

Analytical Review of Modern Approaches to Determining the Essence of the Economic Security of Tourism Enterprises

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ABSTRACT

This study investigates issues related to an analytical review of modern approaches to determining the essence of economic security of enterprises in the tourism sector. The relevance of the subject matter is determined by the need to develop a comprehensive understanding of the issues related to determining the essence of economic security of enterprises operating in the tourism sector from the standpoint of the currently existing analytical approaches. At present, issues related to the economic security of enterprises in various fields of activity, including tourism, require special attention in view of the ever-increasing need to monitor the indicators of their economic efficiency in the constantly changing modern market conditions. The purpose of this study is to carry out an analytical review of the current approaches to defining the essence of the very concept of economic security, as applied to tourism enterprises and a comparative characteristic of the effectiveness of such approaches. The leading approach in this study is a combination of analytical and logical methods of researching the issues included in the subject matter. The main results obtained in the course of this study include the definition and statement of some modern approaches to the issues under study and the analysis of the essence of the concept of economic efficiency of the activities of enterprises in the tourism industry, in relation to the realities of the current economic situation in the world as a whole. Prospects for further scientific research in this area are determined by the increasing importance of economic security issues in relation to the activities of enterprises in various fields of activity and tourism in particular, as well as the need for an objective evaluation of the effectiveness of the approaches used to determine the essence of the concept of economic security regarding the activities of enterprises in the tourism sector. Currently, the tourism business is actively developing and aspects of the economic security of enterprises operating in this industry are of paramount importance. The applied value of this scientific study lies in procurement of analytical information regarding the main methods for determining the essence of the economic security of enterprises, identifying the most effective of them with a view to their subsequent application in practice, in assessing the effectiveness of measures to ensure the economic security of enterprises in the tourism sector.

Keywords: Economic security; Tourism; Business risk; Sustainable operation; Threat counteraction.

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Revisión Analítica de los Enfoques Modernos para Determinar la Esencia de la Seguridad Económica de las Empresas Turísticas

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RESUMEN

Este estudio investiga cuestiones relacionadas con una revisión analítica de los enfoques modernos para determinar la esencia de la seguridad económica de las empresas del sector turístico. La relevancia del tema viene determinada por la necesidad de desarrollar una comprensión global de las cuestiones relacionadas con la determinación de la esencia de la seguridad económica de las empresas que operan en el sector turístico desde el punto de vista de los enfoques analíticos existentes en la actualidad. En la actualidad, las cuestiones relacionadas con la seguridad económica de las empresas en diversos campos de actividad, incluido el turismo, requieren una atención especial en vista de la necesidad cada vez mayor de controlar los indicadores de su eficiencia económica en las condiciones del mercado moderno, en constante cambio. El objetivo de este estudio es realizar una revisión analítica de los enfoques actuales para definir la esencia del propio concepto de seguridad económica, aplicado a las empresas turísticas y una característica comparativa de la eficacia de dichos enfoques. El enfoque principal de este estudio es una combinación de métodos analíticos y lógicos de investigación de las cuestiones incluidas en el tema. Los principales resultados obtenidos en el curso de este estudio incluyen la definición y la declaración de algunos enfoques modernos de las cuestiones objeto de estudio y el análisis de la esencia del concepto de eficiencia económica de las actividades de las empresas en la industria del turismo, en relación con las realidades de la situación económica actual en el mundo en su conjunto. Las perspectivas de seguir investigando científicamente en este ámbito vienen determinadas por la creciente importancia de las cuestiones de seguridad económica en relación con las actividades de las empresas en diversos campos de actividad y en el turismo en particular, así como por la necesidad de una evaluación objetiva de la eficacia de los enfoques utilizados para determinar la esencia del concepto de seguridad económica en relación con las actividades de las empresas del sector turístico. Actualmente, el negocio del turismo se está desarrollando activamente y los aspectos de la seguridad económica de las empresas que operan en esta industria son de suma importancia. El valor aplicado de este estudio científico radica en la obtención de información analítica sobre los principales métodos para determinar la esencia de la seguridad económica de las empresas, identificando los más eficaces con vistas a su posterior aplicación en la práctica, en la evaluación de la eficacia de las medidas para garantizar la seguridad económica de las empresas del sector turístico.

Palabras clave: Seguridad económica; Turismo; Riesgo empresarial; Funcionamiento sostenible; Contrarrestar amenazas.

Clasificación JEL: Z3, Z32

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1. Introduction

To date, the issues of ensuring the economic growth of enterprises in various fields of activity and assessing the degree of their economic security come to the fore. In this context, economic security is one of the components of the general concept of security (Diegtiar et al., 2020). Damage of any kind can ultimately be expressed in monetary terms and thus be translated into the economic plane. Thus, economic security is a universal concept, often interacting with other components of the concept of “security” (Gaponenko et al., 2007; Dunets et al., 2019).

With regard to a single enterprise, economic security is a rather capacious concept. In essence, it means the complete or partial absence of threats to the activities of the enterprise, regardless of which industry it belongs to. Several main groups of factors influence the economic security of an enterprise. These include demographic, political, geographic, socio-economic, cultural, educational, ideological, and technological factors. Furthermore, the economic security of enterprises is affected by the balance of interests of the consumers of the company's products and suppliers, who create conditions for a particular enterprise to engage in its activities by their own business activities (Makhov, 2016).

From a practical standpoint, economic security and the principles of its implementation are individual for each particular enterprise. While for one group of enterprises the protection, implementation and development of the existing potential is relevant, for enterprises of another group it will be sufficient to ensure economic and financial stability (Agyeiwaah et al., 2017). For this reason, the analysis of approaches to the implementation of measures to ensure the economic security of enterprises indicates that research carried out in relation to different groups of enterprises will yield different results (Knyazeva & Sechnyak, 2014; Trusova et al., 2020a). This explains the receipt of relevant results with the consistent introduction of empirical approaches to determining the economic security of enterprises, during their transition to the study and understanding of this issue.

In general, the issues of economic security of enterprises' activities are to some extent subjective and determined by the specifics of the activities of an individual enterprise. With regard to the tourism sector, its economic security is becoming increasingly important from the standpoint of the national economy (Ziyadin et al., 2019b; Saparbayev et al., 2020). This is due to the fact that, unlike other economic sectors, tourism does not lead to depletion of natural resources and, moreover, is more stable in comparison with others in the context of the instability of the economic situation in world markets (Nikolaeva, 2015; Trusova et al., 2020b).

To date, tourism is one of the most dynamically developing sectors of the world economy, and the number of enterprises operating in the tourism sector is increasing every year. Thanks to the development of the tourism sector of the economy, the population receives new jobs, tax payments to the state treasury are growing. Therewith, the economic well-being of all countries involved in activities related to the tourism sector, participating in the creation, promotion and implementation of its services, increases (Artyomova & Tsarenko, 2013). In this context, the issues of economic security of tourism enterprises are of great importance (Tanga et al., 2017; Trusova et al., 2020c).

Notably, the study of issues of economic security of the tourism industry is very important in terms of its development in general. This is conditioned by the profound positive impact that tourism has on the people, the environment and the economic situation of countries. At the moment, economic security in the tourism sector should be considered in several dimensions: the safety of tourists, the safety of enterprises operating in the tourism sector, and the security of the state from the side of the tourism sector (Tarlow, 2014; Kala et al., 2017). It is this system of interrelated elements that describes the concept of analysis of the economic security of the structural units of the tourism industry currently adopted in the economic literature (Nikolaeva, 2015; Serebrennikova et al., 2020). Among the factors that have a negative impact on the economic security of the tourism sector in the context of the instability of the global economic system and the recovery of the world economy in the post-crisis period, the following should be attributed:

- world terrorism and armed conflicts taking place in various parts of the planet;

- political events, social unrest, discrimination based on race, social and economic instability of society.

The tourism sector suffers economic losses as a result of terrorist attacks, which cause a decrease in tourist flows to countries that act as sources of global terrorism. Socio-economic instability in such states is one of the main factors in reducing the economic security of the tourism sector in these regions (Alexandrova et al., 2011; Ziyadin et al., 2019a). At present, the issues of economic security of enterprises in the tourism sector and the analysis of approaches to determining the essence of such require further study, in view of the current changes in the world economy, affecting its various industries, including tourism. The economic security of enterprises in the tourism industry depends on many interrelated factors and their consistent analysis will develop form the most accurate, general picture of research in this area.

2. Literature review

An analytical review of modern approaches to determining the essence of economic security of tourism enterprises involves the study of general issues of economic security in general and enterprises of the tourism sector in particular, as well as highlighting the main approaches to the study of these issues (Tarlow, 2014). To date, literary sources contain a considerable amount of information in this direction, the analysis of which will help build a qualitative picture of the study.

In particular, E. A. Knyazeva and A. A. Sechnyak (2014), analysing various relevant approaches to defining the essence of the economic security of an enterprise, note the possibility of identifying two main aspects of the economic security of an enterprise, regardless of its belonging to a particular sector of the economy. According to the researchers, it is “a general one, which describes systemic management, and specific, which determines the ability to identify and counteract negative phenomena”. The authors also note that “in a specific understanding”, “economic security of an enterprise” is the state of an enterprise, which describes its ability to foresee, identify, assess threats to the successful existence and development of an enterprise in competitive conditions, as well as the ability to counteract these threats at different stages of their development”.

M. V. Makhov (2016) analysing the main approaches to defining the concept of economic security of an enterprise, notes that “the economic security of an enterprise is an extremely capacious concept. In essence, this is a complete absence of various threats and dangers, which is extremely unlikely in the modern world”. According to the author, currently there are two main approaches to defining the essence of the economic security of an enterprise: “the first involves the use of the concept of threat and security from it, the second allows the use of managerial and economic concepts: functioning, development, goal achievement, efficiency. The definitions of individual authors allow mixing both approaches” (Makhov, 2016).

Developing this subject, V. G. Lyashko (2014) notes that “the economy constitutes the basis of the security of any state. In case a source of economic security is generated within the country, the state may cease to exist if it is not identified and eliminated in a timely manner. All talks about security should be considered empty until conditions are created for full-fledged economic development and reproduction of economic sectors, the rise of industries that have significant socio-economic importance”. A team of authors represented by V. F. Gaponenko, A. L. Bepalko, and A. S. Vlaskov (2007), conducting research on general issues of economic security of enterprises, draw the readers' attention to the importance of defining the term economic security of an enterprise. According to scientists-researchers “In fact, the definition of enterprise security speaks about the ideology laid down in the theory of security and implemented in practice. The literature contains many definitions of the concepts of both security in general and the economic security of enterprises in particular. Each of them is a concentration of the authors' views on issues and problems of security and activities to ensure such”.

Considering the problems of economic security in relation to the tourism sector, M. A. Nikolaeva (2015) draws attention to the fact that “in the tourism sector, the following types of economic security

are distinguished: foreign economic activity; economic activity; ecological and demographic activity; industrial and food activities; production, technical, and other types of activity". In this context, the author concludes that "...ensuring the economic security of an enterprise related to the tourism sector requires timely forecasting and identification of external and internal threats to its economic security ... increasing the level of competitiveness of enterprises producing and rendering services, supporting the service industries and which are the foundation for the development of the tourism industry, state support of investment and innovation activity in relation to the tourism industry" (Nikolaeva, 2015). The subject was developed by E. I. Artyomova and N. A. Tsarenko (2013), who analysed the accumulated international experience in the field of promotion and development of tourist services. According to the authors, "the national policy in the field of tourism establishes the main aspects of development of both tourism itself and other economic sectors directly related to the tourism sector. The status and powers of the bodies implementing the policy in the field of rendering tourism services and their promotion on the world market are not the same in different countries. The level of tourism development in various countries depends directly on the national policy in the field of tourism".

E. N. Alexandrova, I. A. Panova and V. P. Nasybulina (2011), studying the topical issues of the development of international tourism at the stage of recovery of the world economy after the global crisis, draw attention to the need to use foreign experience in solving the problems of the domestic tourism industry, in the context of assessing its economic security. According to the researchers, "... to solve current problems in the tourism industry of the post-Soviet countries, foreign experience can be useful, including measures aimed at creating a favourable image of the country in the world, the development of marketing in tourism and the consistent development of the entire tourism sector in general".

Thus, the issues of an analytical review of current approaches to determining the essence of economic security of tourism enterprises are actively discussed in modern economic literature and their further study will contribute to a qualitative disclosure of the subject and the development of more modern ideas on the economic security of tourism enterprises (Pecheritsa & Testina, 2016).

3. Materials and methods

In this scientific study, the task is to perform an analytical review of modern approaches to determining the essence of the economic security of enterprises related to the tourism sector. The object of research is the current approaches to determining the essence of economic security of enterprises in the tourism sector, as well as general issues of economic security as such, related to the economy of a single state in general and the tourism industry, as a separate economic sector in particular. A scientific study of a set of issues related to the activities of tourism enterprises in the context of assessing various aspects of their economic security is carried out (Bakesheva et al., 2019).

The methodology of this study is based on a combination of analytical and logical research methods of modern approaches to determining the essence of the economic security of tourism enterprises. The chosen methodology in the context of the subject matter contributes to its most qualitative disclosure and the development of objective conclusions regarding an analytical review of the essence of the questions taken for research (Daus et al., 2019). This is conditioned by the fact that the analytical approach, combined with the logical structuring of the conclusions of this study, contributes to the creation of the most complete picture of the analytical review of the current approaches to determining the essence of economic security of enterprises in the tourism sector.

To date, the issues of economic security of enterprises in general and in relation to the tourism industry in particular are given a lot of attention in the economic literature, covering various aspects of the activities of such enterprises. The correct choice of research methodology in each case under consideration contributes to the highest quality disclosure of the subject under study and the development of the most complete and objective understanding of the content of the subject matter (Bocheliuk et al., 2020).

The analytical method of research in this particular study appears to be optimal from the standpoint of the need to perform an analytical review of approaches to the essence of the concept of economic security of enterprises. The use of the logical research method in this context is conditioned by the need for competent structuring of the research conclusions from the standpoint of following the general logic of this study. During the analytical review, which was the basis for the subject matter of this study, a significant amount of information for study was taken from foreign sources (books, publications in international journals), covering various aspects of the economic security of enterprises in general and related to the tourism sector in particular. To facilitate perception and develop the highest quality and complete picture of this study, all materials taken for study from foreign sources of information were translated into Russian (Shtal et al., 2018).

In general, the methodology taken as the basis of this study corresponds to the subject matter and contributes to the highest quality coverage of the subject and the development of an objective final picture of the study. An analysis of the current approaches to determining the essence of the economic security of an enterprise in the tourism industry is necessary to determine the most effective research methods of this kind and to develop a general concept for determining the criteria for the economic security of enterprises in this area. The materials and methods of this study are fully suitable for solving the indicated problem and can serve as a reliable scientific basis for further scientific study in this area.

4. Results

An analytical review of modern approaches to determining the essence of the economic security of tourism enterprises has yielded the following results.

The essence of the concept of economic security of an enterprise in relation to the tourism sector lies in the state of foresight, identification and assessment of possible risks and threats to the implementation of activities in the field of tourism, the development of an enterprise in the direction of carrying out its activities, as well as in assessing the real possibility of countering the existing threats at various stages their occurrence (Zhelonkina et al., 2019).

The issues of ensuring economic security are individual in relation to each particular enterprise. For this reason, the very essence of the concept of economic security of an enterprise in relation to the provision of tourism services, and, consequently, analytical approaches to the definition of such differ depending on the opinion of each particular author and their philosophy regarding the subject matter (Nikolova, 2020; Filatov et al., 2019). The concept of the economic security of enterprises defines as:

- Counteraction to factors of a socio-economic nature affecting the safety of the tourism industry (Alexandrova et al., 2011);
- Creation and implementation of a program to support the tourism industry at the state level (Artyomova & Tsarenko, 2013);
- Ensuring the safety of the tourist, tourism enterprises, as well as ensuring the security of the state on the part of the tourism industry (Nikolaeva, 2015);
- Creation of a reliable security system by the leaders of the tourist enterprise and the prevention of all emerging threats to its activities (Pecheritsa & Testina, 2016);
- Studying the experience of other countries to protect the interests of the tourism business, in order to prevent the loss of competitiveness of the tourism product and reduce the share in the world tourism market (Fokina, 2017).

Several definitions clearly formulate the essence of the approach to defining the concept of economic security of tourism enterprises. In particular, the definition of N. A. Fokina (2017) suggests the presence of two main approaches to defining the essence of the concept of economic security of enterprises in the tourism sector. The first implies the protection of state interests in the field of tourism business from external and internal threats, the second – the most optimal use of the resources of the tourism industry enterprise itself in order to counter all existing threats and ensure a stable economic balance (Lia et al., 2018). Therewith, threats to the activities of an enterprise are

traditionally divided into external and internal. Threats can be general for economic activity, in relation to the tourism sector, and also have a specific nature. The tourism specifics of the enterprise, as well as the conditions for its operation, determine the decisions on the development of measures to counter emerging threats (Tarlow, 2017; Bocheliuk et al., 2019).

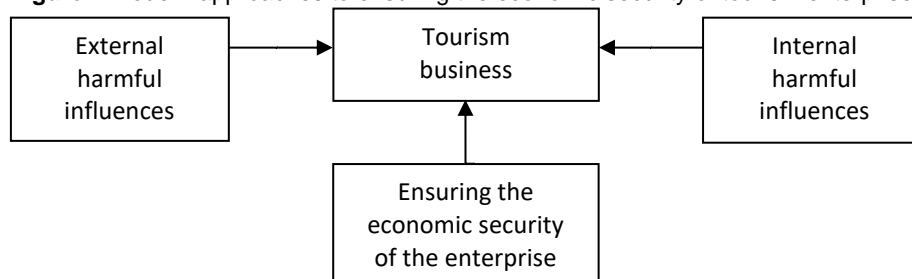
The approach to defining the essence of the concept of economic security of an enterprise in the tourism industry, reflected in the definition of M. A. Nikolaeva (2015), presupposes a high assessment of the importance of the economic security of the tourism business in the context of assessing the degree of security of the entire national economy and the impact of the tourism industry on it. Unlike other economic sectors, tourism does not deplete the natural resources of the state, and therefore is more beneficial from an environmental standpoint. When assessing the economic security of an enterprise in the tourism industry, it should be considered that it is more stable in comparison with the functioning of enterprises in other economic sectors. According to E. I. Artyomova and N. A. Tsarenko (2013) it is the national policy in the field of tourism that is decisive in ensuring the development of both tourism itself and other sectors of the economy that are interconnected with the tourism industry. The level of development of the tourism industry in different countries is directly determined by the national policy in the economy in general and in the tourism industry in particular (Popadynets et al., 2021; Ermilova, 2017).

The approach to assessing the economic security of an enterprise in the tourism industry, determined by the formulation of E. N. Alexandrova, I. A. Panova and V.P. Nasybulina (2011), assumes the dependence of the concept under consideration on a number of socio-economic factors, such as international terrorism, conflicts with the use of weapons in various parts of the world, political shocks associated with the change the political course of a certain state, which is of commercial interest from the standpoint of the development of tourism on its territory. According to this approach to the issue under consideration, the economic damage from the implementation of terrorist acts in a particular region has a significant impact on the entire tourism industry in it; therefore, the economic security of tourism enterprises located in this region directly depends on the calmness and security in it as a whole.

According to the approach reflected in the definition of E. V. Pecheritsa and Y. S. Testina (2016), the economic security of an enterprise in the tourism industry is ensured by the actions of its management, expressed in the development and implementation of a set of measures aimed at anticipating the emergence of threats to its activities, as well as neutralising the already real threats that occur. Their timely elimination has a beneficial effect on the overall economic security of the tourism industry enterprise.

Schematically, modern approaches to ensuring the economic security of tourism enterprises can be presented as in Figure 1.

Figure 1 Modern approaches to ensuring the economic security of tourism enterprises

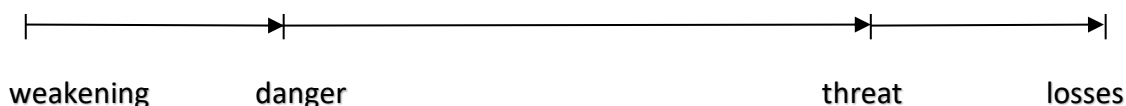


The essence of approaches to ensuring the economic security of enterprises in the tourism industry comes down to limiting external and internal harmful effects on their activities, which in general leads to the solution of the task. For example, the development and implementation of a set of measures to counter global terrorism at the state level, which should be attributed to the external harmful effects of the tourism industry, leads to the solution of economic problems associated with terrorism and an

increase in the flow of tourists to previously problem regions, which, in its turn, has a positive effect on the economic security of tourism enterprises operating in them (Memili et al., 2020).

Negative processes occurring in the external and internal environment of the enterprise have a serious impact on its economic security. These processes can be schematically presented as in Figure 2.

Figure 2 The impact of negative processes occurring in the internal and external environment of the enterprise



Negative processes occurring in the external and internal environment of an enterprise, regardless of its affiliation to the economic sector, weaken its activities until an economic danger arises, after which they lead to a threat and economic damage. Thus, Figure 2 demonstrates that the issues of economic security of an enterprise in any industry (including tourism) are directly dependent on the factors that determine the threats to its activities and the possibility of losing the profit of the enterprise (Khanab et al., 2018; Ermilova, 2018). Eliminating the influence of these factors is key in addressing issues of its economic security (Dayourad et al., 2020; Zhang et al., 2020).

Thus, an analytical review of modern approaches to determining the essence of the economic security of enterprises in the tourism sector demonstrated that they all agree on the necessity of ensuring the proper level of protection of the activities of these enterprises from negative external and internal influences. The role of state legislative institutions in this matter is extremely important, since they ensure the legitimacy of this process and the legislative establishment of proper guarantees of the safety of economic activities of enterprises in the economic sphere of activity in general and operating in the tourism sector in particular (Gontareva et al., 2021).

5. Discussion

Issues related to the analysis of approaches to defining the essence of the concept of economic security in relation to enterprises in the tourism industry are of great interest in research circles due to their topicality and importance. Discussion of modern approaches to the study of this issue will help expand the current picture of scientific ideas in this area and create a basis for further study in a given plane. The importance of issues of economic security of enterprises in the tourism industry is emphasised by many researchers.

Thus, N. A. Fokina (2017) notes that "Tourism is one of the most dynamically developing areas of the world economy, for this reason, in many countries it is recognised as a priority area of economic development. Thus, the identification of the factors of threats to the economic security of enterprises in the tourism industry is an urgent task". This opinion is shared by a team of authors, represented by E. N. Alexandrova, I. A. Panova, and V. P. Nasybulina (2011). In their joint study, scientists note: "International tourism is currently one of the most dynamic sectors of the world economy. In general, international tourism is viewed as an intersectoral complex, which constitutes a source of income for most countries and engages in the redistribution of incomes of the population, thereby contributing to the development of related industries".

Evaluating the current state of affairs in the tourism industry and making a forecast for the future, the researchers note that "the growth of the tourism industry is expected to continue in all regions of the world thanks to significant financial injections that contribute to the promotion of tourism, the creation of a favourable business environment, participation in the development of new projects, as well as expanding regional cooperation". Accordingly, the issues of economic security of enterprises operating in this industry will remain of great importance for their activities.

In this context, some researchers draw attention to the importance of issues of state regulation of the tourism sector. In particular, E. I. Artyomova and N. A. Tsarenko (2013), assessing the accumulated world experience in the field of management and promotion of tourism services, indicate that

currently there are several basic models of management of the tourism industry. According to researchers, “the first model assumes that the country does not have a central body for state regulation of tourism. The main condition for this model is that the country should be attractive to foreign tourists and not require special advertising of its tourism product on the world market. The second model is based on the fact that tourism is dealt with by a sectoral ministry, endowed with significant powers and financial resources... The third model provides that the functions of development and state regulation of tourism are assigned to a multi-sectoral ministry”. According to the researchers, the correct choice of the model and its purposeful implementation is extremely important from the standpoint of the effectiveness of measures to ensure the economic security of enterprises in the tourism industry (Vikhrova, 2019).

Studies of foreign researchers pay considerable attention to the subject matter. In particular, J. A. S. Fernández, P. S. Azevedo, J. M. M. Martín and J. A. R. Martín (2020) investigating the issues of competition in the tourism sector, indicate the fact that: “Competitiveness in tourism is largely determined by the safety of tourism firms and the possibility of attracting investment in development”. A similar position is expressed in the study by K. X. Lia, M. Jin and W. Shi (2018). According to the authors, “... tourism is an incentive to promote economic growth, in terms of measuring its economic impact, contribution to poverty reduction, efficiency and productivity, as well as the impact of several external economic factors”. This position is substantiated and developed by A. Sokhanvar (2019). According to the researcher, “it is believed that foreign direct investment leads to the overall development of the country, including the development of tourism... The countries of the European Union have significant income from the tourism industry and this has a significant impact on their economic development” (Kwilinski et al., 2019). In light of the steady development of the economy in the countries of the world, including the tourism industry, the subject matter will remain relevant for scientific research for a long time.

6. Conclusions

An analytical review of modern approaches to determining the essence of economic security of tourism enterprises led to the following conclusions. The activities of enterprises in the tourism industry are directly related to making a profit from the provision of tourism services. In this context, the issues of economic security of the activities of enterprises in the tourism industry are of great importance due to several external and internal factors that affect their activities.

Modern approaches to defining the essence of the concept under study indicate factors such as the threat of world terrorism, economic crises leading to a weakening of tourist activity in the regions, negative phenomena in the economies of individual countries, for which tourism is a priority branch of their economy. In this context, the national policy in the field of tourism plays a vital role, since it is the state legal institutions that are responsible for developing a legislative framework to support the tourism sector, developing regulations that protect the rights of enterprises in this area and, therefore, have a positive effect on the economic security of their activities.

Therewith, the management of the tourism enterprises themselves is entrusted with significant responsibility for the development and implementation of a set of measures aimed at improving the activities of the organisations entrusted to them, improving their economic stability and, consequently, strengthening the economic security of tourism enterprises. Negative processes occurring within the enterprise of the tourism sector adversely affect its activities, reduce the competitiveness of such an enterprise and its economic security. From this standpoint, the management of enterprises is entrusted with a great responsibility for the development of a system of economic security in order to suppress all negative impacts on its activities, both external and internal.

To improve the economic security of tourism enterprises operating in a particular country, it appears expedient to investigate the similar experience of other countries with a developed tourism infrastructure for its use further application. Such a policy will help increase the competitiveness of such enterprises in the world market for the provision of tourist services and increase their total share

in it. Ultimately, the economic security of enterprises in the tourism industry directly depends both on the safety of the tourists themselves, using the services of these organisations, and on the overall level of economic development of the state in which such structures operate, and the stability of its economy.

At present, there are many approaches to determining the essence of the economic security of tourism enterprises, and in the future, it is possible to predict an increase in their total number. This is conditioned by the development of the tourism industry in different countries, the opening of new tourist routes and the constant improvement of the tourism services rendered. Thus, the need for scientific research on the economic security of enterprises in the tourism sector will remain as long as the tourism sector will exist in general.

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