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INFORMATION SUPPORT TO ANALYSIS OF THE POTENTIAL OF THE DEVELOPMENT OF THE TOURIST ENTERPRISE

In case of instability of the financial market and credits, capital outflows and considerable fluctuations in the exchange rate, if there is a sufficiently strong investment potential, it is possible to implement development projects by carrying out a preliminary risk assessment, the results of which are directly dependent on the determined capacity of the enterprise.

The article proposes a model of information support for the analysis of the tourism enterprise development potential in anticipative management in terms of personnel and investment potentials, which allows to conduct an objective analysis in an operational mode and to evaluate the state of the development potential based on the process modeling in the IDEF0 notation according to the determined signals about changes in the external environment of the enterprise in the labor market, sales of tourism products and investments, which saves time and money for preparation management and decision-making and simplifies the analysis process.

Key words: Information support, analysis, potential, development, tourism enterprise, anticipative management

Introduction. Information support of business processes in any tourist enterprise is today an absolute requirement of conducting production and economic activity. Typically, information support is to support corporate communications, the harmonious operation of communications and organizational equipment, the smooth operation of specialized software products whose functionality depends on the scope.

Literature review. Tourism development requires the use of information technology in the field of creation, distribution and promotion of the tourism product to the market. Topical issues and problems of informational support of the state policy of tourism development were investigated by such well-known domestic and foreign scientists as L.G. Agafonova [1], A.M. Babashkin [2], O.P. Budi [6], E.M. Veduta [3], D.L. Viloukh [4], S. Melnichenko [5], and others.

Network information technology is a promising direction of information technology development in tourism. They are able to ensure the exchange of information between users of information and computer systems and create the opportunity to use distributed information resources of tourism, in particular by obtaining reference and documentary information from information funds.

The use of information technologies in tourism is of particular interest to S. Melnichenko, who in his work considers theoretical and methodological foundations and practical tools for the use of information technologies in the tourism business. Measures on the use of information technologies in tourism are also described [5]. The topic of informatization of tourism as a separate and special object of information activity is still not sufficiently elaborated. Yes, in the article by AP Buddhas dedicated to tourism informatization, discussed topical theoretical and practical issues of introduction of informatization into tourism activities, showed wide possibilities of automation of all

spheres and technologies of tourism, gave examples of foreign experience, raised the need to create a centralized network of tourist information centers, corporate networks, corporate networks portals, sites, individual resources [6].

As correctly reported in Dyakova TA's research [7], the advantages of creating and implementing information support tools at a tourism enterprise include the following:

1. Organization of a single point of access to disparate information systems of the enterprise. Business executives can access the necessary databases not only from the workplace, directly within their business, but also outside their own business.

2. Save time while searching for the information you need. A single internal information space of an enterprise can personalize information (news, orders, management tasks, analytical material, etc.).

3. Increasing the efficiency of employees. One of the main functions of the corporate information portal is the organization of various help systems necessary for all employees of the enterprise.

4. Increasing the efficiency of making high-quality management decisions, ensuring the availability of optimal amount of relevant and reliable information, reducing the time to search for it.

5. Optimization of business processes. When forming a corporate information portal, all business processes of the enterprise are reviewed and adjusted if necessary.

6. Business expansion and creation of additional sales channel. The corporate information portal organizes the access of business partners and corporate customers to information about the products and services of the enterprise [7].

Scientists and practitioners ask questions about the development of effective information support for tourism enterprise management. Given the rapid technological advances in the computer field over the last two decades, the results of such research have been constantly updated and improved.

Thus, by conducting a concise analysis of the scientific works of domestic researchers on the problem of developing information support management in the tourism enterprise, we can conclude that there are no universal approaches, which could serve as a basis for building a more complex system of information support in management.

Goal and objectives of the study is to explore the possibilities of using information resources in order to increase the potential of tourism enterprise development, competitiveness of tourism industry enterprises, as well as to ensure fruitful interaction of tourism companies.

Outline of the main research material. In our opinion, a structural and functional approach based on the IDEF0 model can solve this problem. As stated Aristova A.O. [8], IDEF0 considers management systems from the point of view of its analysis and functions; here the key concept to consider is the concept of business process. Therefore, a business process is a system of consistent, purposeful and regulated activities (operations) that achieve meaningful results for the organization (with the help of managerial influence when process inputs are transformed into outputs = process results that are of value to consumers). Thus, a business process can be considered almost any process, the results of which bring value to the consumer.

There are four components to the business process:

- entrance – tourist products, etc. processed during the business process;

- output – products, results of actions, etc. obtained as a result of business processes;

- management – rules, instructions and standards by which the business process is performed;

- mechanisms – resources to ensure the execution of the business process. Model IDEF0. IDEF-ICAM (Integrated Computer-Aided Manufacturing) Definition is a family of standards designed to describe the interaction of the subject area with information technology. In this case, anticipatory management is the subject area. The IDEF family includes more than 15 standards for the specification and analysis of complex systems from different positions. IDEF0 Standard – Functional Modeling Methodology. Using the visual graphic language IDEF0, the system is studied and presented to developers and analysts as a set of interrelated functions (functional blocks – in terms of IDEF0). Generally, IDEF0 modeling is the first step in studying any system. The IDEF0 methodology can be considered as the next step in the development of a graphical description of SADT (Structured Analysis and Design Technique) functional systems. In IDEF0, the focus is on process subordination. For example, the output of one process may be fed to the input of another [8].

We propose to develop information support in the IDEF0 notation of the analysis of tourism development potential of an enterprise in anticipatory management by potential components:

- personnel;
- investment.

The first stage of A1 determines the level of production potential of tourism enterprise development in anticipatory management due to the processing of input data on the status of OVF and the efficiency of use of resources (databases at the entrance).

Based on the methods of analysis of the internal and external environment, it becomes possible to determine the type of potential, which can be:

- unstable to changes occurring in the environment of the tourist enterprise;
- satisfactory resistant to changes occurring in the environment of the tourist enterprise;
- resistant to changes occurring in the environment of the tourist enterprise and able to counteract the negative effects due to the onset or approach of crisis phenomena.

From the above context diagram, the implementation of the first stage of data analysis and processing, which is the basis for the construction of the second stage in the IDEF environment, is carried out by employees of the economic department, which has the financial and production and economic reporting of the tourism enterprise for several years.

In the second stage, the capacity of the production potential of tourism enterprise development in anticipatory management is determined. Based on the results of the processing of input data: efficiency of production potential, data on existing and potential consumers, data on competitors, it is possible to determine the capacity of production potential to reflect environmental signals, namely:

- signals for reduced demand for products: determining the ability to produce a new type of product, or improve part of an existing one;

- signals about changes occurring in the competitive environment: determination of the ability to carry out flexible pricing policy for the sale of products, conditions of supply of materials and raw materials, conducting scientific and applied research, introduction of new technological processes, etc.

Having determined the ability of the tourism enterprise's development potential in anticipatory management to counteract possible changes in the external environment, the next step in the context diagram is the stage of establishing directions and content of reaction measures to the detected signals.

Thus, based on the process of input data of the information model on consumer expectations and data on changes in the competitive environment, it is possible to determine a detailed plan of implementation of anticipatory management of potential. At the output of this stage, the tools to influence the detected signals in the production area are:

- pricing methods for managing the sale of tourism products;
- technological methods of introduction of new technology;
- research methods of improving the current technology;
- innovative methods and launch of applied innovation projects;
- methods of reflective management of competitors and suppliers to create the most favorable image of the enterprise in the imagination of objects of reflective influences, etc.

The implementation of some reflexive instruments of influence on the activity of employees in anticipatory management (the fourth stage) will depend on certain trends in the labor market: changes in the average level of wages in the industry, fullness of the social package offered by similar employers, etc.

Thus, according to the results of processing by the Finance Department of the input data on the investment activity of the tourist enterprise and based on the application of methods of analysis of the internal and external environment in terms of efficiency of realization of investment activity, formation and use of investment funds, it is possible to determine the level of investment potential, which at the output of this stage determines its type.

Just as with the information support of the formation of the second stage of the analysis of personnel potential, the formation of the second stage to determine the capacity of the investment potential, based on processing the database on the state of the financial market and the dynamics of attracting and placing investments. Based on the results of this phase, we can determine how the company is able to counteract the negative environmental impacts in the investment sector.

Conclusions. In case of instability of the financial market and credits, capital outflows and considerable fluctuations in the exchange rate, if there is a sufficiently strong investment potential, it is possible to implement development projects by carrying out a preliminary risk assessment, the results are directly dependent on the determined capacity of the enterprise.

Thus, a model of information support for the analysis of the tourism enterprise development potential in anticipatory management in terms of personnel and investment potentials is offered, which allows to conduct an objective analysis in an operational mode and to evaluate the state of development potential based on the process modeling

in IDEF0 notation according to the determined signals changes in the external environment of the enterprise in the labor market, sales of tourism products and investments, which saves time and money.

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