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## DESIGNING THE INFORMATION SPACE OF AN ENTREPRENEURIAL NETWORK STRUCTURE INSIDE A TOURIST DESTINATION: INFORMATION AND ECONOMIC ASPECT

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**Abstract.** On the basis of theoretical generalization and situational analysis, the paper reveals the meaning of the institutional approach to the problem of using modern forms of interaction between large and small businesses in tourism. The advantages of managing the development of an entrepreneurial network structure using information and economic tools are highlighted. The authors made an attempt to supplement the theoretical foundations for designing the economic space of an entrepreneurial network structure within a tourist destination.

**Keywords:** destination, information flows, franchising, entrepreneurial network structure, technocenosis, management, tourism

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