the polyaspect concept of “management of tourism development” made it possible to define this category.