

ESTABLISHMENT OF TOURIST MICROBUSINESS OF THE REGION ON THE BASIS OF ECONOMIC SECURITY OF ENTREPRENEURSHIP

Now, especially when the micro-business of the regional sphere of tourism operates in the conditions of COVID-19 factors, the idea of obligatory creation of a system of economic security at a certain enterprise is practically not objected to. Today, both in the literature and in economic practice, there are different understandings of the system of economic security of the enterprise. Tactics to ensure the security of a micro-enterprise involves the application of specific procedures and specific actions to ensure its economic security in the post-coronavirus business space of the region in tourism. These are procedures and actions such as: expansion of the legal service of the enterprise (1); taking additional measures to preserve trade secrets (2); creation of a computer security unit (3); filing claims against the infringing counterparty (4); appeal to the courts (5); appeal to law enforcement agencies (6); digital security control in digital space (7), etc. Thus, a comprehensive system of economic security of the tourist micro-enterprise should include a structured certain amount of interdependent elements that ensure the security of the enterprise in achieving its main business goals. There is also an interdependence between strengthening the economic security of the tourism microenterprise sectors of certain regions of Ukraine and ensuring national security, including its components such as financial, social, innovation and technological, food, foreign economic, demographic, energy, environmental security, digital. In turn, the development of micro-entrepreneurship is a necessary prerequisite for socio-economic growth, democratization of society, increasing the level of digital transformation, ensuring the European vector of development of territories, modernization of infrastructure of locations, cities, districts, etc.

The orientation of the system of public regulation of tourism in the regional sector of micro-entrepreneurship to ensure economic security implies that management decisions made in any area of public regulation of the economy and have an impact on its development must be considered and evaluated in terms of their impact on the economic security of the micro-enterprise sector, both during the effects of the COVID-19 pandemic and in the post-coronavirus strategic perspective [1; 2].

Implementation of the requirement of alternative management decisions implies that the preparation of a specific regulatory act or decision within the system of public regulation of micro-enterprises should take into account certain options for influencing the potential development of tourism companies in the region, structure, basic indicators of economic security [5]. The requirement of adaptability of the economic security management system of tourist micro-enterprises means that this system must take into account the current state and future post-coronavirus changes in the resource environment of the microenterprise, the impact of macro-environment, industry structure, competitiveness and financial stability of the micro-enterprise.

Strategic post-coronavirus orientation in the management of economic security of the tourist micro-enterprise of the region for long-term sustainable development obliges public administration to make management decisions taking into account not only the set of external and internal business environment, but also measures to protect the interests of tourism [3]. Under the conditions of implementation of target complex programs of economic security of tourist micro-enterprises of the region it is possible to reduce risks and a threshold of their economic safety by means of external factors: target projects [4]. When forming the project of the target program of development of the domestic tourist region for the future the following directions should be covered: recreational and tourist nature use of the region, protection and restoration of recreational and tourist resources (1); economic development of the region, change of proportions in the location of productive forces, clustering of non-mass forms of tourism, the formation of recreational and tourist subsystem on the basis of modern infrastructure (2); financing of planned activities (3); improving the system of regulatory and legal support for the management of micro-entrepreneurship (4).

Thus, as directions and tasks of formation of a competitive regional tourist product within the limits of the target program of development of recreational and tourist region, it is expedient to allocate the following [6]:

- in the direction of "providing conditions for the development of recreation and tourism by local governments": the creation of a coordination council at the local administration to perform coordination functions and conduct business operations, implementation of decision-making procedures in recreational and tourism activities in a municipality;
- within the direction of "regional management of recreational and tourist sphere": restructuring of existing and creation of new institutes of tourism management according to the purposes and tasks of development of recreation and tourism of the region;
- within the direction of "marketing strategy for the promotion of recreational and tourist product in the domestic and international markets": development of a calendar of events taking place in the region; expansion of the sales network; mix-promotion of a regional recreational and tourist product, development of international cooperation; formation of the image of the region;
- within the direction of "formation of the legal framework for the development of recreation and tourism": definition of legal documents to be adopted at the regional level, development of recommendations for the adoption of national documents or change their provisions to improve the efficiency of recreational tourism;
- in the direction of "financial support for the development of recreation and tourism": search for sources of funding for the development of recreational and tourism and compiling a list of possible recipients of resources and structures to decide on the provision of funds to micro-enterprises;

– in the direction of "staffing the development of recreation and tourism": ensuring cooperation between micro-enterprises and educational institutions to improve the quality of education and better consideration of market requirements in training entrepreneurs, the formation of branches of educational institutions, courses for residents of recreational and tourist areas to provide employment. places; development of a system of interaction with employment services of different levels;

– in the direction of "accounting for environmental, political and other risks": development of measures to reduce natural risks in recreational and tourism activities, their compensation; formation of a special program of natural risk management in recreational and tourist regions; development of measures for operational crisis management;

– in the direction of "creating conditions for the development of recreation and tourism within protected areas": initiating projects to create protected areas of regional and local importance; promoting the investment attractiveness of infrastructure in a particular area; development of norms of recreational and tourist loads for different types of protected areas, destinations, locations; formation of bases of the organization of natural parks in a zone of establishments of a resort and sanatorium profile for the purpose of preservation of a national recreational and tourist resource.

In general, strategic preparation for post-coronavirus economic conditions at the level of a separate domestic tourist region, destination, location requires not only the definition of directions and organizational and economic means of strengthening economic security of tourist micro-enterprises, but also procedures for developing and implementing a comprehensive balanced system of socio-economic, legal and administrative and managerial nature, which aims to create conditions for the development of a qualitatively new level of tourism potential and ensure the formation of sustainable competitive advantages of tourism micro-entrepreneurship in a particular area while ensuring stable diversified employment, opportunities for their participation in projects by business structures.

Thus, successful post-coronavirus formation of tourist micro-business of the region on the basis of economic security in Ukraine, as a condition of guaranteeing sustainable development of tourist destination, region and location in the global post-coronavirus world is possible only if the interests and needs of all participants are combined. In particular, investors must be confident in return on investment, as tourism innovation ideas have a significant degree of economic risk, which is caused by the high capital intensity of infrastructure projects for the tourism business and too long payback periods with unknown end results. Therefore, along with the development of infrastructure, public authorities must share the risks of private investors and provide long-term post-coronavirus guarantees of obligations: favorable land lease terms, tax benefits, long-term loans at low interest rates, opportunities to attract foreign personnel. Further scientific interest should be given to research on intensifying the efforts of the tourist micro-business of the region in the direction of full digitalization of processes through the use of leading experience of specialists and companies.

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