

Everyone wants to look good, and even if they say that the fashion does not care them, it's not true, I assure you. In fashion you can find beauty, quality, life. It brings colors and energy to our lives. Things changes, a life changes; fashion born and die every day. You just need to catch the moment, and the moment is «Vogue» something is not eternal.

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INSIDE TRAVEL AND TOURISM MANAGEMENT

Tourism has become a huge industry with many opportunities for growth and expansion. Amenities like free breakfast and Internet offered by lodging establishments can draw vacationers and business travelers alike to particular destinations. Travel and tourism management professionals are responsible for increasing profits by drawing as many hotels and restaurants. These managers are

responsible for identifying consumer needs and offering the amenities to satisfy them, while ensuring establishments run efficiently.

The aim of the thesis is to identify the phenomenon of tourism management and analyze the role of its main principles.

The tasks are to study current scientific papers about the problem of tourism management and describe the ways of its successful implementation.

Managers in the travel and tourism industry must be able to communicate effectively to a diverse group of people, solve problems quickly and work odd hours. They must also have knowledge of their establishment's operations and financing. There is no one, direct way into the field of travel and tourism management. Individuals entering the profession might have years of experience working in the industry while others have no experience but hold a bachelor's degree in a relevant field [1, c. 23].

Special requirements for management in tourism put forward the specifics of tourist demand, which masses are heterogeneous and distinguished among other reasons:

- Invisibility and unsecured tourist products;
- A variety of consumer preferences;
- High importance of social factors.

An integral part of management of the tourist enterprise is the management of the personnel of the organization. In the final form, management of the production and economic activities of a tourist organization is reduced to the management of people. Personnel management involves conscious regulation of the workforce, namely: the forms of its organization, the nature of the relationship between its members, the formation of the psychological climate, conflict management, motivating actions, etc.

All classical economic science proceeds from the fact that one of the laws of the market is the law of value, which also operates in the tourist market. Its essence is that in commodity production, the basis of the proportions of exchanged goods

determines the class cost, the value of which, in turn, determines the social necessity of labor costs.

The law of value involves the formation of individual labor costs and resources in a separate tourist firm, and, accordingly, the formation of individual value and the individual price of a tourist product. However, the market does not assign these individual values and prices, but social and market based on the socially necessary labor costs [2, с. 43].

Principles of management in tourism are based on the classical principles of management - the most important guidelines, regulations and norms of behavior, guided by what management bodies ensure the effective development of the organization.

Business etiquette in tourism activity is the established procedure for the behavior of the tourist enterprise employees with clients and the basis of staff relations among themselves: managers and subordinates, as well as equal positions.

The tourist industry as a whole is a collection of facilities for the accommodation and transportation of tourists, food, entertainment, cognitive, business, recreational, sporting and other purposes, tourist operators and travel agents, excursion bureau, etc.

The result of entrepreneurial activity in tourism is the volume of the tourism product sold, formed as a result of economic relations between tourism enterprises, suppliers of resources and tourists. Total tourist turnover expressed by the volume of profit from the sale of the entire set of tourist services and is called the income from the sale of tourism product.

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THE SUBSTANTIATION OF MEASURES ON IMPROVING THE COMPETITIVENESS OF THE FURNITURE PRODUCTS

The purpose of the research is to investigate the competitiveness of the furniture production in domestic market.

The object of the research is the furniture products of the private company “Balytskyi”.

The subject of the research is the diagnostics and assessment of competitiveness of the furniture products of the private company “Balytskyi”.

The research **tasks** are:

- to systematize the factors of the consumer appeals and qualities of furniture products;
- to define the classification criteria of the furniture products;
- to analyze the requirements for the furniture quality;
- to investigate the range of furniture products;
- to determinate the factors which influence the furniture market;
- to assess the competitiveness of furniture products;
- to develop recommendations and strategies for improving the competitiveness of furniture products.

The novelty of the scientific research is to develop the strategies for improving the competitiveness in the furniture market of Ukraine.