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METHODOLOGY AND ANALYSIS OF FREE TIME MANAGEMENT OF RECREANTS IN THE TOURISM SECTOR

In the modern conditions, activities of tourism enterprises are characterized by such features as instability of operation, non-proportionality of the development of real solvent population demand, insufficiently developed tourist infrastructure. Quite important in the operation of tourism enterprises are questions on providing effective management of volumes of activities, modelling of the population free time, financial-investment support, tourism services' quality management.

Tourism as a form of social consumption of specific values, services, and goods requires a perfect management system. A substantiation of methodological bases of the organization of tourism product consumption is related to the optimal distribution of a tourist's free time that he or she allocates for the trip of recreation. The result of tourism product sales is effective consumption of tourism values that, in turn, depends on an optimal use of free time of a tourist.

An important aspect of the organization of a good rest of a tourist is rational time use. Determination of free time of a tourist having a rest depends on a lot of factors. First of all, non-material factors that influence on the identification of the free time of a tourist are difficult to quantify but influence the rest result. Thus, the formation of methodology and management of the tourist's free time analysis in the tourism sector is important and requires further research.

Free time organization needs an improvement. Programs of long rest do not take into account the nature of specific labour. Many collectives play a passive role of a client, not targeting tourist-excursion organizations to meet the needs of members of their organizations, collectives, due to their professional and social features.

In the modern conditions, such a differentiation lost its point. Terms "rest" and "recreation" are consid-

ered as synonyms, i.e. somewhat different definitions of the same phenomenon.

Rest types can be different. It is, first of all, sleep as the basic and the most necessary form of rest. Depending on the age and individual features, a person needs more or less time for a sleep but in general, in a dream, he spends at least a third of his life, that is, about 8 hours. Rest includes a set of activities related to entertainments and sport, visiting various interesting for a person places and so on.

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