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## **DEVELOPMENT OF MECHANISM OF STRATEGIC MANAGEMENT IN THE ACTIVITIES OF TOURIST ORGANIZATIONS**

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The article is devoted to the development the strategic management mechanism in the field of marketing activities of tourism organizations. The advanced mechanism that was proposed in this work includes three components. In the article, each of the three parts of the mechanism of strategic management is theoretically grounded.

The basis of the mechanism is the algorithm of strategic management in the marketing sphere of tourism organizations, which includes 10 interconnected blocks. The final block of the proposed strategic management algorithm in marketing activities of tourist organizations is strategic control, which should be carried out throughout the implementation of the strategic management process.

The paper also proposed a recommended strategic control algorithm for tourism organizations. The use of this algorithm makes it possible to identify such areas as compliance of the goals of the marketing activities with the goals of the organization, achievement of the strategic goals of marketing and implementation of tasks, compliance with the principles of the organization's activities, and effectiveness of marketing activities.

The final element of the mechanism of strategic management in the field of marketing activities of tourism organizations is the proposed scale for evaluating the integral indicator of strategic control.

The developed algorithm of strategic control will make it possible to more accurately carry out strategic control over marketing activities, timely identify and eliminate certain shortcomings of marketing activities, and will increase the effectiveness of management.

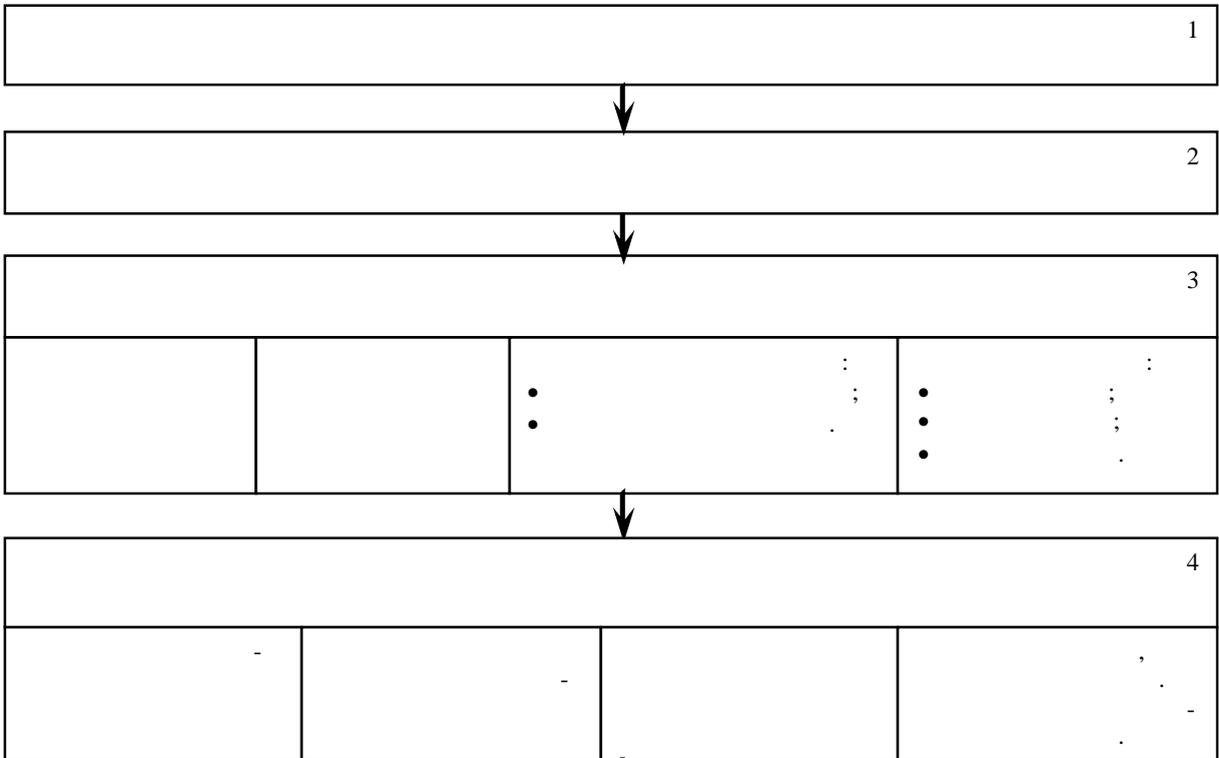
*Keywords:* strategic management, tourism organizations, marketing activities, strategic control, integral indicator of strategic control.



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