

projects is the way to make students think, discuss and share information in the classroom. The structure is the following: a teacher produces a brief of a proposed topic and gives students a challenge to compare the results at the end of the class by presenting their own solutions of the problem. The students are divided into small groups to make researches (online, if possible); they deliberate their ideas and discuss ways of meeting the challenge. At the end of the class, each group shares the results of their research with the audience.

And, to crown it all, let's admit that teaching with a reasonable sense of humour is an ageless and always fresh method. Humour not only plays an important role in the healing process but is also very important in education [2]. Humour strengthens the relationships between a teacher and an audience, relaxes, reduces stress and can even improve a student's ability to remember information. Humour can be a clue pervading a lesson and making it delightful and entertaining. Relax atmosphere can be created through producing jokes, discussing funny stories, watching or reading comics, etc. Even observation of reality and exaggerating it is the way of reducing tension and dullness and is effective for developing linguistic competence. Naturally, students as young people prefer animated and lively persons. An educator who teaches in entertaining way has considerable chances to achieve his goal and make the process of teaching win-win for his audience and for himself.

Application of innovative methods of teaching including modifications of conventional ones can help high school students obtain the most effective education.

#### **References**

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## **THEORETICAL FUNDAMENTALS OF REGIONAL RISKS MANAGEMENT AT HOTEL INDUSTRY ENTERPRISES**

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The contemporary stage of hotel industry enterprise's development is marked by direct and indirect influences that cause a high level of corresponding risks. Changes of the outer environment factors for the better or for the worse as well as the inner conditions of hotel functioning caused by operational, financial and marketing activities are directly relevant to the level of risk. Risk as a single event is caused by two most important characteristics, i.e. probability and loss. The probability of a

certain level of losses is an important index for the hotel enterprise as it allows to exercise judgement as for probable risk and its permissibility.

Hotel enterprise should make decisions considering the risk factors related not only to the hotel industry but to the country economy on the whole. Taking into account the fact mentioned hotel enterprise should correctly evaluate the situation and choose actions for risks overcoming with minimum losses.

Risk management includes procedures and actions that allow the manager of the hotel enterprise to define, estimate, trace and eliminate risks before or at the time of their transformation to problems. Risk management as other managerial activities have its logical aspect (task solving) and its procedure (order of actions).

To manage risks of the hotel enterprise a special department should be formed which will entirely deal with problems of risk management and coordinate the activities of other departments of the hotel enterprise with the aim of risks regulation and provide a compensation for possible losses.

Risk management of the hotel enterprise include:

1. Planning of risk management.
2. Risk identification.
3. Risk analysis and evaluation
4. Development of methods for risk management.
5. Risks monitoring.

Planning of risk management. The plan is to describe the general approaches to risk management of the hotel enterprise and the main activities to fulfil.

Risk identification. It is necessary to identify the situations or events, which are able to bring negative consequences for the hotel enterprise. The risks identified should be registered.

Risk analysis and evaluation. The identified risk for the hotel enterprise should be analyzed to determine its potential influence on losses. For each risk, the probability of realization is also evaluated.

Development of methods for risk management. Actions are determined for each risk needed to reduce the probability rate of the risk and its consequences for the hotel enterprise operation. Not only actions can be planned to overcome risks but also related reserves (finances, time, human resources).

Risks monitoring. The aim of this action is changing priorities and plans for risks overcoming under the situation of changing of the rate of their probability and consequences as well as timely identification of risks. Actually, it is repetition of the actions of risks identification and analysis.

The wish of the hotel enterprise manager to consider and manage all the risks is quite natural as it results in a certain security and increase of the enterprise value. Nevertheless, it is not possible to do at the enterprise not taking into consideration the following factors:

- Knowledge of risks, their relationships, possessing information as for possible compensations, the level of risk which is permissible for the hotel enterprise management and other interested people;

- Understanding the impact of the risk on the financial state of the hotel enterprise as well as information on probability and the level of significance for all the risks;

- Search for new opportunities for financing or forward the risk using the existing infrastructure for risk management [1].

Therefore, it can be concluded that a timely identification and diagnosing of various risks probability contribute to making more reasoned decisions as for management of the hotel enterprise development.

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## **REGIONAL HOTEL COMPLEX AS A FACTOR OF INVESTMENT ATTRACTIVENESS**

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The social and economic situation in the region is characterized by a totality of indices including a number of integral indices used for determining the level of region development. One of the integral indices is the level of investment attractiveness of the region as it is a complex and multifactorial one, which comprehensively reflects the state of the economy and the standard of living of the population in the region. The level of the region attractiveness directly influences investments into the regional economy and this is one of the most important factors as well as a source and stimulator of the region development, which increases its competitiveness.

The concept of competitiveness of regions is closely connected with improvement of the investment climate in the region, which results in an inflow of international investments and brings positive changes in the interregional redistribution of investments. The issues of investment attractiveness of regions as well as regions ranking due to the level of their attractiveness have assumed a particular prominence in theoretical and applied researches lately.

Investment climate of any economic system is defined by a high dynamism; it constantly changes to the better or to the worse. Its evaluation varies from favorable to unfavorable. Favorable investment climate stimulates inflow of capital and promotes investors activities, but unfavorable climate promotes risks increase of investment activities and results in an outflow of the capital[1].

Sectoral structure of the region is rather complex and all the industrial complexes of the sector directly or indirectly influence the level of the region development and investment attractiveness. Hotel complex has a multiplicative effect on the economy of the region and this influence should be considered in planning the