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CONSUMER BEHAVIOR OF RECREATION AND HOSPITALITY SERVICES AS A CONDITION FOR REGIONAL TOURISM DEVELOPMENT IN CRISIS PERIODS

Summary

Hospitality and recreational services in a broad and general sense form the basis of tourism. Their quality influences consumer behavior, service levels and, in general, the overall development of the products concerned. Hospitality services undoubtedly have a positive impact on the economy of many countries and regions. However, domestic tourism and recreation in Ukraine is still experiencing difficult times due to the continuing martial law and the effects of the COVID-19 pandemic. A significant number of hotels and other hospitality-related businesses are currently experiencing significant problems in their further development. These risks are creating difficulties for people who work in the tourism sector or interact with it as contractors. Our task is to assess the current regional features of tourism development and determine their impact on the management of the behavior of consumers of recreational and hospitality services in Ukraine and its regions in the conditions of pandemic, war and social crisis periods. In the process of conducting the research, literary analysis, synthesis, induction, deduction, analogy were used; specifically scientific: factor analysis and statistical methods.

The article examines the global and domestic development of hospitality services during the period of the COVID-19 pandemic and martial law, with the main trends of the impact of tourism and socio-cultural demands of society on them. The results of the scientific research can be used by state and local self-government bodies to develop and substantiate prospective strategic plans for the organization, management and development of the Carpathian territories in the context of managing the behavior of consumers of recreational and hospitality services as a condition for the regional development of tourism in crisis periods. Theoretical-methodological and applied developments, together with the obtained results, can be used in similar studies to form a perspective strategy for cross-border cooperation of the Carpathian regions in overcoming the current crisis phenomena in hospitality services caused by the COVID-19 pandemic and martial law.

Keywords: recreation, tourism, hospitality, COVID-19 pandemic, martial law, post-traumatic stress disorder (PTSD), cluster, consumer behavior, social media.

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