

# Features of business processes of tourism enterprises

**N V Bakalo**

*Poltava National University «Yuri Kondratyuk Poltava Polytechnic», Pershotravnevyi avenue, 24, Poltava, Ukraine, 36011*

*\*Corresponding author's e-mail: bakalo1605@gmail.com*



## Abstract

The basic problems concerning the management of business processes of tourist enterprises are investigated. The problem of creating a set of business processes that take place within the organization, and the efficiency of their construction, which further development of the enterprise depends. The combination of the concepts of "business" and "process" to formulate the concept of business process, as well as what elements it consists of.

*Keywords:* business process, tourist enterprise, tourist services market, tourism

## 1 Introduction

The functioning of any enterprise, including the tourist, can be represented as a set of business processes that take place within the organization, and on the efficiency of building which depends on the further development of the enterprise.

## 2 Overview

Aggressiveness of the business environment of tourism enterprises requires continuous improvement of the management process, and therefore there is a need to find innovative and progressive management paradigms that will ensure the enterprise competitiveness in the process of functioning in the target market. The basic prerequisites for efficient activity of tourism enterprises are harmonized and rational management of business processes, which is able to adapt quickly and timely to changing market conditions.

Consistency between the priorities of the tourism enterprise and the goals of the overall set of business processes is a prerequisite for effective and prospective development of the enterprise. The process of managing a tourism enterprise should be based on the adoption of sound and meaningful management decisions, which will allow to rationalize and review the relevance of management techniques actively used by the enterprise.

The combination of business and process has led to the emergence of the term business process. However, a more detailed translation does mean a process of activity (business, commercial) that causes this issue to be debated.

The efficiency of managing the business processes of a tourism enterprise depends on their rational organization and ensuring the optimal level of productivity. Orientation of the enterprise to maintain a high level of implementation of business processes allows to increase competitiveness and to secure competitive positions in the market of tourist services.

The business process consists of aggregate-related elements (Figure 1).

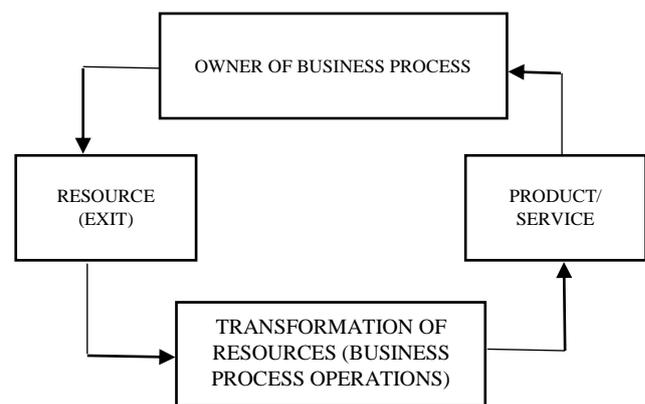


Figure 1 Elements of business process

The business process owner is usually a senior manager. Its main tasks are to formulate the goals of the process and to align them with the strategic goals of the enterprise. In order to fully ensure the initial results and achieve the goals, the owner has an extremely high responsibility, which involves monitoring, controlling and adjusting the efficiency of the business processes and efficiency.

The main purpose of the tourist enterprise as a tour operator and travel agent is to meet the needs of consumers in the services of tourist, recreational, sightseeing (cognitive) nature, so, in our opinion, the business process of a tourist enterprise is an interdependent set of specific operations (works) that transform inputs to the tourist offer to meet the tourist demand.

## 3 Decision

Due to the political and economic changes that are taking place in Ukraine, our country's business and cultural ties with the world have expanded significantly. This helps to increase contacts between enterprises, increase the number of foreign and domestic tourists arriving in certain regions of Ukraine. There is a need to accommodate guests in comfortable hotels

with the appropriate level of service. Despite the fact that the services sector is growing in our country, the development and functioning of the tourist business is complicated by a number of problems. One of the reasons for this contradiction is the lack of reliable and reliable information on the state of the tourist business market and the lack of proper service. As a result, competition in the tourist business market is diminished, which further aggravates the status of tourist organizations and delays Ukraine's entry into the world tourist market. The development of tourism in Ukraine is characterized by the adaptation of the reformed enterprises in this sphere to the market environment, the complex solution of urgent problems of improving the efficiency and competitiveness of the tourist services market, which began to gradually approach the world standards. In the conditions of market economy development, further development of tourism business requires increasing the competitiveness of tourism enterprises in the domestic and world tourism market. However, it is impossible to develop proposals that are unique

to all tourism businesses that would ensure guaranteed success. Recommendations for improving and developing the tourism business are most appropriate for each specific market (international, domestic, regional, local).

#### **4 Conclusion**

Modern events in the country and in the world will weaken the world economy and create problems for the development of tour operators and travel agencies. Ukraine's economy is suffering heavy losses, the crisis and certain tour operators and tour agents will not survive, and will leave the market. At the present time, it is only up to the tourism entrepreneurs to keep track of the developments, as they have no influence on the situation, and now they understand the fact that they will not be able to influence potential tourists and make them travel after the pandemic. Even if the quarantine is completed in a month, the tourism industry will start working before June.

#### **References**

- [1] Nicolau J, Santa-Maria M 2013 *The effect of innovation on hotel market value International Journal of Hospitality Management* **32** 71-9 <http://dx.doi.org/10.1016/j.ijhm.2012.04.005>