

Розвиток маркетингу та просування туристичного ринку є ключовими для залучення туристів та підвищення конкурентоспроможності. Використання інтернет-маркетингу, включаючи соціальні мережі, контент-маркетинг, пошукову оптимізацію (SEO) і контекстну рекламу, а також розробка мобільних додатків та сайтів, використання мобільних способів маркетингу, таких як SMS-реклама та ін., безумовно допоможуть покращити маркетингові стратегії та ефективність просування на туристичному ринку, залучити більше клієнтів та збільшити обсяги продажів.

Партнерство туристичного ринку з іншими галузями може сприяти створенню інтегрованих та комплексних туристичних продуктів, поліпшити туристичний досвід і розширити конкурентні переваги, особливо в кризових ситуаціях. Співпраця та партнерство з ресторанами, місцевими продуктовими виробниками, з музеями, галереями, театрами та культурними фестивалями, зі спортивними стадіонами, гольф-клубами, розважальними парками та іншими сферами суміжних послуг суттєво допомагають зробити туристичний бізнес більш різноманітним і насиченим, а також розширити можливості для підвищення його конкурентоспроможності.

Залучення громади до туристичного ринку може стати важливим фактором у розвитку туристичної індустрії та підвищенні привабливості місцевих об'єктів для подорожуючих, допомогти зробити подорожі більш автентичними та важливими для туристів, сприяти економічному розвитку та покращити якість життя місцевих жителів.

Збереження гнучкості туристичного ринку, особливо в мінливих умовах та кризових ситуаціях, має важливий вплив на якість подорожі та туристичну індустрію. Це допомагає зменшити ризики та оперативно реагувати на непередбачувані обставини задля підтримання стабільності та конкурентоспроможності галузі.

Підвищення якості обслуговування туристичного ринку є критично важливим для залучення та утримання клієнтів, створення позитивного враження та підвищення конкурентоспроможності, допомагає залучити і задовольнити клієнтів, підвищити лояльність та створити позитивний імідж для суб'єктів туристичної галузі та місцевостей.

Аналіз конкурентів на туристичному ринку є важливим для успіху бізнесу в цій галузі. Це допомагає суб'єкту господарювання зрозуміти яке місце він займає на ринку, розробити ефективну стратегію та приймати обґрунтовані рішення задля зростання конкурентоспроможності туристичного бізнесу. Аналіз конкурентів повинен бути постійним та безперервним процесом. Він має адаптуватися до змін на ринку і завжди бути актуальним.

Ці заходи слід вважати основними на шляху посилення конкурентних переваг суб'єктів туристичної галузі в Україні в умовах війни.

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N. Buntova, K. Novikova

buntova.nv@knutd.edu.ua

Kyiv National University of Technologies and Design, Kyiv

HOSPITALITY INDUSTRY: CURRENT TRENDS AND PROBLEMS OF DEVELOPMENT

In recent years, the global hospitality industry has confidently held the top spot in terms of popularity among both large investors and small and even start-up entrepreneurs. After all, the main feature of the hotel business is that its growth does not stop even during the global economic crisis. No matter how things are in the economy, people all over the world do not refuse to travel, even short-term.

2023 has become the year of domestic tourism for the tourism industry of Ukraine. Thanks to Ukrainians who continue to travel and rest in their country, the tourism industry can function and pay taxes.

Traveling in Ukraine today is not only a way to relax, but also a means of physical recovery and psychological relief, both for our defenders and their families, and for civilians. And this is also a way to support the economy of the country, which today works exclusively for our defense.

More than half of the respondents (54%) prefer urban tourism and hiking. Excursions to historical monuments and museums are chosen by 28% of Ukrainians. 23% spend their time relaxing on the beach. Event tourism is also popular with 23% of respondents. A little less - 22% - like to travel the country in order to study gastronomic specialties in the regions. Active recreation to the heart of 16%.

The full-scale war certainly had a significant impact on all aspects of life in our country. However, despite the difficulties and challenges faced by Ukrainians, the hotel business in the country continues to develop in an amazing way. The pause in international tourism, caused by the war, leads to the fact that Ukrainian hotel facilities turn to the domestic market. Many Ukrainians choose to rest and travel within their own country, and hotels are becoming a popular vacation destination.

In addition, Ukraine has a rich cultural and historical heritage, as well as various natural attractions. In these circumstances, hotel facilities become an attractive and convenient accommodation option for tourists who sincerely want to enjoy natural beauty.

Considering the difficult situation in Ukraine, the population is increasingly reorienting from outbound tourism to domestic tourism. Tourists are looking for alternative options for recreation within the country.

It is important to understand that for the formation of competitive hotel products, it is necessary to take into account the interests of the consumer, primarily related to modern leisure formats [1, p.145].

Over the past few years, the hotel business has been through a lot: lockdowns, war and blackouts. Of course, all this affected the service, building communication with guests and operational procedures. Meanwhile, the values of customers were also changing [2, p.124].

In 2020-2021, the issues of safety, cleanliness, contactless technologies have become very relevant for all hoteliers, and will remain so for a long time to come. And people's increased awareness of environmental friendliness, conscious consumption, health and self-care have set new standards for hotels. While the war made the issue of security as topical as possible and brought it to a completely new level. An important factor when choosing a hotel for guests was the availability of shelter and a clear algorithm of actions of the facility's employees in case of emergency situations. In addition, in modern conditions, the possibility of a flexible approach to the date of arrival, cancellation and refund plays a significant role. Now it is difficult for people to be sure of their plans for more than a few hours, so if the hotel goes to meet the guests in this matter, it is positively reflected in its occupancy.

Every year, in response to external factors, new trends appear in the hospitality market. And the last year was no exception, bringing transformations to the hotel service. In particular, domestic tourism with updated services and a unique experience for travelers is currently relevant. Let's consider the main trends in the tourism sector that will be relevant this year.

1. Rest in combination with work.

This is a very stable trend that has been talked about since 2019, when the importance of offices decreased and the popularity of remote work increased rapidly. A large number of companies since then practice a hybrid work format, allowing their employees to work partially remotely.

This trend gives hotels the opportunity to adapt their offer according to the needs and wishes of guests. At this time, accommodation establishments will benefit from a large number of power outlets, free high-speed Wi-Fi, Zoom rooms, which can also be used as spaces for holding webinars, online lectures, etc. And unlimited coffee will add additional appeal to such an offer.

This year in Ukraine, this trend can be called work in places for recreation. So, many companies moved their employees to safer regions and placed them in hotels in resort cities such as Bukovel, Yaremche, etc. At the same time, employees moved with their families, so the issue of creating a comfortable environment for all family members, provided long-term residence, became very important. This changed the menu in restaurants, the format and mode of operation of additional services, the approach to operational procedures in hotels. After all, for some people they have become both a home and an office.

2. Travel within your city (region).

3 considering the fact that not all people have the opportunity to go abroad, travel within their city or region has become relevant again. For example, married couples arrange a mini-vacation for one day within their own city in one of the hotels. It is also associated with the danger and impossibility of leaving the family for a long time.

Creating special tours or offers for local residents is an additional opportunity for hotels to increase occupancy. In addition, it is necessary to popularize additional services in facilities for local residents - breakfasts, SPA, Zoom-rooms, children's spaces, etc.

3. Digitization of guest experience

In recent years, the trend of providing digital and contactless services has gained great popularity [3]. People who are used to unlocking their smartphones and laptops with facial recognition and fingerprints expect the same convenience in accessing their hotel rooms. Yes, many guest-oriented services have become contactless - mobile check-in and check-out, contactless payments, use of biometric data. An example is the fact that a large number of Ukrainian citizens use the "Diya" application to store and provide documents necessary for registration. The possibility of reading this data and synchronizing it with the hotel's PMS already ranks as not just desirable, but necessary functions.

Face and fingerprint recognition technologies can be expected to replace keys and access cards to hotel rooms soon. In general, the digitalization of the hotel guest experience is something that hoteliers need to invest in in the near future.

4. Personalization

The trend towards personalization is increasing every year, because the service process becomes much better if the staff knows additional information about the guest's preferences [4].

The hotel industry collects customer check-in and payment data, but this information does not facilitate

personalization. In order to provide personalized service, it is important to collect data about guests even before they arrive. For example, when hoteliers send e-mails confirming reservations, you can ask people about their preferences: what they like more - tea or coffee, what smell of shampoo they like, etc.

It is also important how hoteliers will use this data in the future. For example, if the establishment wants to make a compliment - to present a fruit plate to the guest, then you can ask the person which fruit he likes more, and treat him during check-in. It will be easier for small hotels to implement such a tradition, since they are usually freer and faster in making decisions.

5. Economy of impressions.

In addition to personalization, guests want a unique experience. Minimalism has reactivated the somewhat dusty adage "less is better." People are looking less and less for lavish displays of wealth and instead want to spend wisely. At the same time, they need unique experiences, special and interesting locations, and active recreation. Nowadays, guests are increasingly interested in new experiences related to the art, traditions and history of Ukraine.

The modern consumer seeks to get the maximum of new impressions from travel and intellectual leisure. The search for new experiences not only from excursions, but also from living conditions and immersion in the environment comes to the fore [5].

Today, a special role among all the variety of hotels and other means of accommodation is played by historical hotels - objects of cultural heritage, which during the entire history of their existence embodied the idea of the highest level of comfort of their time, design and service.

The concept of historical hotels is popular today in many countries of the world [1, p. 154]. Such institutions are the embodiment of originality and exclusivity, they have their own style and are always unique. The formation of not only a unique interior, but also an original atmosphere, the organization of additional services within the framework of leisure activities is also the most important factor that attracts tourists who want to get unique sensations.

One of the options for creating impressions is entertainment, organized by turning guests from observers into full-fledged participants in the theatrical action. The creation of hotels in historical settings and the theatrical organization of hospitality processes are aimed at improving the quality of service, promoting the hospitality product and increasing its competitiveness.

In addition, the concept and direction of the hotel creates conditions for diversification of hotel services, creation and implementation of various innovations and exclusive services.

This trend affects the design of the hotel, the services it provides, and even the menu offered in the restaurant. Currently, it is important that hoteliers can create a special experience for the guest: introduce him to local attractions and offer interesting experiences.

So, in the future, hotels should reach a new level. First of all, introducing additional services, taking into account current events in the city and country, as well as changing our approach to guest service, making their experience more unique and unforgettable. This year, hotels are not only about overnight stays, but also about impressions, after receiving which the guest will definitely return to you.

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Л. Городянська, чл.-кор. АЕН України, канд. екон. наук, доцент, Д. Сльозкіна, Д. Семикопенко
<https://orcid.org/0000-0002-4482-1690>, gorodianska.lv@knutd.edu.ua

Київський національний університет технологій та дизайну, Київ

ШЛЯХИ ФОРМУВАННЯ ПОЗИТИВНОГО ІМІДЖУ ТУРИСТИЧНОГО БІЗНЕСУ В УМОВАХ ВІЙНИ

У сучасному світі туризм є важливим рушійним фактором для економічного зростання країн, але умови війни створюють загрози для туристичного бізнесу. Саме тому актуальним є дослідження можливих шляхів формування позитивного іміджу туристичного бізнесу в Україні в умовах війни.