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CAUSES AND PREVENTION OF MANAGEMENT CONFLICTS IN THE FIELD OF ACTIVITY
OF HEADS OF DOMESTIC ENTERPRISES OF THE TOURIST BUSINESS

The purpose of this work is to determine the causes of conflicts among managers, stages of development of a conflict situation and the solution of administrative conflicts at enterprises in the field of providing tourism services. In accordance with this, it is necessary to solve the following task: to identify the consequences of managerial conflicts, to explain the stages of the conflict resolution process, and also to identify the goals that provoke a conflict.

Methodology. To solve this research goal, an integrated and systematic approach was used based on general scientific and special methods, such as formal logic, analysis and systematization, generalization, literary and comparative methods. In the course of the study, we used literary sources on issues of conflict resolution at enterprises. The available statistical materials have been worked out.

Results. It has been established that a managerial conflict goes through all the same life cycle stages as any other type of conflict with characteristic features. It was revealed that managerial conflicts have devastating consequences if they are not resolved. In the field of providing tourism services, where the main job is constant communication, managerial conflicts arise primarily because of the leaders' own ambitions, because of inadequate perception of information, and the like. It was revealed that at the enterprises of the tourism business possible conflicts due to incorrect transmission of information, since it goes through the process of "distortion" (that is, distortion of real information) or "filtering" (that is, replacing important data with unimportant or omission of important information, considering it unimportant). Conflicts can and should be prevented by implementing a conflict prevention strategy.

The scientific novelty of the study lies in the adaptation of the theory of conflict at the managerial level to the tourism sector in order to solve communication problems that arise.

The practical significance of the study lies in the fact that managers must know the theory of conflicts, prevent in order to conflict, and also resolve with positive consequences. The research materials can be used for further research on this topic and in the process of training in higher educational institutions for specialties 073 "Management" and 242 "Tourism" in the study of management disciplines and the basics of conflict management in order to create and reproduce special skills for resolving conflict situations in work collectives among managers.

Key words: conflict, management conflict, conflict in a travel company, conflict prevention.

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