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**ПРИОРИТЕТИТЕ В УПРАВЛЕНИЕТО НА ТУРИСТИЧЕСКАТА ФИРМА**

**THE PRIORITIES IN MANAGEMENT OF A TOURIST COMPANY**

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**Abstract:** The increasing role of science in human life normally sets forward many questions, regarding its role in defining the future of mankind. To be able to generate new knowledge, the science research how people become successful, what makes them happy, by what means it turns out so that generation, after generation the mankind manage to come into possession of being healthier than before and to be much more prospective, than ever before. All this science achieves, when following those sings and objectives, which generate **the change**. Even if not visible at a first glance, they often show completely unexpected phenomena, when it is known how they to be understood in a specific environment.

**Key words:** tourism management, strategies, conceptual change

The increasing role of science in human life normally sets forward many questions, regarding its role in defining the future of mankind. To be able to generate new knowledge, the science research how people become successful, what makes them happy, by what means it turns out so that generation, after generation the mankind manage to come into possession of being healthier than before and to be much more prospective, than ever before. All this science achieves, when following those sings and objectives, which generate **the change**. Even if not visible at a first glance, they often show completely unexpected phenomena, when it is known how they to be understood in a specific environment.

**FINDING THE MEANING OF THE FUTURE**

Only there, where there is development and functioning, where the new and the old appear, there are problems which at some point are developing into **social situations**. As a result – the future opens its way when finding solutions in different situations. This requires that we have to count in what way the decisions that we make today placed in different social situations, influence the

future. The consideration of this dependence is very important for our future perspective in order not to face a future, which is accidental and undesirable.

The demographic changes, the changes in healthcare, security, production and commerce lead to changes in the human activity. In this specific case, the question is in the need of detailed look forward in order to be able to define those novelty and trends, which form the future. To draw **the map of the future** different tools are used - starting with marketing research and computer modeling and ending with the capability of the human intellect. In this process different ways are found to take a look into the future and to be understood this, what in short-, medium- and long-term will come into reality. The developed forecasts are used for **decision making** in strategy planning, investment, incorporating new products, manufacture development, the limit of the risk and **social politics**. These abilities are based on the talent and skills the inner logic of the events to be settled, the connections between them to be found and the possible results to be foreseen. A synchronized look into the different, at first glance unrelated tendencies of the human activity, provides a

possibility to achieve more accurate forecasts for the future. But the question is what necessary information is required in order for the right decision to be taken, especially considering the factors which we are not able to control. These are – climate, energy resources, terrorism, unfavorable gene heritage etc. The answer is, that we are able to manage with all the “X” factors if in decision making we take into account all of the information network available. Most of the people, even not conscious, are making future forecasts every day. Almost each substantial act or important decision is connected to the hope or expectation, that this will have a positive influence into the particular activity. This is the first step for understanding not only the future, but also its beginning and all this improves the ability to forecast the development of the human activity. It's necessary not only to show the **basic tendencies** in the specific activity, but also to specify how they to be forecast and how the basic tendencies to be determine from the secondary ones. The development of the ability to forecast the future means, that we should know where to look, what to see and how to make the best use of what we have seen. Too often we focus our attention to the basic tendency, not taking into account the rest of them. This way we ignore the fact, that there is a reciprocity that is a symbiosis of different power that causes the future. The most of the people are known with their **post factum thinking**. They think, that the future is a mix of events, which are non predictable and non controllable until the moment they are happening and they could be understood only after they have been already happened. Just the other way round, there are people, who believe, that the future could not only be foreseen, but if it is seen as a series of events and the private choice and forecast influence on them, this could be a powerful engine for the development of the specific activity. The people, who are living as a passive victim of the future can never understand, that they are able to change in case they start treat it different way. They could influence on this

future if they have clear idea what they want and how to reach it. We have in mind the **goal**, that they pursue and the **strategy** for its achieving. Here we put also the instruments that we need to find followers who also believe in the rightness of the chosen goal and strategy. Here we put also the need of **effective acts**, for the realization of the strategy and the achievement of the goal.

On the other hand the analysis of the situations, related to the foreseen of the future shows, that their solution begins with the clarifying of this how this activity will look like in 10 – 15 or more years time, how will be implemented, what results will show, how they will be realized, who will use them and with whom they will be in a competition taking into account the **tendencies** which appear at that moment. After we create a clear idea for the situation of the researching activity we can turn back and organize the development and realization of the plans, scenario and strategies for achieving this vision for the future.

The wisdom, obtained by the people through the ages, how to manage, make them more rich, ensure them better health and longer life. Of course this should not be taken for granted. It is enough to take a look at the undeveloped nationalities, where the people live the same way, like during the Middle Ages to realize, that our prosperity is not guaranteed. In fact it is very tender, but as always happens in life, we take the success as something, what is guaranteed and we don't take care about the gloomy view of it. The most of the people don't think about their future enough to take the necessary actions at present, which are able to bring them to the future they dream for. They don't have a clear idea for what they would like to achieve and this makes their success not possible.

The strategic planning and management has its **disadvantages**. It is not always objective and with clear information, concerning the decision making and it is possible to affect important activities and to have harmful results. But it is also possible the specific activity to be planned and to be

clear, and this could lead in the future to results that we don't want. This way the real problems could be foreseen and this will make us to take decisions for their minimizing and elimination. This makes clear also the attention that we pay to the social, technical, political, cultural and religious concussions that we have nowadays. Most of them and also their influence over the specific activity could be forecast and should be taken in mind, because their changes may cause chaos in the specific activity as well, as an economic change.

The treats to the specific activity make the science to research the reasons, which make the people to do this and that and to find the ways they react when they face some difficulty. The science researches the choice that the people make, when they have limited number of alternatives and answers the question why the people leave one alternative because of another. The science settles the mistakes, that they have made in the past and shows how not to make them anymore. Daily, the people are focused only on the present, but those, who have the excellent sense for the future and abilities to see, what will happen are the most successful. Every day they take decisions and make strategic plans which define the future of the specific activity. They understand the trends, which will form the future and plan their activity the way it could benefit from them. In a few words – these are the people, who see the **markers** of the future, those signs, which show the direction of the specific activity development. Every one of them has the ability to foresee the expected trends and results, which will meet the needs.

Interesting for the research of the trends is the **map making of the future**. These are the so called maps of the future. They are elementary, but convenient instrument to show the trends, which form the future. Some of them are simple schemes, another – computer models with connection to the internet information. These maps are useful for decision making, strategies development and future planning. With them we are able

to find the new powers, which could form the future situation of the specific activity and show what is the risk and what are the benefits in the competition. They include the future difficulty and change possibilities. This is achieved thanks to a simple scheme, which illustrates the forecast processes, adapting, development and innovation. In this scheme – in the transition from one process to another we actually make a transition from one research program to another - all of them needed to define the future of the specific activity.

The strategic thinking, related to the perspective of one activity needs periodical thinking about the markers **of the future**. The reason is that there is new information all the time and changes should be made. The most of the traditional research methods are concentrated in specific factor and this makes the picture of the future one-dimensional. On the other hand it is clear, that not all of the factors that influence the research activity can be covered. There is no question, that taking into account of as much factors, as possible is the way new possibilities to be found for the better development of this activity<sup>1</sup>.

### **The Conceptual Sudden Change in the Organization and Management**

In the past the nations were supported by the government, law, educational system, church and family. They were a symbol of the institutions, which the people respected and trusted, allowing them to manage and control them. In the new century the conditions were changed,

the myth of the institutions lost its meaning. Today these sources of authority are broken from the new technologies and ideologies. Exactly they are the reason, the authority to change its focus from the institutions to the individual. For all this help also the conditions of insecurity, the changes in the economy – not focused to

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<sup>1</sup> Buerk, S. Economics as a Science, New York, Mc Graw-Hill, 1993, p. 31

the earth, materials, and money any more, but on the individual funds.

In fact, the past was always divided in a lot of periods, but related to the transformational changes in history the real turning points are only a few and all of them are connected with the appearance of different **systems for enrichment**. After the agrarian, industrial and technical revolution and all of the enrichment systems, related to them is clear, that the economic activity will be renewed and should minimize the hierarchy. In the past, the change was a matter of generations. After one generation was left, another was coming to create new organization and new possibilities. But today, the economic activity is changing very fast. We are witnesses of a terrible competition and markets, which are not secured, where the clients have free access to products, services and information. In this situation, the companies should have an **adaptive organizational structure**, easy accommodated to the market situation. The winners in the competition are those companies, which succeed to transform its organizational structure the way, allowing them to react in short term to the changes in business, to the needs of the clients and competitors. Here we should say that such a structure is not possible to be developed with partial improvements, but only with general change of the whole organizational management model<sup>1</sup>.

It is also necessary to have a **vision**, how the company will be developed in the future. Nowadays a lot of companies are focusing their efforts to the effectiveness of the work and they do not have a strategic direction in their development.

The result is that they miss benefits and may fall into crisis situation. It is not necessary to prove, that the reconstruction, standardization, the quality control and minimizing the expenses in manufacturing are very important for the surviving of the company. However to be good at this, what we are doing means, that we should keep

the leading position in the competition, not just to be good at our field of work.

The modern companies are full with contraries and surprises and they will become even more in the future. And this is understandable, because to survive in the new atmosphere they should be at the same time centralized and decentralized, global and local, differentiated and integrated, strong organized and free, to plan their activity in a long term of time and at the same time to be flexible, their employees to work in a team and at the same time to be independent. This is a reason for trouble, but if we understand its meaning we could be able to manage it.

As a rule, in the future company will have few key activities, with their tasks and employees for their assignment and they will form the so called **main body of the company**. Around it, there will be free and flexible space, made from employees, suppliers and consumers of the product that is offered. Actually, this will be one flexible main body of key employees with network of **partnerships**, connected companies, suppliers, part time employees, free professionals and clients. This organization of the work will be more into the **federalism** principals, executed to the state management. The main thing in it is that there is a main, powerful center; however there is enough space for personal decisions. The contradiction in it is, in some ways it is centralized and regulated and at the same time decentralized and deregulated.

The future **companies**, which make their efforts to follow the federalism, will create working groups, where the employees will be responsible for well defined tasks, and at the same time they will have freedom in their work, so they will be able to react the way, they believe is the most appropriate. The result will be – a few main bodies in the company, where the responsibilities to be shared in a few departments for decision making. However, there will be always one main body – to coordinate all of the activities and to take care for the functioning of the whole structure.

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<sup>1</sup> Kelly, P. Age of Social Transformation, New York, Harper and Row, 1998, p. 134

The federalism principals are applicable to the individual. If the company management wants to hire employees, who are professionals and think by them self should delegate them wide range of authorities and responsibilities. Otherwise they will not be satisfied, because they will not have the chance to show their potential. Actually this is the practice from the past, when there was only one main body and no organizational space around it. Everyone has a similar job description and it doesn't give any chance for self-induction. Nowadays there is another situation, which is also not appropriate – only organizational structure, without a main body, but this doesn't give a chance for any structure and security. Much more dangerous is when the organizational territory has no limit, because this way the tasks and the job responsibilities may have no end. No matter what kinds of explanations are given, something is clear – it depends on the future to define the **job wallet way of work**. This means, that the work will be a sum of different activities, just like a wallet of stocks. Part of this wallet will be from basic activities, done in the company and the rest will include additional activities, done in the company and outside of it. The people will work more by themselves, outside the company. They will be hired for part time job, only for concrete tasks. This way their own wallets will become more and more wallets from different activities for different clients. This means that they should be aware how to sell their services, or to find an agent to do this instead of them. They will learn how to plan their future, to update their skills and to learn new ones, to have their goal in life, because just they and nobody else is responsible for it.

In the past the companies were managed, based on the foresee ability, planning and control. But today **almost nothing is sure**. And even if it is possible to have an idea about the direction which will take the economy, in fact it is not possible to be defined what will be the direction in this future. Under this conditions sometimes it is needed decisions to be

made for ten years period of time and it should be allowed, they to be changed and left if it occurs, they are not appropriate. This means that today we live in indefiniteness and it is necessary to find the way new guarantees to be ensured. The new insurance should be more or less psychological and should be implemented in the convenience that if some kind of activity is developing not the right way we could change it with another one. Obviously the insurance we should try to find in the mutual help and this means, that it has collective measures.

Today the faith of the managers in vertical integration, synergy and economies from the measure, hierarchy administration and control in the working process step back to the new understanding for measure minimizing, creating of new centers for profit, networks and other different forms of organization. New system for profit was approved, based on the **learning economy**, where key role have the education and the knowledge. In general this is an active ready to produce results, includes educational and innovative products, which could be exported with high profit.

In the context of the present understanding for learning economics the company should be defined as a **knowledge wallet** from fundamental strong sides and not just like a business wallet. This is because the structure sections are focused on the products and markets and the basic knowledge is focused on the profit for the client. Following all this it is necessary the basic knowledge to be defined. They give the possibility new products to be developed and success in the economy to be achieved. It is also important with what is the strategic advantage the company will come into the future and what should be done, different from the this what the competitors have done<sup>1</sup>.

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<sup>1</sup> Bradford, T. The New Global Economy, London, Lonely Planet Publications, 2000, p. 28

The logic of learning the future could not bring us to the Sigma-shape or S-shape curve. It defines the vital cycle of the product and of the organizational structures that had created it. In it we have decrease in the beginning, after that increase and the curve line grows up and again begins to fall down. The way to achieve continual increase in the future is to draw a new curve line before the first one to start going down and this demand spirit of invention and creativity from the managers. The managers themselves often think that they are responsible most of all for the finding the right decision of the problems. It happens often before finding the problem and starting with its decision the company to drop behind its competitors. The point is, that we shouldn't wait until the situation grows into a problem. As a rule, the situation appears under specific conditions of contradictions and exactly they show the need of change. This is the time when the managers should regulate the processes, until they still are able to, with the management methods and instruments available and to find the answer of the contradictions which appear. This means that we should think about the S-shape curve from the beginning.

In the new century competitive will be those companies which are able to go forward on the way of the curve of changes and continue the innovation of their activity, looking for new markets, create the new competition rules, change their own status. In a few words – the winners in this competition will be those companies which not only react to the environment, but these which contribute to the developing of appropriate economic environment. In case the companies do not look for new markets, do not find new activities and do not ensure new benefits it will occur, that their activity is not effective and they keep trying to stop the decrease of the benefit. The limits of this activity are very well defined; it is known who the suppliers are, the clients and who the competitors are. However in the new markets it is not possible to understand who the suppliers, clients and

competitors are. Before it was assumed that the traditional economic activity has clear characteristics. But today the activities from different spheres are much more **integrated**. The **development activity** is combined with the **production, commercial and transport activity**. It is not clear any more what is the product and what is its value for the client. We assume we could plan the future in a long term period of time. However in the competition process so many changes are made that this became more difficult to be realized. To be able to cover all of the activities related to the product supply, from the manufacturing, producing and realization, much difficulty need to be wade through. This is the reason why the managers avoid the integrated processes and activity merger.

The goal for the most managers is to reach the competitors and to be more close to the product, offered by them. This benchmark steps back before the new realization possibilities of the economic activity. Today the companies are offering products with not lower quality comparing to the competitors. However this strategy does not make them **leaders on the market**. To be leader on the market it is necessary to make an investment in a new economic activity.

For the manager it is not enough only to imagine the future of the company, the manager should be able to create it. This means that the manager should be active in developing the project for the future activities of the company. There are managers able to foresee the development of the company, but they are not able to put this ability in practice. This is the reason to talk about architectonics of the company. The architectonics makes possible to put into the ideas about the future in reality and shows what should be done now, what kind of **new knowledge** ensure new competences which should be generated in order to the company success. In general this is the new functioning for finding new competences, for reconstruction of the connections and interaction with clients.

The managers of the future will take care about the competition and will settle the occurring **trends and new possibilities**. They will act as researchers implementing new activities and products. The technologies will give them interactive connection in real time with their products. This doesn't mean they shouldn't follow their intuition. These managers will know how to use the advantages of the discontinuity and will be ready to make changes working for improving the corporate culture. In the process of creation of new generation of managers they will be able to decentralize the authority and democratize the strategy including in it people from and outside the company.

The competition for the future is a competition for shares of possibilities and not for market shares and it may include not only the specified activity, but also informational, financial, insurance and other services. The questions that occur for this kind of shares are what from the future possibilities could be used with the existing wallet of basic knowledge or what kind of new knowledge is necessary to be generated, so it would be possible to maximize the shares in this future possibilities.

The competition for the future means that it is necessary to keep looking for new knowledge and inventing new benefits. This means undertaking with creation of new economic activities and new products. This is the reason why in case we care about the continuity and change, it is necessary to pay attention on the resources. Precondition for them are the high levels of profit from the company activity. They are obligatory, but the ability to reinvest in knowledge and model of the market development is also important. The pursuit of the managers of maximum profit is risky for the employees. This requires a **success circle** to be established where new activities to be created and also the possibilities for leverage and benefits from the economic activity to increase continually.

New understanding for the management is against the role of the managers in the traditional functions and tasks. From this point of view should be clarified if the managers have only basic knowledge and what kind of new once should be created. It is important to be defined also what is the role of the **hierarchy**, how the **administrative borders** are developing between the management level, functions and structural sphere, between the company and its suppliers.

The future could not be only exploitation of the past. This fact is not very acceptable for the top managers, who have created **the past** and still have a few **emotional investments** in it. To get over the gravitation of the past it is necessary to regenerate the basic knowledge and to give a new meaning of the fundamental ideas about the company competition. It is necessary to have the feeling that we don't have to delay, to realize that the future success of the company is not guaranteed. It is obvious that to create the future, the company does not need to forfeit the past. The company should be **able to select**. It could happen that the strategies from the past are not applicable to the future. For example the quality was a source of competitiveness during the Second World War. It was the goal of a lot of companies. However in the new century the quality will be the price that we have to pay for entering the market, not reach competitive advantage. This advantage will be possible when generating new products.

### **Strategies of the future**

Nowadays the world face a situation, where there are unnecessary manufacture opportunities and over offering. Under these conditions and to be able to face the future changes the managers should over and over encourage the creativity of the employees and to reform the company they manage. The main issue in front of them is how to maximize the working process in a way to change the working places and instead of decreasing the company measure, to be able to reorganize it offering

new opportunities. This requires them to encourage their employees about their skills, to make them look for improving and enlarging their activity. This way, the managers will be able to use the maximum of the working skills of the company for new positions which are productive and beneficial. This means that the tomorrow's managers will have to learn how to organize a team who does not accept the change as threat, but as an opportunity. It is obvious that this is connected to the company intellectual capital matter, but this also should be seen as a much more creative version.

In the literature there is a requirement the managers to be enough **consciousness and self-accused** to realize when it is necessary the competences of the employees to be **renewed** and they not to be scared from changes. The point is in their diagnostic ability allowing them to understand what from the present organization and management should be ignored and what should be done with flexibility so they could be changed.

It is possible to go forward and to require from the managers to ensure much more communication of the company with the external environment. We mean the suppliers, the clients and the society. This will allow the changes in this environment to be settled on time and to work for the adaptation with them before the competition do this. Here we face an important moment – the companies should have **strategic intentions**. These means shared aspiration, clear goal and fascinate the employees to want much better results from these they have already shown. The company needs general aspiration. This will allow the available resources to be over grown and to have the feeling for the right direction, for general goal, for vocation. The strategic intention is not the definition of the direction, but the goals. The instruments should be found during the working process and all the employees to be engaged. Little costs should be used for the experiments and the market lessons should be learned.

It is important also partners to be involved and this will minimize the **risk**. On the other hand should be influenced the implementation of working standards for minimizing the risk. The practice shows that there are a lot of ways for minimizing the risk and it is possible the company to remains a pioneer in the specific economic activity. For the companies which successful in the competition and in the future is typical the ambition outside the available company resources. Very often they are successful in the competition with much less resources than their competitors. Their ambitions are more than their available resources and this is very important for the creation of new advantages. These companies see the future as a process of activities assimilation. The need of this kind of assimilation is as necessary as bigger the company is and as complicated as the economic technology is.

The advantage in front of the other companies and keeping this advantage is the basic strategy for competitive priority. The strategy is the company **to be determinate from the competitors**. This means that the product should not be only with high quality, but also to be different from the competitors products. It is clear that the approach should be different for each company. No strategy is effective for all of the activities the same way. It will be wrong in case the company uses general strategy, applicable also for the other companies. The good strategy is suitable with the structural evolution of the specific economic activity and ensures unique position on the market. In case it occurs that the company has inappropriate activity in an inappropriate time this position could not be ensured. This requires managers to research the dynamic of the company activity they manage. This is because big part of the success depends on the development of the economic activity.

In the future the **market leaders** will be those companies, which not only optimize their activity in the frames of a specific economic sphere, but they are able to reform and define again their field of work in



this sector. Instead of only react to the existing structure in the specific economic sector they also need to influence on it and even restructure it. Of course there are some limits in it, but the structure of the specific economic activity is not fixed, so the companies have their own field of action.

The good strategy makes the company different from its competitors. The good strategy ensures the company unique position and this position include the provision of specified combination of products for special group of clients – part from the market. The fundamental truth in the strategy is that the company could not be everything and to do it well. We choose the good strategy between some strategies available under defined criteria. The company managers should decide what kind of product they will offer and to whom. It is possible that they have a wide range of clients, but is is not necessary for them to offer everything their clients desire. The best way is to focus on the **dominant characteristics** of the need they would like to satisfy and to satisfy it **the best way**. At the same time the company shouldn't be different from the competitors in everything. The company should be different in some kind of products instead in all kinds. These are the products that will determinate the company from the competitors – by the way of satisfying the needs of the clients.

The most of the managers remain the other companies to take the risk and to find the way to the new technologies using the opportunities found but the pioneers. This is because they believe that the pioneers are taking to much risk and probably they will not be successful. The managers, whose thinking is of this kind, are **not enough involved** into the company success. In fact they do not know where the new opportunities are, they follow the other companies and do not have their own point of view for the successful innovations. These managers do not implement new knowledge leaving behind the tendencies in the economic activity of the company. They do not re-position or re-brand their logo,

they do not experiment on the market and they don't understand what the clients are in necessity of.

The other excess of the managers is their **overbooking**. This can be seen in their investments in new products before having enough information about their realization. Here comes the possibility to choose the less risky investment. This means that we should define how to localize the searching and what will be the right configuration of the product. There are different reasons a lot of companies to be unable to foresee the big opportunities of the specific economic activity. The main one is the **creativity of the employees** and this remains the development of the new company opportunities in the hands of the high managers.

The first and maybe the most important requirement to the development and use of the **unusual company opportunities** is to impute the **trouble feeling of the company** specific activities to the employees and to the management. It is important the employees to be aware that the company success is non-persistent, that the resource sooner or later will be exhausted. Normally the companies do not create mechanisms to be able to recreate before the crisis. That is the reason why the management should create completely new way of thinking about the **strategic direction of the company development**. These guidelines should be seen as alternative opportunities of the specific economic activity. Address to the competition – the competition should be seen as a process where the evolution of the new sphere will be created, not as a competition between the existing business activity borders. New meaning should be given to the simple point of view of the company as an organizational unit which is offering a product and to create a new fundamental point of view for the main field of knowledge, ensuring new competence for the employees. This requires formal work for finding where are the opportunities for fundamental thinking and radical renewal of the economic activity.

The competition today is not only the opposition of a product against another, but it is the opposition of one model of economic activity against another. The practice shows that the economic activity models are become old-fashioned faster. And no company can avoid this. This process will remove the old-fashioned models and will implement new ones. To win this competition the managers should realize that existing hierarchy in the most case is hierarchy of the **experience**, not **imagination** hierarchy. And there is a big difference between them. It never happened that the experience had less value and the imagination was never so important for the future success. The companies spent decades in optimizing their activity. The following decades they should concentrate their efforts in the **model of their economic activity**, not in improving the quality.

During a long time the managers tried to think about the future and concentrate their efforts in a wrong direction. The main focus was to forecast and identify the future and not to improve their thinking about the development suspensions which could be use to feed and manage the change. From this point of view the **unique opportunities** could be defined and created. And this is understandable, because this way everything could be learned and the future could be developed. There are also a lot of different levels of understanding of the different factors which are allowing the changes. Everyone has access to them, but

there are big differences in the abilities of the managers to understand them and to construct new opportunities which are convincing and full of imagination. It is true that some managers are more creative and have much more imagination than others. They pay attention to the new information much more than the others. Besides, the managers do not limit themselves to look for new opportunities in their **economic** activity, but they are aware that the most they have to learn about the future are outside this activity<sup>1</sup>.

The science nowadays is much more confirm the need the **future company organization and management** to be foreseen. Today it is not enough only the need of information about the future to be underlined, so the tendencies which form the company organization and management to be fixed. Nowadays the real problem is the use of well-founded scientific tools, so the future company organizational and management models to be built before the competition. It is clear that these are not random organizational and management models which have been put into practice by accident. Each model is coming from the inside logic of the specific level of the scientific evolution. To this end the point is the need of one or another model to be realized, its appearance to be forecasted in such a way so that it could become a powerful stimulator and active driving force for the formation and the development of the organization and the enterprise management.

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