

37. Diversification of additional services at congress hotels

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Introduction. Nowadays the business tourism, as a special form of the tourism industry, has a significant share in the global tourist movement. According to the International Congress and Convention Association in 2015, only 5 major international congress events were held in Ukraine. Since 2016 their number has increased to 8. According to the State Border Guard Service of Ukraine, in 2016 13.6 million tourists arrived in Ukraine, 14.4 million in 2017, and over 12 million people in the first half of 2018. A significant proportion of tourists, indicated the purpose of their trip - business or official. About 9% of all international travels are business.

Materials and methods. The dialectical method and general scientific methods of knowledge: the method of theoretical generalization, system analysis and synthesis (for the study of additional services in different hotels) were used in the process of research.

Results and discussion. There are a lot of interpretations of the concept of "business tourism". The most common is the following. Business tourism is concerned with people travelling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having travelled for this purpose of trade since very early times [1].

The leading role in the organization of business tourism infrastructure in Ukraine is played by business-hotels or congress-hotels. These hotels should be able to provide businessmen with a complete set of necessary conditions for business meetings and provide a wide range of additional services.

The most important requirements put forward by businessmen to hotel services are: comfort of living, speed of service, reliable transfer, convenient location of the hotel. However, every year the demands of business tourists are increasing.

Standard industry practice postponing guests until 14:00 and requesting departure until noon does not always meet the needs of business travelers. For example, some USA hotel chains (Four Seasons, Montage) offer check-in time at 7:00 and departure-at 18:00, and many hotels have a 24-hour check-in / check-out policy.

Now about 75% of tourists want to continue their business trip for a day or two for their own holiday. Since there is not much time in business trips for entertainments and leisure from businessmen, the starting point here will be the hotel itself. In view of this, modern congress hotels should consider creation of a hotel based department on the organization of excursions in the city. In this case, Ukraine has an enormous potential, because each big city is permeated with a long-standing, interesting history, it has many places of interest and cultural monuments.

In recent years about 50% of tourists tend to take their families on a business trip with them. In the USA and in many European countries, most business hotels offer service packages like "Mary Poppins" at a conference service level. The hotels work closely with children's centers and nanny hiring agencies. This allows parents to work, and children at this time are provided with appropriate care and entertainment.

Conclusions. In the conditions of constant growth of competition, the tasks of modern hotel enterprises are to satisfy new, and sometimes even more meticulous requirements of potential customers. Therefore, it is important to study both the market hospitality sector and the modernization of the hotel itself, as well as to expand and diversify all services offered by it.