THE CONDITION ASSESSMENT OF HOTEL BUSINESS DEVELOPMENT IN UKRAINE

**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. Nechauk, N. O. Nechauk (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 2018 | 2019 | 2020 | hotels and analogous accommodation facilities 2018 | 2019 | 2020 | other accommodation facilities 2018 | 2019 | 2020 |
|--------------------------|------------|------|------|-----------------------------------------------|------|------|---------------------------------------|------|------|
|                          |            |      |      |                                               |      |      |                                       |      |      |
| Number of CAF, un.       | 4719       | 1626 | 1337 |                                               |      |      |                                       |      |      |
| Number of rooms in CAF, un. | 300 010   | 186 840 | 155 029 |                                            | 71 132 | 39 634 | 37 497                              | 71 132 | 39 634 | 37 497 |
| Number of rooms in hotels and analogous accommodation facilities, un. | 7 006 220 | 4 604 935 | 2 218 583 |                               | 5 410 242 | 3 695 556 | 1 783 885           | 1 595 978 | 911 379 | 434 698 |
| Number of people attending CAF, pers. | 7 006 220 | 4 604 935 | 2 218 583 |                               | 5 410 242 | 3 695 556 | 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. | Among them overnight stays of persons in CAF, un. | Among them overnight stays of foreigners, pers. |
|   | 917 889 | 17 668 844 | 1 918 007 |
|   | 916 722 | 12 446 841 | 1 687 148 |
|   | 218 328 | 6 227 427 | 450 744 |
|   | 873 861 | 10 092 526 | 1 748 422 |
|   | 795 482 | 7 049 927 | 1 607 930 |
|   | 217 378 | 3 499 309 | 422 195 |
|   | 44 028 | 7 576 318 | 169 585 |
|   | 17 240 | 5 405 914 | 79 218 |
|   | 950 | 2 728 118 | 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.](image)

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 %.
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).

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 |  |  |  |  |  |  |  |  |
|----------|----------------------|-----------|  |  |  |  |  |  |  |  |
|          | 2018  | 2019  | 2020  | 2018 | 2019 | 2020 | 2018  | 2019  | 2020  | 2018  | 2019  | 2020  |
| Ukraine  | 1591  | 1626  | 1337  | 789  | 792  | 728  | 284   | 357   | 320   | 802   | 834   | 609   |
| Vinnytska| 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    |
| Dniproptovska | 93 | 106 | 87 | 52 | 59 | 60 | 31 | 31 | 34 | 41 | 47 | 27 |
| Donetsk | 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    | 5     | 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    | 45    | 31   | 30   | 30   | 11    | 12    | 12    | 12    | 14    | 13    |
| Rivnenska | 17    | 18    | 15    | 15   | 15   | 13   | 5     | 5     | 5     | 2     | 3     | –     |
| Sumska    | 21    | 21    | 17    | 12   | 11   | 9    | 2     | 3     | 1     | 9     | 10    | 8     |
| Ternopilska | 14  | 15    | 13    | 10   | 11   | 9    | 4     | 5     | 3     | 4     | 4     | 4     |
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).
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          |
| Ukraine       | 39 589        | 39 634        | 37 497        | 50            | 50            | 52            |
| Vinnytska     | 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            |
| Zakarpatyska | 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            |
| Mykolayivska  | 838           | 782           | 995           | 38            | 36            | 47            |
| Odeska        | 3490          | 3454          | 3256          | 52            | 48            | 49            |
| Poltavska     | 1330          | 1343          | 1383          | 43            | 45            | 46            |
| Rivenska      | 590           | 541           | 330           | 39            | 36            | 25            |
| Sumskysk      | 431           | 425           | 382           | 36            | 39            | 42            |
| Ternopilsk    | 423           | 477           | 440           | 42            | 43            | 49            |
| Kharkivska    | 1889          | 1890          | 1740          | 50            | 50            | 47            |
| Khersonskas   | 726           | 958           | 876           | 30            | 56            | 58            |
| Khmelnysk    | 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 розміщення (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 розміщення, 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 розміщення за період із 2018 по 2020 рік зменшилась із 4719 до 1337 одиниць. Відповідно і кількість місць у колективних засобах розміщення у 2018–2020 роках також зменшилася із 300 010 до 155 029 одиниць. Наведені офіційні дані характеризують загальне зменшення кількості номерів у готелях та аналогічних засобах розміщення. Суттєве зменшення кількості готелів та аналогічних засобів розміщення спостерігаємо у 2020 році в порівнянні з 2018 роком. Сегмент п’ятірівкових 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 розміщення, що належать фізичним осо- бам-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-проєктне забезпечення розвитку готельних підприємств, залучати інвестиції у розвиток секторів економіки. Подвійні стандарти, значний період окупності готельних підприємств у порівнянні з іншими секторами нерухомості гальмають розвиток готельного потенціалу країни.

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