

ка. При этом страна автора – Иордания располагает всеми составляющими рекреационных услуг.

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### **HOTEL SECTOR DEVELOPMENT WITHIN THE MODERN CITY STRUCTURE**

The international experience as a mean to improve the hospitality industry and stimulate the city economy growth has been treated. The role hotel sector in creating new jobs and decreasing the unemployment rate has been also shown.

Розглянуто міжнародний досвід удосконалення галузі готельного господарства і стимуляції економічного росту життя городян. Показана роль готельного сектора у створенні нових робочих місць і зниженні рівня безробіття.

Modern city growth is entirely connected with the transportation development and the worldwide growing migration.

In many cities, transportation management has become a key component of economic development, supported by sophisticated computer simulation. By entering routine traffic and pedestrian counts, parking garage volumes and transit schedules and stops into one centralized database, transportation managers continually monitor traffic and transit patterns, evaluate changes in parking regulations, and measure the impact of new development. Parking and transit are support services that can enhance the competitiveness of downtown if they are coordinated and if pricing, regulation and enforcement policies balance the needs of traffic and commerce.

One of the most recent trends of the Western city transportation development is establishing a private sector transportation management association to work in partnership with public agencies to improve the coordination of transportation efforts.

Moreover currently for an increasingly large share of the economy, a particular business does not have to be anywhere in particular. This means that today, to a much greater extent than in the past, jobs can follow people rather than the reverse. As a result, businesses are more likely to locate where the people want to live. An analysis of wage data from the Pennsylvania Department of Labor & Industry conducted by Central Philadelphia Development Corporation indicates that employment grew significantly in the hospitality and entertainment sectors from 1995 and

2000. Reviewing the 1995 – 2000 Philadelphia employment data we can see that the change in hospitality industries employment is +23%.

Office sector employment decreased slightly, with significant contractions in financial services, due to acquisition and downsizing of Philadelphia financial institutions. The strongest office sector growth was experienced in architecture, engineering and management services. So since 1998, employment in Center City has marginally increased. Low- and moderate- income jobs in the hospitality sector have grown substantially, providing important opportunities for many Philadelphia residents.

In relatively new conditions of market economy most of the former USSR hotels, including Ukrainian and Kharkiv accommodations, could survive only by giving rooms for rent. So currently we still have lots of various offices situated in hotels. The activities of those offices are not connected with the hotel activities and not always controlled by the hotel directors and managers. So it gives more damage to the hotels and their image than the profit to their budgets.

As our country tries to follow the Western model of capitalism and market economy, we should revise their experience more attentively. So if we study, for example, the Philadelphia Center City District 10 years report, we'll be able to find more ways of improving our hospitality industry, which have been practically applied in Philadelphia during the years 1990 – 2000. This report measures how well Center City is achieving the goal of enhancing its position within the region as a destination for arts and culture, dining, entertainment and shopping, and reinforcing Center City as a premier place to live. It also shows how Philadelphia restored fiscal stability and moved from deficits to surpluses.

The modern complex approach to hospitality industry and its services reflexes also the necessity of more complex and global vision of a hotel itself. So big hotel chains with standardized services and convention centers are the most up-to-date tourist accommodations.

The strategic investment in the Pennsylvania Convention Center has helped Philadelphia create a thriving new industry that provides jobs for residents from all neighborhoods. To secure the Republican National Convention, the prior city administration stimulated a 51% increase in the number of hotel rooms, more than the city could sustain at high occupancy levels through the balance of the year 2000. Labor difficulties at Pennsylvania Convention Center have also limited the number of major trade shows. But Mayor Streets's successful personal intervention has helped foster significantly improved labor management agreement within the Center. This clears the way for the proposed expansion of the Convention Center, which can help generate as much as 55% increase in

hotel room nights in Center City. A simultaneous effort by the Philadelphia Convention & Visitors Bureau to attract more business meetings can help to boost occupancy in coming year. Moreover it is worth mentioning that in 1999 Greater Philadelphia Tourism Marketing Corporation placed \$1,555,000 in television, radio and print ads in other markets generating 1,058,712 trips to Philadelphia.

Throughout the US, countless cities are focusing on tourism as a key economic development strategy. Beyond building convention centers and hotels, attracting theme restaurants and developing upscale urban shopping centers regions are looking to market and promote their cultural assets as tourism attractions.

Ukraine is known to be a country with significant cultural assets. So in 2000 the forecast of positive tendency in tourism development has proved to be correct: 11.2 million foreigners visited Ukraine (+5.6% in comparison with 1999). By the WTO payment calculation scheme, foreign arrivals spent \$2.2 billion while staying in our country. Ukrainian citizens carried out 13.4 million foreign trips (+16.4% in comparison with 1999).

As for domestic tourism, there was a noticeable activity growth in some regions, such as Crimea, Vinnitsa, Donetsk, Ternopil, Kyiv, Poltava, Khmel'nitsk and Kharkiv.

Almost 6.6 million of Ukrainian population carried out different trips around their own country, near 16 million visitors were registered by museums and more than 1.6 million excursionists – by travel agencies of Ukraine.

Ukraine's second major city is an unpretentious working place, but with a curious history and an active cultural life. It is a surprisingly likeable combination of old and new, narrow and spacious, grey and green, with numerous parks to stroll and a distinctive student feel to its lively streets. That is how "Russia, Ukraine and Belarus" guidebook published by Lonely Planet describes our city. But at the same time on page 876 it is mentioned that "Kharkiv has no tourist information office".

Here are some indexes from the statistical bulletin "Tourism in Ukraine – 2000" characterizing Kharkiv tourism activities in the year 2000. Main indexes of activity of Kharkiv agencies in 2000 (in accordance to data of statistical reporting form №1-TUR) are as follows: number of foreign tourists served is 6454 or 1.47% of foreign tourist served all over Ukraine. Number of those Ukrainian tourists who came abroad during the year 2000 is 5915 or 1.85% and number of those Ukrainian tourists who traveled in Ukraine is 60766 or 4,2%. Number of excursionists served by Kharkiv agencies is 20614 or 1.25% from excursionists served in all the regions of Ukraine. Volume of realization is 16,204,500 hrvnas which is equal to

2.02%, and payments to budget are 3,272,900 hrivnas or 2.93%. So from the 27 regions of Ukraine, Kharkiv region is currently the number 7<sup>th</sup> in the inbound tourism and the number 10<sup>th</sup> in the outbound tourism. Our region is on the 9<sup>th</sup> place according to the regional distribution of domestic tourists. Its volume of realization of tourism services in Ukraine is the 8<sup>th</sup> big the payments of Kharkiv tourism enterprises are on the 6<sup>th</sup> place in Ukraine. Profits from exploitation of Kharkiv accommodation are 11,367,100 hrivnas or the 7<sup>th</sup> big in Ukraine. And the number of hotels in Kharkiv region has increased by 2 units.

So our city has a potential for tourism growth and using it more active nowadays. But it is very important not only to develop the infrastructure, but also to remember about the importance of marketing strategies implementation, formation of a global vision of the hotel mission in the modern city structure and our cultural assets as tourism attractions.

1. Greater Philadelphia's Competitive Edge. – USA, Philadelphia, 1998
2. State of Center City. – USA, Philadelphia, 2001
3. Russia, Ukraine & Belarus. – USA, Lonely Planet, 2000.
4. Туризм в Україні. Статистичний Бюлетень. – К., 2001

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## ГОРОД В СОЦИОКУЛЬТУРНОМ ИЗМЕРЕНИИ

Рассматривается необходимость анализа третьей градообразующей подсистемы – населения, при этом акцент делается на изменении мировоззрения современного человека. Человек показан в условиях постмодернизма.

Проблема устойчивого развития городов в традиционном понимании – это когда исследования охватывают две градообразующих подсистемы: техническую (все искусственные материальные образования, создающие инфраструктуру города) и экологическую подсистему (естественную среду, включенную в систему города).

Изучение третьей градообразующей подсистемы – демографической, т.е. людей с их потребностями, отношениями, способностями, деятельностью и институтами, т.е. всего того, что мы называем городским социумом, в лучшем случае лишь декларируется. В какой-то мере это объяснимо, так как процесс внесения изменений в уже сложившиеся подходы анализа всегда начинается с артикуляции проблем и возможных вариантов их разрешения. (В качестве одного из вариантов в литературе предлагается модель социополиса – использование