

So, to sum everything up, traveling is one of the most effective ways to see the world, experience new cultures and meet new people at the same time. For many tourists, however, traveling accomplishes many other purposes that don't even have anything to do with the joy of visiting a new place. This is why there are many different types of tourism that explain why tourists choose a particular destination and the things that they expect to do when they are there, but it has many types, which cannot develop equally.

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## **PROSPECTS OF HOTEL INDUSTRE DEVELOPMENT IN UKRAINE**

**Kristina Obidihina**, student

**Radu Makoviei**, senior lecturer

*O. M. Beketov National University of Urban Economy in Kharkiv*

The tourism industry is a set of disciplines connected with tourism (hotels, tourist complexes, campsites, motels, boarding houses, restaurant enterprises), which provide tourists with both accommodation and catering. With the increase in the number of tourists, the tourism infrastructure and its main component namely, the hotel sector, are rapidly developing. In modern conditions, hotels are forced to fight for recognition and respect, and if there is an opportunity to achieve it, the latter strive to expand their business [1].

The hotel business in Ukraine is characterized by dynamic development and becomes an important factor in the country's cultural and economic progress. On the one hand, the infrastructure of accommodation establishments in Ukraine doesn't comply with the international standards of living and recreation: the insufficient number of hotel enterprises, a small number of high-class institutions, lack of skilled professionals, the material and technical base is obsolete and requires modernization, there are no modern means of communication as well as information communication, effective and reliable protection systems, which is a prerequisite for obtaining a high level of service quality [2]. On the other hand, the hotel industry is the one with a growing level of competition on the hotel services market. Despite the complicated formation of market relations, in recent years many new hotels have been opened in Ukraine, people put up at hotels more often, and the number of travelers has increased. All these factors contribute to the improvement and expansion of hotel chains.

Until recently, the hospitality industry hasn't been considered as one of the most effective areas of economic development. We have got accustomed to the idea, that hospitality is a form of leisure, but not an important part of budget

enrichment. Now, the Ukrainian market of hotel services is approaching saturation with respect to five and four star hotels sector. However, the level of three star hotels in Ukraine is incomplete.

The issue of service standardization remains a problematic one as a result of non-compliance of both the Ukrainian and European standardization systems. According to preliminary estimates, 80% of the tourist infrastructure requires repairing and refurbishment. In addition, there is almost no increase in business activity in the hotel sector of Ukraine, the delay in development of national companies can lead to filling up the market by foreign hotel operators. But the Western investor doesn't tend to occupy the hotel sector of Ukraine without the active participation of Ukrainian companies. Thus, the above-mentioned conditions complicate and slow down the activity of the hotel industry, but it is here that the national hotel operator can make use of the advantage of being aware of the features of national legislation.

The promising trends in the development of the hotel services market in Ukraine are as follows:

1. Development of conference services. Ukrainian and international companies tend to hold their meetings, award ceremonies, receptions, banquets, training events in hotels;
2. Establishment of hotel enterprises with a distinct specialization in sports and recreation, congress tourism and centers with gambling attractions;
3. Promoting the creation of new vacancies and the extension of temporary employment in the field of tourism;
4. Creating safe conditions for realization of a tourist trip, personal pikes for tourists, providing the latter with medical, technical and legal assistance;
5. Formation of international hotel chains, development of a network of small enterprises;
6. Development of a segment of low-cost hotels with affordable prices for the middle-class group;
7. Activation of the hospitality domain in the most attractive tourist regions, namely the Crimea, the Carpathian Region and the Azov-Black Sea. This will result in high profits only when modernization of respective institutions in these regions is implemented;
8. Introduction of new resorts, based on the creation of small businesses in the field of hospitality, namely family hotels, boarding houses and specialized accommodation facilities. In the tourist centers with famous historical and architectural monuments it is visiting castles, palaces and housing, estates.

The hotel business in Ukraine can be considered to be a promising one. Firstly, there is an increase in both the domestic and foreign business tourism. Secondly, an increase in the population's prosperity in Ukraine leads to an enhancement in the number of travelers, which causes the need to increase the number of accommodation facilities. Thirdly, Ukraine, which declared its integration into the European space, becomes attractive to Europeans [4].

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## THE ROLE OF INNOVATION IN TOURISM INDUSTRY DEVELOPMENT

**Karine Petrosian**, student

**Radul Makoviei**, Senior lecturer

*O. M. Beketov National University of Urban Economy in Kharkiv*

How can we define the term «tourism»?

Tourism is the business of providing services such as accommodation, entertainment, transport, promotion and management.

Tourism is one of the most important service industries. This industry requires modern methods for customer service. Innovations in the tourism industry are mainly set one's sights on the formation of a new tourist product. The introduction of innovations will improve the competitiveness of tourism organizations and the industry as a whole. Creation of innovations in tourism will increase the growth of consumer demand in the market of tourist services. For developing of the tourism industry should be created new tourist routes, products, services.

Tourism industry should use the attainment of science, IT-technologies, the introduction of which will increase the employment of the population, increase the socio-economic development and tourist attractiveness of the country and regions. For obtaining innovations in tourism industry should occur changes in other industries such as economics, IT-technology. For example, to deny the old habit of booking a tour by fax and switch to an on-line booking system that allows you to receive instant confirmation of the tour.

The following categories that determine the degree of innovative development of tourism:

- market competition;
- the level of development of science, political and economic stability;
- personnel;
- resources (natural, industrial, financial, scientific and technical, technological, infrastructure) [1].

To build an effective innovation development methodology, it is necessary to evaluate the whole range of indicators related to the service sector, taking into account the historical and local conditions for the development of a particular