



THE ACADEMY OF MANAGEMENT
AND ADMINISTRATION IN OPOLE

SOCIO-ECONOMIC DEVELOPMENT
OF THE REGIONS IN CONDITIONS
OF TRANSFORMATION

**СОЦІАЛЬНО-ЕКОНОМІЧНИЙ
РОЗВИТОК РЕГІОНІВ
В УМОВАХ ТРАНСФОРМАЦІЇ**

ROZWÓJ SPOŁECZNO-GOSPODARCZY
REGIONÓW W WARUNKACH
TRANSFORMACJI

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Monograph

Edited by Mykola Ohienko

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Opole 2020

ISBN 978-83-66567-01-6

Socio-economic development of the regions in conditions of transformation. Monograph. Opole: The Academy of Management and Administration in Opole, 2020; ISBN 978-83-66567-01-6; pp.350, illus., tabs., bibls.

Editorial Office:

Wyższa Szkoła Zarządzania i Administracji w Opolu
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Publishing House:

Wyższa Szkoła Zarządzania i Administracji w Opolu
45-085 Polska, Opole, ul. Niedziałkowskiego 18 tel. 77
402-19-00/01

200 copies

Authors are responsible for content of the materials.

ISBN 978-83-66567-01-6

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PART 2

MODERN INNOVATION AND INVESTMENT POLICY IN TOURISM AND HOTEL AND RESTAURANT SPHERES OF ECONOMY СУЧАСНА ІННОВАЦІЙНО-ІНВЕСТИЦІЙНА ПОЛІТИКА В ТУРИСТИЧНІЙ ТА ГОТЕЛЬНО-РЕСТОРАННІЙ СФЕРАХ ЕКОНОМІКИ

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2.6. Dynamics of development of hotel installations and their impact on the economy of the state

The hospitality industry is the backbone of the tourism business and an important link in the development of other sectors of the economy: transport, restaurant, trade, construction industry, etc. Due to Ukraine's desire to join the European Union, there is an urgent need to harmonize requirements and create innovation in different areas of the country's life, introducing which Ukraine will meet the standards of an EU Member State.

In modern conditions, the importance of organization of effective management of the hotel industry is increasing, which is able to adapt to changes in the market of hotel services, which are part of the tourist market of the region, region, and country.

The current situation in the placement services market is changing rapidly, so research is needed.

Various aspects of the functioning of the hospitality sphere were considered in the writings of domestic and foreign scholars. Well, in this article [1] the hospitality industry is seen as an effective tool for developing the tourism business. In this work

[2], the problems of competitiveness of the hotel industry of Ukraine are highlighted. In particular, corporate culture and image as a factor in enhancing the competitiveness of hospitality enterprises [3].

However, despite the considerable number of scientific works, the questions about the peculiarities of the functioning of the hotel services market, due to their dynamic nature, do not lose their relevance and require periodic review.

The purpose of the study is to conduct an analysis of the number of entities providing accommodation services, namely: hotels and similar temporary accommodation facilities, vacation accommodation and other temporary accommodation, providing camping sites and parking places for residential vans and trailers, temporary accommodation and other temporary accommodation facilities.

General and special methods have been applied: analysis and synthesis, systematic approach, comparison and generalization, methods of mathematical statistics for processing of research results; graphic – to illustrate the processes and design the results of the analysis. Have been studied some works of domestic and foreign scientists on the subject of the research.

After the outbreak of hostilities on the territory of Ukraine, tourist flows declined sharply, the number of persons accommodated in collective accommodation facilities decreased from 6 850 637 thousand in 2013 to 5 423 920 thousand in 2014. Particular impact on the significant decrease in tourist flows to Ukraine, associated with the beginning of 2014 in the eastern regions of Ukraine armed conflict and annexation of the Crimea. Therefore, we consider it incorrect during the analytical study of the comparison of statistical indicators until 2014.

For the period from 2015 to 2018, the total number of tourists increased from 2019576 to 4557447 people, or another said, increased 2.25 times (Table 1). A significant growth during the study period occurred among inbound (foreign) tourists - from 15,159 in 2015 to 75,945 in 2018, which is more than 5 times.

The number of outbound tourists increased from 1647390 to 4024703 people, or 2.4 times. Domestic tourist flows increased from 357027 people in 2015 to 456799 in 2018 (128%), but the highest increase was seen in 2017 (up to 476967 or 133.6% compared to 2015).

Activities of hotels and similar accommodation include the provision of mostly short-stay accommodation for guests and visitors, as a rule, on a daily or weekly basis, include the provision of orderly accommodation in guest rooms or suites. Services include daily cleaning and linen replacement.

In addition, a wide range of additional services such as catering and beverages, parking, laundry, swimming pools and gyms, recreational and leisure facilities, as well as conference and meeting facilities are possible. This class includes hotel, resort, luxury, motel activities.

Table 1.

Tourist flows of Ukraine in 2015-2018

Indicator	Year							
	2015		2016		2017		2018	
	persons	%	persons	%	persons	%	persons	%
Served tourists, total	2019576	100	2549606	100	2806426	100	4557447	100
Served inbound (foreign) tourists	15159	0,7	35071	1,4	39605	1,4	75945	1,7
Outbound tourists served	1647390	81,6	2060974	80,8	2289854	81,6	4024703	88,3
Served domestic tourists	357027	17,7	453561	17,8	476967	17,0	456799	10,0

¹ Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, Sevastopol and the temporarily occupied territories in Donetsk and Luhansk regions.

² Legal entities and entrepreneurs. 2000-2010 – according to the Ministry of Infrastructure of Ukraine, since 2011 - according to the State Statistics Service.

Compiled by author based on [4].

The activity of hotels and similar accommodation facilities during 2015-2018 is characterized by a gradual increase in the number of business entities. Thus, in 2016, compared to 2015, the number of economic entities in this field increased from 4035 units to 4104, which is an increase of 1.7%. In the following years, 2017 and 2018, this upward trend continued and the number of economic entities increased to 4432 and 4985 units, respectively, ie an increase of 8% in 2017 and another 12.4% in 2018 (Table 2). The vast majority of businesses in the sector are small businesses, more specifically micro-enterprises.

The activities of hotels and similar accommodation facilities are characterized by a gradual increase due to the number of small business entities. Thus, from 2015 to 2018, their number increased from 3,942 in 2015 to 4,893 in 2018, which is an increase of 23.5%.

Table 2.

Dynamics of the number of business entities in hotels and similar accommodation in Ukraine for the period 2015-2018

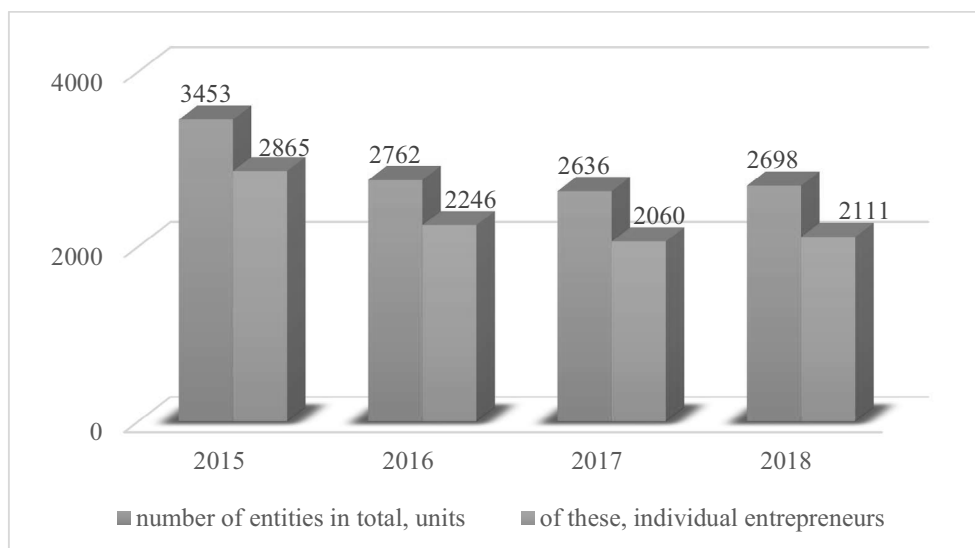
Year	Total	% from the previous year	Number of economic entities (units)						
			Including						
			subjects of big business	subjects of medium business		small business entities		of these, microenterprises	
				total	% from the previous year	total	% from the previous year	total	% from the previous year
2015	4035	-	-	93	-	3942	-	3658	-
2016	4104	1,7	-	87	-6,5	4017	1,9	3712	1,5
2017	4432	8,0	1	92	5,7	4339	8,0	3990	7,5
2018	4985	12,4	1	91	-1,1	4893	12,8	4453	11,6

Compiled by author based on [4]

Therefore, the activity of hotels and similar accommodation facilities in Ukraine is developing successfully. This activity is characterized by the entry into the market of a large business entity, the relatively stable number of medium-sized business entities and the positive dynamics of the number of small business entities.

Holiday and other temporary accommodation activities include the provision of predominantly short-term accommodation, usually on a daily or weekly basis, in separate isolated areas, such as furnished rooms with kitchenware or fully equipped kitchens. These may be apartments or apartments located in separate multi-storey houses or blocks, single-storey bungalows, chalets, cottages and small houses.

Characterizing the dynamics of the number of accommodation facilities for the period of leave and other temporary residence in Ukraine for the period 2015-2018, we can say that in general their number decreased (Fig. 1).



Compiled by author based on [4]

Fig. 1 Quantitative dynamics of accommodation facilities for holidays and other temporary residence in 2015-2018

During the study period, the number of these funds decreased from 3453 in 2015 to 2698 in 2018, ie by 21.9% (Table 3).

Table 3

Dynamics of the number of accommodation facilities for the period of vacation and other temporary residence in Ukraine for the period 2015-2018

Year	Number of economic entities (units)					
	Total	% from the previous year	including			
			subjects of big business	subjects of medium business	small business entities	of these, microenterprise entities
2015	3453	-	-	9	3444	3351
2016	2762	-20,0	-	8	2754	2658
2017	2636	-3,7	-	8	2628	2542
2018	2698	2,3	-	9	2689	2596

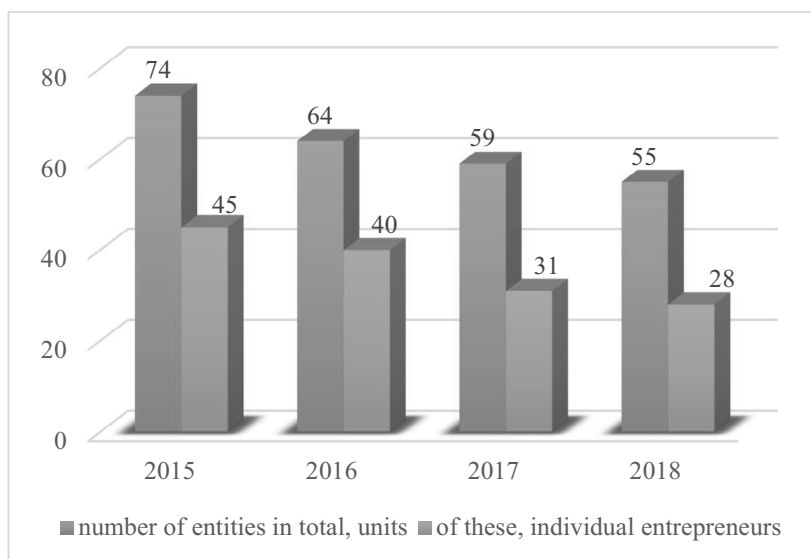
Compiled by author based on [4]

The vast majority of vacation and other temporary accommodation are small businesses (even micro-enterprises). The number of medium-sized enterprises is relatively small, and there are no large entities in the sector at all.

Provision of campgrounds and caravans for caravans and trailers. This class includes: providing accommodation for campsites, tents, trailer parks, leisure camps, as well as hunting or fishing grounds for short-term accommodation for visitors and guests; provision of seats and facilities for residential vans.

This class also includes activities for shelter or bivouac placement for tents or sleeping bags.

Active tourism, which involves camping, motor vans, etc., is only developing in Ukraine. Unfortunately, there are no reliable statistics on the number of unorganized active tourists, who prefer to constantly change the situation, search for new experiences and during this time live in campsites or motor vans in specially equipped parking lots. Analyzing the number of places provided by campsites and parking places for caravans and trailers, we can say that this number is decreasing every year (Fig. 2).



Compiled by author based on [4]

Fig. 2. Quantitative dynamics of business entities providing camping and parking for residential vans and trailers in 2015-2018

Thus, for the period from 2015 to 2018, the total number of economic entities providing campsites and parking places for residential vans and trailers decreased from 74 to 55, ie by 25.7% (Table 4).

Temporary accommodation includes the provision of short-term accommodation to accommodate business travelers and other guests. This section also includes the provision of long-term accommodation for students, working groups and the like. Some of these accommodation units only provide lodging and offer meals and recreation.

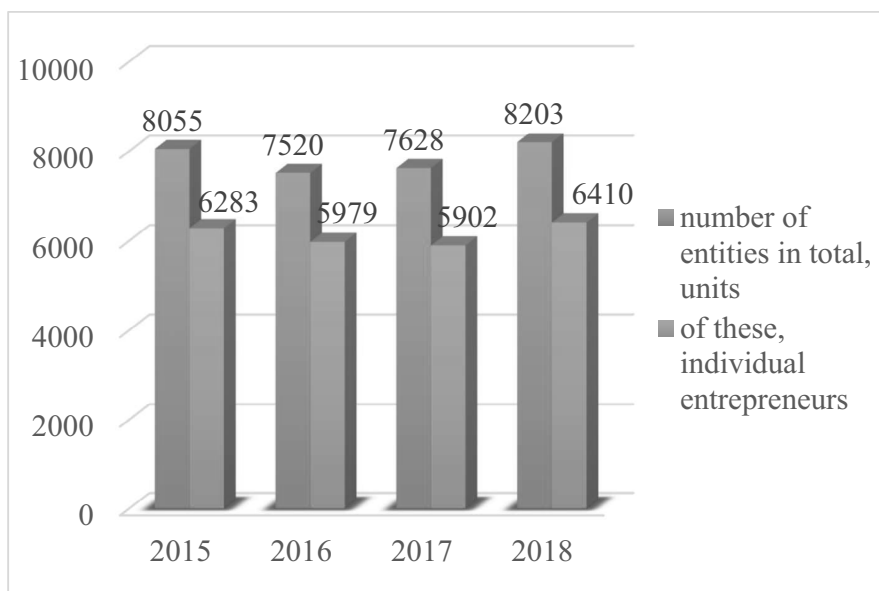
Table 4

Dynamics of business entities providing camping and caravans for residential vans and trailers for the period 2015-2018

Year	Number of economic entities (units)					
	Total	% from the previous year	including			
			subjects of big business	subjects of medium business	mall business entities	of these, microenterprise entities
2015	74	-	-	-	74	73
2016	64	-13,5	-	-	64	63
2017	59	-7,8	-	-	59	58
2018	55	-6,8	-	-	55	53

Compiled by author based on [4]

Temporary accommodation does not include activities related to long-term (month or year) apartment rentals. The number of temporary accommodation institutions during 2015-2018 was characterized by some changes (Fig. 3).



Compiled by author based on [4]

Fig. 3. Quantitative dynamics of temporary accommodation institutions in Ukraine in 2015-2018

Thus, in 2016, there was a reduction in the number of business entities in temporary accommodation from 8055 to 7520, ie by 6.6%. In 2017, the situation began to stabilize and in 2018 the figure reached 8203.

However, in general, for the period under review the increase was 1.8%. Separately, the number of individual entrepreneurs also decreased from 6,283 in 2015 to 5,979 in 2016 and 5,902 in 2017. However, in 2018, the indicator increased to 6410, that is, for the whole period under review, there was an increase of 2% in the number of temporary entrepreneurs.

The dynamics of the number of subjects of large, medium and small businesses in temporary accommodation facilities are given in Table. 5. As can be seen from the table, among the entities providing temporary accommodation are medium and small-sized enterprises.

Table 5

Dynamics of the number of temporary accommodation business entities

Year	Number of economic entities (units)					
	Total	% from the previous year	including			
			subjects of big business	subjects of medium business	small business entities	of these, microenterprise entities
2015	8055	-	-	103	7952	7559
2016	7520	-6,6	-	97	7423	7007
2017	7628	1,3	1	101	7526	7074
2018	8203	7,5	1	101	8101	7548

Compiled by author based on [4]

Other temporary accommodation activities include the provision of temporary or long-term accommodation in single or shared rooms, dormitories for students, seasonal workers and others. This class includes: student dormitories, school dormitories, work settlements, boarding houses, railway sleeping cars.

The dynamics of the number of economic entities of other temporary accommodation facilities in Ukraine over the period 2015-2018 tended to follow, the number of economic entities in the group jumped in 2016, which occurred from 439 to 590 among all economic entities, individual entrepreneurs from 411 to 519. After such an increase of 34.4% and 26.3% respectively, already in the next year, 2017 marks a practically return to the previous level (Table 6).

As can be seen from table 6. only small businesses, mainly micro-enterprises, are among the economic entities.

Table 6

Activities of other temporary accommodation facilities in Ukraine for the period 2015-2018

Year	Number of economic entities (units)						
	Total				Including individual entrepreneurs		
	subjects of big business	subjects of medium business	mall business entities	of these, microenterprise entities	subjects of medium business	mall business entities	of these, microenterprise entities
2015	-	1	492	477	-	411	407
2016	-	2	588	574	1	518	514
2017	-	1	500	484	-	419	414
2018	-	1	464	446	-	388	382

Compiled by author based on [4]

While researching the dynamics of hospitality businesses, there are some problems in the industry. Statistical records of hospitality establishments are conducted in accordance with the codes of conduct of economic activity (NACE). However, the delineation of activities is unclear. Business entities typically choose the NACE code independently by defining the name of the entity in which they provide services. Due to this, the situation on the Ukrainian market is when the institution actually corresponds to the name "hotel", but positions itself as a temporary accommodation establishment. In view of this situation, the survey conducted by the statistical authorities cannot be considered as complete. This, in turn, creates some difficulties in analyzing trends and determining the prospects for the development of the hotel services industry.

In addition, entities within the legal field of Ukraine formally operate in different organizational and legal forms. The peculiarity of the application of various organizational and legal forms of doing business in the sphere of hotel services is the secrecy of such information. Hotel companies do not make public any information about the legal form and management of the company. In contrast, in international practice, notices of business owners and founders, organizational and legal form,

history of creation are not just open information, it is also becoming part of the organizational culture and image of the enterprise.

Offers of accommodation services in apartments of apartment houses have a significant influence on the development of the industry. Such apartments are often advertised as mini-hotels or apartments. All this adds up to inaccuracies in the statistics and significantly affects the development of the industry as a whole.

Conclusions. The market of hotel services in our country is developing dynamically, as evidenced by the increase in the number of business entities operating in the said field and the increase in the volume of services provided by them. Subjects of various organizational and legal forms function in this field, legal entities and natural persons are entrepreneurs. The legal framework governing hotel service activities is outdated and imperfect and needs to be changed. This, in turn, requires further scientific research and development in terms of clarifying the conceptual apparatus and improving the methodology of statistical accounting.

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2.7. Improvement of the management system and creation of factors of effective personnel policy in the hotel and restaurant industry

Currently, the hospitality industry is one of the leading components of the service sector, which has a significant impact on key sectors of the economy: transport and communications, construction and agriculture, consumer goods and others. The supply of hotel services is growing rapidly, with a growth rate of 20% a year.

A large group of scientists dealt with the problems of managing enterprises of the service sphere. Researches in this area in recent years were conducted by LB Sulpoval, VN Solovyov, LI Erokhina, EV Bashmachnikova, Sh 3. Valiyev, OI Vasylchuk,