

Igor G. Khanin, Vladimir S. Bilozubenko, Svetlana E. Shablii
INTERNATIONAL HOTEL CHAINS: ESSENCE, FEATURES,
PROSPECTS OF DEVELOPMENT IN UKRAINE

The tourism industry, and the hotel sector in particular, is a highly competitive market. Hotel chains are one of the main players in the global travel services market that gradually masters the Ukrainian hotel market. The purpose of the article is to determine the essence of international hotel chains, to highlight their features and importance for the tourism market of Ukraine. The paper deals with different interpretations of the hotel chains concept provided by leading scientists in the field of tourism. On this basis, the main features (criteria) and elements of hotel network identification and research (complex multi-level system, long-term mutually beneficial cooperation, strategic cooperation system, management standards, organizational standards, unified product promotion concept, unified management, unified system of logistics and service standards, joint marketing, cost optimization, territorial expansion in the hotel services market and others) were identified; a block diagram according to these features (criteria) and elements that describes the relationships between them was developed. A clarifying definition of the concept of hotel chains is formulated, taking into account all the identified signs and elements; and it also determines the essence of this term. The analysis of the number of hotels and similar accommodation facilities in Ukraine, the places in them and the persons staying there was conducted, their low dynamic development was revealed. Tourist flows in Ukraine are also considered. A positive trend in the increase in tourists was revealed as well as a tendency towards an accelerated pace of a significant prevalence of outbound tourism over domestic tourism. The main reasons for the found results are formulated. International hotel chains in the tourist market of Ukraine are considered in the article. Their development will bring the national hotel market closer to world standards and quality standards in the future by stimulating competition. Demand for high quality hotel services in Ukraine has been substantiated and administrative reasons have been identified for complicating the process of providing hotel services, in particular with regard to construction, security measures, compliance with environmental and sanitary standards, obtaining permits, etc.

Keywords: international hotel chains, tourism sector, hotel chain, tourist flows, standardization of services.