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ANALYSIS OF THE UKRAINIAN ENTERPRISES ACTIVITY DEVELOPMENT IN THE HOSPITALITY SERVICE FIELD

Abstract. The hospitality services domain in developed countries occupies a leading place, being a source of budget revenues, and contributing to income redistribution among countries, as well as to the combination of various capital forms (national and international), new jobs creation, and to the development of tourists flows. There are many unique recreational, cultural and historical resources in Ukraine that require and need to be used appropriately and optimally for the economic and cultural development and for the prosperity of our country, thus strengthening its significance, competitiveness and prestige in the world.

This article is purposed to study the level of development, structure, to identify relevant principles, and to analyze the enterprises belonging to the hospitality services sphere.

The hotel business as a component of hospitality industry is connected with tourism activity, because it provides accommodation services for external, domestic tourists. Health-improving, sanatorium and resort facilities as constituents of the hospitality sector provide recreational services that contribute to the person's workability rehabilitation.

Activities related to hospitality domain, especially hotel and restaurant business, are promising and profitable for investment, which rapid development and jobs creation contributes to the development of tourism. But the hospitality enterprises' summarizing statistical analysis gives grounds to conclude that in recent years majority of studied objects decreased in number that is due to the deterioration of the economic and political situation in the country, which results in a decrease in both tourism activity and business activity, lack of funds, which leads to an increase of these projects payback period.

Prospective further research could be devoted to the study of measures and programs existing with new ones development to increase competitiveness, render more efficient the innovations implementation in the hospitality enterprises, and to optimize the hotel business structure in some areas.

Keywords: investment attractiveness, sphere of hospitality, hospitality service field, analysis, hotels, hospitality domain enterprises.

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ПЕРСПЕКТИВИ ІНВЕСТИЦІЙНОЇ ПРИВАБЛИВОСТІ ПІДПРИЄМСТВ УКРАЇНИ У СФЕРІ ГОСТИННОСТІ

Анотація. Сфера гостинності в розвинутих країнах займає провідне місце в економіці держави. Вона є джерелом надходжень до бюджету, а також сприяє перерозподілу доходів між державами. Сфера гостинності дозволяє виконати комбінацію різних форм капіталу (національного і міжнародного), створити нові робочі місця, а також забезпечити розвиток туристських потоків. В Україні існують різні унікальні рекреаційні, культурні та історичні ресурси, які потребують і мають бути оптимально використані для економічного і культурного розвитку держави. Це дозволить підвищити конкурентоспроможність і престиж держави у світі.

Призначено для вивчення рівня розвитку, структури, принципів та аналізу підприємств, що належать до сфери послуг готельного господарства.

Виявлено, що готельний бізнес як складова індустрії гостинності пов'язаний із туристичною діяльністю, оскільки надає послуги з розміщення зовнішніх, внутрішніх туристів. Оздоровчі, санаторно-курортні заклади як складові сфери готельного господарства надають рекреаційні послуги, що сприяють реабілітації працездатності людини.

Визначено, що діяльність, пов'язана зі сферою гостинності, особливо готельно-ресторанного бізнесу, є перспективною і вигідною для інвестицій. Установлено, що швидкий розвиток і створення робочих місць сприяють розвитку туризму. Проте підсумковий статистичний аналіз підприємств гостинності встановив, що в останні роки їхня кількість зменшилась у зв'язку з погіршенням економічної та політичної ситуації в державі. Це призвело до зменшення як активності туризму, так і бізнесу. Зокрема, брак грошових коштів обмежує темпи економічного і соціального розвитку у сфері гостинності.

З'ясовано, що подальше дослідження має бути присвячене вивченню заходів і програм, що існують, з новими розробками для підвищення конкурентоспроможності, ефективності впровадження інновацій у підприємствах готельного господарства та оптимізації їхньої структури капіталу.

Ключові слова: інвестиційна привабливість, сфера гостинності, готельний сервіс, аналіз, готелі, готельні підприємства.

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ПЕРСПЕКТИВЫ ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ ПРЕДПРИЯТИЙ УКРАИНЫ В СФЕРЕ ГОСТЕПРИИМСТВА

Аннотация. Сфера гостеприимства в экономике развитых стран занимает ведущее место, представляя собой источник доходов бюджета, способствуя перераспределению доходов между странами. Она сочетает различные формы капитала (национальные и международные), создает новые рабочие места и обеспечивает развитие туристических

потоков. Определен уровень развития, изучено структуру, выполнено идентификацию моделей и анализ гостиничных предприятий. Установлено, что деятельность, связанная с гостеприимством, особенно с гостиничным и ресторанным бизнесом, является многообещающей и прибыльной для инвестиций, а быстрое развитие и создание рабочих мест вносят вклад в развитие туризма. Выяснено, что за последние годы резко снизилась туристическая и бизнес-активность большинства исследуемых гостиничных предприятий в результате ухудшения экономической и политической ситуации в стране, что привело к увеличению периода окупаемости проектов в сфере гостеприимства.

Ключевые слова: инвестиционная привлекательность, сфера гостеприимства, гостиничный сервис, анализ, гостиницы, гостиничные предприятия.

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Problem statement. The hospitality services domain in developed countries occupies a leading place, being a source of budget revenues, and contributing to income redistribution among countries, as well as to the combination of various capital forms (national and international), new jobs creation, and to the development of tourists flows. There are many unique recreational, cultural and historical resources in Ukraine that require and need to be used appropriately and optimally for the economic and cultural development and for the prosperity of our country, thus strengthening its significance, competitiveness and prestige in the world.

Recent research and publications analysis. The hospitality services enterprises activity analysis with this domain development research become subject of numerous studies carried out by domestic scholars such as O. V. Shikina, D. V. Dyachenko (Odessa region), M. Yu. Barna, N. M. Ganych, H. Z. Guk (Lviv region), O. Romanenko (Kyiv), I. M. Melnyk (Carpathian economic region), V. M. Zaitseva, T. S. Kuklina (Zaporizhya region), D. O. Prychidko, O. P. Krupsky (Dnipro); the hospitality as a public phenomenon has been considered by A.I. Martienko and O. V. Dyshkantyuk and others. Also, in different countries the hospitality domain was studied by foreign scientists T. V. Imangulova, Kyrgyzbay M.G. in Kazakhstan (Imangulova T.V., Kyrgyzbay M.G., 2017), O.M. Lebedev, O.O. Pakhomova (Lebedev, Pahomova, 2016) investigated this aspect in the world industry context, D.V. Kasperovsky (Kasporski D.V., 2017) in Belarus, M.M. Narziev, O. S. Ermakov, A. D. Babakulov (Narziev M.M., Ermakov O.S., Babakulov A.D., 2015) in Uzbekistan, K Borkovsky, T. Grabinsky (Borkowski K., Grabinski T., 2013) in Krakow. Despite the fact that a lot of works has been devoted to the Ukrainian hospitality industry studying, those huge data amounts are discrete, only small time intervals being analyzed, therefore a summarizing analysis of this domain development in general for several years is highly relevant.

Problem task formulation. This article is purposed to study the level of development, structure, to identify relevant principles, and to analyze the enterprises belonging to the hospitality services sphere.

Main research material presentation. Despite the fact that the hospitality services domain exist as far as quite some long time period, the scientists still have no an unique approach to defining its concept. M. P. Mal'ska considers this field as a complex of industries, whose main task is to serve tourists when they are outside their permanent residence area [1]. M.G. Boyko and L.M. Hopkalo do identify hospitality as a system that includes placement services, leisure, nutrition, and additional travel-related services necessary when somebody traveling to a full-fledged livelihood [2]. T. A. Silchuk defines the hospitality industry as an entrepreneurial field, consisting of services based on the principles of hospitality, characterized by the hosts' goodwill and generosity in their relation to the guests [3]. V.S. Mazur treats the hospitality industry in a domain that covers the people activities in such spheres as tourism, recreation, entertainment, as well as arrangement of scientific conferences, excursions, exhibitions activities, catering, hotel business and divides the hospitality services industry into hospitality properly, that includes both catering and accommodation sectors, and sales & tourism area, including transport, recreation and entertainment, travel agencies and tour operators activity [4]. O.O. Lupich summarizes the hospitality industry components such as transportation and recreation, entertainment and cultural sphere,

accommodation and catering [5]. As a system of measures targeting to meet the ‘needs (economic, cultural, domestic), their service, the hospitality is considered by O.G. Davydova [6]. A.I. Martynenko and O. V. Dyshkanyuk emphasize that the hospitality sphere embraces a set of resources (material, financial, labor, information and communication), social factors (moral and ethical, spiritual, cultural) and traditions, natural resources support measures, including climatic conditions and ecological status, labor resources, productive forces spatial distribution and managerial resources involved in the production and provision of hospitality services as well as in the production of resources engaged in these services providing [7].

The hotel business as a component of hospitality industry is connected with tourism activity, because it provides accommodation services for external, domestic tourists. This sector entities include hotels and similar accommodation facilities (motels, hotels, clubs with living rooms, boarding houses, guest houses etc), commercial and social accommodation facilities (tourist rural facilities and hotels, bungalows, campsites, hostels, holiday homes, youth hotels etc), specialized accommodation facilities (hotels with health care service, shelters, sanatoriums, labor camps, botels, flotels, rotels and others), private accommodation facilities (private residences, leased rooms, placement at acquaintances’ or relatives’ residence) [8]. Statistical analysis of this industry enterprises is shown in Table. 1.

Table 1

Analysis of the hotels and collective accommodation facilities development in Ukraine for 2011-2016 period

Indicator	Years					
	2011	2012	2013	2014	2015	2016
Hotels number, pcs	3162	3144	3582	2644	2478	2534
Absolute variation (hotels), pcs	–	-18	438	–	-166	56
Collective accommodation facilities (CAF), total, pcs	5882	6041	6411	4572	4341	4256
Absolute variation, pcs	–	159	370	–	-231	-85
Hotels specific weight at CAF total, %	53,76	52,04	55,87	57,83	57,08	59,54
Hotels development rate, %	–	99,43	113,93	–	93,72	102,26
Hotels number increase rate, %	–	-0,57	13,93	–	-6,28	2,26
CAF development rate, %	–	102,7	106,12	–	94,95	98,04
CAF number increase rate, %	–	2,7	6,12	–	-5,05	-1,96
Accommodation places at hotels, pcs	154200	162800	179100	135500	132500	135900
AP absolute variation, pcs	–	8600	16300	–	-3000	3400
Total places at hotels and specialized accommodation facilities (SAF), pcs	567300	583400	586600	406000	402600	375600
AP absolute variation, pcs	–	16100	3200	–	-3400	-27000
Hotels specific weight at total accommodation capacity, %	27,18	27,91	30,53	33,37	32,91	36,18
Hotels-accommodated guests number, persons	4656800	4983900	5467800	3814200	4297200	5037100
Absolute variation, prs	–	327100	483900	–	483000	739900
CAF- accommodated guests number, persons	7426900	7887400	8303100	5423900	5779900	6544800
Absolute variation, prs	–	460500	415700	–	356000	764900

Source: Calculated by the author based on data [9]

The table clearly evidence that during 2011-2013, the largest number of hotels and collective accommodation facilities was in 2013. Initially, there is a decrease in the number of hotels by 0,57%, then it changes to an increase of 13,93%. The CAF number increases: initially by 2,7%, then by 6,12%. The number of guests in hotels, as well as in collective facilities, is increasing. Due to the fact that data provided for 2014-2016 do not take into account the territory of the Crimea and Sevastopol city as well as the zone of counter-terrorist operations, data for 2014 and 2013 in this table are not further compared.

Health-improving, sanatorium and resort facilities as constituents of the hospitality sector provide recreational services that contribute to the person's workability rehabilitation. The analysis of these enterprises is shown in the Table. 2.

Table 2

Analysis of health-improving, sanatorium and resort establishments
of Ukraine development in 2009-2016

Indicator	Years							
	2009	2010	2011	2012	2013	2014	2015	2016
Boarding houses and sanatoria providing medical treatment	513	510	508	484	477	320	309	291
Specific weight, %	2,52	2,51	2,46	2,35	2,23	2,01	2,66	2,55
Absolute variation	–	-3	-2	-24	-7	–	-11	-18
Growth rate, %	–	99,42	99,61	95,28	98,55	–	96,56	94,17
Increase rate, %	–	-0,58	-0,39	-4,72	-1,45	–	-3,44	-5,83
Sanatoriums (dispensaries)	252	234	224	185	165	118	79	63
Specific weight, %	1,24	1,15	1,08	0,9	0,77	0,74	0,68	0,55
Absolute variation	–	-18	-10	-39	-20	–	-39	-16
Growth rate, %	–	92,86	95,73	82,59	89,19	–	66,95	79,75
Increase rate, %	–	-7,14	-4,27	-17,41	-10,81	–	-33,05	-20,25
Boarding houses and holiday rest homes	296	290	280	286	271	90	76	73
Specific weight, %	1,45	1,43	1,36	1,39	1,27	0,57	0,65	0,64
Absolute variation	–	-6	-10	6	-15	–	-14	-3
Growth rate, %	–	97,97	96,55	102,14	94,76	–	84,44	96,05
Increase rate, %	–	-2,03	-3,45	2,14	-5,24	–	-15,56	-3,95
Touristic camps and similar	1907	1920	1947	1925	1916	1400	1399	1295
Specific weight, %	9,37	9,46	9,42	9,33	8,96	8,8	12,05	11,37
Absolute variation	–	13	27	-22	-9	–	-1	-104
Growth rate, %	–	100,68	101,41	98,87	99,53	–	99,93	92,57
Increase rate, %	–	0,68	1,41	-1,13	-0,47	–	-0,07	-7,43
Recreation and health improvement facilities (for children)	17379	17342	17703	17744	18549	13977	9743	9669
Specific weight, %	85,41	85,45	85,68	86,04	86,77	87,88	83,95	84,88
Absolute variation	–	-37	361	41	805	–	-4234	-74
Growth rate, %	–	99,79	102,08	100,23	104,54	–	69,71	99,24
Increase rate, %	–	-0,21	2,08	0,23	4,54	–	-30,29	-0,76
Total enterprises	20347	20296	20662	20624	21378	15905	11606	11391
Absolute variation	–	-51	366	-38	754	–	-4299	-215
Growth rate, %	–	99,75	101,8	99,82	103,66	–	72,97	98,15
Increase rate, %	–	-0,25	1,8	-0,18	3,66	–	-27,03	-1,85

Source: Calculated by the author based on data [9]

The most significant part in this period belongs to the children's recreation and health care facilities (83,95-87,88%) and camps and similar enterprises (8,8-12,05%). The least important share belongs to sanatoriums (dispensaries) and rest homes and boarding houses (0,57-1,45%). The number of boarding houses, medical sanatoria, sanatoriums (dispensaries) decreases throughout the studied period.

The analysis of temporary placement enterprises with catering services development is shown in the Table. 3.

Table 3

Analysis of the development of enterprises providing temporary accommodation and catering services

Indicator	Years						
	2010	2011	2012	2013	2014	2015	2016
Enterprises number, pcs	9777	9880	9495	10096	7885	7700	6544
Absolute variation, pcs	–	103	-385	601	–	-185	-1156
Specific weight at the total structure, %	19,54	23,06	21,54	19,39	13,7	13,18	11,34
Growth rate, %	–	101,05	96,1	106,33	–	97,65	84,99
Increase rate, %	–	1,05	-3,9	6,33	–	-2,35	-15,01
Individuals number, prs	40256	32970	34590	41981	49668	50736	51152
Absolute variation, prs	–	-7286	1620	7391	–	1068	416
Specific weight at the total structure, %	80,46	76,94	78,46	80,61	86,3	86,82	88,66
Growth rate, %	–	81,9	104,91	121,37	–	102,15	100,82
Increase rate, %	–	-18,1	4,91	21,37	–	2,15	0,82
Total, pcs	50033	42850	44085	52077	57553	58436	57696
Absolute variation, persons	–	-7183	1235	7992	–	883	-740
Growth rate, %	–	85,64	102,88	118,13	–	101,53	98,73
Increase rate, %	–	-14,36	2,88	18,13	–	1,53	-1,27

Source: Calculated by the author based on data [9]

The number of individuals engaged in this activity grows year by year, it is significantly larger than number of legal entities, whose cipher has decreased in recent years (the absolute variation in 2016 was 1156 units).

The restaurant business as a part of the hospitality services sector satisfies the physiological and communicative needs of any consumer. This sphere enterprises this include dining rooms, bars (grill bar, cocktail bar, beer, dairy, coffee hall etc), restaurants, snack bars (taverns, kebabs, tea salons and others), cafes (universal, specialized), fast food service enterprises (pizza, pancakes, pies, bistros, sausages, varennicks, chebureks etc), catering enterprises (social, indoor, outdoors, Vip, etc.), retailers [10,11]. Statistical analysis of restaurant enterprises is shown in Table. 4.

The largest specific share among catering enterprises is held by restaurants and mobile food establishments (75.82-79.79%), while the lowest index hold these of ready-made meals supply (7,68-8,49%). The number of enterprises engaged in beverage servicing has a negative tendency to decrease over the entire studied period. The number of enterprises involved in the ready-made dishes supply, restaurant activities and mobile food industry fluctuates at the beginning of the period, but at the period end it also begins to decrease rapidly due to insolvency, uncompetitiveness, and high losses at some of those enterprises.

Table 4

Analysis of the catering sphere enterprises development

Indicator	Years						
	2010	2011	2012	2013	2014	2015	2016
Beverages servicing, pcs	1289	1249	1053	1017	798	752	618
Absolute variation, %	–	-40	-196	-36	–	-46	-134
Specific weight, %	16,04	15,43	14,31	13,26	13,08	12,69	12,35
Growth rate, %	–	96,9	84,31	96,58	–	94,24	82,18
Increase rate, %	–	-3,1	-15,69	-3,42	–	-5,76	-17,82
Ready meals servicing, pcs	654	687	605	589	472	464	393
Absolute variation, %	–	33	-82	-16	–	-8	-71
Specific weight, %	8,14	8,49	8,22	7,68	7,74	7,83	7,86
Growth rate, %	–	105,05	88,06	97,36	–	98,31	84,7
Increase rate, %	–	5,05	-11,94	-2,64	–	-1,69	-15,3
Restaurants and mobile catering enterprises, pcs	6093	6159	5701	6061	4830	4712	3992
Absolute variation, %	–	66	-458	360	–	-118	-720
Specific weight, %	75,82	76,08	77,47	79,05	79,18	79,49	79,79
Growth rate, %	–	101,08	92,56	106,31	–	97,56	84,72
Increase rate, %	–	1,08	-7,44	6,31	–	-2,44	-15,28
Total, pcs	8036	8095	7359	7667	6100	5928	5003
Absolute variation, %	–	59	-736	308	–	-172	-925
Growth rate, %	–	100,73	90,91	104,19	–	97,18	84,4
Increase rate, %	–	0,73	-9,09	4,19	–	-2,82	-15,6

Source: Calculated by the author based on data [9]

Conclusions. Activities related to hospitality, especially the hotel and restaurant business, are promising and profitable for investment, with respect to their rapid development, and provision with workplaces that contributes to the development of tourism. But the statistical analysis of the hospitality services enterprises number allows us to conclude that these recent years the investigated objects major part number decreased that being due to the economic and political situation deterioration in the country, resulting in a decrease in both tourism activity and business activity, lack with financing, which leads to an increase in these projects payback period.

Of course, the hotels leading the way in their markets are those with a strong I.T. infrastructure supporting their organization.

This technology foundation can include reliable networks and servers to manage customer data and business operations, cloud platforms that allow for agile responses to customer needs, and strong backup and disaster recovery systems to supply peace of mind – especially to organizations with buildings located in areas prone to extreme weather.

Since hospitality organizations handle a lot of financial transactions, an ever-increasing number of which occur online, I.T. security is a big concern. You need to be assured that the financial information your customers have trusted you with is safe, whether it is simply being stored in records on your servers, or you are holding credit card numbers to use for incidental room charges. Matters of security affect not only your networks, servers, and cloud systems, but also data that is handled on the go. An increasing (and still growing) proportion of customer transactions are taking place on mobile devices, and it is imperative that your networks be impenetrable, assuring peace of mind to both you and the guests who have entrusted their personal data to your safe-keeping.

On top of those types of ongoing business operations considerations, you must plan for the future. Leading hotels and hospitality groups are using I.T. partnerships to plan for, as well as begin to feature, cutting-edge technology that helps them stand out amongst the competition.

Incorporating IoT (Internet of Things) technology into guest services – as well as to streamline maintenance – is just one small example of how new technology is being used.

Prospective further research could be devoted to the study of measures and programs existing with new ones development to increase competitiveness, render more efficient the innovations implementation in the hospitality enterprises, and to optimize the hotel business structure in some areas.

Література

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