

INVESTMENT IN THE HOTEL INDUSTRY DEVELOPMENT

The latest trends in the tourism business require the creation of an attractive, increasingly innovative and large-scale hotel product that would be affordable to a wide audience of this type of service. According to the economic analysis of the hotel industry functioning in Ukraine, it is possible to note the constant increase in the number of new hotels. The hotel service offer, which should be tailored to the needs of both foreign and domestic tourists who rely on quality services, is increased.

The factors that lead to the modernization of hotels, the expansion of the offer and the increase in the level of services are primarily as follows: high competition, an increase in consumer needs, a need to attract a growing number of guests [1]. The international travel services market and the associated investment risks have a strong impact on the operation and development of the hotel industry in Ukraine. This impact is associated with the following activities:

- 1) Introduction of innovative construction technologies and use of new materials;
- 2) Taking into account the latest requirements to hotel space, namely:
 - a) Type of accommodation;
 - b) Developed separation of usable space;
 - c) Plans for arrangement of the operating unit, i.e. the hotel gastronomy;
 - d) Adjustment of suitable territories to the needs of persons with disabilities;
- 3) Implementation of developed standards for guest service;
- 4) Personnel recruitment and training;
- 5) Marketing activities, information systems, reservation systems.

Investments in the hotel industry play a special role in the market economy. They are regarded as the main factor of sustainable development and the most important method of increasing the wealth of their owners. These investments are capital expenditures that aim to achieve the desired effects, such as increasing the company value, business expansion, increasing the profits and cash flows, technology modernization, and so forth.

The hotel industry development is driven by investments aimed at improving the hotel services or expanding the hotel operations. The process of investing in the hotel industry is long-term, as it requires the capital needed to finance start-up costs, which, over a certain period of time (it lasts 14-16 years in the hotel business), will produce specific results [3].

For several years, there has been a growing trend of budget (low-cost) hotels in travel services markets. In the market, there is a significant stable percentage of this category of hotels in the structure of hotels [2]. The proof of the above is the rather high degree of efficiency of this type of accommodation in economically hard times. Their advantage in accordance with the requirements of classification is a minimized base of nutrition because of the gradual restriction of gastronomic activity, which is characterized by high consumption of costs, the need for investment with a short maturity. This is the main reason for the investors willing to invest in these types of assets.

Investors make managerial decisions to develop budget hotels as they appear to be an interesting product. First of all, investors take into account various factors, including the following:

- High efficiency of the activity, optimum value for money;
- Relatively low investment costs associated with a low risk of development as well as an easy access to funding;
- A short period of obtaining the maximum value of the performance index in comparison with de luxe and midscale hotels;
- Faster adjustment to the unstable and changing conditions of the global economy development.

Undoubtedly, the above factors have a significant influence on the decision made by investors in the field of short-term investments in the hotel business. In view of the general conditions of the hotel industry development, the hotel location and brand should be considered significant factors among the economic factors. The most important factors that determine the hotel business development include the following: climatic and geographical location of the state; economic and political situation in the country; attractiveness of the state and its regions; condition of the security environment and communications development; wealth of culture, tourist integrity; state of development of domestic and international tourist transportation; hotel business needs, given the demand for hotel services.

References

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DIGITALIZATION FORMS OF TOURISM INDUSTRY

In the context of ultra-fast online modernity, there is a tendency to digitalize processes. This phenomenon is called the “digitalization” from the English expression Digital Revolution, which means a widespread transition from analog to digital technology.

Digitalization is a deep business transformation, involving the use of digital technologies to optimize business processes, increase company productivity and improve customer experience. Most often, the goal of digitalization is to satisfy the needs of the consumer, which are changing along with the development of technology, namely, the creation of a more comfortable and efficient interaction between the client and the company [1].

With the introduction of digital technologies in the tourism business, significant changes have occurred in the activities of tourism enterprises. The work of travel agencies has become more efficient, automated and at the same time there has been a significant saving in human resources, time and money.

In the modern world, the tourism industry is actively working to promote tourism products on the market, in other words, the dynamic packaging of tours. This is a new technology for organizing and implementing a tourist product through direct access to the resource systems of airlines, hotels and manufacturers of tourist services due to the digitalization capabilities.

In the XXI century, the activities of tourism enterprises are not complete without the use of information and digital technologies. In order to survive in the age of competition, it is necessary to introduce innovative technologies. In such cases, travel agents and tour operators of travel services should develop and apply new types of services that will not only please the tourist, but will also be unique.

For this, there is a need for the formation of new consumer values:

- Comprehensive service by expanding the range of additional services;
- Improving the after-sales support of the buyer;
- Introducing international service standards.

Speaking of dynamic packaging, it should be noted that it is a universal