

HOTEL BUSINESS IN A PANDEMIC (ГОТЕЛЬНИЙ БІЗНЕС В УМОВАХ ПАНДЕМІЇ)

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З'ясовано, що внаслідок пандемії COVID-19, починаючи з 2019 р. відбулися значні зміни в організації роботи індустрії гостинності, спричинені запровадженням карантину та особливих умов праці цих закладів в Україні.

To date, the biggest problems of world tourism have been due to the closure of borders between countries in connection with government recommendations to avoid mass events, limit traffic between countries and the associated decline in demand for air travel and the inability to carry out tourism activities. the COVID-19 pandemic and the introduction of quarantine. After the end of quarantine, the hotel sector will need to be restored, which determines the need to find new effective forms of hotel enterprises out of the crisis and prevent their bankruptcy. One of the effective ways out of the crisis of domestic hotel enterprises is the consolidation of their activities through integration. Therefore, in-depth research on the choice of directions and forms of hotel integration is needed enterprises, development of new models and indicators for assessing their effectiveness. During quarantine is severely damaged not only by hotel owners, but also by all others who take part in the reception of tourists, including restaurants, tourist information centers and tour desks.

The problem of recovery and development business enterprises in the field of tourism and hospitality industry in modern conditions complicated by a pandemic COVID-19, requires close cooperation and consolidated activities between enterprises in the industry, finding new ones ways of cooperation, one of which is the creation of combo hotels. This is a form of cooperation in the hospitality industry increases the competitiveness of enterprises in this area, allows small businesses not to close and recover medium and large, ensures their further development at the national level.