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## **PROSPECTS OF DEVELOPMENT OF HOSPITAL INSTITUTIONS IN UKRAINE RESORT ZONES**

Effective and sustainable development of enterprises in various business areas in modern business conditions is achieved through the use of innovations that provide strategic competitive advantages in the market.

The functioning and development of economic organizations, including hotel and restaurant businesses, are aimed at maintaining and strengthening market positions. In the face of fierce competition, this is possible only for those who are oriented to high standards of activity and constantly care about ensuring their competitive advantages by attracting various innovations.

The accelerated development of the hospitality and tourism industry, the desire of businesses to generate more profits and the increasing solvency of customers in many countries around the world have contributed to the expansion and diversification of the hotel industry.

The development of the hotel industry in Ukraine today is constrained by a number of factors:

- the economic crisis; shortcomings in the work of the financial and banking system;
- limited solvency of the population;
- imperfect tax system.

Also, it is necessary to note the lack of necessary infrastructure, appropriate service conditions, which, in turn, affects the level of quality of tourist services. The condition of the service sector does not meet the potential abilities of the state, which has everything for the development of tourism infrastructure: natural conditions; historical and cultural resources; labor and material resources.

For this reason, in order to keep up with modern technologies and be a competitive enterprise, many domestic hospitality establishments need to take certain measures, such as modernization, reconstruction, introduction of new additional services and more.

As noted above, today, with the purpose of attracting more visitors, the hotel enterprises of hotel industry are expanding its range of services and providing not only hotel services but also services inherent in other areas of activity. Thus, services that are not typical of the hotel and restaurant business include animation

It should be noted that domestic hospitality establishments, especially in the resort areas of our country, almost do not pay attention to the organization of leisure activities, so the guests of resort hotels are forced to organize their own leisure, which is not always cultural.

Thus, analyzing the demand for this service, we can say with confidence that, today, every hospitality facility, in particular in the resort area, should pay special attention to the organization of providing services that are aimed at education, forming an optimistic mood, behaving, leisure, developing one's culture level, in its essence, on the formation and development of personality. The reason being, while entertaining part of his free time, a person restores himself as a unit of work.

Today, the hospitality industry is becoming a wider area of cultural leisure, where self-realization of the creative and spiritual potential of man and society as a whole takes place. Realizing the recreational goal, in the light of personal initiative and voluntariness in leisure, the organizers of recreation create such activities, which include programs for recreation, self-development and creativity.

The modern resort hotel is not only a temporary residence, but also a cultural center, where guests have the opportunity to switch from work activities to relaxation and entertainment

Animation is the most important part of the overall hospitality establishment activity, an expression of its high level of professionalism, and the most important part of a hotel product. Therefore, like any other activity in the hospitality industry, animation must be planned, clearly regulated, organized and managed, provided with material, financial and human resources. The ultimate goal of the animation activity is the guest's satisfaction with the leisure – his good mood, positive impressions, restoration of mental and physical strength. This is the most important recreational function of hotel animation

Thus, the prospect of development of hospitality establishments in the resort areas of Ukraine is the introduction of animation activities, the importance of which is to improve the quality, variety and attractiveness of the hotel product; increasing the number of regular customers and demand; increasing the load on the hotel's facilities, and, consequently, in improving the profitability and rentability of the hospitality establishment.