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**FUNCTIONING AND DEVELOPMENT PROBLEMS OF THE ENTERPRISES IN
THE SPHERE OF HOTEL BUSINESS IN UKRAINE
IN THE CONDITIONS OF REAL-TIME INFORMATION**

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**ПРОБЛЕМИ ФУНКЦІОНУВАННЯ ТА РОЗВИТКУ ПІДПРИЄМСТВ СФЕРИ
ГОТЕЛЬНОГО БІЗНЕСУ УКРАЇНИ В УМОВАХ ІНФОРМАЦІЙНОГО
СЬОГОДЕННЯ**

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**ПРОБЛЕМЫ ФУНКЦИОНИРОВАНИЯ И РАЗВИТИЯ ПРЕДПРИЯТИЙ СФЕРЫ
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РЕАЛИЙ**

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Abstract. Functioning and development problems of the enterprises in the sphere of hotel business in Ukraine have been revealed and analysed in this article, as well as further definition of the directions of their solutions at the legislative level and the enterprises level, taking into account challenges of real-time information. The subject of the research is requirements of national standards and acts of Ukraine which regulate the sphere of hotel business and define an order of certification of the enterprises and establishment of categories. The necessity of introduction of numerous changes to the current legislation of the country has been proved in work. They are connected with the addition of the main terms and concepts; approach to the certification procedure and establishment of category to the enterprises in the sphere of hotel business. It was found out what role the hotel company plays for consumers today, when providing basic and additional services, while staying at the hotel, and satisfaction of their needs. Inconsistency in providing the basic concepts of "hotel", "motel" and "hostel", at the legislative level of Ukraine. The main legislative acts of Ukraine and the national standards regulating the sphere of hotel business are analyzed, problems are found which, at the legislative level, impede the further development of the hotel business in Ukraine, and the certification of hotel enterprises according to their category of enterprises. The procedure of certification of hotel enterprises in Ukraine is analyzed. Identification of the importance of introducing information management computer technologies and modern booking systems, programs for maintaining customer contact. It also revealed the importance of IC services for hotel enterprises, which is caused by the present.

Key words: hotel, means of temporary placement, categorization, certification, sphere of hotel business.

Анотація. В статті виявлено та проаналізовано проблеми функціонування та розвитку підприємств сфери готельного бізнесу в Україні з подальшим визначенням напрямів їх вирішення на законодавчому рівні та рівні підприємств, з урахуванням викликів інформаційного сьогодення. Предметною площиною дослідження є вимоги національних стандартів та законодавчі акти України,

які регулюють сферу готельного бізнесу та визначають порядок сертифікації підприємств й установлення категорій. У статті обґрунтовано необхідність внесення низки змін до чинного законодавства країни, пов'язаних із: доповненням основних термінів та понять; підходом до процедури сертифікації та установлення категорії підприємствам сфери готельного бізнесу. Проаналізовано, яку саме роль відіграє готельне підприємство на сьогодні для споживачів при наданні основних та додаткових послуг, під час перебування клієнтів у готелі та задоволення їх потреб. Невідповідність при наданні основних понять «готель», «мотель» та «хостел», на законодавчому рівні України. Проаналізовано основні законодавчі акти України та національні стандарти, які регулюють сферу готельного бізнесу, виявлено проблеми, що на законодавчому рівні перешкоджають подальшому розвитку сфери готельного бізнесу в Україні, та сертифікації готельних підприємств відповідно до певної категорії підприємства. Проаналізовано процедуру сертифікації готельних підприємств в Україні. Виявлення важливості впровадження інформаційних комп'ютерних технологій управління та сучасних систем бронювання, програм для забезпечення підтримки зв'язку з клієнтом. А також виявлено важливість ІК-послуг для готельних підприємств, що викликано сьогоднішнім.

Ключові слова: готель, засоби тимчасового розміщення, категоризація, сертифікація, сфера готельного бізнесу.

Анотація. В статье выявлены и проанализированы проблемы функционирования и развития предприятий сферы гостиничного бизнеса в Украине с последующим определением направлений их решения на законодательном уровне и уровне предприятий, с учетом вызовов реалий информационного времени. Предметной плоскостью исследования являются требования национальных стандартов и законодательные акты Украины, которые регулируют сферу гостиничного бизнеса и определяют порядок сертификации предприятий и установление категорий. В статье обоснована необходимость внесения ряда изменений в действующее законодательство страны, связанных с: дополнением основных терминов и понятий; подходом к процедуре сертификации и установления категории предприятиям сферы гостиничного бизнеса. Проанализировано какую именно роль играет гостиничное предприятие сегодня для потребителей при предоставлении основных и дополнительных услуг, во время пребывания клиентов в отеле, и удовлетворения их потребностей. Несоответствие при предоставлении основных понятий «отель», «мотель» и «хостел», на законодательном уровне Украины. Проанализированы основные законодательные акты Украины и национальные стандарты, регулирующие сферу гостиничного бизнеса, выявлены проблемы, что на законодательном уровне препятствуют дальнейшему развитию сферы гостиничного бизнеса в Украине, и сертификации гостиничных предприятий в соответствии с определенной категорией предприятия. Проанализировано процедуру сертификации гостиничных предприятий в Украине. Выявление важности внедрения информационно-компьютерных технологий управления и современных систем бронирования, программ для обеспечения поддержания связи с клиентом. А также обнаружено важность ИК-услуг для гостиничных предприятий, что актуально на сегодняшний день.

Ключевые слова: гостиница, средства временного размещения, категоризация, сертификация, сфера гостиничного бизнеса.

Formulation of the problem. Today, hotel business is considered as the main factor of tourist industry in Ukraine. In its “narrow” understanding, it is the activity of means of temporary placement providing clients with the paid services connected especially with accommodation. In “broad” sense – it provides accommodation, food, and different entertaining services, namely – services for ensuring clients’ comfort during their placement. At the same time, “means of temporary placement” is rather a broad concept which does not cover, ultimately, economic content of subjects of business processes. Therefore, further in the text of the article the concept “enterprise in the sphere of hotel business” will be used with such notions as: “hotel”, “camping”, “motel”, “hostel”, “recreational center”, “resort” and so forth.

The variety of such enterprises' names, first, characterizes the quality of services among the main services from accommodation, and secondly, occurrence and level of comfort for related services. Stating the facts, today, the Ukrainian hotel business directs development towards the best European and world practices. This leads to the emergence of new forms and kinds of the enterprises in the sphere of hotel business. But, unfortunately, normative and legal acts of the country do not provide, at the legislative level, coordinated terminological definitions of concepts of these enterprises whereby the same decision-making process is becoming complicated for clients. In turn, there is the necessity of placement services, except in the name of the enterprise. They are also oriented to the cost and quality of its services. In addition, the clients' insistence for high standards is increasing in order to provide the enterprises in the sphere of hotel business using information and communication (further – IC) services of the appropriate quality level. Among the obligatory list of the main services are the challenges of real-time information: modern approaches to business, mobility of the population and growth of information components in human life. The list of the main and related services, their cost and quality, material and IC provision of the enterprise is defined by its category which is established according to the results of the certification procedure. But, today, the available contradiction and ambiguity in this procedure both within the world space, and within regions of one country which requires forming the only coordinated approach to the procedure of certification and establishment of categories to the enterprises in the sphere of hotel business. The chosen problems require analyzing further definition of directions of their solutions.

Analysis of the latest research and publications. The issues of the enterprises development in the sphere of hotel business were considered by domestic scientists: Biletska I.M. [1], Halasyuk S.S. [2], Ivashchuk I.O. [1], Nechaiuk L.I. [3], Telesh N.O. [3], Timar I.V. [4], Fedosova E.S. [5], Chernomaziuk A.H. [6] and others, as well as by foreign scientists: Formica S. [7], Stimmel & Smith P.C. [8], Stutts A. [9] and others. Works of these authors are devoted to: the development analysis at the present stage both as the market of hotel services, and as the separate enterprises in the sphere of hotel business; approaches to classification and the enterprises categorization in the sphere of hotel business; the research of influence of innovations and automated control systems on these enterprises, as well as professional training of specialists for hotel services in the countries of the world.

However, despite the considerable scientific results of scientists in this sphere, they have not yet paid attention to numerous aspects connected with application of terminology of key concepts, as well as to the organization of the certification procedure. Even the existing standard and legislative system of the country does not always meet the requirements and is left behind world

practices. For this reason it is necessary to study it more deeply, considering this publication as relevant and significant.

Formulating aims of the article (problem definition). The aim of the article is to find out and analyze problems of functioning and the enterprises development in the sphere of hotel business in Ukraine, from the review to challenges of real-time information and the current legislation of the country in the sphere of hotel business, with further decisions of the directions of their solutions.

Results. During the received results of the presented analysis during summarizing the popular scientific sources devoted to the noted question (particularly in [1 - 9], etc.), as well as normative legal acts of Ukraine [10 - 16], we defined such key problems of functioning and control of the enterprises development in the sphere of hotel business in Ukraine such as:

1) at the legislative level, the available lack of unity in the definition of a number of key concepts in the sphere of hotel business; and

2) the available requirement in amendments and their application, on all territory of the country, both as the list of IC-services, and approach to the certification procedure of the enterprises in the sphere of hotel business for categories grading.

Let's analyze the revealed problems in detail:

Firstly, today, according to a number of normative legal acts which regulate the sphere of hotel business at the legislative level, there is no unity in the definition of a concept "hotel". In addition, there is an inconsistency in terminological definitions of concepts "hostel" and "motel" as enough new types of the enterprises for the Ukrainian market of hotel services have proliferated, namely:

– according to DSTU 4527: 2006, "hotel is a means of placement with types of rooms, reception service, other services which provide hotel services" [11], and according to the order [13] "hotel is an enterprise of any legal form and form of ownership which consists of six and more rooms and offers hotel services in temporary residence with obligatory services";

– according to DSTU 4527: 2006, "motel" and "hostel" are means, similar to hotel, but different both in arrangements, and in providing the main and related services, means of placement in sense: "motel – is a hotel located outside the city along the highway, as a rule, one-two-storied building or a part of the building with a separate entrance which has conditions for the parking and maintenance of cars"; "hostel (youth hotel) – is a hotel where rooms are located usually as a corridor or a block system, it also has conditions for independent cooking and sanitary conveniences on the floor or in the block; it can organize food in an institution of restaurant services" [11]. And according to the Law of Ukraine "About Tourism", "hostel" and "motel" there is the only the concept, such as "similar means of placement" [14], that is both terminologically and

substantially, they can be as the same enterprise. And what is more, the definition of concepts, according to DSTU 4527: 2006, fully correlates with the legislation of other countries of the world as Great Britain, the USA, France, analysed for the aims of this article.

From the review, now, it is necessary to make changes to the order [13] and the Law of Ukraine [14], in order to avoid confusion using noted concepts both in business processes of the enterprises in the sphere of hotel business, and their clients. It concerns as well as definitions of such means of placement as: agrohôtel, aquatél, apart-hôtel, botel, hotel and office center, club-hotel, congress-hotel, resort hotel, hotel-luxury, hotel-residence, palace-hotel, sanatorium and flotel. They have to be coordinated and meet the international requirements and national standards.

Secondly, giving a category to hotels and other means of temporary placement is defined according to results of their certification. Today the most widespread in the world are the following systems of categorization: a system of stars (from 1 * to 5 *, it is applied in France, Austria, Hungary, Egypt, China, Russia, Ukraine, etc.); a system of letters (used in Greece); a system of “crowns”, “keys” and “moons” (used in Great Britain); a system of points (from 100 to 290 points, applied in the countries of Asia and Africa); a system of categories (Israel); a system of “diamonds” (existing in the USA with “stars”) and so forth [2]. Systems differ both in symbols, standards of service and rules of certification. It complicates the process of estimation and quality control of the offered services at the international level, as well as it makes impossible to compare the means of temporary placement among themselves and the countries of the world.

In Ukraine the procedure for the category establishment to the enterprises in the sphere of hotel business is performed on the basis of their estimation and certification by the Certification Bodies accredited in order to perform certification of services in temporary placement. It is based on a number of normative legal acts defining requirements for estimation of compliance to requirements of a certain category. There are the main acts such as: DSTU 4268:2003, Means of placement. General requirements [10]; DSTU 4527: 2006, Tourist Services. Means of placement [11]; DSTU 4269: 2003, Tourist Services. Classification of hotels [12]; Instructions for use of hotels [13]; The Order of categories establishment to hotels and other objects which provide services for temporary placement (accommodation) (further – “Order”) [15], Rules of obligatory certification of services in temporary placement (accommodation) (further – “Rules”) [16] which have a number of contradictions among themselves, namely:

– according to the national standard of Ukraine DSTU 4269: 2003, hotels are divided into categories according to a general characteristic which is determined by an important complex of requirements to: material equipment; the list of provided services; qualifications of personnel [12]. The standard provides the division of hotels into five categories (“stars”). Hotels of “5 stars”

category have to provide the main and all related services independently through the wide network of own divisions (hairdressing salon, restaurant, cafe, bar, post office, bank, shops, booths, bureau of different services and so forth). Here it should be noted that the criteria determined by the Ukrainian legislation concerning “stars” granting for estimation of material equipment, a complex of provided services and personnel qualification of hotels, considerably differ from the European analogs that causes a contradiction among clients from other countries as quality services and a condition of material equipment for means of temporary placement in Ukraine [2];

– according to “Order” [15], other objects, which provide services for temporary placement (accommodation), are distributed according to categories depending on the level of service (the first, the second, the third, the fourth and respectively the fifth levels). Thus, the enterprises in the sphere of hotel business are divided into categories – hotels (according to DSTU 4269: 2003 [12]) and levels – other means of placement (“Order”) which leads to excess confusion;

– according to “Rules” [16], in Ukraine there is the established procedure of carrying out obligatory certification of services in placement concerning with life safety and human health, protection of their property and environmental protection in the state system of UkrSEPRO certification. According to “Rules”, obligatory certification of services in placement is carried out by the bodies appointed by the State Committee of Ukraine for Technical Regulation and Consumer Policy (further – Derzhspozhivstandard, or DSSU). Under realization of certification services in placement, voluntary certification for compliance to requirements can be created which is not related to obligatory normative. So, in addition to the applicant’s desire, the Certification Body can certify services in either placement in a hotel compliance or means of placement similar to requirements with a certain category according to DSTU 4269: 2003.

At the same time, certification on compliance to all mandatory requirements of normative documents is carried out in all cases. But, in “Order” [15] other requirements are approved – the procedure of certification is performed by the Bodies accredited by the National Agency of Accreditation in Ukraine (further – NAAU); The Authorized Body of the Economic Development Ministry establish categories to means of placement; three commissions have to be created instead of one certification commission that complicates the further procedure of categorization. Thus, approved “Order” in the new edition 2018 does not give the chance to interact with other regulations as in [12; 13; 16], creating a number of considerable restraints during hotels certifications in Ukraine, as well as establishments of categories which are performed by a number of not accredited NAAU and Estimation Bodies of Compliance, leading to the doubtful “stars” in means of placement in different regions of the country.

Today widespread introduction of information computer technologies in management and modern booking systems, programs for ensuring communication support with the client is one of the important directions of development in hotel business in Ukraine, as the authors of works note in [5; 6]. But, for this time DSTU 4269: 2003 standard [12] defines requirements to the obligatory list of the IC-services nomenclature, unfortunately, it does not represent it. From the review of the fact that today clients of hotels are people of information society who do not imagine the life without IC-technologies and provided services. So, further development of hotel and restaurant business requires a customer-oriented approach and its implementation in activities of the enterprises using:

- modern equipment and the latest technologies;
- automated control systems for restaurants and other services;
- ERP-management systems and other IT support.

Besides, the performed analysis of some official websites of most rating enterprises in the sphere of hotel business in Ukraine revealed that there are good opportunities for means of placement and provide their clients with rather broad spectrum of modern IC-services which leads to obsolescence of DSTU 4269: 2003 requirements, so it requires their review. For this reason, we consider it is necessary to modify the list of requirements which the standard includes [12], with establishment of obligatory standards according to categories of the enterprises, due to its addition with the following regarding technical and information support:

- telephone communication: mobile telephone communication and the mobile Internet in the territory of accommodation in means of placement;
- free hotel WI - FI with excess to the mobile Internet;
- during the terms of accommodation by means of placement providing for rent: electronic means of communication which provide mobile telephone communication and territories of the region (in the country, outside the country); chargers, for ensuring mobile telephone communication;
- adaptation in rooms of accommodation: electronic locks in means of placement; safes with an electronic lock; and
- telephony with hotel integration, as the order of food through a telephone system, leaving of voice messages, the order of cleaning in the hotel room and so forth.

Thus, the consumer will have an opportunity, during staying in a hotel, to access to usual IC-services with a security system and safety of valuable things in rooms of accommodation.

Conclusions and perspectives for further researches in this direction. During the examined research, the authors of the article have revealed and analyzed a number of the problems

which are available today connected with modification to the current legislation in Ukraine regarding addition of concepts and coherence of the certification procedure of the enterprises in the sphere of hotel business. Thus, today from the review of information challenges it is necessary to enlarge the list of obligatory IC-services with further establishment of requirements to the level of their quality according to categories of the enterprises.

According to the received results, we offer the following directions of the solution of noted problems:

1) at the legislative level of the country it is necessary that there is:

– the coordinated application of a concept “hotel” with all standard acts which regulate the sphere of hotel business in Ukraine, according to DSTU 4527: 2006 and taking into account additions in order to provide services for use of the available equipment for accommodation, as well as define this definition as “hotel – is an enterprise of any legal form and form of ownership which has a number of rooms and offers hotel services in temporary residence with obligatory services and using the equipment which they have”;

– addition to the Law of Ukraine [14] regarding to the definition of concepts “hostel” and “motel” according to DSTU 4527: 2006;

– ensuring the coordinated approach to the procedure of category establishment for the enterprises in the sphere of hotel business in Ukraine (both to hotels, and other means of placement) on the basis of the enterprise certification by the Certification Bodies accredited by NAAU. So, it is necessary to create one Certification Commission and change requirements from voluntary to duties. Thereby, it will provide following similarity of requirements around the territory of the country and unities in establishment of categories;

– modification to the list of requirements of rather technical and information support of the hotels and other means of placement defined in DSTU 4269: 2003, having supplemented it with the list of IC-services, with development of quantitative standards for ensuring level of their quality according to categories;

2) at the level of the enterprises in the sphere of hotel business it is necessary that there is:

– active use of automated control systems for services and ERP-enterprise management systems which considerably would help workers and administrators of the enterprises, as well as increase the growth of communication with the consumer, forming and developing customer focus of the enterprise.

The defined actions, first of all, have to create conditions concerning ensuring development in the sphere of hotel business in Ukraine, its competitiveness on the world space, as well as growth of satisfaction of clients’ requirements of hotel services. The novelty of the received results of the

research consists of: theoretical generalization of the revealed discrepancies of normative legal acts of Ukraine [10; 12 - 14], particularly in terms (“hotel”, “hostel” and “motel”) which have to be agreed with the DSTU 4527-2006 standard; enlarging the definition of a concept “hotel” in author's edition in order to provide services using the available equipment; defining the list of IC-services which have to be included to DSTU 4269: 2003 as well as considering the compulsory procedure of the enterprises certification in the sphere of hotel business by the Bodies accredited by NAAU.

The directions of further research in the discussed area are reasonable development of the separate directions from the given problems, particularly, concerning categorization of the enterprises in the sphere of hotel business and quantitative standards for ensuring level of IC-services quality.

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