

3. EXPERIENCE OF HOSPITALITY INDUSTRY IN HELPING UKRAINIAN REFUGEES IN A WAR PERIOD

Форостюк І.В., к.пед.н.,
*National University of Food Technologies
(NUFT), Kyiv*

War in Ukraine puts the serious problems to business not in this country only, but all over the world. The main question is how to develop businesses today in the changed conditions. At the same time a lot of people from Ukraine went abroad to save their lives and their children. They all need places to live and, right now and in the future, the working places as well. Hospitality industry reacts the contemporary situation and rebuilds its work in order to be useful and help those who left their homes because of the war in Ukraine. This activity of the hotels is the most relevant these days as well as the problems connected with such work.

The example of this activity is the “HospitalityHelps” initiative [1], which goal is to provide temporary hotel accommodation to Ukrainian refugees in the world. The initiative is supported by such brand as Hilton, IHG, Marriot, Radisson hotel group, Conrad and others. According to the statistics there are 623 supporting hotels in 47 countries [2]. They provide free stays in hotels for 5 nights for Ukrainian refugees (some hotels provide for 10 nights and more), online booking after registration in the country, and three languages support. During those five or ten days, people can have a rest, and make plans for their future steps.

Except for giving people the shelter, this program provides them with the job in the sphere of hospitality industries (such as hotels, bars, restaurants, tourism businesses, etc.) in different countries and the program also helps Ukrainian employers build their business in new countries and new circumstances [3].

Poland is at the edge if this activity. Some hotels in Zakopane invite Ukrainian students and high school teachers to have a rest in their region in these days. For example, Center for European Cooperation "Młodzi Europejczycy", which has a basic hotel close to this resort, organise the programme for students from different Ukrainian universities, giving the opportunity to continue distance education and at the same time to get acquainted with the sightseen of the region.

So, we can see that hotel business in today’s difficult situation finds the ways to develop and help people in need because of the war. It also can help maintaining the image of the hotels to support their business in future. Using the situation hospitality business is able to make a significant contribution to the social sphere.

Література

1. H is for Help. Hotel rooms for Ukrainians in need. *Hospitality Helps* : веб-сайт. URL: <https://hospitality-helps.org/> (дата звернення: 08.05.2022).
2. Hotel swaps. *Hospitality support* : веб-сайт. URL: <https://www.hospitalitysupport.org/members> (дата звернення: 08.05.2022).
3. Jobs for Ukrainian refugees. *Hosco* : веб-сайт. URL: <https://advice.hosco.com/hosco-jobs-for-ukraine> (дата звернення: 07.05.2022).