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IMPROVEMENT OF THE POSITIONING PROCESS AS SECURING COMPETITIVENESS IN THE FIELD OF HOSPITALITY

One of the most effective factors increasing the competitiveness of tourism enterprises is innovation, and its development on the basis of competitive strategy, which is complex designed measures that will make it possible to maintain and enhance existing market position by developing predefined perspective types of tourism products in order to expand supply, customer satisfaction, increase market share in certain segments and level of competitiveness of tourism enterprises by improving its image. Tourist activities and information are inseparable. Decisions taken regarding the trip are usually based on the information. Special packages at the time of purchase are also information. For the success the travel company must use a constant stream of objective information for decision-making to achieve the desired result the profit. Due to the fact that the touristic market participants exchange information during the day, there is a need of skills to collect and mobile handle it. The proposed procedure is conducting a comprehensive approach to the issue of small enterprises positioning on the touristic market. Its purpose is to organize and manage structural and logical steps of the procedure of the company positioning. The article describes the approaches to the positioning of companies on the market, the activities of TA "Atlant Master" was investigated and its competitive position was analysed. The advantages of this procedure positioning of the procedure, according to the author, can be considered the following features: ease of presentation; coherence and consistency of construction; the ability to use the order as a fundamental scheme for future strategic planning of the company; coverage of the most important stages in a single system; enabling personnel to make decisions about the methods and means of selection and evaluation. It was concluded that the touristic market competition among small enterprises of the tourism industry is great, and tourism businesses have unique distinctive qualities and competitive advantage in this business segment. A procedure for positioning of small enterprises on the market is improved

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