

The most famous brand information war is the Cola vs Pepsi rivalry. The rivalry between the Coca Cola and Pepsi brands dates back to the 1930s and is one of the oldest marketing wars in modern history. In the 1960s and 1970s, brands began to actively use harsh jokes against each other in advertising campaigns. It is worth noting that there is no difference in taste. This is confirmed by numerous tastings and studies. And their main battle is not in tastes, but in advertising campaigns.

On the contrary, Samsung and Apple started out as partners. Samsung have been supplying Apple with processors and displays for the iPod since 2001. Everything was great while Samsung was in the business of TVs, laptops, Apple iPods and Macs. The friendship ended when Samsung's fast success in the smartphone market threatened Apple's leadership. This is how Apple's war against Samsung began.

The world's fast food restaurants also compete with each other. Burger King and McDonald's are no exception. Burger King skillfully lures customers with its character by making fun of McDonald's products.

The struggle between brands can certainly be called a very difficult and risky task for modern business. The future of the brand, the number of consumers, income and, most importantly, profits depend on this. No one disputes that advertising is a powerful competitive tool. It is based on the regulation of supply and demand, which helps them to reach one point. However, long-term competitive wars may not be beneficial to brands. Interest in protracted disputes will eventually disappear. Over time, the riskiness of waging competitive wars becomes obvious. It becomes more difficult to control the market over time.

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TASKS OF HEALTH RESORTS MANAGEMENT

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Changes in the management system of the country's economy, which has embarked on the path of market transformations, is one of the most important areas of reforms taking place in Ukraine. Successful implementation of transformational changes in the domestic economy highlights the need for

quality transformation and improvement of the structure and management system of all areas and complexes, in particular, health resorts (HR), which will enhance its existing and potential resources for a rapid and flexible adaptation of these economic entities (HR) to transformations in the national economy.

The study of the current state of health resorts allows to conclude that current economic situation hinders the development of the health resort business in Ukraine, and the main factors that obstruct progress are:

- insufficient legislative and regulatory support of health resort activities;
- lack of opportunity for most working citizens and their families to purchase packages at full cost;
- underdeveloped infrastructure of resorts due to the lack of a unified management system, etc. [1, 2].

Taking into account the abovementioned points, the main tasks that require priority in the context of market reform of the health resorts of the country are:

- ensuring the availability of health resort treatment;
- increasing the efficiency and competitiveness of HR (which integrates several important areas, including creation and comprehensive development of the modern health resort industry, solving land use issues, attracting investments, in particular, foreign investments);
- conducting a full inventory of HR objects, development and implementation of a system of accounting for these objects and the formation of legal rights for them;
- increasing the competitiveness of CCM organizations, in particular by improving their organizational and legal forms and economic mechanisms of operation, as well as the release of enterprises of this complex from performing functions uncharacteristic of them;
- determining the role of the state in regulating the market of health resort services and promoting the formation of non-governmental institutions of self-regulation of the participants in the market of health resort services;
- promoting the formation of the market of health resort services, in particular by liberalizing this type of services, removing barriers to the development of the health resort business, promoting competition, etc.

At the **macroeconomic** level the priority in the context of activating the resource components of the health resorts is the preservation and development of this socially significant element of the national economy (HR as a whole), as well as maintaining the efficiency of the productive forces. At the **mesoeconomic** level it is necessary to focus mostly on the economic tasks, the successful implementation of which will ensure the necessary competitiveness and sustainability of the economic development of the territory, and as a result, ultimately contribute to the formation and replenishment of the relevant revenue part of regional budgets.

Despite the fact that a similar task is performed at the macroeconomic level, at the regional level it is formulated more clearly and reflected in the relevant policy of the authorities and the tasks to be solved. Such tasks are:

- ensuring a high profitability of specific business entities, which represent health resorts of the region;
- increasing the ability of the economically active population of the territory to productive work by reducing sickness level, continuing active labor practice.

An effective solution of the first mentioned task will contribute to an increase of population employment in a certain region, development of the service sector, an efficient use of the available natural resources, and formation of the appropriate revenue part of the regional budgets. A solution of the second task is closely related to the social procurement of the society and ensures its implementation, thereby helping to increase the efficiency of using labor resources of the region.

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THE HISTORY OF DEVELOPMENT OF HOTEL INDUSTRY IN UKRAINE

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The first hospitality establishment in Ukraine appeared during the Kievan Rus, in period of its economic and political development. The Slavic mentality played an important role: special attitude to guests, creating comfortable conditions for overnight stay, providing guests with delicious food. Kyiv prince Volodymyr Monomakh willed people to be hospitable with guests because “passing by they will spread the good or bad news around the world. Kyiv princes welcomed their foreign guests in summer residences, for example Red Yard and Vyshhorod. Among the first hospitality establishment there were inns that called “yamy”. Hospitable yards began to emerge in big cities: they were not huge, but they differed in originality and isolation, guests were separated by