

State policy on development of hotel industry

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Introduction. The state policy on the development of the hotel industry, the regulation of the main aspects of economic activity as a component of the tourism industry aimed at improving its qualitative performance criteria is reflected in the Laws of Ukraine – «About Enterprises», «About Business Activity», «About Limiting Monopolies and Preventing Unfair Competition in Business Activities», «About consumer rights protection» and «About tourism».

The methods and ways of improvement of existing and construction of new modern hotels are explored. Standardization of the hotel industry, systems of standards and specific plans of activity of enterprises of the hospitality industry and tourism are needed. The legal field for the coordination of the functioning of the hotel industry enterprises is due to the creation of a certain favorable legal regulation.

The role of government is recognized as an integrating force in the organization and marketing of tourism. Social and demographic trends as well as changing values in society and consumer perceptions promote the development of new opportunities and products in the hotel, catering and tourism industry. Therefore, governments play a major role in boosting tourism growth within their country or region. They are also the basis for the application of statutory conditions such as safety, security, sanitation, and transport infrastructure.

Recently, in addition to traditional full-service hotels, enterprises with a shorter set of services and dishes are increasingly appearing. Specialization can be the most diverse. Hotels can focus on serving the tourism market segment. The priority of the development of hotel business in modern conditions is: improving existing and building new modern hotels, improving the quality of service, ensuring the functioning of hotels in accordance with the existing regulatory framework. To improve the quality criteria of the functioning of the hotel industry, it is necessary to develop systems of standards and specific plans the activities of enterprises of the hospitality industry and tourism, taking into account a number of specific factors inherent only in this area of services to regulate the legal field of coordination of functioning of the enterprises of the hotel industry. The legal framework for the functioning of the hotel industry enterprises of Ukraine extends to the elements of the technology of production, organization and realization of hotel services in the plane related to the market of hotel services. Logically regulate the standards of certification of services of enterprises of the hotel industry in order to prevent the sale of products dangerous for life, health and property of citizens and the environment.

Conclusions. The main task of the system of legislative and normative provision of enterprises of the hotel industry is interrelated and complementary functioning of legislative acts and normative provisions. In modern conditions of economic activity, the legal regulation of economic activity in the hotel industry, which consists of a set of legislative and normative and technical acts, which form part of the national legal system, becomes of special significance. The state policy on the development of the hotel industry as the main component of the tourism industry and the sphere of services is aimed at improving the quality criteria of its functioning.

References:

1. All about tourism - tourist library. Access mode: <http://tourlib.net/>.