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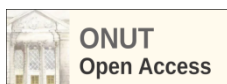
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IMPLEMENTATION OF ADDITIONAL SERVICES AT TOURIST AND ENTERTAINMENT COMPLEXES ACCORDING TO INTERNATIONAL HOSPITALITY STANDARDS

Hospitality technologies are developing very rhythmically. Today, accommodation establishments face the main task: to attract the attention of a more significant number of guests who would become regular visitors. The hotel business is multifunctional, and its management is a complex task requiring new technologies. It is only possible to carry out these tasks with innovative solutions, which need to modernize the accommodation enterprises and be guided by international standards of hospitality. A comprehensive approach to the definition of tourist services necessitates expanding additional services. In the conditions of European integration, other services acquire specific features, affecting the market attractiveness of the hotel enterprise. Remaining the main one, the accommodation service is characterized by stability. The services that distinguish this accommodation facility from others are of increased interest. The article shows the expediency of organizing tourist and festival events as additional services of tourist and entertainment complexes, which will positively impact the development of the southern region of Ukraine.

Key words: hospitality, international standards, tourist and entertainment complexes, additional services.



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Statement of the problem and its connection with important scientific and practical tasks. Hospitality establishments are one of the main components of the tourism industry of Ukraine. The infrastructure of accommodation facilities in Ukraine does not meet international standards [1]. The limited number of high-class hotel enterprises evidences this. The outdated material and technical base needs modernization. Most hotels in Ukraine lack modern communication, effective and reliable security systems, which are in turn a prerequisite for high service quality. The regulatory and technical base should be aimed at entering the international market space of new forms of means of accommodation and legal protection of consumers in the field of hospitality. A definitive list of services and low specialization characterize modern hotel enterprises in Ukraine. Along with traditional full-service hotels, creating a network of specialized enterprises with a limited of international cooperation. Analyzing the current problems of the tourism industry, it was found that

range of services focused on serving a specific category of tourists is necessary. Specialization can be very diverse. The tourist and entertainment complexes market are among the accommodation establishments which are still open. Often, such establishments offer a small range of services related to leisure activities for guests in the region they are visiting. Involvement in festivals in the hospitality industry is sporadic. With the increase in demand for the services of tourist and entertainment complexes and the rapid development of ecotourism in the country in general, as well as the increase in internal flows of tourists to the western regions, where this type of tourism is most developed, it is urgent to investigate the improvement of the tourist and entertainment complex in the south of Ukraine in the context of the integration of hospitality into the European economy. In the future, the hotel industry will become a driving catalyst for the integration of the state into the world structures there is no legislative place for the hotel business. Therefore, developing a strategy for improving the legal

and socio-economic aspects of creating and developing a competitive environment in the hospitality market is necessary.

The analysis of the latest publications on the problem. The study of the market of tourist services and entertainment establishments makes it possible that promoting the festival movement [2-3] as additional services will be an innovative approach to developing hotel and restaurant services. Although the theoretical basis of the research on festival tourism is revealed in the works of Ukrainian scientists Shved M. and Babkin A., the specific features of cultural and educational tourism in Ukraine were considered by Lyubitseva O., Beidyk O, Malska M, and Rutynskyi M.. Practice shows that tourist flows grow in those regions where entertainment tours and specialized interactive tourist products are formed based on original traditions - with visits to festivals and national holidays. Therefore, it is worth paying attention to festival resources, the potential of which is unlimited. Consequently, there is considerable interest in the festival movement and other types of tourism, based on which events will play an essential role in the formation of tourist flows and positively affect the development of tourist infrastructure and hospitality.

Forming of the aims of the research. The article aims to implement additional services at tourist and entertainment complexes according to international hospitality standards, which provide accommodation for an exclusive tourist competitive advantage. A rationally balanced hospitality sector requires developing specialized tourist and entertainment enterprises focused on the originality of services and services for tourists of a specific category. Small comfortable accommodation establishments with a declared list of additional services should offer quality service and, in the long run, become the primary sector of the hotel industry in small tourist-attractive settlements.

Giving an account of the main results and their substantiation. Today, tourism affects all aspects of social life, fundamentally affecting society. For the international tourism industry, it is essential to coordinate the activities of tourist infrastructure enterprises and develop global standards for accommodation and food, which are used worldwide to serve tourists. Certification of accommodations is designed to improve the quality of the hotel industry and change the level of comfort and quality of services. Quality systems are certified according to the model of international standards [4]. The United Nations Statistical Commission (UNSC) is developing and constantly improving the International Standard Industrial Classification of All Economic Activities (ISIC). The document presents a section on means of accommodation. Based on this classification, the World Tourism Organization (UNWTO) has updated the paper "International Recommendations for Tourism Statistics - IRTS," where it is recommended to apply the classification according to

ISIC. However, ISIC, as an industry-wide document, does not contain detailed terms and descriptions and identifies all means accordingly - "accommodation." A significant drawback is a need for more characteristics of different types of accommodation and a list of additional services.

Thus, hotel and restaurant establishments should generalize and constantly improve the quality management system by the recommendations of international standards ISO 9001-2015 "Quality management system. Requirements" [5]. The collection of means of the ISO 14000 series has become a worldwide basis for establishing activities aimed at environmental safety. The standards also define the necessary rules of ecological management, principles, and environmental audit procedures [5]. In March 2011, the Association of Hotels, Restaurants, Pubs and Cafes and similar establishments in Europe (HOTREC) presented the Hotelstars Union rating recommendations at the regular meeting of the European Commission in Brussels. In the Hotelstars Union system, hotels are evaluated according to 270 criteria, which is more perfect than most national systems. Such points as the size of the rooms, the availability of places for seminars and conferences, the organization of the customer service department, etc., are taken into account. Today, the criteria for classifying hotels in Ukraine, established by the state standard of Ukraine no 4269:2003 (Classification of hotels), must be updated. The new evaluation criteria will be based on the European standards of the Hotelstars Union [6], which provide a more objective assessment of the level and quality of services. Following these innovative approaches, more attention is given to the additional services offered in the accommodation facility.

One of the main problems of adapting the hotel industry to the conditions of the developing market environment is to present them with new management requirements that have never been market-based. They were united with foreign hotels only by the external similarity of technological processes, organization of reception, and service of tourists. This article's research object is economic activity at the hotel and restaurant enterprise at the Khadzhibey-2005 winery, in the village of Kholodna Balka, Bilyavskiy district, Odesa region. The technology of the check-in process is structured and is aimed at satisfying the consumers' needs. The typification of accommodation, the probable portrait of the guest, and other influential factors determine the organizational structure of the hotel enterprise. For implementing a closed technological cycle of guest service, the primary services shown in Fig. 1 are provided in the hotel.

Today, the universal service classification system reflected in the General Agreement on Trade in Services (GATS) is the most widely used worldwide. The classifier contains more than 200 types of services grouped into 12 categories (9. Tourism and travel-related services) [7].

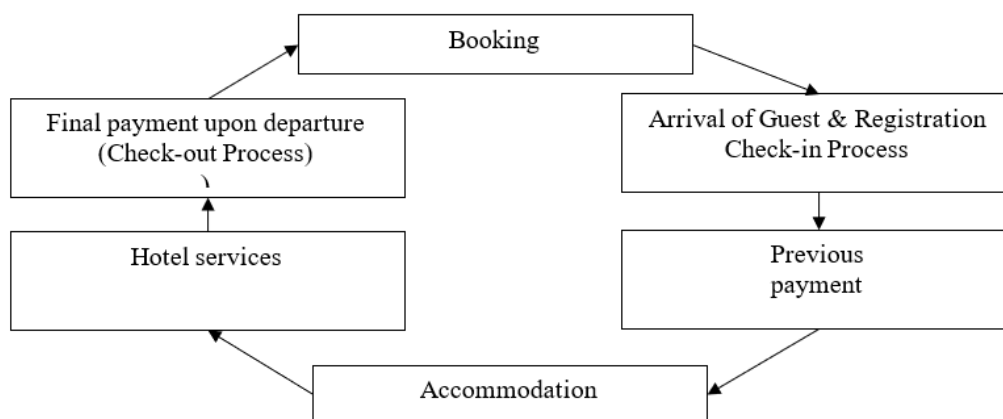


Fig.1. Hotel process flowchart*

*provided by authors

Accommodation services at the Khadzhibey-2005 winery can be divided into two groups: management, included in the hotel's price, and services, provided for an additional fee. [4, 8-9].

The list of additional services is recommended to be expanded and can be conditionally divided into groups [9]:

- comfort services, relevant amenities;
- Internet;
- cleanliness;
- organization of entertainment events;
- preparation of cultural programs;
- availability of folk crafts, sale of various goods, souvenirs, etc.;
- environmentally friendly food products for tourists;
- automobiles service;
- delivery.

The main goal of any commercial enterprise is to make a profit. Therefore, the management of a hotel and tourism enterprise can be called a system of enterprise profit management. At the same time, the main goals of the enterprise's development are the competitive struggle for authority in the market of tourist services. That's why strategic planning, where supply equals planned demand, is essential. Otherwise, a fierce battle will begin between those whose need is not satisfied. Therefore, the implementation of European standards of hospitality requires a detailed assessment of the factors that will affect the relevance of introducing additional services to the accommodation enterprise. So, the target audience is potential participants of sales channels. These are the specific consumers to whom the marketing policy of communications is directed. Knowing the motives of potential customers ensures the effectiveness of advertising to a large extent. At the same time, socio-demographic characteristics, consumer behavior factors, etc., are considered. When researching the preferences of consumers of the selected hotel and restaurant industry segment, such a research method as a questionnaire was used.

Questionnaire - communication between the researcher and the respondent by recording answers to formulated questions. After analyzing all the possible methods of surveying, correspondence surveying with the distribution of questionnaires on the Internet was chosen, even though the feedback was not absolute. Among the 234 sent questionnaires, only 151 respondents answered. In the majority, the survey was conducted among residents of Odesa, who are potential visitors of the tourist and entertainment complex at the Khadzhibey-2005 winery. However, some respondents were from other cities and regions to track their interest in traveling to the Odesa region. People under 20 years old - 40%, from 20 to 30 - 50%, and people over 30 - 10%, with different marital statuses, with a higher or incomplete education, participated in the survey. The questionnaire data indicate that the format of the renewed institution will have a successful perspective and will be famous among the population, as it additionally includes in its services the organization of those entertainment events that are in demand among the people. Holding various kinds of festivals as an excellent service of the institution will have a relatively high demand because 74% of respondents like to attend festivals held in their area. An essential point in researching potential customers' tastes was the perception of the establishment format we proposed, namely the Ukrainian village. The establishment's suburban location has caused many controversial issues because there is a high risk that potential customers will not show a particular desire to cover a certain distance to visit the complex. The survey data show that most respondents would willingly spend their vacation outside the city because 72.8% of survey respondents chose active recreation, while 61.6% chose hobbies outside the city limits. Creating a tourist and entertainment complex in the form of a Ukrainian village is quite an unusual phenomenon for the Odesa region with its unique cultural features, which have developed due to the diversity of

the population. But, based on the research results, the demand for the growth of Ukrainian entertainment complexes is very high because most foreigners coming to the region want to see and immerse themselves in Ukrainian traditions and learn about the culture of the people.

It will be possible to demonstrate folk traditions, rituals and show the rich heritage left by our ancestors during the festivals. Furthermore, creating such an entertainment complex will give impetus to developing other types of tourism that have yet become popular in the Odesa region. The concept of an entertainment complex in the format of a Ukrainian village can very successfully combine recreational, rural, and ethnic tourism. That will allow residents of urban areas to learn about authentic Ukrainian traditions, will give an impetus for learning about ethnic culture: art, crafts - everything that makes up Ukrainian people [10]. In addition, developing similar tourist and entertainment facilities in rural areas or the suburbs of cities will cre-

ate conditions for increasing the local population's income level.

Conclusions and prospects of the further investigations. In current economic conditions, it is necessary to adapt to searching for possible ways of survival in the market economy, considering the factors of uncertainty and instability of the economic and political environment. In the south of Ukraine, there are necessary foundations for developing rural tourism, which can be considered a specific type of economic activity using the natural and cultural opportunities of the region. Therefore, using strategic potential in the context of international standards of hospitality is an urgent scientific task. The article proposes the introduction of innovative technologies due to expanding the list of additional hospitality services. The involvement of entertainment services in the festival direction will create a new form of small business, which makes it possible to increase the economic profitability of large areas' populations and to use Odesa's natural resources and historical-cultural potential rationally.

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ВПРОВАДЖЕННЯ ДОДАТКОВИХ ПОСЛУГ НА ТУРИСТИЧНО-РОЗВАЖАЛЬНИХ КОМПЛЕКСАХ ЗГІДНО МІЖНАРОДНИХ СТАНДАРТИВ ГОСТИННОСТІ

Технології галузі гостинності розвиваються дуже ритмічно. Сьогодні, перед закладами розміщення стоїть основне завдання: привернути увагу більшої кількості гостей, які б стали постійними відвідувачами. Готельний бізнес мультифункціональний, а управління ним – складна комплексна задача, що потребує впровадження нових технологій. Здійснити ці завдання без інноваційних рішень неможливо, що потребує від підприємств розміщення модернізації та орієнту на міжнародні стандарти гостинності. Комплексний підхід до визначення туристичних послуг викликає необхідність розширення додаткових послуг. В умовах євроінтеграції, додаткові послуги набувають специфічних рис, впливаючи на ринкову привабливість готельного підприємства. Залишаючись основною, послуга розміщення характеризується сталістю. Підвищену ж цікавість викликають послуги, які виділяють цей заклад розміщення із ряду інших. В статті показано доцільність організації туристичних та фестивальних заходів, в якості додаткових послуг туристично-розважальних комплексів, що позитивно впливатимуть на розвиток південного регіону України. Базуючись на результатах дослідження, можна стверджувати, що затребуваність в зростанні саме українських закладів дуже висока, тому що більшість іноземців, що приїжджають до регіону, хочуть поринути в українські традиції та пізнати культуру народу. Авторами запропоновано впровадження інноваційних технологій, внаслідок розширення спектру додаткових послуг гостинності. Залучення розважальних послуг фестивального напрямку, створить нову форму малого підприємництва для інтеграції держави у світові структури міжнародного співробітництва.

Ключові слова: гостинність, міжнародні стандарти, туристично-розважальні комплекси, додаткові послуги.

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