

13. THE HISTORY, CURRENT STATE AND PROSPECTS OF DEVELOPMENT OF HOTEL BUSINESS

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Hospitality is one of the main components of the tourism industry. Creation hotel is connected with the history of the need for travel and trips that were made by people.

Recently, along with traditional hotels began to appear more and more specialized plants with a reduced set of services. Specialization is diverse enterprises. You can target service representatives certain segment of the tourism market, for example, the customers who devote their vacation to play golf, skiing, horseback tours, tourists traveling to congresses, exhibitions, fairs. Deepening specialization hospitality companies interconnected with the major trend as the formation of international chains play an important role in developing and promoting high standards of service. In the future, hospitality should be the leading factor activation of tourism's integration into the global structure of international cooperation, the increasing importance of national culture.

The quality of the service, to some extent, also depends on the condition of the material base of hotel companies.

For tourist good hotel - a card of the country, it creates its image sometimes to a greater extent than dozens of other factors.

Hospitality is the material base of tourism and is characterized by the concentration of service support services. The feature of the product is that it is a set of services related not only to accommodate guests at the hotel, but the production of branded foods, confectionery, bakery products, services and entertainment services, goods and souvenirs, newspapers and so on.

The implementation of the required quality and quantity of infrastructure for development of hospitality necessitates systematic and comprehensive analysis of investments in specific regions and individual segments hotels. The implementation of investment projects involves analysis of the main parameters of the hotel - the use of hotel rooms of different categories, the average price dynamics numbers, trends in demand for major overseas markets, as well as complex information associated with the overall strategy of the individual tourist and resort centers.

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