

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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PROBLEMS AND CONDITIONS OF REALIZATION OF THE HOSPITALITY INDUSTRY POTENTIAL IN UKRAINE AND KHMELNYTSKYI REGION

In the article the causes of inconsistencies of hotel industry of Khmelnytsky region to the international requirements are determined. Analyzed the state of collective means of accommodation in Khmelnytskyi region and Ukraine. Allocated the conditions, under which a domestic hotel industry will become a highly competitive sector of the national economy.

The hotel market of Ukraine in its formation encountered a number of problems. Internal competition is weak; this is over the lack of available funds and the availability of high tax rates. Following the reduction in income, households spend them to meet the primary needs that do not include the services of hotel and restaurant business. Therefore to ensure stability, profit maximizing, increasing competitiveness of enterprises of hospitality industry in the market of hotel services is difficult.

Despite the revival of tourism in Ukraine and Khmelnytskyi region existing infrastructure of tourism does not meet the requirements of international standards. Low investment activity in the field of hospitality, discrepancy to international quality standards of services, lack of coordination price

and quality do not allow to fully unleash the hotel potential in the country.

Conditions of potential realization of the hospitality industry in Ukraine and Khmelnytskyi region are:

- 1) effective policy of mass tourism development;
- 2) development of strategies of hotel industry in Ukraine and Khmelnytskyi region;
- 3) changes in legislation on land use;
- 4) changes in rules granting permits to enterprises of related industries to attract investments in opening new facilities of mass tourism;
- 5) facilitating the creation of new jobs;
- 6) improving the state of attractions;
- 7) promoting attracting investments and stimulation of the construction and reconstruction of collective means of accommodation;
- 8) harmonization of national standards and their concordance with international;
- 9) strengthening the positive image of Ukraine and formation of an effective marketing strategy in the global market;
- 10) comfort and safety of tourists during the journey and stay in Ukraine.

Creating these conditions will transform the domestic hotel industry into highly competitive sector of economy.