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**THE CONDITION  
ASSESSMENT  
OF HOTEL BUSINESS  
DEVELOPMENT  
IN UKRAINE**

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**Topicality.** In this article activities of collective accommodation facilities (CAF) in Ukrainian regions are analysed, in particular, hotel enterprises (accommodation fund). In the hotel market, the competition strengthening between hotels can be observed, that is from the world hotel concerns. Therefore, hotel enterprises are trying to increase their productivity and competitiveness by implementing effective organisation and management methods. **Aim and methods.** The aim of the article is to analyse activity of CAF, identify problems of effective hotel business functioning in Ukraine. General scientific methods are used in this study: information materials of statistical and reference publications, analysis, synthesis, generalisation, comparison. **Results.** Based on official data from the State Statistics Service, it can be mentioned that for the period from 2018 to 2020 the number of similar accommodation facilities decreased from 4719 to 1337 un. Accordingly, the number of places in CAF also decreased from 300 010 to 155 029 un. in 2018–2020. The provided official data show a general decrease in the number of hotel rooms and similar accommodation facilities. A significant decrease in the number of hotels and similar accommodation facilities is observed in 2020 compared to 2018. The segment of five-star hotels has suffered more than four- and three-star ones, due to the sharp drop in the flow of foreign tourists to Ukraine. During 2018–2019, the development of collective accommodation facilities, owned by natural persons-individuals of business entities, has a positive tendency. In 2020, a significant amount of accommodation fund is observed in hotels in Kyiv, as well as in Lvivska, Odeska, Kyivska and Ivano-Frankivska regions. **Conclusions and discussions.** Thus, the study highlights that the reduced demand for hotel enterprises services in crisis circumstances is the main problem of hotel business development. It is necessary to develop infrastructure, introduce innovation and project support for the hotel enterprises development, implicate investments in the economic sectors progress. In comparison with other real estate sectors, double standards, a significant payback period of hotel enterprises hinder the hotel potential amplification in the country.

**Keywords:** hotel business; hotel enterprises; accommodation fund; collective accommodation facilities; similar means of accommodation.

## **The urgency of the problem**

*The problem formulation.* Focusing on European standards and some transition to them is a distinctive feature of hotel business as one of the most promising areas in Ukraine. Hotel enterprises are looking to increase their profits, and are searching for good ways and effective tools in order to achieve the desired financial results. According to world standards, the accommodation fund in Ukraine is almost 10 times less than the European average. The latter necessitates the study of hotel enterprises and similar accommodation facilities.

*The state of the problem study.* Complicated issues of hotel business amplification, and management of hotel enterprises are highlighted in the works of M. H. Boiko (2016), S. S. Halasiuk (Halasiuk & Naimark, 2019), M. A. Zhukova (2017), L. M. Hopkalo (Bovsh & Hopkalo, 2020), Ye. V. Kutsenko (2017a, 2017b), A. V. Merkulova (2017), L. M. Mynko (2015), S. H. Nezdoiminov (2016), L. I. Nechaiuk, N. O. Nechaiuk (2009), Yu. Ya. Opanashchuk (2017), O. M. Polinkevych (2021), V. F. Semenov (Lytovchenko & Semenov, 2015; Semenov & Niecheva, 2015).

*Unresolved issues.* Studies of collective accommodation facilities have not been conducted; problems of efficient hotel enterprises functioning have not been researched in detail, as well as ways of competitiveness preferment of enterprises in modern conditions.

## **Aim and methods of research**

*The aim of the study* is to analyse the activity of collective accommodation facilities, to identify problems of effective hotel business functioning in Ukraine.

*The methodological basis of the study* is the assessment of the state of hotel business development in Ukraine through the study of CAF, hotels and similar accommodations.

*Research methods:* general scientific methods are used in this research: scientific and theoretical elaborations of blighty and foreign scholars on the problems of quality management of hotel services, information materials of statistical and reference publications, analysis, synthesis, generalisation, comparison.

*The object of the study* is the process of assessing the state and prospects of hotel business development in Ukraine.

*The subject of the study* is a set of theoretical and practical aspects of the state of hotel business amplification in Ukraine.

*The scientific novelty of this research* is to substantiate peculiarities of hotel business development in Ukraine in order to identify problems of its efficient functioning. Based on statistical data, CAF, hotel enterprises, amounts of rooms in hotels and similar accommodation facilities for the period from 2018 to 2020 are analysed. It is found out that the number of foreign tourists staying in hotels in 2020 has decreased significantly. The main reason is considered to be the consequences of the COVID-19 pandemic. In 2020, a substantive amount of rooms is observed in hotels in Kyiv, and in Lvivska, Odeska, Kyivska, Ivano-Frankivska regions.

*The informative basis of the study* is legislative and normative acts, regulating hotel enterprises functioning, theoretical and methodological elaborations of blighty and foreign scientists, statistical materials of the State Statistics Service of Ukraine.

## Results of the research paper

An accommodation facility, in the terminology of the World Tourism Organisation (UNWTO), is any accommodation object that provides placing for overnight stays regularly or occasionally. According to international practice developed by UNWTO experts, accommodation facilities are divided into collective and individual. CAF are accommodations that provide placing in a room or other mean. The number of places must exceed a certain minimum for groups of persons larger than one single family. All places subject to a single management and payment in accordance with established prices (State Statistics Service of Ukraine. Main Department of Statistics in Lviv region, b.d.). Ukrainian legislation specifies accommodation facilities similar to hotels, and rules for using hotels. The Law of Ukraine «On Tourism» outlines such enterprises as «... enterprises of any organisational and legal form and ownership form, consisting of rooms and providing limited hotel services, including daily bedding, cleaning rooms and bathrooms» (Verkhovna Rada of Ukraine, 1995).

Based on official data of State Service, for the period from 2018 to 2020, the statistics of similar accommodation means decreased from 4719 to 1337 un., which is – 3382 un., and in percentage terms, it is 71,67 % accordingly (Table 1, Pic. 1).

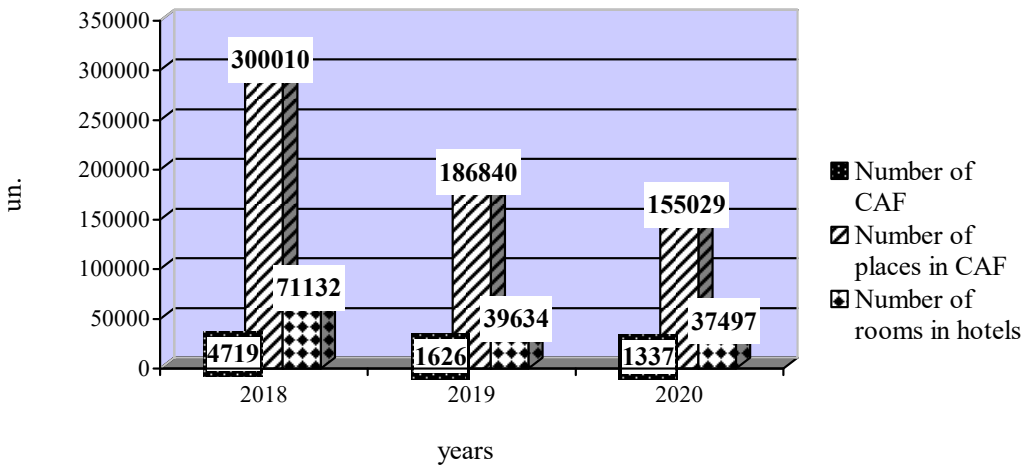
*Table 1. Collective accommodation facilities (CAF) in Ukraine, 2018–2019  
(State Statistics Service of Ukraine, 2019)*

Accommodation facilities	Total			Including					
	2018	2019	2020	hotels and analogous accommodation facilities			other accommodation facilities		
				2018	2019	2020	2018	2019	2020
1	2	3	4	5	6	7	8	9	10
Total									
Number of CAF, un.	4719	1626	1337	2777	792	728	1942	834	609
Number of rooms in CAF, un.	300 010	186 840	155 029	135 327	75 667	72 447	164 683	111 173	82 582
Number of rooms in hotels and analogous accommodation facilities, un.	71 132	39 634	37 497	71 132	39 634	37 497	×	×	×
Number of people attending CAF, pers.	7 006 220	4 604 935	2 218 583	5 410 242	3 693 556	1 783 885	1 595 978	911 379	434 698

Continuation of the table 1

1	2	3	4	5	6	7	8	9	10
Among them foreigners, pers.	917 889	812 722	218 328	873 861	795 482	217 378	44 028	17 240	950
Number of overnight stays of persons in CAF, un.	17 668 844	12 446 841	6 227 427	10 092 526	7 040 927	3 499 309	7 576 318	5 405 914	2 728 118
Among them overnight stays of foreigners, pers.	1 918 007	1 687 148	450 744	1 748 422	1 607 930	422 193	169 585	79 218	8551

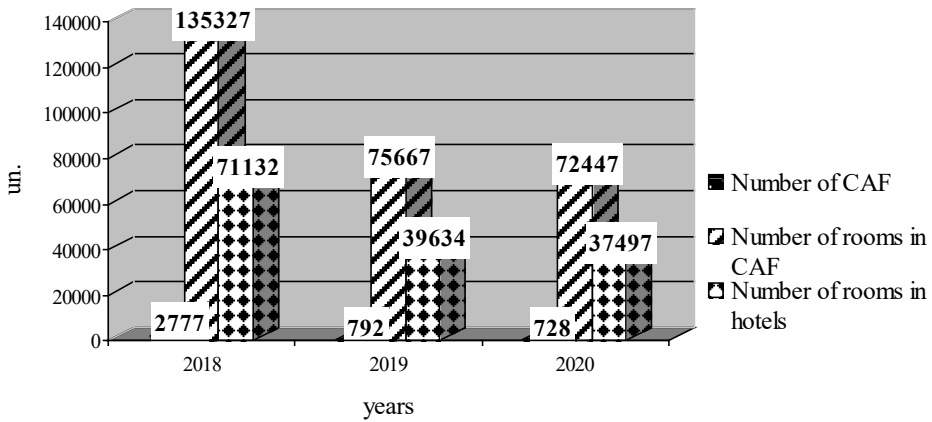
Accordingly, in 2018–2020, the number of rooms in collective accommodation facilities also decreased from 300 010 to 155 029 un., in other words, by – 144 981 un., which is 48,33 % in percentage terms. These official data characterise the overall decrease in the number of rooms in hotels and similar accommodation means from 2018 to 2020, respectively, from 71 132 to 37 497 un. So, the decrease of – 33 635 un. is observed, which is a deviation of 42,29 % (Pic. 1).



Pic. 1. Comparative dynamics of CA from 2018 to 2020, un.

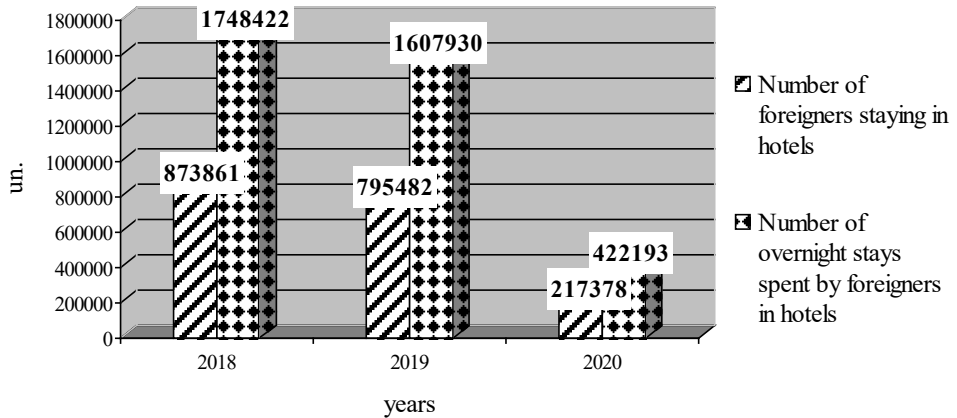
A significant decrease in the quantity of hotels and similar accommodation facilities is observed in 2020 compared to 2018, respectively, 728 and 2777 un., which characterises the decrease by – 2052 un. (Pic. 2).

Accordingly, the number of rooms in hotels for the period from 2018 to 2020 also decreased from 135 327 to 72 447 un., which is – 62 880 un., the deviation is 46,47 %.



Pic. 2. Comparative dynamics of the number of hotels from 2018 to 2020, un.

Since 2020, the number of foreign tourists staying in hotels has decreased significantly: from 2018 to 2020 from 873 861 to 217 378 people. The decrease is of – 656 483 people (Pic. 3).



Pic. 3. Comparative dynamics of the number of foreigners who stayed in hotels from 2018 to 2020, pers.

The segment of five-star hotels has suffered more than three- and four-star hotels, due to a sharp drop in the flow of foreign tourists to Ukraine. It is interesting that in 2018–2019 the development of collective accommodation facilities belonging to natural persons-subjects of entrepreneurial activity has a positive tendency – 3128 un., while CAF of legal entities are developing with a negative trend – 1591 un. The reduction itself is 1537 un. The main reasons for the development of CAF are the simplification of the system of registration and taxation of natural persons-subjects of entrepreneurial activity, the necessity to take certification for the category recognition and less funding for activities.

In order to identify the competitiveness of CAF in the regions of Ukraine, the following study on their total number is conducted. In the comparative dynamics for 2018–2019, the number of CAF increased by 35 un., which is 2,2 % (Table 2). However, for the period from 2018 to 2020, there is a decrease in the number of CAF by – 254 un. (16 %). The main reasons for this are the consequences of the COVID-19 pandemic and uncertainty in the further situation development, falling incomes of population as a result of economic crisis, respectively, hotel companies are suffering losses and reformatting.

Ensuring ecologically safe conditions of environment is a relevant and necessary trend in the hotel enterprises development. Adherence to the permissible limits of toxic substances influence on health is an important task of public safety (Ilyin et al., 2020). Ecological issues are at the forefront of the International Hotel and Restaurant Association (IHRA) activity.

*Table 2. The number of CAF by Ukrainian regions in 2018–2020  
 (State Statistics Service of Ukraine, 2019)*

Region	Number of CAF, total			Including								
				hotels and similar accommodation facilities, total			those which have specially equipped rooms for people with disabilities, total			other means accommodation, total		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>Ukraine</b>	<b>1591</b>	<b>1626</b>	<b>1337</b>	<b>789</b>	<b>792</b>	<b>728</b>	<b>284</b>	<b>357</b>	<b>320</b>	<b>802</b>	<b>834</b>	<b>609</b>
Vynnytska	22	21	10	18	16	9	7	8	6	4	5	1
Volynska	72	61	36	16	13	11	6	7	4	56	48	25
Dnipropetrovska	93	106	87	52	59	60	31	31	34	41	47	27
Donetska	78	88	65	15	17	19	3	5	3	63	71	46
Zhytomyrska	17	19	16	16	17	13	2	3	4	1	2	3
Zakarpatska	54	59	48	42	49	41	12	19	12	12	10	7
Zaporizka	123	133	119	15	17	15	5	11	6	108	116	104
Ivano-Frankivska	67	64	50	46	44	35	9	12	11	21	20	15
Kyivska	86	96	80	52	59	52	16	29	25	34	37	28
Kirovohradska	30	37	20	12	16	12	2	4	3	18	21	8
Luhanska	9	11	7	6	6	4	2	2	1	3	5	3
Lvivska	129	130	111	104	106	92	44	53	54	25	24	19
Mykolaivska	102	103	83	22	22	21	2	4	2	80	81	62
Odeska	177	187	147	67	72	67	32	49	35	110	115	80
Poltavska	43	44	43	31	30	30	11	12	12	12	14	13
Rivnenska	17	18	13	15	15	13	5	5	5	2	3	–
Sumska	21	21	17	12	11	9	2	3	1	9	10	8
Ternopilka	14	15	13	10	11	9	4	5	3	4	4	4

*Continuation of the table 2*

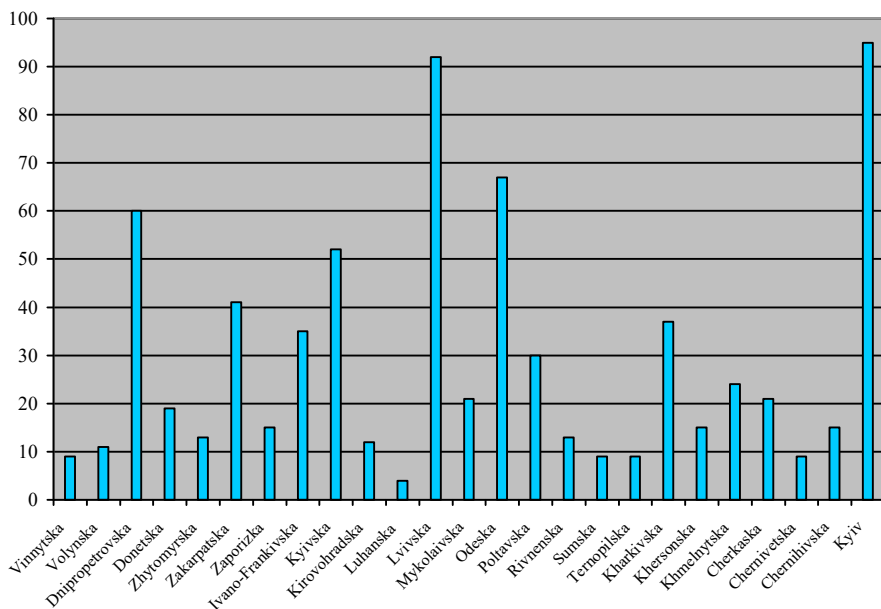
1	2	3	4	5	6	7	8	9	10	11	12	13
Kharkivska	67	75	66	38	38	37	14	12	12	29	35	29
Khersonska	107	88	70	24	17	15	2	6	4	83	71	55
Khmelnyska	33	31	28	24	24	24	10	9	13	9	7	4
Cherkaska	54	55	43	22	24	21	2	8	6	32	31	22
Chernivetska	11	13	11	8	9	9	1	2	2	3	4	2
Chernihivska	25	24	22	15	14	15	7	8	7	10	10	7
Kyiv	140	129	132	107	86	95	53	50	55	33	43	37

Uneven loading of CAF depends on many factors. One of the main among them is an unreasoned policy of local self-government bodies and state authorities.

The scope of room fund in Ukraine tends to increase: in 2018 and 2019 it was 39 589 and 39 634 rooms. In 2019, in Ivano-Frankivska and Lvivska regions, the total number of rooms was 2 120 and 5 677, which is 36 and 35 un. more than in 2018 (Table 3, Pic. 4). However, for the period from 2018 to 2020, a decrease in the number of rooms in hotels and similar accommodation means was observed, from 39 589 to 37 497 un., which is – 2 092 un. (5,3 %).

A significant amount of rooms in hotels is noticed in 2020: in Kyiv it was 8 544 un., and in regions like this: in Lvivska – 5 371 un., Odeska – 3 256 un., Kyivska – 2 076 un., Ivano-Frankivska – 1 937 un. (Pic. 4).

The maximum average quantity of hotel rooms in 2020 was: in Kyiv – 90 rooms, in Khersonska and Lvivska regions – 58 rooms, in Ivano-Frankivska region – 55 rooms (Table 3).



*Pic. 4. The number of hotel enterprises in 2020 by regions of Ukraine (concluded on the basis of Table 3)*

Table 3. The number of rooms in hotels and similar accommodation means by regions in 2018–2020 (State Statistics Service of Ukraine, 2020)

Region	General amount of rooms			Average amount of rooms		
	2018	2019	2020	2018	2019	2020
<b>Ukraine</b>	<b>39 589</b>	<b>39 634</b>	<b>37 497</b>	<b>50</b>	<b>50</b>	<b>52</b>
Vinnyska	749	717	474	42	45	53
Volynska	671	524	434	42	40	39
Dnipropetrovska	2143	2459	2519	41	42	42
Donetska	700	907	945	47	53	50
Zhytomyrska	548	580	305	34	34	23
Zakarpatska	1430	1749	1574	34	36	38
Zaporizka	755	853	707	50	50	47
Ivano-Frankivska	2084	2120	1937	45	48	55
Kyivska	1953	2179	2076	38	37	40
Kirovohradska	618	634	355	52	40	30
Luhanska	321	296	193	54	49	48
Lvivska	5642	5677	5371	54	54	58
Mykolaivska	838	782	995	38	36	47
Odeska	3490	3454	3256	52	48	49
Poltavska	1330	1343	1383	43	45	46
Rivnenska	590	541	330	39	36	25
Sumska	431	425	382	36	39	42
Ternopil'ska	423	477	440	42	43	49
Kharkivska	1889	1890	1740	50	50	47
Khersonska	726	958	876	30	56	58
Khmelnitska	928	833	941	39	35	39
Cherkaska	770	880	760	35	37	36
Chernivetska	504	530	432	63	59	48
Chernihivska	650	462	528	43	33	35
Kyiv	9406	8364	8544	88	97	90

In Ukrainian regions, in the first half of the year, the occupancy rate of hotel rooms had a negative trend (-2,9 %), and fell to 53 %. According to the results of the full year, the regions were also characterised by the maximum approximation to the indicators of 2018 (State Statistics Service of Ukraine, 2020).

Non-standard formats of hotel enterprises, namely apartment complexes, can become the main competitors, because the multifunctional infrastructure attracts potential guests. It is worth diversifying the hotel business. Hybrid hotels and hostels are becoming the most attractive to guests. Existing hotel enterprises should be reconstructed and modernised. To achieve this, it is necessary to restore the previously built hotels, pay attention to the objects of unfinished construction. In order to evenly load CAF, there is a need to create loyal conditions for doing business. According to p. 193.1 of art. 193 and p. 74, part. 2, section XX of the Tax Code of Ukraine, temporarily, until January 1, 2023, operations for the supply of temporary accommodation (residence) provided by hotels and similar temporary accommodation means (class 55.10 group 55 KVED DK 009:2010), are taxed at a rate of 7 % from



January 1, 2021 instead of 20 %, which can positively affect the occupancy of the hotel room stock (State Fiscal Service of Ukraine, 2021).

### Conclusions and discussion of results

Consequently, the study finds out that reducing the demand for services of hotel enterprises in crisis circumstances is the main problem of hotel business development. The effective enlargement of hotel enterprises requires a powerful analytical system, which should be based on official statistics for management decisions initiation.

The decrease of CAF, hotels, the number of rooms and foreign tourists who stayed in them is noticed. However, in Ukraine, the scope of room fund tends to increase, particularly, in Lvivska, Odeska, Kyivska and Ivano-Frankivska regions.

It is necessary to develop infrastructure, improve the quality of services and expand their range in accordance with consumers' requirements, and with the use of advanced technologies, as well as to introduce innovation and project support for hotel enterprises development, to attract investments in economic sectors growth, increase population solvency. Double standards, lack of significant management decisions, a considerable payback period of hotel enterprises in comparison with other real estate sectors hinder the development of the country's hotel potential. The research showed insignificant investment activity in Ukrainian hotel business development, due to the difference in non-compliance of standards observed in Ukraine with world services, the inconsistency of service quality to price paid by guests in COVID-19 pandemic circumstances. For the hotel business progress in Ukraine, it is necessary to introduce the experience of foreign countries, which will ensure the maximum level of management. It is vehemently to create appropriate conditions for the association of hotels in the network, and to form integration units. These processes will enable the search for optimal management methods and cooperation in the network, which will help to obtain the best management results in the hotel business maintenance.

Prospects for further studies are the elaboration of offers for regulatory and legal support for the activities of CAF and hotel enterprises. Issues, related to the study of the classification of economic activities types (CEAT/KVED) remain relevant, taking into account the fact that the classifier is an important source of information and analysis of capital investments which characterise the hotel business in Ukraine.

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## ОЦІНЮВАННЯ СТАНУ РОЗВИТКУ ГОТЕЛЬНОГО БІЗНЕСУ В УКРАЇНІ

**Анотація.** У статті проаналізовано діяльність колективних засобів розміщування (КЗР) за регіонами України, а саме готельні підприємства (номерний фонд). На готельному ринку спостерігається посилення конкуренції між готелями, зокрема, з боку світових готельних концернів. Тому готельні підприємства намагаються підвищити свою продуктивність і конкурентоспроможність шляхом впровадження ефективних методів організації та управління. **Мета і методи дослідження.** Метою статті є аналіз діяльності колективних засобів розміщування, означення проблем ефективного функціонування готельного бізнесу в Україні. При проведенні дослідження використовувались загальнонаукові методи: інформаційні матеріали статистичних і довідкових видань, аналізу, синтезу, узагальнення, порівняння. **Результати дослідження.** Базуючись на офіційних даних Державної служби статистики, кількість аналогічних засобів розміщування за період із 2018 по 2020 рік зменшилась із 4719 до 1337 одиниць. Відповідно і кількість місць у колективних засобах розміщування у 2018–2020 роках також зменшилась із 300 010 до 155 029 одиниць. Наведені офіційні дані характеризують загальне зменшення кількості номерів у готелях та аналогічних засобах розміщування. Суттєве зменшення кількості готелів та аналогічних засобів розміщування спостерігаємо у 2020 році в порівнянні з 2018 роком. Сегмент п'ятизіркових готелів постраждав більше, ніж готелі категорії чотири та три зірки, що пояснюється різким падінням потоку іноземних туристів в Україну. За 2018–2019 рр. розвиток колективних засобів розміщування, що належать фізичним особам-суб'єктам підприємницької діяльності, має позитивну тенденцію. Значну кількість номерного фонду у 2020 році спостерігаємо в готелях Києва, у Львівській, Одеській, Київській, Івано-Франківській областях. **Висновки та обговорення.** Отже, у ході дослідження встановлено, що зменшення попиту на послуги готельних підприємств у кризових умовах є головною проблемою розвитку готельного бізнесу. Необхідно розвивати інфраструктуру, запроваджувати інноваційно-проектне забезпечення розвитку готельних підприємств, залучати інвестиції у розвиток секторів економіки. Подвійні стандарти, значний період окупності готельних підприємств у порівнянні з іншими секторами нерухомості гальмують розвиток готельного потенціалу країни.

**Ключові слова:** готельний бізнес, готельні підприємства; номерний фонд; колективні засоби розміщування; аналогічні засоби розміщування.