

PUBLIC SECTOR REFORMS

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The effectiveness of a country's public sector is vital to the success of development activities. Sound financial management, an efficient civil service and administrative policy, fair collection of taxes, and transparent operations that are relatively free of corruption all contribute to good delivery of public services.

There are the key principles of public sector reforms: a new pragmatic and results-oriented framework, clarification of objectives and administrative structures, intelligent political strategies and engagement, goal-oriented competencies and skills development, experimentation and innovation, professionalisation and improved morale, a code of conduct for public sector ethics, effective and pragmatic anti-corruption strategies, effective public financial management.

Public management reform is a powerful concept. "Open government," which has risen to prominence rapidly in the early twenty-first century, is a public management reform approach focused on the central organizing principle of openness. Openness is an inherently attractive concept for reform-minded policymakers and citizens, and advocates of openness as a tool for innovation, entrepreneurialism, better social relationships, and democratic forms of decision making are now omnipresent.

Three major periods of reform movements that have received the most attention from public administration scholarship are: Orthodox Public Administration (OPA), New Public Management (NPM), and New Public Governance (NPG).

We can see three different types of barriers: institutional large forces (reform possibilities undergo a process of screening by administrative traditions consisting of institutional structures as well as cultural ideas about how government and administration should look), the influence of global powers (country and local level processes are intertwined with the large-scale processes of change; domestic reform trends are in constant tension with international processes, even when the global picture suggests a dominant process of adoption and integration) and economic and technological barriers (large-scale global processes involving technological developments and economic shifts can influence the shape of reform; economic changes also affect how open countries are with each other in terms of trading goods and information).

Reformers adopt new models for present-day economic and political conditions, but, inevitably, public managers face friction and conflict when organization principles and values are put into practice.

References:

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BUSINESS TOURISM

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Business tourism is an important and rather complex branch of the tourism business. This is a type of tourism performed by representatives of companies or organizations for business purposes, or the organization of corporate events. Over 100 million business trips are held in the world every year. Most tourists prefer to have business travel to Europe. Business trips, trips to exhibitions and fairs, and congress tours prevail on the European continent. France, Great Britain, Spain, the Netherlands, Switzerland, Italy, Sweden, Belgium stand out among the European states that receive streams.

Business tourism has its own clearly defined specificity. Most of the trips take place during the period "February-May" and "September-November", all it due to a large number of different events and high business activity during this period. As a rule, a business tour is planned several months in advance. The organizers of trips in the field of business tourism are often specialized travel organizations, which, in addition to the necessary experience and qualified personnel, have extensive connections with foreign partners.

The meetings are distinguished by their variety. They can have both commercial and non-commercial tasks, can be long (several weeks) and short (over several hours), can be numerous (hundreds of participants) and small (from a few people to several dozen participants).

Business tourism market participants are conventionally divided into clients and customers (entrepreneurs, companies, non-profit organizations and non-governmental organizations, the public sector), intermediaries (travel