

World experience of concentration and centralization of capital by enterprises of the hospitality industry

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Introduction. The application of the concentration and centralization of capital concept in the hospitality industry facilitates a situation where a small number of leading hotels acquire and control a significant portion of resources, assets, and market share. In the hotel industry, businesses create global networks and become key market players. **Researching and leveraging** the experience of concentration and centralization of capital by domestic hospitality industry enterprises is relevant.

Materials and methods. Internet resources served as the material for research, employing methods such as analysis and comparison.

Results. The historical development of capital concentration in hotel enterprises involved property acquisition and the implementation of centralized management systems. This approach fostered efficiency, cost savings, and innovation exchange among entities. Capital concentration and centralization have become integral components of hotel strategies, encompassing global operations expansion, optimized processes, and the consistent delivery of quality services. Advantages for hotel chains include production scale savings, enhanced brand recognition, expanded opportunities for forming future marketing strategies, and the utilization of technology and innovation. Capital concentration ensures cost savings through scale, allowing large hotel networks like Hyatt Hotels Corporation, for example, to optimize operations, negotiate better deals with suppliers, and invest in cutting-edge technologies. This concentration also contributes to increased brand recognition and marketing prowess, attracting more guests. Examining the history of the Hyatt Hotels Corporation illustrates that capital concentration has led to growth, dominance, and adaptation to market trends.

In the hotel industry, capital centralization occurs both within hotel enterprises and with businesses in related fields. For instance, the company "InterContinental Hotels Group (IHG)" includes brands such as Crowne Plaza, Candlewood Suites, InterContinental, Hotel Indigo, Staybridge Suites, Holiday Inn, Holiday Inn Express, and others.

Hotels in Ukraine are also part of international hotel chains, including InterContinental Hotel (InterContinental Kyiv, Grand Plaza Lviv), Hilton Hotel & Resorts (Hilton Kyiv), Marriott International (Renaissance Kiev Hotel), Hyatt Hotels Corporation (Hyatt Regency Kyiv), and many others.

Conclusion. Analyzing the experience of global network companies allows a focus on the benefits of resource consolidation and operational optimization for efficiency and profitability. Overall, the global experience of capital centralization and concentration in the hotel and restaurant business reflects general trends in economic development, emphasizing the importance of maintaining a balance between global strategies and the needs of local consumers.

References.

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