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CONCEPTUAL PRINCIPLES OF FORMING AN ORGANIZATIONAL MECHANISM FOR MANAGEMENT OF HOTEL COMPLEX ENTERPRISES IN CONDITIONS OF INSTABILITY

The article substantiates the conceptual principles of forming an organizational mechanism for managing hotel complex enterprises in conditions of instability. It is determined that the modern functioning of hotel enterprises is influenced by a complex of destabilizing factors, including military risks, changes in tourist flows, personnel shortages, increased costs, digitalization of service processes, transformation of consumer behavior and increased security requirements.

The author's interpretation of the organizational mechanism for managing hotel complex enterprises as an integrated system of goals, principles, functions, organizational structures, management tools, digital technologies, communication links and coordination procedures aimed at ensuring the adaptability, stability and competitiveness of hotel enterprises is proposed.

The main components of the organizational mechanism are identified: target, functional, organizational and structural, personnel, communication, digital, service and anti-crisis. It is proven that in conditions of instability these components should function not in isolation, but as an interconnected system.

A conceptual model of the organizational mechanism for managing hotel complex enterprises is proposed, which includes organizational, personnel and communication, digital and analytical and service and anti-crisis circuits. Its implementation makes it possible to improve the quality of management decisions, ensure the consistency of internal processes, strengthen customer orientation and strengthen the organizational stability of hotel enterprises.

The structural components of such a mechanism are substantiated: target, functional, organizational-structural, personnel, digital, communication, service and anti-crisis. It is proved that in conditions of instability, the organizational mechanism should be formed not as a static administrative structure, but as an adaptive management system capable of quickly responding to external challenges.

Keywords: hotel complex, hotel enterprises, organizational mechanism, management, instability, adaptability, digitalization, organizational stability, service management.