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COORDINATION ASPECTS OF THE MULTI-LEVEL ARCHITECTURE OF ADAPTIVE MANAGEMENT OF TOURISM BUSINESS ENTITIES' PARTNERSHIP

The article examines the coordination aspects of building a multi-level architecture for the adaptive management of partnership among tourism business entities. It is substantiated that the effectiveness of partnership interaction among tourism enterprises, in particular agrarian (rural green) tourism entities, is determined by the quality of coordination mechanisms combining mega-, macro-, meso- and micro-levels of governance. The content of adaptive management is disclosed as the ability of the partnership system to flexibly respond to changes in the external environment, including seasonal demand fluctuations, wartime security constraints and shifts in logistics and purchasing capacity. A four-level coordination architecture for tourism business partnership is proposed, in which each level has its own entities, functions and tools for reconciling interests. The practical part of the study draws on the experience of Vinnytsia region, where the development of agrarian tourism relies on rural green tourism homesteads, the regional tourism development programme, and the work of the Department of City Marketing and Tourism of Vinnytsia City Council together with the municipal enterprise Vinnytsia Tourism Office. Based on the analysis of world experience and the results of a study of the craft food market in Ukraine (in particular, the level of state registration, implementation of safety systems and awareness of producers), the role of micro and small enterprises in forming a unique offer of tourist destinations is substantiated.

Problematic aspects of coordination are identified, in particular the predominance of local-network cooperation forms over cluster forms, insufficient

horizontal ties between homesteads of neighbouring territorial communities, and limited financial support instruments. Directions for improving the coordination mechanism are proposed, including the establishment of inter-community coordination councils for agrarian tourism, the introduction of unified service quality standards, and digitalisation of communication among partnership entities.

Keywords: adaptive management, multi-level architecture, coordination, partnership, tourism business, agrarian tourism, rural green tourism, tourism cluster.