

SUMMARIES

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STRUCTURAL MODELING OF THE ECONOMIC SECURITY SYSTEM OF THE TRANSPORT ENTERPRISES SERVING THE CONSUMERS OF TOURIST SERVICES

The development of tourism in today`s Ukraine is closely linked with the development of transport infrastructure in the country, and thus the sustainable development of transport service enterprises for consumers of tourism services is getting actual. The successful operation of an enterprise, its financial stability and competitiveness depend on the efficiency of the formation of its economic security with its system. The creation of such a security system is a process of ongoing financial and economic strengthening and adaptation to the changing econom-

ic environment. It`s designed to help to choose an optimal strategy for further development of enterprise in the market conditions.

Existing approaches to solving the problem of evaluating the effectiveness of strategies and modeling the formation of economic security and its system are characterized by a variety of scientific views of the authors, and their content characteristics tend to vary according to the perceptions of the researcher about the nature of the phenomenon. Despite the ample ground of most of them, there is non-adaptation to the purposes and objectives of management of financial stability and competitiveness of enterprises under conditions of risk diversification through adequacy of its specific properties and research methodology. And it can be also found insufficient focus on industry specific features in each case of an approach.

The purpose of this publication is to develop the concept of formation of economic security enterprise transport service consumers of tourism services based on structural modeling. There is given the determination of tourist product and the role of transport enterprises in forming of this product is determined. Thus, there is showed the influence of transport enterprises on tourist flows which are the base factors for forming the tourist product.