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FORMATION OF SUSTAINABLE ENTERPRISES RECREATIONAL COMPLEX

As already noted, there is no uniform approaches and methods for determining sustainable operation is why, in our opinion, of particular relevance becomes necessary to develop such a methodical approach to determining sustainable status of the industry, which would consider on the one hand, the benefits of the internal functioning of the industry, and the other – the possible combinations of criteria attractiveness of segment management, external benefits.

Problem spiwymirnosti and comparability of internal and external resources, recreational enterprises necessitates formation methodical approach by which to unify performance components defined advantage and improve the quality of their interpretation. Therefore, it may be appropriate combination coefficient method and the method of peer reviews to ensure the adequacy of the data in the formation of a unified matrix model definition holistic nature of sustainable operation of the business.

Supportive assessment of sustainable functioning of enterprises based on comprehensive assessment, unlike the existing ones, based on a combination of a comprehensive system of clearly defined and scientifically proven series of indicators that

meet the requirements of the knowledge economy paradigm

This article examines the scientific and theoretical aspects based methodological approaches, taking into account the special development and competitiveness of the recreational complex. Valuation principles aimed at ensuring sustainable adaptation in the analysis of internal and external enterprise resources. This article focuses on the methodology for assessing the overall sustainability and enterprises in the knowledge economy.

The article is devoted to developing measures for the effective use of internal resources, recreational enterprises in the context of their sustainable functioning.

The analysis of various recommendations on the sustainable operation of enterprises and appropriation methodical approach based on internal resources and external resources. It is proved that the proposed approach will enable to assess factors influencing the sustainable functioning of the recreation complex will help create a mechanism adaptation in a clinging environment so as to provide recreational services rendered advantage compared to competing services will determine the most effective strategic management zones based internal Resources recreational enterprises.