

# **THE IMPORTANCE, THE ESSENCE AND THE METHODOLOGY OF THE DIAGNOSTIC ANALYSIS IN TOURISM ACTIVITY**

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## **Abstract**

Diagnosis or the capacity of reasoning is organically involved in the medical theory and praxis and, by analogy, in the activity of an enterprise as a social organism. Diagnosis supposes a study of the patient status (symptoms), the discovery of causes (etymology), but also appropriate remedial measures (therapeutics). Diagnosis analysis is meant to discover the symptoms and the disturbances of a company, the research and the analysis of the facts and responsibilities, the identification of problems and their causes, the development of action programs, whose application to ensure the recovery or the improvement of performance. The essential diagnostic requirement is to understand the obligation of the cause-effect mechanism involved. The disorders in the activity of a company in tourism seem to be a consequence of the deficiencies in the elaboration of the program or of the deficiencies in carrying out the objectives, in the system of motivations and in the changes of conditions.

**Keywords:** the efficient utilization of the available resources, indicators, types of diagnostic analysis, the diagnostic methodology

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