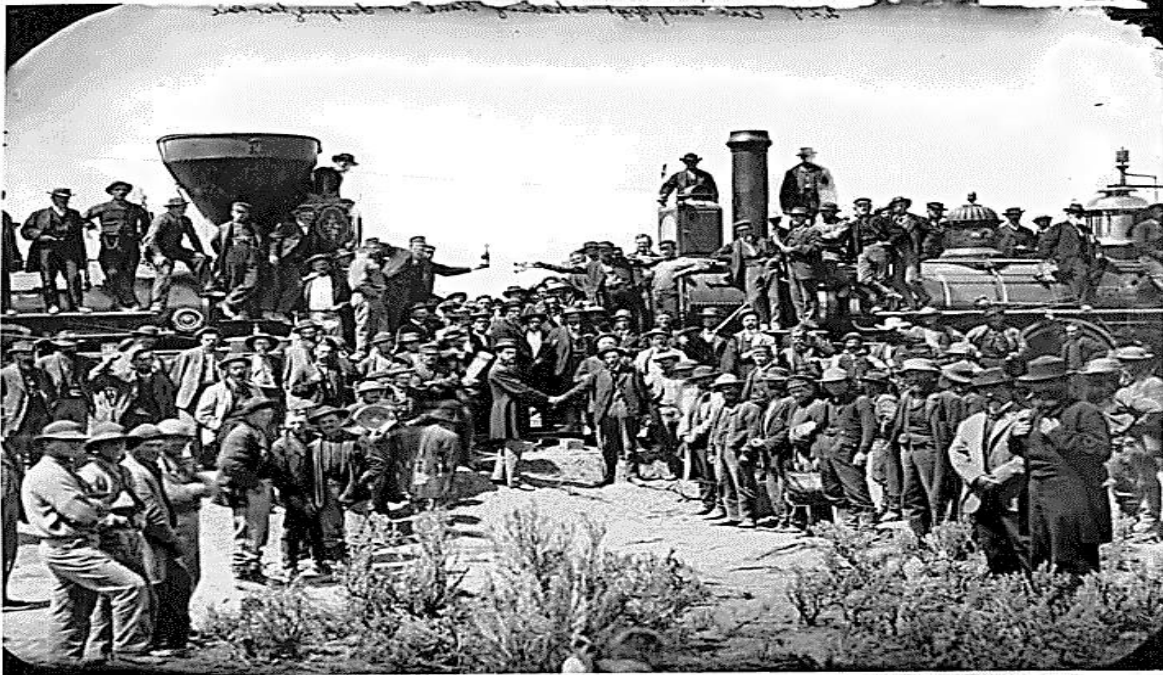


were roughly 31,000 miles of track in the country, concentrated in the Northeast but also in the South and Midwest.

A Century of Progress



Promontory Summit, Utah, 1869. Courtesy of the Oakland Museum of California , Andrew J. Russell Collection

This famous photo was taken moments after the completion of North America's first transcontinental rail line. [2]

Conclusion

Transport will be an important part of the world, always and in any country. Even in America in 1978, this concept was no less common.

References:

1. National Museum of American History <https://americanhistory.si.edu/america-on-the-move/transportation-1876>
2. <https://americanhistory.si.edu/america-on-the-move/reinventing-car>

OBJECTIVES OF MANAGEMENT

ANNA BRASLAVSKA, student

KHRYSTYNA I. KALASHNIKOVA, Associate Professor, PhD in Economics

OLHA I. SERDIUKOVA, Senior Teacher, Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

Management is necessary in every company to coordinate the work of employees. It improves the organization of activities and production, increases internal performance, maintains the pace of the work process. Enterprises strive

to increase income, increase economic competitiveness, and the achievement of these goals directly depends on managers who set tasks and help employees to fulfill them.

Management is a set of methods, forms and means of production management that allows you to use it most effectively.

Management is needed to define and set goals, achieve them with the help of people and resources, coordination and control. Without a competent management system or self-organization, effective economic activity in any area is impossible: business, government, non-commercial projects.

Management by Objectives (MBO) is one of the most effective management tools that combines the functions of planning, monitoring and motivating employees. It provides for setting goals for the company as a whole, individual divisions, employees and projects of the company, monitoring the results obtained and determining the size of employee motivation. Practitioners claim that the major benefits of MBO are that it improves employee motivation and commitment and allows for better communication between management and employees. [1]

As a result of the development of goals in accordance with the technology of management by goals, a "tree of goals" is formed, which displays the relationship of the goals set from the highest level to lower hierarchical levels. According to Locke (1967) goal setting results in the highest performance levels when people are given feedback about how well they are performing provide your employees with accurate, objective information about their performance whenever you can. Peter Drucker set forth several principles for management by objectives. [2] When setting goals and objectives using goal-based management approaches, developers should use the SMART principle:

S (Specific) - for each of the goals, an understandable, clearly formulated result must be described.

M (Measurable) - any of the goals must comply with the principle of measurability (you can only manage what can be measured - specific indicators and standard measurement procedures).

A (Agreed) - all goals must be consistent with each other.

R (Realistic) - realistic goal selection, practical achievability of the goal.

T (Time related) - for each goal - clear terms when it must be achieved. [3, p. 184].

To develop **strategic objectives**, they use the company's mission, consider how to achieve strategic objectives. This is the level of the entire enterprise. The planning horizon is usually 3 to 10 years.

Strategic goals can be formed for areas strategically important for the enterprise, for example, finance (profit, sales volumes, etc.), marketing (market share, key customers, etc.), personnel, production infrastructure, new products, etc. The level of tactical planning, and, accordingly, **tactical objectives (tactical objectives)** - structural departments and other business units of the company. Their task is to show how the tasks aimed at achieving the tasks of the

strategic level will be solved at their level. The planning horizon is usually 0.5-3 years. In addition, the level of **operational objectives**, using the technology of management by objectives, **concentrates** already on solving current problems.

To assess progress in achieving the set goal, indicators are used, and it is they that show how much we have moved in the implementation of the strategy, and which of the managers can be paid a bonus for this, and who cannot. A large number of indicators for measuring the degree of achievement of goals often leads to the need for serious refinement of the management accounting system and serious labor costs for collecting data, and that is why a maximum of 2-3 indicators are tied to each goal, which are selected according to the Pareto principle, taking into account the possibility of their calculation based on the existing one in the company management accounting system.

Thus, as a result, a tree of goals should be formalized, indicators with actual and planned values should be "tied" to each goal, those responsible for achieving goals and indicators should be assigned, a program of projects aimed at achieving the set goals, and, consequently, attaining a strategy, should be formed. It remains only to start implementing projects and introduce new indicators into the system of motivating responsible employees.

The using of Objectives of Management makes it possible to set clear strategic goals, resources necessary to achieve them, to establish the order and priorities of operational activities, at the same time to work on the strategy and manage operations activities, smoothing out the contradictions inherent in them.

References:

1. <https://www.investopedia.com/terms/m/management-by-objectives.asp>
2. Using Management by Objectives as a performance appraisal tool for employee satisfaction/ *Future Business Journal* 4 (2018) p. 94–108.
3. Management by objectives—an effective tool for teamwork. *The International Journal of Human Resource Management*, 16(2), 174–184.

ECOLOGICAL TOURISM AS A FACTOR FOR THE TOURIST POTENTIAL DEVELOPMENT IN THE REGION

DMYTRO CHERKASHYN, student

NATALIYA M. VLASHCHENKO, Associate Professor, PhD in Economics,
Scientific Adviser

LIUDMYLA V. SHUMEIKO, Associate Professor, PhD in Economics,
Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

Tourism sector is one of the strategic sectors of the economy, which stimulates the further socio-economic development of the state. However, the formation of the tourist market requires the availability of a number of