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SOCIO-ECONOMIC ORIENTATION TOURISM DEVELOPMENT ENTERPRISES

In the article the existing theoretical approaches to socio-economic development orientations of tourism enterprises. It is overviewed modern new organizational forms of business management tourism industry and directions improvement of the priorities in the development of tourism and the introduction of effective methods of economic stimulation.

The basic characteristic of modern tourism development is transformation of touristic organisation into the international universal companies, corporations and association. It allows to improve informational exchange and to provide more effective insight to external market and to unite actions of partners in conditions of hard competition at the market of touristic services.

Modern organisational forms give a list of advantages which allow touristic company to improve the quality of services, to put finances in the most perspective projects and programs, to find new fields and segments of touristic market, to individualise guests' service, etc. With the purpose increasing of tour-

istic spends, it's used different methods. Increasing of enrichment and diversification of touristic services are such kind methods. In wide meaning, diversification – is the influence of economic activity on the other spheres of business: releasing of new products, expansion of product range, granting additional types of service and so forth. Introduction of effective methods in economic incentives is among priority problems of development of tourism. For solving tasks about development of touristic fields of Ukraine, it's necessary to put some changes and additions into the actual legislation about tourism, to carry out the program of creation of branched infrastructure in area, to carry out reconstruction of material resources of tourism; to provide civilized conditions for crossing of border (border, customs control); to open tourist representations in foreign countries.

The stable development of tourism is impossible without existing of actual law and legislative base which is appealed to regulate touristic relationship in state.