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DEVELOPMENT OF HOTEL BUSINESS OF CHERNIVTSI IN CONDITIONS OF CRISIS PHENOMENA

Summary

The simplest form and at the same time a component of the crisis is the crisis phenomenon. The hotel business periodically experiences economic crises. Hotel development is characterized by the periodic emergence, exacerbation and resolution of socio-economic conflicts. The relevance of the research is due to the significant attention to the implementation of strategies for protection against crises and future development of the business entity, which will eliminate the existing shortcomings and increase the efficiency of the hotel industry.

The article analyzes current events in the world and trends in the economy of Ukraine regarding the development of the hotel business; a content analysis of the number of hotels and similar accommodation in Chernivtsi; changes in tourist flows in Chernivtsi were identified and the dynamics of the number of Ukrainian citizens and foreigners who were in collective accommodation was modeled.

In the process of analysis, it was found that the social effect of research in practice is as follows: expansion of priority measures to increase the activity of the hotel industry, including, inter alia, the creation of a strong investment microclimate; providing tourists with comfortable and safe conditions for coming to Chernivtsi; improving working conditions and service culture at the hotel industry in crisis situations.

Prospects for further research are the development of new concepts and mechanisms for managing hotel facilities in a crisis, the implementation of scientific research on new systems for reforming the industry, because in a constantly changing internal and external environment, the hotel business faces new challenges and challenges.

Keywords: hotel business, crisis phenomena, tourist flows, tourism.

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