

**STRATEGIC ASPECTS OF MANAGEMENT OF THE ENTERPRISES
OF THE TOURISM INDUSTRY**

Current market conditions require business travel industry to implement effective business practices, including strategic management, system-oriented long-term business relationship.

On the basis of analysis of the competitive forces model, the model of strategic quadrangle, which involves the formation of a joint strategy of market environment as a result of competition and cooperation in the value creation system of any product in particular tourism product.

Convert competitive relations to relations of mutual support is one of the components of the formation process management systems business travel industry (SM) because competition and its scrutiny as a threat to the business is transferred to a higher level, the level of competing CM. Subjects competition is SM, which together make up the tourism market, so you should talk about the overall strategy for enterprise systems, and not for individual entities as a means to achieve sustainable competitive position. Thus, the strategy of enterprises tourism industry consists of two phases: development and implementation of strategy formation and SM development and implementation of strategies SM operation.

Applied current understanding of the market as a system of relations in shaping the concept of strategic management of enterprises of the tourism industry, which is to change the structure of the market for an effective system of inter-organizational management.

The structure of interorganizational management strategy based on a hierarchical dependency relations and provides a step-wise selection strategy depending on the scenario relationships.