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FEATURES OF MANAGEMENT OF SUSTAINABLE ECONOMIC DEVELOPMENT OF HOTEL AND RESTAURANT BUSINESS ENTERPRISES

The theoretical and applied aspects of management of sustainable economic development of hotel and restaurant business enterprises (HRB) are studied.

HRB enterprises operate in an environment of uncertainty caused by globalization, crisis phenomena, changing consumer priorities and the development of digital technologies. The problem of ensuring sustainable economic development of HRB enterprises in modern economic conditions is of particular importance. HRB is an important component of the national economy, as it ensures the development of the hospitality and tourism sector, creates jobs, generates budget revenues and contributes to improving the standard of living of the population. At the same time, HRB enterprises are extremely sensitive to changes in the external environment, in particular economic crises. In this regard, there is a need to form effective mechanisms for managing the sustainable economic development of HRB enterprises, which will ensure their adaptation to changes, increased competitiveness and long-term stability of functioning

It is substantiated that sustainable economic development of HRB enterprises is a key prerequisite for ensuring their long-term competitiveness, financial stability and adaptability. The substantive characteristics of sustainable economic development of HRB enterprises are determined. The main factors influencing the functioning of HRB enterprises are analyzed. Mechanisms for managing sustainable economic development of HRB enterprises are considered. Approaches to increasing

the efficiency of HRB enterprise management based on the principles of sustainable development are proposed.

Keywords: sustainable economic development, hotel and restaurant business, management, sustainability, digitalization, competitiveness, enterprise.