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ANALYSIS AND TRENDS OF HOTEL DEVELOPMENT IN UKRAINE

Tourism business in Ukraine is becoming quite an important area of activity. The volume of tourism business is increasing every year, and this requires the placement of tourists, which encourages the state tourism management to increase the focus of their work on the formation of a competitive hotel industry.

Considering the national specificities of the legislation, economic conditions of economy, pricing policy, etc., increasing the hotel business should give rather high competitive advantages to Ukrainian hotel operators in the process of creating this niche in the tourism industry.

Nowadays, the hotel industry of Ukraine is inferior to more developed countries of the world. But companies with a well-chosen management model, well-matched staffing and harmoniously combined cost and quality indicators continue to evolve. But it should be noted that the material and technical base of the hotel industry of Ukraine requires construction and is one of the rather painful problems in modern Ukrainian tourism.

Hotel download sare a seasonal phenomenon. The check-inatthehotelduringtheyearisusuallynotuniform.it increases on weekdays, it decreaseson weekends, increasing on weekdays at the expense of persons on a business trip.

The number of hotels and similar accommodation in Ukraine from 2014 to the beginning of 2019 decreased by almost 40%. Collective placements decreased by more than 1,5 times, specialized placements – by 1,8 times. The fund of hotel rooms decreased from 586,6 thousand places to 359,0 thousand places.

In total, according to the State Statistics Service of Ukraine, at the beginning of 2019, there were 4,113 thousand establishments out of 359,0 thousand places serving approximately 6,7 million people in Ukraine every year.

Analyzing the structure of the hotel business in Ukraine, it can be noted that two types of enterprises are quite common:

- hotels (69% of the total economy);
- tourist bases (20%).

Changing the structure of the hotel industry in Ukraine by increasing the number of hotel structures across the country will increase the efficiency of hotel management, achieve high standards and improve the functionin gof hotels at the corporate level and, as a result, improve the quality of service.

Considering the national specificity of the legislation, economic conditions of economy, pricing policy, etc., the increase of the hotel business should give rather high competitive advantages to the Ukrainian hotel operators in the process of creating this niche in the tourism industry.

The business entities that setup small hotel sand own private homes or apartments compete with the hotel industry significantly. They offer holiday makers a complete list of basic and unique hotel services, at a much lower price. The number of such enterprises in Ukraine is almost 60%. Only those hotels that can offer their visitors a very high level of service, which is only possible with professional staff, can with stand competition and be profitable.

The main trends in the development of the hotel industry, which will lead to an increase in the efficiency of business activities of these fraservice – this is:

- aninnovative direction of the processes of hotel business development;
- increased competition in this area;
- the tendency to tighten controlover the work of the hotel industry by government bodies;
- the need to accelerate the process of administrative management solutions in the conditions of turbulence of the environment;
- increase of investors' interest in the segmen to flow-budget hotels.

The improving the quality of the hotel offer, expanding markets, training specialists in accordance with there quirements of world standards are necessary to ensure the development of tourism.

The development strategy of the industry requires state support in financing in the main areas:

- attracting tourists to selected target markets;
- bringing national standards, safety standards, quality of goods and services in line with international requirements.

As a result, we can say that the development of tourism in Ukraine is slow, but with a proper approach to providing service in hotels, you can significantly accelerate it.