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**THE ENSURING OF EFFECTIVE DEVELOPMENT OF INTEGRATION  
ASSOCIATIONS OF THE AUTONOMOUS REPUBLIC OF THE CRIMEA  
TOURIST ENTERPRISES**

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In the article organizational aspects of ensuring integration associations in the tourist sphere of ARC are considered. The analysis of conditions and preconditions of formation of integration associations in tourism is carried out. Efficiency of functioning of these associations in the tourist sphere of ARC is proved. The concept of state regulation of integration associations of the tourist enterprises in ARC is offered.

**Keywords:** tourist sphere, tourist enterprise, tourist service, integration, integration associations, concept of state regulation, efficiency, synergism.

**Problem statement.** The tourist sphere of national economy of the Crimea is one of the most sensitive to a different cataclysms and stresses. Objective and subjective economic and political circumstances caused in recent years reduction of number of entrance tourists to Ukraine and ARC, and instability of development of internal tourism aggravates a situation in the international market of tourist services.

The problem situation is that in the Crimea demand for sanatorium and tourist excursion services exists along with the offer. However, it should be noted that the price level which has developed in the market of internal tourism, is so high that practically doesn't differ from more comfortable foreign offers. It in many respects defines a choice of potential consumers not in favor of the Crimean resorts. Besides, the tourist market is presented generally by the small or medium-sized tourist enterprises which not only can't successfully compete with major foreign travel companies, but also provide a full complex of tourist services at high level and due quality.

**Analysis of the last researches and publications.**

In the tourist sphere the set of works of domestic and foreign scientists is devoted to research of integration processes.

The base of research consists of the general-theoretical problems of integration transformation which is stated in works of Gegel G. [6], Robinson E. [12], Richardson X. [13], Druker P. [7], Akoff R. [2], Ansoff I. [3], Porter [10], Kachalov P.M., Kleyner G.B., Tambovtsev V.L. [8] Bogachev G. N. [4], Pushkar A.I. [11], Spencer G. [14], Paveltsig G. [9], and also in works of other authors.

The listed authors consider problems of integration transformation from various positions and under different points of view, including biology that promotes rather broad understanding of a role of integration processes.

System studying of integration aspects of managing subjects allows to reveal the contents and conditions of implementation of processes of integration, and also to prove the directions of increase of efficiency of their functioning in market economy.

The analysis of integration process of the tourist enterprises in the considered works of scientists shows possibility of allocation of a number of invariant signs:

- unity of integration and differentiation;
- imitation of cause and effect;
- continuity of process and result;
- universality and polymorphism of process;
- unity of the whole and its parts.

However, despite the widespread scientific researches in the direction of integration processes in the tourist sphere, there is actual an analysis of conditions of integration associations development in ARC, and also development of the complex mechanism of state regulation in the course of justification and realization of the effective mechanism of integration associations in the tourism. Proceeding from it, the purpose of the article is development of the concept of state regulation of integration associations on formation the basis of adaptation to the Crimean conditions.

Proceeding from the purpose, the following tasks were set:

- 1) to carry out the analysis of conditions and preconditions of formation of integration associations of the tourist enterprises to ARC;
- 2) to prove efficiency and expediency of formation of these associations in the tourist sphere;
- 3) to develop the concept of state regulation of integration associations formation in the tourism of ARC.

#### **Main results of the research.**

Analyzing a condition of integration associations development in ARC, it should be noted that the majority of the enterprises of tourism signs contracts with the settled suppliers, objects of infrastructure and consumers. It spontaneously forms a traditional circle of the interconnected partner enterprises working in local chains, which are the basis of formed integration associations. However, successful associations probably can be even in case if businessmen never had earlier business contacts among themselves. The key element of creation of integrated association is existence of the developed level of trust between functional participants of tourist activity.

Development of integration associations as shows world experience [3], can be carried out spontaneously or orderly. The organized way is possible on an initiative of the tourist leading enterprise, having the essential capital, or local authorities. The solidarity of purpose of the subjects of managing located in the territory can sometimes become the prime cause of integration. Integration associations can arise as a result of the unusual, difficult or increased local demand, can be born from one or two innovative travel agencies stimulating growth of many other travel agencies. Can become defining and casual events.

The main precondition of a synergism in integration tourist association is the solidarity of purpose of subjects of integration. The important moments of wellbeing of participants of integration association are prospects of an entering new ways of managing for the purpose of receiving economy at activity scales. At the integrated tourist enterprises favorable conditions for achievement of a synergism of cooperation and a diversification synergism are created. Integration of sanatorium and improving establishments considerably contains potential for generation of different types of a synergism – in spheres of production, transactional expenses, investments, management.

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Thus, the potential synergism of integration can look like:

$$S_{\text{pot.}} = \sum_{i=1}^n \vartheta_i + \Delta S \rightarrow \max, \quad (1)$$

where  $S_{\text{pot.}}$  – potential efficiency taking into account a synergism;

$\vartheta_i$  – efficiency of  $i$ - participant of the integrated association;

$\Delta S$  – the synergetic gain of efficiency received as a result of integration of the tourist enterprises;

$n$  – number of participants of integration.

The main purpose of strategy of integration associate onformation in tourism consists in a choice of the direction of its development and ways by means of which it is possible to reach the long-term goals on the basis of mission in conditions of a changing environment.

Formation of a certain type of integration communications depends on what purposes their participants put before themselves, and also from favorable market conditions. Besides, not all participants are directly interested in formation of integration communications and have own purposes of their debugging. In a general view motives depend on the sizes of the enterprises and term of their work in the tourist market. The small travel companies functioning in the market during limited period of time pursue more pragmatic aims, at the expense of formation of integration associations they seek to establish necessary connection, to strengthen the position in the tourist market, to declare themselves. Respectively medium-sized and major travel companies form integration communications with the self-realization purpose at political level, increases of the prestige and reputation. On the basis of the conducted researches it is advisable to offer the concept of formation of effective development of integration tourist associations in the Autonomous Republic of Crimea, based on strategic vision of the main priorities and including the following aspects:

1. Identification of common problems of integration associations of the tourist enterprises in the Crimea, and on the basis of the analysis of problems a formulation of a main goal (mission).

2. Formation of genetic submission of goals.

3. Accurate formulation of tasks.

4. Establishment of ways and mechanisms of realization of the planned directions.

5. Definition of expected results of implementation of the concept.

The structure of the Concept of development of integration associations in the Autonomous republic Crimea is presented in fig. 1.

The complex mechanism of stimulation of development of the integration tourist enterprises represents "system of economic, motivational, organizational, political and legal ways of purposeful influence of subjects of managing and impact on their activity, interests of the interacting parties providing coordination, objects and subjects of management" [4, p.63] and includes: management purposes; the quantitative analog of goals – criteria of management; management factors – elements of object of management and their connection on which influence in interests of achievement of goals is carried out; methods of impact on these factors of management; management resources – material and financial resources, social and organizational potentials.

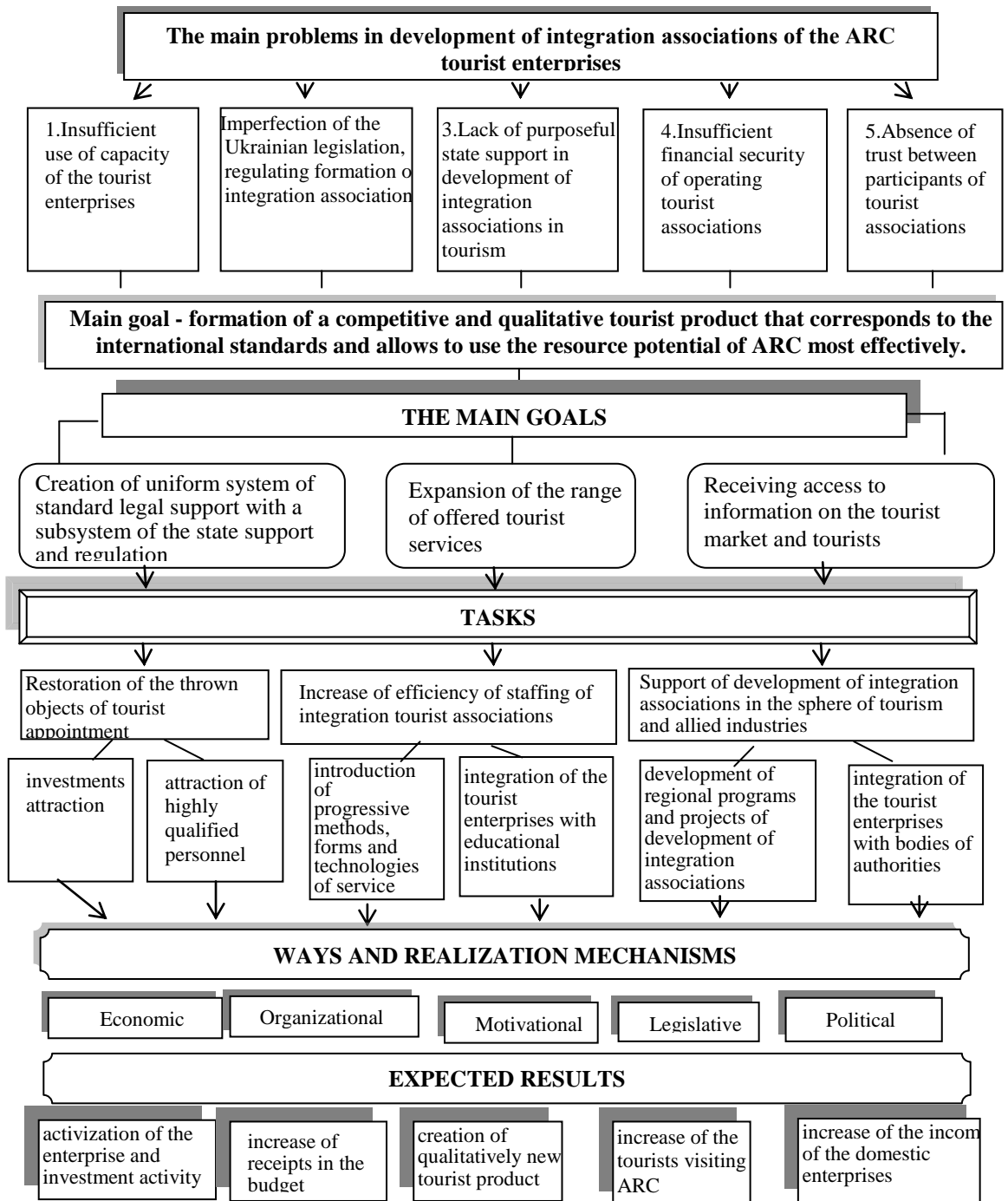


Fig. 1. Concept of development of integration associations of the ARC tourist enterprises \*

\* Developed by the author

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Realization of the planned actions of formation of integration communications in the sphere of tourism it can be carried out in the following main forms:

- public association which purpose is representation of interests of the private sector through lobbying of interests and influence on public sector. In this case participants, creating associations, will seek for achievement of mass character in the tourist market;

- lobbyist structure which main objective is association of large participants of the tourist market for the purpose of upholding of the common economic interests;

- expert structure which purpose is development of regulations and programs, implementation of research work;

- business club which purpose is formation of informal contacts between the tourist enterprises, the state and mass media.

**Conclusions.** The offered mechanism of realization of integration of the tourist enterprises and public authorities will allow increase efficiency of functioning of the sphere of tourism, to restrict influence of limiting factors, to minimize them, to use the modern methods of management based on an optimum combination of efforts and assets of various market subjects in the sphere of tourism. The concept of state regulation of integration associations offered by the author, considers features of the Crimean region and specifics of a tourist product as a whole. The received results fully reflect the solution of problems of functioning of integration associations in the sphere of tourism of ARC as infringe on interests of the integrated structures not only at the level of the enterprises, but also at the state and branch level, considering thus interests of the consumer (tourist).

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**Захарова К.В. Обеспечение эффективного развития интеграционных объединений туристических предприятий АРК / К.В. Захарова // Ученые записки ТНУ. Серия: Экономика и управление. – 2012. – Т. 25 (64), № 4. – С. 239-244.**

В работе рассмотрены организационные аспекты обеспечения интеграционных объединений в туристической сфере АРК. Проведен анализ условий и предпосылок формирования интеграционных объединений в туризме. Обоснована и доказана эффективность функционирования данных объединений в туристической сфере АРК. Предложена концепция государственного регулирования интеграционных объединений туристических предприятий в АРК.

**Ключевые слова:** туристическая сфера, туристическое предприятие, туристическая услуга, интеграция, интеграционные объединения, концепция государственного регулирования, эффективность, синергизм.

**Захарова К.В. Забезпечення ефективного розвитку інтеграційних об'єднань туристичних підприємств АРК / К.В. Захарова // Ученьє записки ТНУ. Серія: Економіката управління. – 2012. – Т. 25 (64), № 4. – С. 239-244.**

В роботі розглянуто організаційні аспекти забезпечення інтеграційних об'єднань в туристичній сфері АРК. Проведено аналіз умов і передумов формування інтеграційних об'єднань в туризмі. Обґрунтована і доведена ефективність функціонування даних об'єднань у туристичній сфері АРК. Запропоновано концепцію державного регулювання інтеграційних об'єднань туристичних підприємств в АРК.

**Ключові слова:** туристична сфера, туристичне підприємство, туристична послуга, інтеграція, інтеграційні об'єднання, концепція державного регулювання, ефективність, синергізм.