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МЕТОДОЛОГІЯ ФОРМУВАННЯ МЕХАНІЗМІВ ДЕРЖАВНОЇ ПОЛІТИКИ У СФЕРІ БЕЗПЕКИ ТУРИСТИЧНОЇ ГАЛУЗІ

METHODOLOGY OF PUBLIC POLICY MECHANISMS FORMATION IN THE FIELD OF THE TOURISM INDUSTRY SECURITY

У статті проаналізовано наукові підходи до визначення механізмів державного управління та механізми державної політики (управління, регулювання) у туристичній сфері. На цій підставі обґрунтовано методологію формування механізмів державної політики у сфері безпеки туристичної діяльності.

***Ключові слова:** механізми; державна політика; туристична галузь; безпека туризму; методологія.*

Scientific approaches to the definition of mechanisms of public administration and mechanisms of public policy (management, regulation) in the tourism industry have been analysed in the paper. Through the prism of this, the methodology of public policy mechanisms formation in the field of the tourism industry security have been substantiated.

***Keywords:** mechanisms; public policy; tourism industry; tourism security; methodology.*

Problem statement. There is a somewhat ambiguous situation in Ukraine concerning the definition of conceptual and categorical apparatus of science “Public Management and Administration”. Scientific and methodological basis of this field is made of the provisions of the science “Public Administration”, although it should have been vice versa. To the point, the branch of science “Public Admin-

istration” was officially included in the list of branches of science within the framework of which a scientific degree can be awarded by the Cabinet of Ministers of Ukraine in 1997 [15].

These are the traditions of our country’s nation-building by which the reasons for the long-term implementation of the branch of science of public administration can be explained (the desire to first universally develop a command-and-administrative management system and then to make a rapid transition to democratic governance and public administration). Along with that we have to note that the domestic branch of science “Public Management and Administration” is marked by a relatively high level of scientific study but at the same time it is in a state of permanent development. We agree with Yu. Kovbasiuk, V. Moroz and other scientists who draw attention to the importance of ensuring further development of the above-mentioned branch of science by increasing its role in scientific and theoretical support of social transformations, public administration reforms, determining their consequences and risks associated with the introduction and improvement of public policy [14].

Recent research and publications analysis. Although the branch of science “Public Management and Administration” is open to the expansion of the problem field, the development of the content of the categorical apparatus of this branch within the selected direction of research has still to be ensured. It is worth emphasizing that within its framework definite directions of improvement of the branch of public administration, in particular, those considered by the researchers V. Bakumenko, O. Bilotil, S. Dombrovska, G. Koleda, O. Kosharnyi, N. Leonenko, I. Lintur, I. Lopushynskiy, V. Moroz, S. Nezdoiminov, T. Reichenbach, N. Rybalchenko (Hostieva), R. Rudnytska, V. Sychenko, L. Khrystenko, E. Shchepanskyi, etc. have been used [1-16]. Consequently, this study is a logical continuation of the analysed scientific works of the mentioned scientists.

Problem statement. The purpose of the paper is to substantiate the methodology of public policy mechanisms formation in the field of the tourism industry security.

Paper main body. The careful study of the scientific works [1; 3; 13] has allowed systematizing the most known approaches to characterizing the content of the category “mechanisms of public administration” which is the primary source in determining the mechanisms of public policy in tourism. These approaches have permitted to draw the following intermediate conclusions about the essence of the definition of “mechanisms of public administration”:

– these mechanisms include a number of elements (goals, functions, forms, instruments, procedures, methods, tools, solutions, etc.) that are characterized by uniformity, which is required to perform a specific task based on a particular technology (organizational and structural approach);

– mechanisms of public administration are characterized by dynamism (to solve any managerial task a set of functions, instruments, procedures, methods,

tools are used predetermining a constant change in the state of the entire management system (organizational and functional approach);

– the mechanism of public administration is an institutionally formalized and legitimized (recognized by society) system of relations between the subjects of public administration (public authorities and their officials) and the objects of public administration as well as the necessary tools and resources (legal, financial, administrative, human, etc.) (institutional approach);

– the structure of mechanisms of public administration, as well as the practice of their use, are conditioned by the content of public policy, in particular by its goals and objectives. Therewith, each of the mechanisms of public administration is unique insofar as it can be reapplied to achieve a similar goal and the same type of aims (systemic approach).

Therefore, public policy is directly related to the implementation of public administration mechanisms, conditioning their content. Considering this, it is necessary to define the concept of public policy mechanisms in the field of tourism industry security. Taking into account the content of the interpretations of the category “mechanism of public policy (management, regulation) in the tourism sector” presented in Table 1, the following main generalizations can be formulated:

1) there is a large group of scientists who, in the proposed definitions of the mechanism of public policy (management, regulation) in the field of tourism, pay attention to the fact that this mechanism is a system of organizational structures (bodies) and their officials. In our opinion, this group of scientists primarily applies organizational-structural and institutional approaches that to some extent narrows the content of the relevant category to the static level of its perception;

2) the component of the mechanism of public policy (management, regulation) in the field of tourism as “the management decision-making procedures”, in our opinion, is also a static characteristic which is highlighted by A. Davydova and who applies organizational and functional approach. This is quite consistent with the content of our assumption about the static nature of this and organizational-structural approaches to the interpretation of the content of the category “mechanism of public policy in the field of tourism”;

3) the mechanism of public policy (management, regulation) in the tourism industry derives from its idea, essence, therefore, this mechanism serves as its attribute and a peculiar indicator of the level of public policy democratization, sustainable development of social life, its environmentalization, etc. (systemic approach).

Having considered the theoretical content of the categories “mechanisms of public administration” and “mechanism of public policy (management, regulation) in the tourism sector”, it is possible to substantiate the dialectical unity and existing contradictions between these categories. A distinctive feature of this methodological view is that it involves determination of the place of the mechanism of public policy in the field of tourism security.

Table 1

Approaches to defining the content of a category “the mechanisms of public policy (management, regulation) in the tourism sector”

№	Author	Definition
1	Ju. Alekseieva, I. Valentiuk, G. Koleda, V. Semenov S. Sysoieva E. Shchepanskyi	mechanisms of public administration and regulation of tourism is a totality of forms and methods of a purposeful influence of public authorities on the tourism industry development and creation of conditions for the effective cooperation of public authorities, local government and private sector to develop tourism through various mechanisms: administrative, organizational, economic, legal, ecological, etc. [2; 4; 12; 16]
2	N. Rybalchenko (Hostieva), A. Horetskyi, N. Leonenko	mechanism of the state tourism policy implementation includes [5, p. 327; 6]: 1) drawing up the target programs on the tourism development at the state and regions levels; 2) development of specific measures to achieve the set strategic goal; 3) state regulation of the tourism industry development
3	L. Davydenko, S. Dombrovska, O. Bilotil, A. Pomaza- Ponomarenko, R. Kryvenkova, A. Stoika, S. Tymofeiev, M. Pokryshenko, N. Yurchenko	mechanisms of state regulation require such public policy which includes the authorities' activities in the direction of the effective regulatory framework formation and implementation which is a prerequisite for the functioning of the tourist services market, as well as for the creation of tourism infrastructure, protection of the recreational resources of the protected areas, organisation of the recreation and leisure activities for the country's population, training staff for recreational and tourist complexes [7; 9]
4	O. Davydova	the mechanism of state regulation of tourism is a system of actions, decisions and measures of the state to select and apply a set of tools which directly or indirectly influences the objects and subjects of tourism and creates a favorable environment for the development of this activity [8]
5	V. Druk, L. Ivashyna, Ye. Kozlovskyi, K. Sukhenko, A. Chkan	it is advisable to consider public policy and its mechanisms primarily as a coordinated and purposeful activity of public authorities in a particular area, which can be carried out both directly and indirectly through the implementation of purposeful influence [10; 11]
6	V. Papp, O. Vashurin, V. Ostash	the main mechanisms of state regulation of tourism in Ukraine combine the system of regulators that determine conditions of intervention and influence of the state on the tourism sector [15]

Thus, the content and methodological differentiation of concepts, which is in place within the fundamental science, gives reason to assert the following:

1) categories “mechanisms of public administration” and “mechanisms of public policy (management, regulation) in the tourism sector” have common components, but they are not identical. Each of these categories differs in its unique plane of positioning within the science of public administration;

2) the difference between “mechanisms of public administration” and “mechanisms of public policy (management, regulation) in the tourism sector” can be revealed through the prism of identifying the specific features of each of these categories, as well as determining the place of the mechanism of public policy in the field of tourism security. A unique characteristic for all these mechanisms is the mobility of organizational and institutional system (represented by the practical actions of subjects of managerial activity);

3) administrative, organizational, economic, legal, environmental and other mechanisms of public administration → mechanisms of public policy (management, regulation) in tourism → mechanisms of public policy to ensure the tourism industry security not only can but should be used outside of the subject-object relations of public administration. These mechanisms within the framework of the problems researched are not only in the exclusive competence of the state but they are also in the sphere of the society and its institutions functioning.

Conclusion. The above presented generalizations and suggestions, given the complexity and multidimensionality of the manifestation of the chosen subject of scientific research, do not exhaust the issues raised, therefore, they can be supplemented during further scientific research. This will contribute to the development of the methodological basis of public administration science, which, in turn, will improve the practice of using the relevant mechanisms of public policy in the field of the tourism industry security.

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