

**THE HOTEL BUSINESS ORGANIZATION. THE ROLE  
OF HOTELS IN THE DEVELOPMENT OF TOURISM  
(ОРГАНІЗАЦІЯ ГОТЕЛЬНОГО БІЗНЕСУ.  
ЗНАЧЕННЯ ГОТЕЛІВ У РОЗВИТКУ ТУРИЗМУ)**

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Hotel business occupies an important place in the hospitality industry. The hotel organization is a very complicated business that requires a lot of special knowledge and a great deal of work. There is a great quantity of hotel business organization models. However, in Ukraine and directly in Odessa, the classic hotel organization model or Kemmons William's model is predominant. (Kemmons Williams is the founder of "Holiday Inn" hotel network.) More than 50% of world's hotels operate on the basis of this model. The structure of William's model is oriented on the high standards of service in combination with flexibility in work with staff and clients. Hotels of such a type are often ruled by the only owner– the main holding. The important demands of the classic model for the hotel business organization include such aspects:

- the availability of the restaurant, breakfast buffets, bars;
- the unanimity of the inside and the outside appearance of the hotel's building (the architecture and the interior design of the hotel have to be performed in the same style);
- the quickness in communication and work with clients (that is the provision with the maximum of services in lack of time);
- the availability of conference halls and the free rooms for regular clients or for unpredictable cases;
- the flexible system of charge rates;
- the only management system, marketing policy and communication service.

The additional services bring extra income for the hotel owners. To deserve confidence of the clientage, hotel managers make out the strategies based on high level of service and on selection of professional staff. Travel and hotel have always been closely related. The main function of a hotel is to provide tourists with accommodation and, in frequent cases, with food. And, as we know, accommodation is one of the main components of the tourist product along with transportation, nutrition and excursions. Odessa is an important port and the thalassotherapeutic resort, which has all conditions and resources to develop tourism and hotel industry on the highest level.