

The ways of the competitiveness increase of the hospitality industry enterprises

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Today the hospitality industry is one of the industries with the most dynamic development and increasing level of competition in the world. According to the data of the World Travel and Tourism Council this sphere employs about 260 million people, according to the forecasts of this organization the annual growth in the hospitality industry is expected at the level of 4.4%.

At the same time it should be noted that the hotel industry relates to labour-intensive industries: every worker employed in the hospitality industry of the USA, brings on average 16-20 thousand dollars of income annually to the company (in wholesale trade - 286 thousand dollars), while the costs of wages at the enterprises of the hospitality industry are 25-20% of turnover (in wholesale trade - 5%). These particular factors restrain the development of enterprises in this sector and at the same time create conditions for the strong competition in this industry.

Intensification of hotel and restaurant business development can be observed in Ukraine as well. This circumstance stipulates the creation of competitive advantages for domestic hospitality industry enterprises. **The main directions of increasing of competitiveness** of the enterprises of the hospitality industry are:

1) Increasing of the domestic enterprises competitiveness by the controlling system introduction which is the complex management system of the enterprises activity effectiveness on the basis of the target indicators system development.

2) Improvement of the provided services quality and changing of standards ISO of the series 9000 in order to ensure their link to the enterprise competitiveness.

3) Ensuring Ukrainian hotels representation in all global reservation systems (Amadeus, Galileo, Sabre, Worldspan).

KEY WORDS

Competitiveness, hospitality industry, investments, reservation systems, controlling