BENCHMARKING IN THE TOURISM SPHERE

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Abstract

Benchmarking is a research and analytical type of activity that involves finding and studying the best of well-known business practices, helping to improve business processes relatively quickly and at the lowest cost. The main features of modern benchmarking are described and analyzed in the article.

Keywords: administration, benchmarking, tourism

1 Introduction

The conducted studies indicate that the usage of benchmarking could be rather successful in touristic areas. With the term benchmarking in contemporary theory and in the practice of management it is marked the research and observation of the best business of concurrency. Benchmark represents the etalon, quality standard that serves as a basis for comparing [1]. There is a question of continuing and systematic process of comparison of proper business with business of the companies (destinations) which achieve the best results.

Overview

This work discusses the advantages, disadvantages and conclusions on the following issues:
- tourism destinations development;
- benchmarking of touristic areas.

Decision

After deep research of existing studies we are able to summarize the main features of benchmarking:
- systematic activities aimed at the search, evaluation, comparison, training and use of the best performance characteristics of enterprises to develop their own competitive strategic decisions and plans;
- a global approach to gathering information about the best examples of organizations regardless of their size, business, geographic location, destination, industry;
- quantification of elements and management tools as components of a universal management system for the accelerated development of any organization based on the use of the most effective management experience in world experience;
- planning and implementation of competitive strategies of enterprises in conditions of uncertainty and entrepreneurial risk, growth of the pace of scientific and technological process, the needs of consumers, informatization of production and distribution of products.

In our work the chronological order of introduction of benchmarking is defined:
- definition of processes requiring improvement;
- the choice of team members or partners;
- data collection;
- data analysis, identification of differences between what is in the enterprise and those that offer comparisons for comparison;
- selection of best practices;
- development of possible solutions for implementation;
- implementation of the implementation procedure itself.

Benchmarking is defined as the main tool for improving the economic profile of the region:
- Assessment of the socio-economic status of the territory
- analysis of the main trends of development
- SWOT analysis
- Formation of the economic profile of the territory
- Selection of analogue region
- Creation of the economic profile of the analogue region
- comparing the economic profiles of the region with the analogue region
- evaluation and analysis of profile parameters breaks
- development of a program of managerial decisions to improve the economic profile of the territory under consideration.

General common features of successful tourist destinations that used benchmarking:
- presence of leadership;
- optimal structure, clear distribution of functions and responsibilities
- "Correct" business model;
- share participation in financing;
- strategic planning (formation of strategic councils / committees with participation of representatives of the private sector);
- pronounced orientation to the market;
- transparency;
- condominium";
Conclusion

It should be noted that the management system of a recreation area will depend on the following factors:

- own history and conditions (economic, organizational and cultural);
- Structural and financial opportunities for participation of representatives of the public and private sectors;
- The willingness of potential partners to assume additional responsibilities related to the management of the deployment.

References:


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