

## **PROSPECTS OF HOSPITALITY INDUSTRY DEVELOPMENT (ПЕРСПЕКТИВИ РОЗВИТКУ ІНДУСТРІЇ ГОСТИННОСТІ)**

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*Готельна індустрія є однією з найбільш динамічних сфер ринку праці. Ефективне його функціонування сприяє пошвавленню соціально-економічного розвитку у світі.*

Today, one of the sectors of the economy in the world is the fastest growing hotel services sector. The current state and prosperity of the hospitality industry of the countries indicate that the achievements in this area are very modest based on the global trend of development of services that provide and the development of this activity in general.

The hospitality industry of the state is quite diverse, but has a number of problems. Studies of the regional hotel business market have identified a number of existing problems: the lack of an effective management system; reducing the number of this industry and the number of rooms; problem of service certification; difficult economic conditions. It should be noted that this has led to a reduction in the list of services of enterprises, low quality of service and reduced demand for the service. At present, the practice of the hotel industry, competition, economic realities have complicated business activities and thus led to new patterns of its growth. In addition, today the prospects for development strongly depend on the adjustment of the legal framework and service standards.

The results of the analysis revealed that to increase the level of the hospitality industry it is necessary to create appropriate conditions for tourism development, expand employment in the hotel business, create safe conditions, provide medical, technical and legal assistance, etc.

Thus, analyzing all the above, we can conclude that in the case of civilized development and the right strategy to improve the hospitality industry of the country will be a gradual increase in the number of enterprises, as well as increase the volume and quality of goods and services. With this in mind, it can be emphasized that the growth and prospects of this area is a necessary condition for the successful recovery of the entire economy.