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STRUCTURING OF MODERN SECURITY THREATS FOR A TOURIST ENTERPRISE

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СТРУКТУРИЗАЦІЯ СУЧАСНИХ БЕЗПЕКОВИХ ЗАГРОЗ ДЛЯ ТУРИСТИЧНОГО ПІДПРИЄМСТВА

The article is aimed at structuring modern security threats for the tourist enterprise. To realize the research goal, several tasks were implemented, in particular: the essence of the concept of economic security of a tourist enterprise was established; the peculiarities of the security activity of the enterprise in the field of tourism were clarified; modern security threats for the tourist enterprise were structured. In the process of the research, some general scientific research methods were used, namely: analysis and synthesis, deduction and induction, methods of abstraction and theoretical generalization.

The article substantiates the relevance of research on ways to ensure the economic security of a tourist enterprise within the framework of the transformation of social development in the post-industrial period, which is characterized by the growth of the share of the service sector in the national economy. The study carried out a theoretical analysis of approaches to the interpretation of the concept of economic security of an enterprise and established the most optimal, from a security point of view, interpretation of the concept of economic security of a tourist enterprise. The essence and main content of the system of economic security of the tourist enterprise have been established. The main tasks of the system of economic security of a tourist enterprise are defined and characterized. The functional characteristics of the economic security system of the enterprise were carried out and its main components were established. The main features and directions of the security activities of the tourist enterprise have been clarified. The article contains a description of the processes that contribute to the provision of all functional components of the enterprise's economic security and, accordingly, contribute to the provision of the enterprise's economic security. As a result of the study, the structuring of modern security threats for the tourist enterprise was carried out. The main consequences that may arise for the enterprise as a result of neglecting modern non-pecuniary threats have been analyzed and appropriate conclusions have been drawn.

Стаття спрямована на структурування сучасних безпекових загроз для туристичного підприємства. Для реалізації мети дослідження реалізовано низку завдань, зокрема: встановлено сутність поняття економічна безпека туристичного підприємства; з'ясовано особливості безпекової діяльності підприємства у сфері туризму; структуровано сучасні безпекові загрози для туристичного підприємства. В процесі реалізації дослідження використано

низку загальнонаукових методів дослідження, а саме: аналіз та синтез, дедукції та індукції, методи абстрагування та теоретичного узагальнення.

У статті обґрунтовано актуальність дослідження шляхів забезпечення економічної безпеки туристичного підприємства в рамках трансформації суспільного розвитку у постіндустріальному періоді, що характеризується зростанням частки сфери послуг у народному господарстві. Наголошено на важливості підвищення ефективності діяльності та забезпеченні економічної безпеки підприємств сфери послуг, особливо для туристичних підприємств. У дослідженні здійснено теоретичний аналіз підходів до трактування поняття економічна безпека підприємства та встановлено найбільш оптимальне, з безпекової точки зору, трактування поняття економічна безпека туристичного підприємства. Встановлено суть та основний зміст системи економічної безпеки туристичного підприємства. Визначено та охарактеризовано основні завдання системи економічної безпеки туристичного підприємства. Здійснено функціональну характеристику системи економічної безпеки підприємства та встановлено її основні складові. З'ясовано основні особливості та напрями безпекової діяльності туристичного підприємства. Стаття містить опис процесів, що сприяють забезпеченню усіх функціональних складових економічної безпеки підприємства та, відповідно, сприяють забезпеченню економічної безпеки підприємства. В результаті дослідження здійснено структуризацію сучасних безпекових загроз для туристичного підприємства. Проаналізовано основні наслідки, що можуть виникати для підприємства, в результаті нехтування сучасними безпековими загрозами та зроблено відповідні висновки.

Keywords: *tourism, tourist enterprise, enterprise's economic security, functional components, threats.*

Ключові слова: *туризм, туристичне підприємство, економічна безпека підприємства, функціональні складові, загрози.*

Problem statement. Modern social development is moving into a new phase – post-industrial, which changes the period of industrialization. This period is characterized by an increase of the service sector in the overall structure of the

world economy. At the beginning of the new millennium, the share of the service sector in most developed countries was approximately $\frac{3}{4}$ of the national economy. Such trends will only intensify in the future, accordingly, the role of the service sector in the economic development of the countries of the world will grow. The global trend of recent years shows that one of the most profitable activities in the service sector is tourism.

However, the beginning of the 21st century brought several new challenges and tests for the world community. The current security situation in the world is quite tense. The reason for this was the long period of quarantine restrictions caused by the COVID-19 pandemic and the economic recession that arose against its background, which significantly affected the economies of countries around the world. At the beginning of 2022, Russia began the active phase of the war against Ukraine on its territory. In addition to a large number of human casualties and the destruction of critical state infrastructure and energy facilities, the hostilities have significantly disrupted supply chain logistics, causing food and economic crises. So, such events caused the emergence of some security challenges for Ukraine. Neglecting these challenges will cause potential threats to the state. Instead, the formation of security measures to prevent and eliminate negative impacts will create a powerful basis for the economic recovery and development of the state.

The situation for the service sector, which is undergoing the most significant changes, is extremely threatening, and the tourism industry is going through a particularly difficult period. During the pandemic, tourism suffered the most significant negative impacts, and with the beginning of the war, the negative impact on this industry only increased. Therefore, the formation of security measures at enterprises in the field of tourism will contribute to countering potential threats and challenges, which will have a rather positive impact on the entire tourism industry of the country and the economy of the state in general. Ensuring the economic security of the state is impossible without ensuring the security of tourist enterprises.

Theoretical framework and literature review. The outcomes of many scientists are devoted to the study topic. In particular, research on ways to ensure the economic security of the enterprise was investigated by a number of scientists: E. I. Ovcharenko [9], T. V. Rudoi [11], Z. B. Zhivko [5], S. I. Melnyka, P. Ya. Prygunova. , V. I. Franchuka [14; 15], Ya. S. Pitsura [10].

Sardak S., Korneev M., Jinjoyan V., Fedotova T. [1], Samoilenko A. [2] studied current trends, global innovations in the field of tourism and current trends in the tourism industry. The international experience of activities in the tourism sphere and the international experience of regulatory and legal regulation regarding ensuring the safety of tourism became the subject of research, respectively, Almashiy Y. I. [3] and Aloyan R. T. [4]. The works of O. V. Zanosko are devoted to the formation of the system of economic security of the tourism industry as a component of the sustainable development of tourism in Ukraine [6]. Instead, Chornenka N. V. studied the peculiarities of ensuring the safety of tourism in Ukraine [16]. Scientists studied the specifics of activity and professional characteristics of tourism managers [7]. The problems of ensuring foreign economic security of enterprises in the tourism sector have not escaped the attention of researchers [12].

Study objectives. To carry out the structuring of modern security threats for the tourist enterprise. As part of the implementation of the goal, it is proposed to implement several research tasks: to establish the essence of the concept of economic security of a tourist enterprise; find out the specifics of security activities in the tourism sector; to structure modern security threats for the tourist enterprise.

Results. It is worth noting that scientists interpret the concept of economic security of an enterprise in different and ambiguous ways.

A significant number of scientists define the economic security of an enterprise as a state. Some scientists understand it as a state of security, which is the most justified because this approach reflects the meaning of the concept of "security". In general, scientists define the enterprise's economic security as a state of protection of its activity from the negative impact of the external environment,

as well as the ability to timely eliminate various threats or adapt to existing conditions that do not reflect negatively on its activity [1; 5].

Other scientists consider economic security as a state of use of resources or the enterprise's potential. That is, they interpret the enterprise's economic security as a state of effective use of the resources and existing market opportunities, which allows the prevention of internal and external threats and ensures its long-term survival and sustainable development on the market by the chosen mission [9].

Other researchers define the enterprise's economic security as a state of effective use of resources (capital, personnel, information, technology, equipment, etc.) and available market opportunities, which allows to prevent the negative impact of internal and external threats [11].

Summarizing the interpretation of the enterprise's economic security, we can state that it is a system of creating a mechanism for mobilizing and most optimally managing corporate resources of enterprise with the aim of their most effective use and ensuring the stable functioning, its active counteraction to any negative factors of influence on their economic security [5; 10].

It is also worth noting that today security is an objective need and the most expensive value for both people and organizations. The economic security of the organization should be considered as a state and property of the socio-economic system and its function [14].

The security status of the organization can be determined through appropriate criteria and indicators (indicators). They signal, on the one hand, about the safety zone, and on the other - about the development of danger due to the realization of the threat.

Security as a function (activity) of the organization involves the performance by subjects and security forces of specific types of activities aimed at counteraction, i.e. prevention and cessation of threats, as well as ensuring the realization of economic interests [15].

Therefore, we believe that the most optimal, from the point of view of security studies, is the following interpretation: the economic security of an

organization is its condition within the limit values and the ability to counteract threats and ensure the realization of economic interests [14].

The main content of the organization's economic security consists in countering threats and promoting the realization of its economic interests. These measures are implemented in all directions and types of activities of the organization: production, financial, personnel, marketing and other areas [15]. Since the enterprise is a complex socio-economic organization, which includes the main elements and connections between them. It is along the line of internal and external connections of the system (organization) that threats can be realized. To counteract them, an appropriate security system is needed. The organization's security system is understood as a set of objects, security subjects and the mechanism of security implementation, united by a common goal and task of countering threats and assisting the organization in realizing its interests in the market. Accordingly, the main goal of the security system is to exclude possible losses or missed benefits and ensure the realization of the economic interests of the organization [14].

Summarizing the results of the theoretical analysis, we can single out the main tasks of the enterprise security system:

- ❖ protection of the legitimate interests of the organization and its personnel;
- ❖ prevention and timely detection of real and potential threats to the organization, taking measures to neutralize them;
- ❖ identification and formation of conditions favorable for the organization to realize its main economic interests;
- ❖ education and training of the organization's personnel on security issues;
- ❖ mitigation of negative consequences from losses caused by threats.

Some scientists see economic security as measures to achieve a state of security for its activity. However, such approaches to defining economic security have more of a managerial aspect and are close to the concept of "economic

security management", and do not fully reveal the essence of the concept of "economic security".

Therefore, the economic security of a tourist enterprise can be considered as a state of protection of a business entity from external and internal threats, which characterizes its ability to ensure stable results of production and economic activity and stable positions on the tourist market.

It should be emphasized that the successful functioning and development of tourist enterprises depend on effective management decisions to ensure their economic security. At the same time, the peculiarities of the management of a tourist enterprise and the economic security of business entities in this sphere are determined by the specific characteristics of the tourist product. That is, intangibility - impossibility to feel before consumption; high elasticity of demand for a tourist product about income and prices; inseparability of production and consumption – the process of providing tourist services (production) takes place in parallel with consumption; the tourist product is created by the efforts of many enterprises, each of which has its specifics, work methods, etc.; seasonal fluctuations in demand for tourist services; dependence on the time and place of receipt of the tourist product; the impossibility of saving; the subjectivity of the assessment of the quality of the tourist product [6].

In connection with the selected specificity of the tourist product, as well as with the significant dependence of the tourist business on the factors of the external environment and the seasonality of its functioning, the support of the appropriate level of economic security of tourist enterprises becomes of special importance. To increase the level of economic security of tourism enterprises, it is necessary to carry out work in the direction of ensuring maximum security of the main functional components of the economic security of tourist enterprises.

Functional components of economic security are a set or a collection of the main components of economic security of enterprises, significantly different from each other in terms of content, methods of ensuring economic security [8].

The functional components of the economic security of tourist enterprises are presented in Table 1.

Table 1. Functional components of tourist enterprise's economic security

Components	The scope of the functional activity
Financial	achieving effective use of financial resources
Informative	effective information support for businesses and tourists
Technical and technological	compliance of tourist services with modern requirements and standards
Intellectual and personnel	preservation and development of the enterprise's intellectual potential
Protective	ensuring the physical safety of tourists, employees of enterprises and the preservation of their property
Ecological	compliance with current environmental protection requirements
Political and legal	legal support of the enterprise's activities in accordance with the norms of current legislation

* Source: developed by authors based on [2; 6].

Ensuring the economic security of the enterprise for all functional components can be organized with the help of the following processes:

- diagnosis, analysis and assessment of external and internal threats;
- development of measures to eliminate them;
- implementation of such measures.

When classifying threats to the enterprise's economic security, most scientists distinguish internal, the source of which is the business entity and external threats, that do not depend on the enterprise's activities. However, the external functioning of a tourist enterprise is multi-level, and threats to its economic security arise at every level. Therefore, it is logical to assume the division of external threats into several levels:

- world-level threats;
- national level threats;
- regional level threats;

- threats at the level of an individual enterprise.

Depending on the functional orientation, it is possible to distinguish:

- ❖ threats to the financial component of the economic security of the tourist enterprise;
- ❖ threats to the technical and technological components;
- ❖ threats to the information component;
- ❖ threats to the intellectual and personnel component;
- ❖ threats to the political and legal component;
- ❖ threats to the ecological component;
- ❖ threats to the security component.

The negative consequences of not taking into account threats to the economic security of tourist enterprises in the event of their occurrence are a decrease in the level of competitiveness of tourist services, the loss of buyers of tourist products, financial losses, and a lack of profits. Successful prevention of the occurrence of threats ensures the stability of the work of tourist enterprises, which is expressed in the stability of the resulting indicators, in particular, a stable increase in the number of consumers of tourist services, the growth of profits, and the increase of tourist resources.

Conclusions. The research carried out a theoretical analysis of the essence of the concept of economic security of a tourist enterprise and established that it is a state of protection of a business entity from external and internal threats, which characterizes its ability to ensure stable results of production and economic activity and a stable position on the tourism market. The paper structured modern security threats for the tourist enterprise and distinguished the following levels of threats: threats of the world level; national level threats; regional level threats; threats at the level of a separate enterprise.

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