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THE POSSIBILITIES OF HOTEL BUSINESS DEVELOPMENT IN UKRAINE

The hotel business of Ukraine is a major component of the tourism industry. The development of domestic and international tourism encourages the construction of hotels. The question of the development of the hotel business is urgent for the current development of the tourism industry and performs one of the main functions of tourists – to provide housing and household services during the trip. Today, the hotel industry specializes not only in the main services (accommodation and food), but also in a large number of additional (spa, gym, hairdressing salon, swimming pools, various entertainment programs, etc.)

The geographic position of Ukraine is quite favorable for successful tourism and, the hotel business as well. The peculiarities of the geographical position of Ukraine are that Ukraine is located at the crossroads of transport and tourist flows from Europe to Asia. Being a European state, it borders

the countries of Central and Western Europe in the west, where significant opportunities for expanding all-round ties are greater. The relative proximity of the country to Kazakhstan, the countries of Transcaucasia, Central Asia and the Middle East also represents significant opportunities for economic cooperation. The situation of Ukraine between the Black Sea and the Baltic basins provides links with the countries of these regions.

With such a large number of advantages for the development of the hotel industry, we do not use this opportunity in any way. Today, Ukraine is not the state where tourists come in large numbers. Unfortunately, the events of recent years in Ukraine (Crimean annexation, the war in the Donbass) broke the positive dynamics of the tourist industry of Ukraine, because of the annexation of Crimea the country lost about 30% of recreational and tourist potential, the number of international tourist visits decreased by 48.5% [2, p.20]. As a result, Ukraine was among the top 10 countries that are dangerous for tourists. In this regard, the issues of statistical analysis and determining the trends of the hotel industry as an important component of the tourism industry of Ukraine are relevant.

The number of hotel enterprises in Ukraine from 1995 to 2004 has decreased by 204 hotels, and since 2005 this indicator has begun to increase, the most significant increase in the number of hotels took place in 2007, the growth rate was 10.64% compared to 2006. The situation is similar with hotel capacity, since 2003 there has been a clear tendency to increase the number of rooms in hotels, and their number during the period of 2003-2007 has increased by 11753 units, which is 18.91%. Such an increase in the number of hotel-type and room-type enterprises during 2002-2007 was due to the growth of inbound tourism and a significant increase in the loading of existing hotels.

During 2000-2016, the share of international tourism in Ukraine increased 2.5 times (from 33% in 2000 to 82% in 2016). At the same time, the share of inbound tourism decreased by 13.6 times (due to the war in the Donbass), and the outbound - increased by 5.7 times (due to the replacement of Crimea with rest abroad and labor immigration) [1].

Thus, in the market of tourist services of Ukraine, outbound tourism dominates, which is a negative trend, because 10% of the state budget funds are lost and bring profits to other countries.

Among the cities of Ukraine, the largest number of hotels is located in Lviv, Kyiv, Dnipropetrovsk, Crimea, and the Carpathians. However, nobody at the moment can guarantee the full authenticity of the number of hotel rooms in Ukraine. This is due to the rapid development of private business in the face of the emergence of market relations in the country's economy. As in the resort regions (in the Crimea and in the Carpathians), as well as in historical and cultural centers (Kiev, Lviv, etc.), the number of hotel establishments varies almost monthly, so it is still not possible to provide accurate data on the number of hotel locations in the country as a whole [6].

Therefore, to encourage tourists to a specific region or city of Ukraine, it is necessary to create a positive tourist image that will contribute to the prosperity of the hotel industry.

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EFFECTIVE USAGE OF UKRAINIAN FOREST RESOURCES

Forestry like any other branch of economy involved in the marketing transforming, shows a high level of instability connected with a constant changes of both volume and direction of the development. In such conditions subjects of economy must adapt to changes occurring in the internal and external environments. Forestry has to get oriented to leading methods of economy. The main principles of forestry policy in Ukraine