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**FEATURES OF HOTEL INDUSTRY.****Інгор А. О.**, аспірантка, Класичний приватний університет, м. Запоріжжя**Ingor A. Features of Hotel Industry**

Theoretical principles of the features of hotel industry are considered. The main tendencies of introductions for improving efficiency of enterprise operation are defined. The article deals with hotel service, the main factors creating demand for hotel services in the terms of their education, destination exposure, by value, in terms of impact of the hotel business, trends development such as hotel chains, the effect of the leading hotel operators in the state of the market, creation of appropriate forms of management (methods, tools leverage incentives) that the referral facilities management group on various subjects functioning of these levels (micro, and macro). take into account features of the hotel enterprises, based on its construction is imposed internal value of financial and economic relations and management and the basic principles of process management of the hotel and ventures, efficiency, continuity of operations, adequacy, flexibility, innovation, integrity, balance of interest, impartiality and integrity, timeliness of decision making.

**Інгор А. А. Особенности отельной индустрии.**

В статье рассматриваются основные факторы, создающие спрос на гостиничные услуги теоретические принципы работы гостиничной индустрии, определены основные тенденции внедрения для повышения эффективности работы предприятия. гостиничного сервиса, в условиях их образования, экспозиции назначения, в экономической точки зрения влияния на бизнес отеля, развитие тенденций, таких как гостиничные сети, эффекты ведущих операторов на рынке создание соответствующих форм управления накладывается внутреннее значение финансово-экономических отношений и менеджмента, также рассмотрены основные принципы управления процессами гостиницы и предприятия, эффективность, непрерывность операций, адекватность, гибкость, инновации, целостность, баланс интересов, своевременность принятия решений.

**Інгор А.О. Особливості готельної індустрії.**

У статті розглядаються основні чинники, що створюють попит на готельні послуги теоретичні принципи роботи готельної індустрії, визначено основні тенденції впровадження для підвищення ефективності роботи підприємства. готельного сервісу, в умовах їх освіти, експозиції призначення, в економічній точки зору впливу на бізнес готелю, розвиток тенденцій, таких як готельні мережі, ефекти провідних операторів на ринку створення відповідних форм управління накладається внутрішнє значення финансово-економічних відносин і менеджменту, також розглянуті основні принципи управління процесами готелю і підприємства, ефективність, безперервність операцій, адекватність, гнучкість, інновації, цілісність, баланс інтересів, своєчасність прийняття рішень.

**Formulation of the problem.** Hotel industry rightly considered one-of the most important components of tourism infrastructure sectors. The rapid development in hotel industry requires continuous improvement management system, especially important in the hospitality product. Today, it is based on high technology to meet the needs of different consumers. Any tourist region or country focused on getting regular income and high hotel industry subjects range from the provision of hotel services. It should be noted that the effectiveness of the operation of hotel receives regular income in the form of taxes from these businesses.

**Analysis of recent research and publications.** Theoretical aspects of improving financial and economic mechanism of hotel industry that provide hotel services was considered by the

following scientists: M.M Arthus, P.V. Baranova, G.Y. Ilnytskyy, O.N. Kovalyuk, I.A. Lomachynskoyi, M.A. Pesselya, N.S. Prokopenko L.V. Romanova Y.B. Slobodyanyk, and others.

At the same time, because of the need for national expansion industry and hospitality there is a need to clearly defining features of this business scope and to clarify the factors increasing the efficiency.

**Purpose of the article is to study** features of the hotel businesses and substantiating factors that increase their efficiency.

Hotel business has become an important driver of economic growth and improves economic development, business development, additional revenues of the local and the state budget. Today the hotel industry is a powerful system management in tourist center and a very important revenue component of the economy. The essence of the concept of hotel industry today, is most scientific [1, c. 229] due to the fact that the entity operates for profit as a result of tourist accommodation and providing them other additional services. And because most scientists believe that the hotel industry is an integral part of the hospitality areas.

In a competitive market for hospitality companies desire to obtain the greatest profit and solvency growing consumer services encourage enterprises to provide hotel business not only of the accommodation, and meals, but also expand the scope of additional and related services. This expands the scope of hotel enterprises, service providers and own production and related industries. [2, c. 36],.

Hotel industry - is the unity of all companies and organizations that cooperate, each of which performs its specific functions designed to meet the needs of guests [3, c. 28],. Hospitality industry is important that it contains different-hectare meadow and sectors, in addition, must take into account the system of relationships that exist between hotel complexes and other companies, in many respects similar to them. A main feature of the hotel industry is to increase the demand for hotel services by creating mutually beneficial relations between the client (guest) and the hotel, which are crucial functional quality hospitality.

Thus, the hotel industry today defines the meaning of hospitality system under which it is necessary to understand complex industries, the main task of which is connected with servicing the tourists during their stay outside the place of residence. The hotel sector in the structure of the hospitality industry performs key functions as offers visitors a range of services in the form of tub and implementation involving all sectors and elements. Therefore, among the major trends of modern industry can be identified different types of hotel establishments in need of monitoring and decision making at macro and micro level. High standards of service in the national hospitality associated with the creation of traditional in-world hotel industry which corporate with international hotel chains.

Use in the hospitality industry information systems relating to management of, technological support, marketing. Integration of the hotel with financial capital, fear of new construction, transportation and other sectors of the economy. Use of scientific management and hotel management.

Thus, the current trends in the industry of hotel complexes aimed, ultimately, the decision of the main tasks: benefits; a stable of customers through the ability to find his client; search for and create new ways of development, constant updating ownership policy-based dynamic development of the hotel product

The hotel activity is defined as activity of legal entities and individual entrepreneurs who own or vested in the prescribed manner property rights to which or collective means of accommodation with direct order and management, to provide services deployment and other activities and provision of hotel services, including their implementation . Given this, financial and households governmental activities of hospitality industry has its own characteristics that are influenced by factors such as:

1. Hospitality businesses (tourist, resort, business sector, etc.), defining specific elements of financial management and considers, we targeted their activities.
2. Relationship with other sectors of the tourism industry.

3. Social directed nature of which is only partially regulated market.
4. Seasonal hotel and tourist facilities that will define level of workload and efficiency of the material and technological base and human resources.
5. Nature of hotel product, characterized costing a special type of services that are consumed only at the time of their items.
6. Complex hotel product that is composed services areas of hospitality. Their form of a single hotel product or the "package", which includes content requirements consumed and can vary depending on individual customer needs.
7. Personification process of service consumers of hotel services for complete customer satisfaction.
8. Various activities in the field of services related to hospitality, reception and service of tourists.
9. Effective financial and economic activity is determined by the results, the delivery volume of the final service.

The nature and value of hospitality industry objectified its functions, and their social and economic components, namely: temporary accommodation on a commercial basis; meet consumer demand for hotel services; optimization of income from hotel activity due to management of effective financial and economic activities; meet the interests of the entities involved in the distribution, which was formed during the production and sale of hotel services (hotel owners, employees, state); new additional jobs; source of local and state budgets; state and its level in the international market.

The most common among them are hotels and motels. However, other business structures occupy an important place among the network of the hotel industry. Given the ambiguity of classification approaches to the typology of hospitality industry and relying on the domestic and foreign researchers, presented in the selected features, allowing most thoroughly cover the specific areas.

According owned distinguish collective, individual, private property and state institutions. Interestingly, the development of capitalist and market economy Ukraine will then constant growth in the private sector in this area, and state ownership characterized reduction. Some studies suggest that private property-recommended for the best performance of the business structures of household's dominion.

The feature modern hotel services are decentralizing services. Great hotel association formed special units for the implementation of basic services. Because of the operations in the tourist services (pre-sale, booking places, etc.). Individual units and Hospitality Company focused on specialized travel agency or an enterprise. Therefore, the quality of service in first affects activities of intermediary links, realizing their basic services. The main factors creating demand for hotel services in the pre-attitudes tab.

So, add content indicated that supply and demand - is always factors affecting the activities of hotel and consumer needs. If demand determines the need in some hotel services, which reinforced the solvency of the consumer, the proposal may be variable in nature, determined action of the following factors: the level of taxation, spatial location of the hotel facility and the development of tourism in the region, availability of financial resources, the level of prices and so on.

This hotel services offered to consumers directly or indirectly as a separate service or as part of tour packages.

Thus, the activities of enterprises hospitality and their structural units designed to meet customer requirements, allowing solving the problems associated with the optimization of business income and expenses, and as a result - profit. The actual implementation of this goal can be realized through continuous cost management and revenue core business.

Table 1 – The main factors creating demand for hotel services

Sign division	Type factor	Characteristic factor
In terms of their education	Micro factors	formed as certain financial, economic and social relations determined by the relationship of suppliers and partners, in business competitors, customers, intermediaries (travel agents and touropetor), state and local authorities, international organizations this, financial institutions etc.
	Macro factors	determine the level of competitiveness and advantages of hotel enterprises in the domestic (regional or national) and international markets through the relations of political, geographic the species, demographic, technological, social, political, economic and natural
Destinations exposure	external	conditions governing the business; purchase capacity and yield of the population; tax burden; opportunities to attract financial resources; direct and opposition regulators of national and international hotel services etc.
	inside	marketing and information support of hotel business; investment and financial policies; the level of effective use resources; comfort and quality of services provided, etc.
By value	Industry	
By value	Economic	level of material well-being of consumers; prices for hotel services; the level of supply and demand for hotel services; correlation work time and free time; resource efficiency; decisions unemployment; inflation; limit investment in infrastructure and hotel industry; exchange rate; easy exchange and settlement; development of current trade and distribution of skills
	cultural and psychological	Priorities in a system of spiritual values; psychology of consumption; focus on the enjoyment of life; interest in alternative culture; Safety of tourists; interest in cultural sites
	political	availability of regulatory and legal framework that stimulates and regulates the hotel activity; priority areas of the hotel industry; conditions change function business influenced by changes in policy direction state, region
	ecological	direct and indirect impact on the environment both consumers and business of hotel
	individual	features individual consumer; Lifestyle; interest in spare time; hobby; individual system of spiritual values; targeted motivation, advice and guidance
	Socio-demographic	age, sex, occupation, education, marital status, social status, property status, place and region tourist services; growth to peoples, the culture of other countries; Professional visits etc.
	technology	quality and information distribution system First support; the development of telecommunications technology; computer reservation Room Booking System

In terms of impact on the hotel business	stimulatory	Activate under certain conditions and in a certain period of activity of hotel enterprises and contributing to the demand for services (extensive and intensive). By extensive are: increase in the number of employees increasing amount of attracted resources, construction of hotels with technical supply. By intensive should include - increasing skill levels of employees; development of information technologies; development of vocational qualification structure; increase in the number of investments; financial and economic measures of state support of tourism infrastructure, preferential loans and tax; quality systems insurance, licensing and certification
	constraints	high tax burden on businesses and consumers; high interest rates attracted financial resources; political shortage stability of; foreign exchange restrictions; political and economic instability; and criminal environmental risks; low level of security of tourists during transportation and stay in places of recreation, etc.
Trends development	dynamic	can have a variety of assessment value that varies over time and economic, social, environmental and political rights; and seasonality
	statistically	have permanent value and include resource, climatic, geographic the species, historical, cultural, anthropogenic factors

Thus, a feature of the hotel enterprises and its efficiency is determined primarily belonging to a particular type of hotel location and range of customers they serve. And at the heart of diversity must constantly carry out effective management structure occur and additional services offered by the hotel enterprise support high technological production of hotel services, compliance comfort and quality. The approach meets the essential condition diversity hotel - optimize profit, provided the fullest satisfaction consumer customer needs.

**Conclusions.**

The effectiveness of improving financial economic mechanism of management of hotel companies has based on its clear organization. As a comprehensive system study mechanism should include the formation and operation of the subsystem. First based on the creation of appropriate forms of management (methods, tools leverage incentives) that the referral facilities management group on various subjects functioning of these levels (micro, and macro). take into account features of the hotel enterprises, based on its construction is imposed internal value of financial and economic relations and management and the basic principles of process management of the hotel and ventures, efficiency, continuity of operations, adequacy, flexibility, innovation, integrity, balance of interest, impartiality and integrity, timeliness of decision making.

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**Keywords:** financial-economic activity, the hospitality industry companies, the factors c rating demand for the hotel services, types of the hotel companies activities, consumers of the hospitality services, the financial and economic mechanism of management.

**Ключові слова:** фінансово-господарська діяльність, індустрія гостинності компаній, фактори готельних послуг, види діяльності готельних підприємств, споживачі послуг гостинності, фінансово-економічне механізм управління.

**Ключевые слова:** финансово-экономическая деятельность, индустрии гостеприимства, факторы спроса для гостиничных услуг, виды деятельности гостиничных компаний, потребители услуг гостеприимства, финансово-экономический механизм управления.