

through budgetary financing of mass sports tourism events through the Department of Physical Culture and Sports of various levels, and through other bodies of state authorities, including the management of tourism. The state should allocate funds for its development. The Federation of Sports Tourism of Ukraine should be guided by the principles of consensus and use the contractual system in joint development work of sports and recreation tourism.

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OBJECTIVES AND MISSIONS OF MANAGEMENT

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The goal changes when we receive new information, when we look at the world and evaluate the situation- we change, our worldview.

The company's target is the main management tool! Goal setting is very important in the modern world. To get the result will be difficult without goal production. Moreover, it slows down the effectiveness of the end result. Determining the future state of the company and developing ways of organizing the transition to the future. Nowadays, management is essential to the progress and prosperity of a business enterprise. The scientists to have been studying the topic are as follows: Peter Ferdinand Drucker, Henri Fayol, Adam Smith. But the issue is still being considered. The goal of the current research is to analyze and generalize the points of view to further study.

Thus, targets have to be specific and preferable measurable, achievable, consistent and time-based.[1]

Efficient operation of the enterprise is the main management objective. It is also necessary to take care of the business profit, when performing management functions. Another important goal is to draw up a long – term plan. No one leadership should be content with today's work, it is important to take care of the future of the enterprise and improve the work of production on a daily basis. All the results will depend on exactly you do today and what the

plan is. This is why planning for the future plays an important role in any business.

There are different targets such as: 1) Optimal use of resources. 2) Growth and development of the business. 3) Higher quality goods. 4) Ensuring a regular supply of goods. 5) Discipline and morale. 6) Mobilizing the best talent. 7) Promoting research and development. 8) Minimizing the element of risk. 9) Increasing efficiently. 10) Planning for the future. [2]

Setting goals, developing plans are key in the work of a manager. An objective is desired state that organization is trying to achieve. A plan is like a route, a movement towards the set target. Initially, the mission of organization is formed. It is the basis for us to strategically formulate the object for the companies.

What are objectives and plans for?

Many managers focus their attention not on long-term plans, but on operational issues and short-term results. It may effect of the company result, various miscalculations may arise, but the development of target and plans resulting from them is, first of all, both external and internal appeal to the audience of the organizations (employees, clients, suppliers).

Clearly formulated objectives and missions have a positive effect on the employees of the company, as it contributes to the involvement of employees in the overall production process.

The mission should not articulate profit-making, all organizations have profit as a goal, but the mission cannot be focused on this. Management specialists believe that in the process of developing a mission in a company, you should pay attention to the following questions: what is the main purpose of the organization's mission; who we really are and what our difference from other organizations. It should be the basis of the mission statement. The founder of the word famous company, Henry Ford, formulated his mission as: "Providing people with a cheap transport". And what can we find in this formulation? The area of activity is clearly market – transport, consumers of products – people of various categories; when we say it is a cheap transport it means wide range of customers, cheap and affordable. The mission statement can have a decisive influence on the strategy and tactics of the company. Many companies introduce a mission statement that emphasizes value orientations and stimulates the work of staff and fills daily activities with a certain meaning. [3]

What does the mission includes?

1. The main idea
2. Descriptions of the organizations
3. Customer philosophy
4. Internal organizational policy
5. Linking with partners
6. Relations with other organizations

The mission statement leads to strategic goals. Strategic goals are the broad goals the organization will try to achieve. By describing why the

organization exists, and where and how it will compete, the mission statement allows leaders to define a coherent set of goals that fit together to support the mission.

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**NEW ITEMS IN THE RESTAURANT BUSINESS. O. NOIR
RESTAURANT**

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In the process of serving tourists, the restaurant business plays a particularly important role, acquiring a number of specific features, which makes it possible to consider this business an integral part of the tourism industry.

The restaurant business creates conditions for achieving the social goals of tourism development. People need not only food saturation, but also communication with each other. Restaurants are one of the few places on earth where all our senses work to create an overall sense of pleasure. Today, we find many different types of fine dine from fast food to family casual. The celebration of major events of life personal and professional takes place in restaurants. Acquaintances around a table sometimes turn out to be friends in the controlled environment of a restaurant. Individuals sometimes become lovers across a restaurant table. Restaurants are expected to give the best experience they can to their paying customers in order to feed them and make them want to come back. It is important for customers to be comfortable in their surroundings when eating at their restaurant in order for them to find the restaurant appealing.

The philosophy of the restaurant business is a general approach to the business of its owner, expressing ethical and moral values that reflect the essence of the company. Therefore, it is very important that your establishment is interesting and able to surprise the client. Further it will be possible to learn about one of these places.

I am going to tell you about one of the most famous restaurants in Canada.

The idea of dining in pitch darkness to heighten the taste and smell has already gained popularity in major cities around the world. However, gourmets