

means the same as the word in your own language. In Ukrainian *histopathological classification, metastases, procedure, molecular factors, biomarker* is easily understood. There is a bulk of words (terms) which came into English from Latin or Greek, that's why they are familiar to medical students: *tumor, cancer, pathology, fetus, prognosis, in situ* etc. But "major" in English doesn't mean "big" like in Latin, it means "main", so it is a false friend.

* Students have to intend to remember. Scientists say that our brains never forget anything. It is our recall that is at fault. Who forgets that they have tickets to a rock concert? Most of us remember the things that are important to us. Link new information to things you already know. Make connections. Stimulate those brain synapses and they will come through in the crunch.

* Students should "organize the material in a way that makes sense to you. Do not try to memorize isolated facts. Understand the big picture and then divide the information you need to know into smaller, more manageable categories" [1, p.266].

* Review new words, phrases and context as soon as possible. The newest additions to your brain are the ones you have the most trouble recalling. After a while your forgetting "levels off".

Inferring, we can advise to try mnemonics – the art of improving memory by using formulae, figures, phone numbers or other aids, which create "file tabs" in one's brain that help you pull out hard-to-remember information.

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MODERN TRENDS IN THE HOSPITALITY MARKET UNDER GLOBALIZATION

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Nowadays, the sale of hotel services is the fastest growing sector of the world economy, which determines the interest in the sector from both scientific and practical points of view. At the same time, the hotel industry is the material and technological base of the tourism industry and without the implementation of the hotel services, a full-fledged development of the tourist trade in services is not possible. In addition, the development of the hotel services market, as well as tourism in general, has not only economical but also social significance, providing a framework to meet the recreational needs of the population.

The problems of the hotel services development are discussed in the works of Yu. Grigorenko [1], D. Zaruba G [2], N. Nicholska [3] and others. However, in these studies, researchers mainly focus on the current state of the hospitality industry, not giving enough attention to the trends of globalization in the industry.

The aim of this research is to determine the characteristics of the hotel services market in Ukraine and define the directions of its development in the context of globalization.

Therefore, faced with the new patterns of travellers' behaviour and demands in a globalized world, the most successful brands in the future will be those that are able to most efficiently engage with consumers and clearly differentiate their offering from their competitors.

Among the modern trends in the hotel industry development under globalization are as follows:

1. Loyalty programmes as the most crucial factor to influence a consumer's choice.

In the mid-market and budget-end of the market where differentiation is harder to achieve however, brands must focus on implementing consistently simpler but more compelling brand promises, and combine value with experience to entice consumers.

2. The media as a challenge and an opportunity.

The value of social networks is growing. This feedback is good news for consumers, and involves both threats and opportunities for companies. The increasing use of online social media will shine a spotlight on how successfully and how consistently operators fulfill their brand promise. The most successful brands will be those that embrace and learn to harness social media.

3. Increased specialization of the hospitality industry.

This specialization allows the tourist companies to focus on specific customer segments with respect to different features.

Thus, taking into account the price level, the three segments have clearly delineated – the lower (budget), the middle (economic) and the highest (luxury). But the importance of the brand in the luxury segment will grow on the saturating market. Many companies need to rethink their operating model in order to address issues affecting corporate relations. For many companies, this will involve reassigning roles and responsibilities.

4. Emerging markets.

Over the past five years, most brands have focused their market expansion plans on the upscale and luxury sectors, targeting international business and leisure travellers. Thus, there is now a risk of over-supply of upscale product.

Most international hospitality groups have launched the expansion programmes into the key emerging markets, not only to cater for western tourists and business travellers, but also to build brand recognition and loyalty among the local populace who are expected to be one of the largest groups of outbound tourists across the globe.

5. Demographic drives of change.

In 2015 and beyond there will be two key demographic drivers of change in the industry, creating new patterns of demand for travel in the west and important new source markets in the east. Demographic drivers include the ageing of the Baby Boomer generation (aged from 45 to 64) and the emerging middle classes of China and India.

6. Brands.

Over the next years, the importance of brand to guest choice is likely to differ widely across different segments. However, the trends that will definitely remain the same are as follows:

- brands will focus on implementing consistently simpler but more compelling brand promises, and combine value with experience to entice consumers;
- brand is likely to become a more important choice factor for luxury travelers as key locations become increasingly saturated;
- brands that can offer something truly unique or compelling are likely to win the market share and the ability to innovate will be crucial for success.
- there will be much greater differentiation between services provided to capture the loyalty of the luxury traveller.

7. Sustainability.

Sustainability is a common social issue. Political, social and economic phenomena constitute the 'real' market the tourist companies operate. It is supposed that the convergence of political, consumer and business interests will become the most significant feature of nowadays.

Nevertheless, few industry leaders realise today how deeply sustainability can affect the industry recognition in the future. Those who keep pace and effect change, integrating sustainability into their businesses from strategy to operations, from brand value to asset management, will get the leading role. Those who fail to do so, risk finding themselves lost in the landscape of 2015 and beyond.

Therefore, it is evident that the value of brand to the consumer, the growth in emerging markets, the importance of consumer-facing technology and the sourcing, development and retention of human capital have helped shape the hospitality industry over the past years. These, along with the growing importance of the sustainability agenda and external events are the key trends that will define success in the market place.

The key trends mentioned above that impact the hospitality industry and other sectors make up the wider travel experience.

Therefore, the trends in the development of the hospitality industry are aimed at solving the following problems:

- to find company's own competitive advantages;
- to create the clientele base by finding new clients;
- to search for new ways of development, constantly updating the policies with respect to the expanding market of hotel and tourist services.

To be ahead of others in 2015 and beyond, the companies that can understand and meet the needs of consumers will be the true game-changers. To be one of them, a hospitality company needs to make sure that it can respond creatively to new

consumer's behavior and the trends that are common at a given time.

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ANTI-CORRUPTION MANAGEMENT EVIDENCE FROM UKRAINE

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Crime is growing rapidly in the Ukraine, 63% up in 2014 from 36% three years ago. *The results of a survey of 84 Ukrainian senior executives and managers representing 18 industries reveal that economic crime in Ukraine is characterized as follows [1] :*

- 36% of organizations had experienced economic crime in the past 12 months;
- every third organization does not perform risk assessments;
- assets misappropriation* (73%), and *bribery and corruption* (60%) remain the most common types of economic crime in Ukraine;
- the amount of *internal fraud* has increased significantly (by 22%) since 2009;
- the majority of Ukrainian respondents who suffered economic crime estimated losses up to 5 million dollars;
- 40% of economic crimes are committed by senior management;
- one out of five organizations that have suffered from economic crime has not taken any actions against an internal perpetrator of fraud.

According to the State Statistics Service, planned procurement in 2013 amounted to 274,2 million UAH. "Kickbacks" in this area averaged 15% to 50%. That corruption component in public procurement was between UAH 50 to 137 million.

In 2013, despite the fall in real GDP and a 10% decline in exports, taxpayers transferred a record amount of compensation – UAH 53,4 billion. These facts indicate that a significant portion of compensation was made for fictitious applications, according to FEU. In this context, honest taxpayers were requested to pay approximately 30-35% as —kickbacks‖ in cash as a fee for receiving the reimbursement. Businesses estimate that the total value of the —corruption market‖ in VAT reimbursements amounted to at least UAH 15-20 billion in 2013. The total size of corruption market in connection with the work of tax officials, which includes business expenditures associated with resolving issues resulting from additional tax levies, launch of criminal investigations, etc., has amounted to at least UAH 40