

QUALITY AS A DEFINING CHARACTERISTIC IN THE MANAGEMENT OF TOURIST DESTINATION

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The article discusses tourism in the context of globalization challenges, and it is determined that globalization manifests itself in the process of developing mass leisure activities, unifying services, concentration of capital by transnational companies, and developing information technologies. At the same time, globalization also has a negative impact on the development of tourism, since it loses its national, cultural, and territorial identity. However, it is impossible to ignore the globalization processes in tourism.

The article is substantiated the dual character of the impact on tourism of both local and global processes. Globalization appears as local globalization and global localization. On the one hand, it means reproducing of common elements in specific communities, blurring the lines of established boundaries, and on the other hand it means a search of specific differences, qualitatively new and different from others, emphasizing your own identity and exclusivity. And here the role of differences in tourist destinations, which are in competition for consumers, is unconditional.

Differences often generate controversy, but in tourism self-identity and the search of the differences are the key criteria of the choice to the tourist. Key, but not the last, because after selecting by consumer of a tourist destination, the determining factor is a quality of it, which will cause the desire to come back again or not. Therefore, the issue of quality always remains relevant and requires continuous improvement and management.

The generalization of interpretations and approaches to the definition of the concepts of "quality", service and tourist destination, emphasizes the need to create a quality system for managing the quality of tourist destinations. Defined basic principles and provisions.

Thus, the success of any tourist enterprise within a tourist destination is determined by the quality of tourist services. Hence, the necessity of organization a quality management system for quality of tourist destinations is grounded. So, the reality of the Ukrainian tourism sector requires a focused approach to the process of managing tourist destinations with the definition of short-term, medium-term and long-term control points.

On the basis of the generalization of best practices in the management of the quality of tourist destinations, we present the fundamental principles:

customer satisfaction orientation;

proper leadership (in the case of a destination, it is a technocratic structure consisting of local governments, institutions and local players) as the only way to ensure consistency in strategy and corporate culture;

planning based on the principle of continuous improvement, that is, measuring of effectiveness, monitoring, goal setting or improved results over time;

working procedures and standards to ensure the same and unchanging quality of products and services;

effective management;

system of information exchange between customers, employees and management as a source of strategic information for further improvement;

motivation and interest of all parties in achieving their goals.

So, tourist destinations of Ukraine are encouraged to implement already proven quality management systems which take into account a range of comprehensive technical and administrative activities, including planning, implementation, evaluation, information and quality improvement, to ensure that the process, product or service meets customer expectations.

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