

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

ANASTASIYA KONDRATYUK, student

NATALIYA M. VLASHCHENKO, Associate Professor, PhD in Economics,
Scientific Adviser

MARYNA V. RYZHENKO, Associate Professor, PhD in Education, Language
Adviser

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

nationalities. On the Milky Way and trade routes there were inns, that were divided into two parts: one for eating, where were pub and dining tables, and another for overnight stay. Medieval religious processes in Europe influenced Ukraine. There was very good attitude to pilgrims, especially to poor worshipers. There was a wooden hotel on the territory of Kyivo-Pecherska Lavra, which was later rebuilt into a stone bunk hotel with iron roof and kitchen. In the 18th century Ukraine was annexed to Russian Empire and the construction of postal tract from Moscow to Kyiv began. A lot of postal yards and offices that executed functions of accommodation establishments were built on this tract. Ukrainian hotel industry noticeable developed in the late 19th century. It is closely related to the development of large cities.

At the turn of the 19th and 20th century, in the capitals of Russian Empire and later in provincial and county cities, small bunk hotels with yards for horses and crews and small restaurants and taverns began to appear. Most of them were uncomfortable and unsanitary. Famous Ukrainian writer Mykola Hohol told about one hotel in the provincial city: "For two rubles per day visitors received a room with cockroaches that look like prunes on all sides. The façade matched the insides. Rooms were dark like pantries, mattresses bad, flat and greasy like pancakes". In 1889 a regular railway service was opened. It was a great impetus to the development of hotels. Until 1880 there were 15 hotels in Kyiv. Over the next 20 years 64 new hotels were built in the center of the city. There were fashionable, middle class, station hotels and apartments, "yards" and inns. Fashionable hotel establishments were situated in the center of the city and provided guests with world-class service, for example hotel "Yevropeyskyy". Middle class hotels were focused on less affluent guests. They were built on the central streets, provided with electricity and hot water, comfortable rooms in European style, bath, parking for crews. In the late 19th century 4 station hotels functioned in Kyiv. The most popular small hotel establishments were apartments: they were optimal in terms of "price-quality" for people who stayed there for a long time, there were maid and samovar services. Hotel industry was developing not only in Kyiv, but also in Odessa, Kharkiv, Yalta. In 19th-20th century hospitality industry in Galicia, which was a part of Austro-Hungarian Empire, and western Ukraine was widely developed: in each city were hotels, apartments (it was the most popular establishment), restaurants, coffee shops of different classes. A huge amount of hotels was in Lviv – 48 establishments.

In the period between the First and Second World Wars, significant changes took place in development of the hotel industry. A single state hotel management system was formed in the period of Soviet Ukraine.

In the 1930s, the first standard hotel projects were developed - first for 50-100 seats, then larger ones for 150 seats. The improvement of hotels is improving - some rooms are equipped with washbasins, there are multi-room rooms, restaurants at hotels, the number of services increases.

In the late 80's, the pace of hotel construction slowed down significantly, there were "long-term construction". The availability of hotel seats was 2.5 per

1,000 inhabitants, which is a very low indicator. The hotel industry has become an unprofitable industry, often existing on government and departmental subsidies. Modern technology, in particular computer technology, was introduced very slowly, and the degree of mechanization of labor was low.

The beginning of the 90s marked a new stage in the development of the hotel industry in independent Ukraine. It started with a number of problems. Due to the cessation of proper funding, hotel construction is also stopped. After the collapse of the USSR and its monopoly structures, problems arose in the management of the hotel base. The regulatory framework of hotels is repealed.

Since the early 1990s pp. there was a tendency to reduce the hotel base. Since 2005, there has been an increase in the number of hotels in the country: 1,232 hotel enterprises were already operating in Ukraine.

The ownership structure in the hotel industry has changed compared to the Soviet period, which was facilitated by the processes of corporatization and privatization of state property that took place in Ukraine during the second half of the 1990s.

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SMART ROOM TRENDS IN THE CONSTRUCTION OF MODERN HOTELS

ANASTASIIA KUROPATKINA, student

NATALIYA M. VLASHCHENKO, Associate Professor, PhD in Economics,
Scientific Adviser

OLHA HNATYSHEVA, English Teacher, Language Adviser

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

Technologies are becoming more and more sophisticated, and with their rapid development, new spheres of business start to adopt and adjust them to the needs of customers. A hotel room is viewed nowadays not just as a place to sleep, but as an interactive environment created to satisfy the demands of clients and make them feel at home.

The term “smart room” has recently been associated mostly with the Internet access provided in the hotel, as well as video and audio technologies used for entertainment. However, this term has been extended, as there are lots of different devices which make it possible to send and receive digital information, and their functionality is rapidly growing.