

SPECIFIC OF ECONOMIC SECURITY SME IN THE TOURISM SECTOR

Raisa Kozhukhovskaya – PhD in Economics, Associate Professor of Technology and Tourism Organization and hotel and restaurant business, Uman State Pedagogical University named after Pavlo Tychyna st. Sadova, 2, Uman, Cherkasy region, 20300, Ukraine. E-mail: ray80@ukr.net

Irina Udovenko – PhD in Economics, Associate Professor of Economic Theory, Uman National University of Horticulture st. Institutskaya 1, Uman, Cherkasy region, 20300, Ukraine. E-mail: rinarus@mail.ru

Introduction. The study of the tourism industry is an important aspect of tourism development through the prism of economic security, because tourism affects the economy, the environment as a sphere of human activity. However, in the present conditions, security development of tourism is not ensured as a complex system of methodological approaches concerning the development of tourism. Theoretical and practical aspects of research of the economic security regarding of tourism spheres are still not disclosed in the methodical literature.

An important contribution to the study of theoretical and practical aspects of ensuring economic security of enterprises is reflected in the writings of national and foreign scientists: Warszynska J. [8], Westing A. [11], Ivaniuta, T. [2], Zaickovskiy A. [2], Korobcinskiy O. [3], Okhrymenko O. [4], Shvabruk G. D. [7], Shevchenko I. [5], Shemaieva L. [6] and others. However, problems of organization of economic security for small and medium enterprises in the tourism sector are remained scarcely explored.

Materials and Methods. Author was used a whole complex of methods and techniques of scientific knowledge to achieve this goal in the work. In particular during the research is disclosed systematic and functional characteristics of enterprises, theoretical concepts and definitions of the term

"economic security of enterprise" based on the use methods of system approach. Author proposed his own definition of the term "economic safety tourist enterprise" based on an analysis of literary sources.

The researchers also were defined main directions of improvement of quality and organizational-economic provision of the functioning of of territorial tourism-recreational complexes in Ukraine using the methods of analysis and synthesis, comparison, SWOT-analysis.

Also, during a search, the use of analytical indicators allowed to state that the specific adaptability of management system of economic security for small and medium-sized tourism enterprises means, that this system must timely consider the status and changes in resource provision the business environment, the impact of environmental factors, sectoral structure of the economy, the level of competitiveness and financial sustainability of the enterprise and other parameters.

Results. Security in the tourism industry is a combination of "factors which characterize the social, economic, legal and other condition ensuring the rights and legal interests of citizens, juridical persons and of the state in the tourism industry" [1]. Considering the specified, economic security of enterprise is serving of tourism part of overall security in tourism.

The system of economic security of business entity is characterized by its ability to implement the goals and key business strategies under certain external conditions by protecting against existing and potential threats of the environment [6, p. 27].

The system of economic security of enterprise is a complex organizational, managerial, technical, preventive and other measures which aimed at implementation of the protection of the interests of the company from internal and external threats [4, p. 39].

The object of economic security of tourist enterprise is determines the content of security a purpose and means of its ensuring and directly influences

the formation of systems and mechanisms to its ensure [5, p. 179]. Features of activity of tourism enterprise is determines the principles and functional safety components and functional components of security and affect the choice of economic security.

Economic security of tourist enterprise - is a state corporate resources and business opportunities, at which is guaranteed the most effective their application for a stable functioning and dynamic development, prevention of internal and external negative influences (threats), in our opinion.

Thus, the structure of economic security of tourist of enterprise will have environmental, financial, investment, social, innovative components and functional ingredients, as shown in Fig. 1.

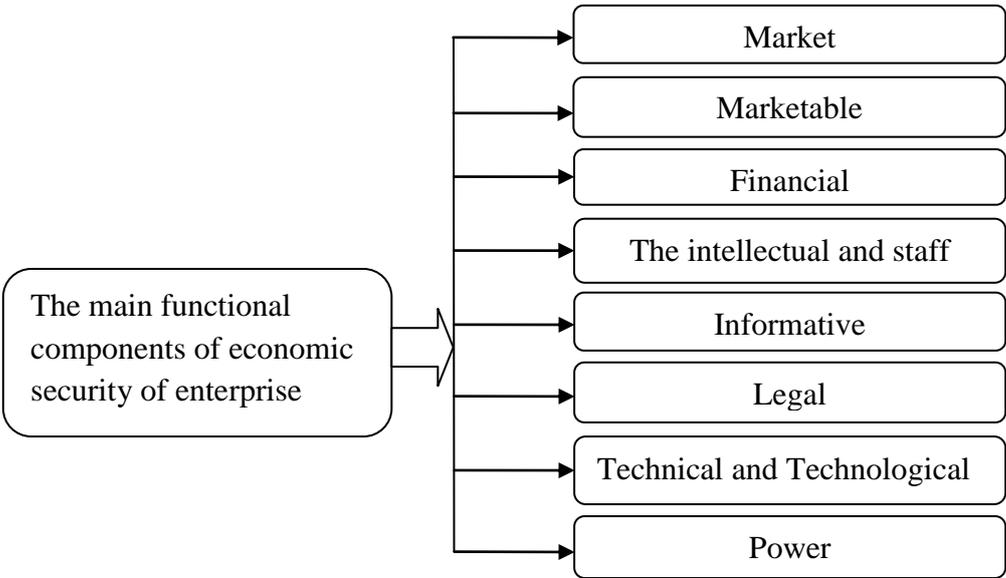


Fig.1. The structure of the functional and economic components economic security of enterprise *

* systematized by the author based [2;3;4].

In our opinion, economic security of tourist enterprises is expressed the following components: tourist, technical and economic; financial, personnel; Informative (fig. 2).

Success and failure in business should be seen as the interaction of a number of factors, because risk is an objective basis due to the uncertainty of the external environment and subjective through the decision-making of concrete

person. Some of them are external to the economic entity, and others – internal [7, p. 48].

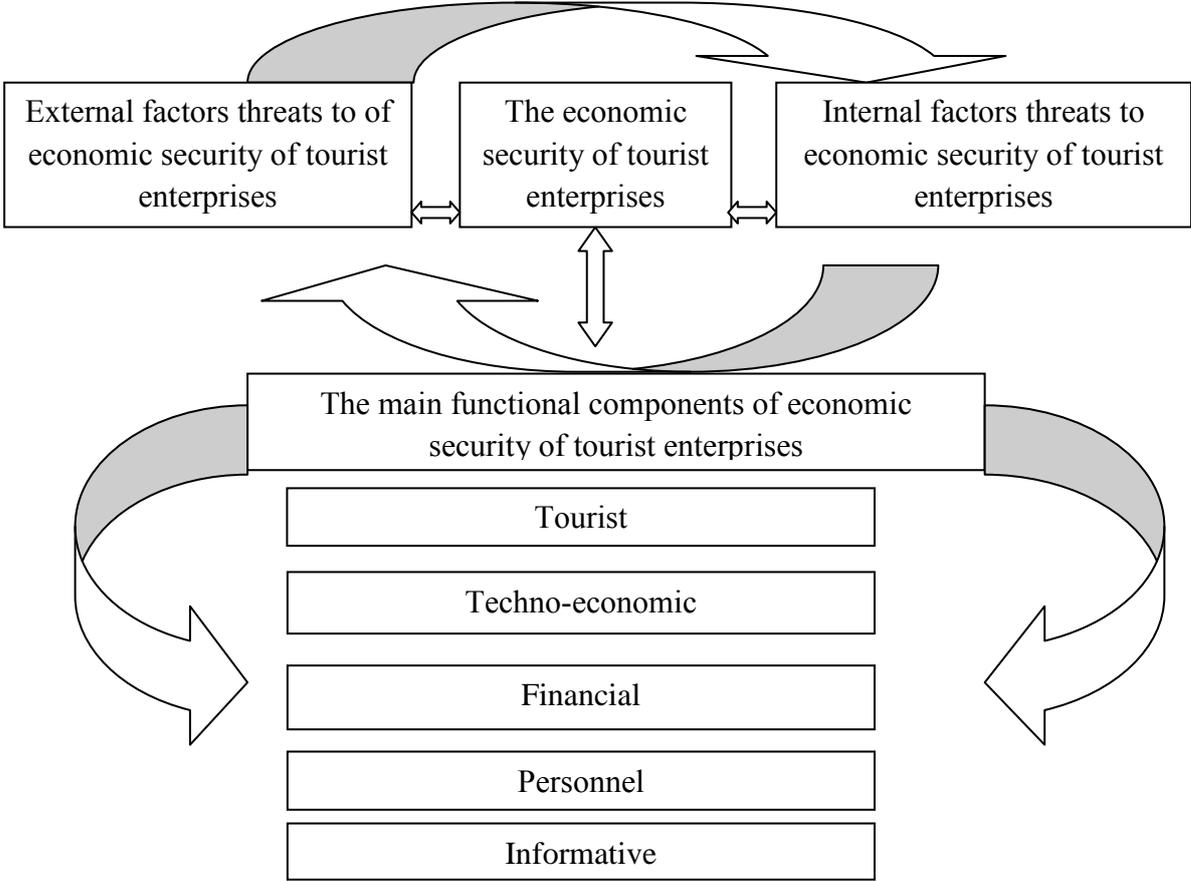


Fig.2. System of economic security of tourist enterprises*

* systematized and supplemented by the author based on the data [8; 9].

We offer structure components of the economic security tourist enterprises Based on the analysis of literary sources [8; 9; 10]. This structure must be considered for the following algorithm: study of specific of business enterprise, its segment of the tourist market; analysis of internal and external threats of economic security tourist enterprises, research information about potential crisis situations, their causes and ways of settlement; audit of available funds to ensure the security and accordance analysis of detected threats; development of aims and strategies of economic security of tourist enterprises; modeling of the new system of economic security of tourist enterprises.

Implementation of the principles underlying the security tourist enterprises, implies the use of specific procedures and implementation of

concrete actions order to ensure its of economic security, including:

- creating a legal service enterprises and its efficient operation;
- taking measures to preserve of trade secrets of enterprises;
- creating information-analytical of unit for computer security of enterprises;
- representing of interests and protection of the rights of enterprises within the legal field and different kinds of organizations.

Currently there is interdependence between the strengthening of the economic security sector of small and medium-sized tourism enterprises and ensuring of the national security state.

In our opinion, basic components that ensure the economic security of tourism enterprises in particular and the state in general are: financial, social, innovation and technology, food, external economic, demographic, energy, ecological safety. In turn, business development in the tourism sector is a prerequisite for social and economic growth, of democratization of society, to ensure the European development of territories, etc. The impact of all factors, both internal and external, on the economic security of enterprise gets its manifestation in the change of indicators of its activities

Assessment of effectiveness of relevant structural divisions using cost of data to prevent possible negative impacts on economic security and about the size and caused damage gives objective (backed by economic calculations) a picture of effectiveness of activity of all structural subdivisions on the matter.

It must necessarily provide socio-economic growth of regions and Ukraine in general. To such preconditions belonging:

- changes of the nature of political-economic space and relationships that are realized within it;
- transformation into a free-market economic principles of the system of social division of labor;
- the formation of social interlayer of owners - business entities;

- legal provision of property rights, freedom of choice of sphere capital investment;
- variety of forms services, openness of markets and the national economy for the entry into world economic relations.

So, strategic interests of the administration in the economic security of small and medium-sized of tourism enterprises are directly determined by the desire to achieve social and economic development of socio-economic system, create democratic society and ensure its development on the basis of European principles. In this context, more practical value has delineation directions, goals and government policy measures in the sphere of strengthening of the economic security of the investigated economic sector.

Discussion of results. Considering mentioned systemic causes decide complex to these problems is not possible only through the implementation of individual or a whole range of activities. It is necessary to develop and implement strategies changes in relationship "government-business-society" based on the phased implementation of complex measures of normative-organizational, administrative-economic and law nature in Ukraine.

The strategic objective of the whole set of measures and solutions should serve the need to formation of favorable conditions for the development of legitimate entrepreneurial activity of competitive environment.

It should be recognized, that the policy of support entrepreneurship in Ukraine requires substantial adjustments. The state policy in sphere support of small and medium-sized tourism enterprises is not of a systematic nature and that are put for representatives of public authorities.

So, first of all, should provide for the recognition of social-political groups of the importance of obtaining long-term economic return on the investment from limited resources. This requires forming understanding by social and political groups of link between investing resources in less profitable areas of activity and providing creative and more efficient business environment

of country. The principles of economic policy should include: reducing the distribution function of government; ensuring that economic and social development; reducing economic monopolization more.

The principles that provide small and medium enterprises in tourism for the economy in terms of openness should be: focusing on a industries that are competitive in the global economy in regional and global dimensions; increasing the level of integration of economy in the country, creation of national tourist product on the market as a basis for appropriate employment niches in the competitive global markets of goods and services; incorporation into account of the intensity of national industries in comparison with other countries, incorporation into account of the different kinds of costs, prices and their international counterparts.

Creating a system of incentives to public legitimization of shadow incomes and ownership, ensuring investment in innovation, research-technological development, education and social services, that will allow ensure the development of less profitable activities, including reach the ensuring of amnesty by "shadow" incomes which are invested exclusively in these areas [11, p. 56].

On the basis of scientific works and research materials, which are prove the interest of agencies of public administration of national and regional economic security sphere, we present basic requirements, which, in our opinion, are defined by the concept of economic security of sector of small and medium-sized tourism enterprises in Fig. 3.

Ensuring the implementation of the requirements of alternative management decisions provides that preparation of each solving or regulatory act within the principles of state regulation of business should consider variants for effects on the possible development of small and medium business, of structure and main indicators of sector economic security.

Specificity of adaptability management system of economic security for

small and medium-sized tourism enterprises means that this system must timely consider the status and changes in resources for the business environment, the impact of environmental factors, sectoral structure of the economy, the level of competitiveness and financial viability and other parameters.

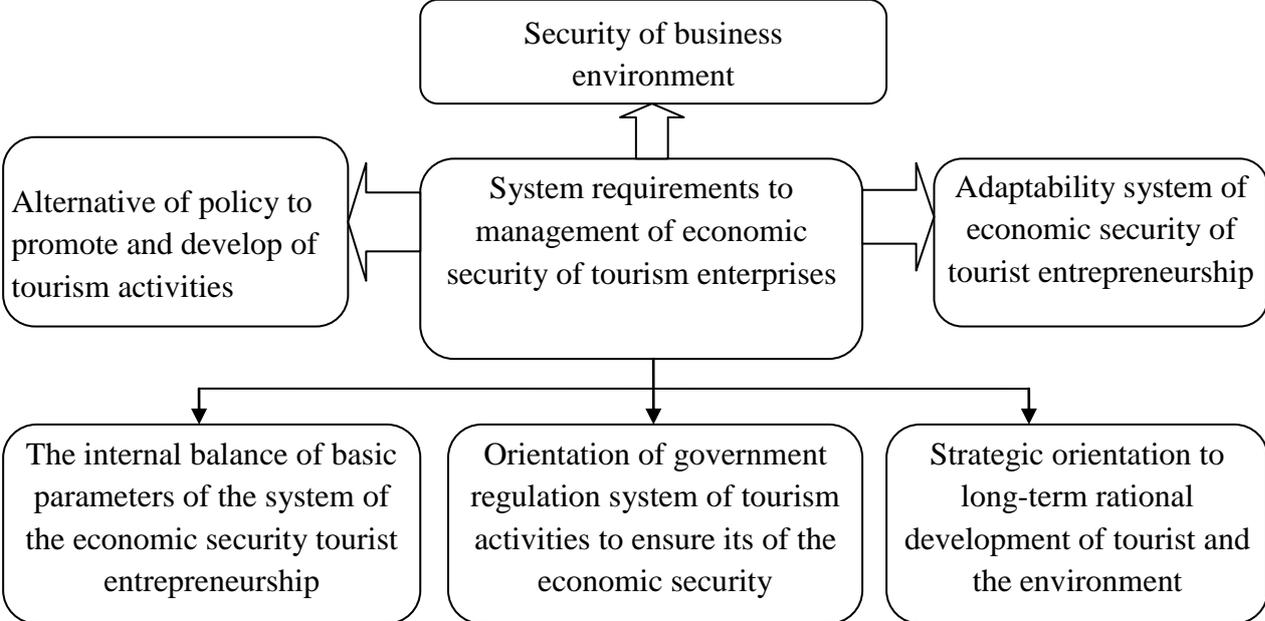


Fig. 3. Requirements for effective public policy to ensure of the economic security for small and medium-sized tourism enterprises*

*source: built on the basis of the conducted research by author.

Conclusion. Orientation of government regulation of tourism system (in the sector of small and medium enterprises) to ensure its economic security of provides that administrative decisions which taken in the area of state regulation of economy and have an impact on development of entrepreneurship, must be considered and receive an assessment in terms of their impact on the economic security of the sector of small and medium-sized tourism enterprises as in the current time period and in the future.

So, organization of economic security for small and medium enterprises in the tourism sector obliges make management decisions governmental authorities, taking into account the totality of factors external and internal environment, and predict the measures to protect the interests of subjects of tourist activities in future periods.

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