



## DIRECTIONS OF STATE POLICY IN THE MANAGEMENT OF TOURISM

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### Abstract

This article examines the features, conditions and principles of development of the tourism services market, the priorities of state policy in the field of tourism, the rationale for the role of regional tourism systems in the development of the tourism services market and the formation of a favorable competitive environment. Factors on the priorities of the market of tourist services have been studied.

**Keywords:** tourism, public policy, tourism industry, competition, tourism products, tourism services.

### Introduction

The main factors of the growth of services in the economy are such factors as scientific knowledge, intangible collections, information technologies and the integration of business activities. Today, rapid development of the service sector in our Republic, including enterprises providing tourist services, increasing the role and share of tourism services in the formation of the gross domestic product, radically changing the composition of the services provided, first of all, due to their modern high-tech types change is an urgent issue.

Development conditions of the tourism market

Socio-economic relations in the tourism market are essentially, on the one hand, encouraging the activities of tour operators, travel agents, their counterparties and partner organizations in the production and sale of products aimed at satisfying tourist demand, and on the other hand, on the basis of a bilateral agreement, is aimed at satisfying and motivating the demands of the laudable.

The positive impact of tourism is primarily due to national values and traditions in the region.

leads to strengthening and further development of habits. This direction serves as an important mechanism for the formation of a unique cultural tourism brand in the region and for inviting tourists. Also, the use of new communications and information technologies in the development of tourism infrastructure will lead to a positive change in the social views and activities of the population.

The development of the tourism industry within the national economy has its own characteristics, which are as follows:





The tourism industry is a complex system with a multifaceted functional structure aimed at meeting the needs of tourists, and also includes specific forms and methods used in providing services;

- The tourism market offers unique tourist products for tourists. The tourist product has a complex description and is manifested in the form of a "package" of necessary services to satisfy the demand that arises during the trip.

- The main difference of the tourism industry from material production is that the final results of the provision of tourist services occur with the direct participation of the consumer and the consumption process is carried out directly in the place where tourist resources are available;

- The fact that the demand for tourist services has a high sensitivity to changes in the socio-economic environment in relation to the market situation. In this case, the security of the services provided in the field of tourism will be of special importance. Legislation and legal framework in the field of tourism activities aimed at creating favorable conditions for the activities of tourism industry entities are being formed. Elimination of all obstacles and pitfalls in the development of tourism, simplification of visa and registration procedures, passport and customs control, state management of the tourism sector and the market-specific regulation mechanism are being optimized. Measures to encourage entrepreneurial activity in the tourism sector and develop competition in the tourism services market, as well as the system of statistical accounting in the tourism sector, are being improved.

The development of HRM and its social and economic consequences are the subject of a wide array of processes and inputs. The manner in which the management and regulation of the employment relation evolves is influenced as much by external factors as it is internal ones specific to the organization. The role of law, the state as a public sector employer, economic policy, and social and welfare rights are a central feature as to how people are managed and developed. However, there are other features to this state and public policy role, not least in a context where there is a new onslaught on the role of the state in the wake of the crisis in financial institutions and the burden they have placed on the public sector and citizens. The role of the state in developing frameworks for new management practices has become increasingly important: these have come in the form of supporting networks, establishing standards and using targets and objectives. While concerns are expressed with the effectiveness and sustainability of such initiatives the reality is that we need to engage more fully with the state as a broad ensemble of traditional and new institutional practices if we are to fully understand the politics and realities of understanding HRM.





Against this backdrop, the aim of this paper is to explore the new roles being developed in terms of advisory and arbitration work within the context of the changing role of the state within a more market-driven system of industrial relations. The analysis is concerned with two questions. First, how does the changing role of the state in terms of its shift to a more advisory, indirect role impact on its mediation, arbitration and advisory services? That is to say – is there evidence of a new advisory and benchmarking driven state? Secondly, what does this shift mean, and how does it relate to, the overall marketisation of the state and its move to a more neo-liberal approach. It concludes that there is a new ‘advisory and benchmarking’ state evolving based on a soft-market view of industrial relations. This advisory capacity is concerned with mitigating the harder market imperatives of the state concerned with the re-organisation of the public sector, through the promotion and facilitation of ‘good’ employment relations. Yet this role is itself challenged by the very forces it seeks to respond to, as the restructuring of the state can undermine the resources and activities of any new advisory and benchmarking role.

Tourism management refers to everything that is related to the hospitality and travel industries. It offers extensive training opportunities for management positions in the travel, accommodations, and food industry. Tourism management can also include working in associations or agencies that are directly involved with tourism services.

The importance of tourism for every country in the world arises from the various benefits it offers to the host country. After all, tourism contributes to the country’s economic growth and development by bringing valuable benefits to the locals as well as to businesses. It also helps create an attractive image of the country’s identity and value. There is certainly no denying that the tourism industry goes far beyond the attractive destinations and the economic growth factor. ‘Tourism Industry; Everything You Need to Know About Tourism’ is an article that focuses on the benefits of the tourism industry and the sectors within it. A powerful marketing strategy is crucial in any industry, and the tourism industry is no different. With new tourism-related businesses being launched everywhere; more companies are now becoming involved in the tourism industry than ever before. Tourism is one of the fastest-growing industries that help boost economies. As more destinations are attracting travellers, it’s no wonder that the industry has become so competitive. This is precisely the reason why it’s important to ensure that your tourism marketing strategy is in tip-top condition. In the article, ‘Tourism Marketing’ learn about the upcoming marketing trends that define the tourism industry.





## Conclusions and Suggestions

In today's modern conditions, expanding the activity of the market of tourism services, establishing and developing the activity of regional tourist systems, including tourist clusters, free zones specialized in tourism, are among the issues that have gained objective importance. In ensuring the development of the tourism industry, it is becoming objectively necessary to effectively form the activities of "clusters", which are "quality factors of modern innovation and economic growth". Today, the use of the cluster mechanism in the development of all directions of tourism is one of the decisive factors in ensuring the development of the industry.

The sustainable development of tourism in the country will help to strengthen the national economy, create modern directions of tourism, strengthen the management of state influence on tourism infrastructure, increase the standard of living and well-being of the population, ensure environmental safety, preserve historical and cultural monuments, increase the level of nature protection activities, serves to increase the moral potential of society.

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