

УДК 640.41

Tatiana Charkina

D. Sc (Economics), associate prof., acting head of the department
«Economics and management»

Vyacheslav Zadoia

Cand. Sc. (Economics), associate prof., associate professor
of the department «Economics and management»

Elena Pikulina

Cand. Sc. (Economics), associate prof., associate professor
of the department «Economics and management»

Valeria Tsurkan

assistant of the department «Hydraulics and water supply»
Ukrainian state university of science and technologies

COUNTRY HOTELS AS A DIRECTION OF HOTEL BUSINESS DEVELOPMENT

Whatever the modern conditions of human life, to which we constantly adapt over time, we need quality rest in order to work effectively. Modern living conditions dictate their rules, people's priorities change, forms of vacations and leisure change. Over the past 3 years, in the conditions of constant quarantine measures and shutdowns of some enterprises, transport, tourism and hotel and restaurant business have suffered significant losses and began to offer services in a new way.

For many companies it has become impossible to operate profitably under the new conditions of functioning. Tourism and hotel business lost a share of more than 25% of companies, and another 10–15% on the verge of closure [1, p. 20]. The ongoing military action in Ukraine will cause this business to suffer additional losses during indefinite time, in some regions – to stop its work, in others – on the contrary, to reconsider its activities and start working in new realities.

To offer new directions of hotel business for development and receiving of new ways of branch enterprises income.

At present, the individual approach to the providing of services is gaining momentum, as there is a sharp division of demand for services in terms of quality, comfort and their cost. If many people are willing to pay for extra service and comfort, they choose more expensive hotels, rooms, houses and more recently entire cottages or even islands. It all depends on the preferences and financial capabilities of the person. Other people, who have limited financial resources or in the current crisis do not have enough money for a quality, comfortable holiday, choose a cheaper option for hotel accommodation, but also safe and with an additional range of services.

The hotel is part of the hospitality industry. The concept of "hotel" comes from the Latin equivalent of the word "hostel", which means hospitality (from the ancient French "hospice", which means a hospitable house) [2, p.5]. Now very popular is the country hotels, especially those that represent the whole location of cottages. During a pandemic or military event, when there are restrictions on movement, there is a demand for this type of recreation, especially for people with above-average wealth, who believe that it's better to stay out of town during quarantine or military events. Such recreation options can be offered to both residents of our country and our guests, all this can be done in our hotels. And suburban picturesque format, especially in Zakarpattia, Ternopil, Truskavets, Lviv, Odessa, Morshchin, Zaporizhzhia, Dnipro and other cities, of course, will attract potential tourists [1, p. 22].

Country hotels and motels are a great choice for people who are tired of the city and the crowds, the noise, the dust and the daily routine. From time to time, every city inhabitant just needs to go on vacation out of town to get rid of fatigue, reboot and gain strength in nature [3].

Country hotels can be rented for any time: a short time, a weekend or a long time, if you need a quality relaxation holiday or a way out of a crisis, rehabilitation. But no less important is the individual approach, when hotel staff and managers can offer each guest what he wants, such as the possibility of additional services of a personal trainer, masseur, yachting and diving, use of sports fields, golf courses etc. Other options for providing additional services may be the organization of individual holidays, individual business program and more.

Currently, an important component of such hotels should be the availability of qualified psychologists and relaxation coaches, if consumers need a special and long rest, recovery. The quality of the service process in such hotels can be improved by digitization. The ability to choose an individual service, to use different types of payment, to organize video conferences, order tickets, the availability of digital technology – this is the key to successful business.

High quality of services is what makes the success of the hotel business possible, which has the greatest impact on the viability of hotels and restaurants, is the source of their long existence. The criterion for assessing the quality of service provided to the consumer is the degree of his satisfaction, ie compliance with what is expected and received. The criterion of the degree of customer satisfaction is the desire to come back again and advise to do it to your friends and acquaintances [1, p. 22].

Another necessary condition for the successful work of many hotel and restaurant establishments today is the existence of crisis managers and crisis management strategies. For the last twenty years, the rapid development of the industry has provided a good profit for the owners of establishments, from which considerable taxes were paid to the state. But since 2020, the Coronavirus pandemic has made its adjustments, worsening the state of the hotel and restaurant industry. Therefore, now new strategies and anti-crisis management of enterprises come to the fore [4, p. 21].

The country format of hotels is a very attractive form of recreation, which has been in demand recently. This format allows consumers to regain their mental and physical condition, hotel owners to earn an income in modern living conditions, especially in restrictions on movement.

Key words: country hotels, individual approach, anti-crisis management, digitalization.

References

1. Strategic Directions of Hotel and Restaurant Business Management in the Conditions of Crisis / Charkina T. Yu., Martseniuk L. V., Zadoia V. O., Pikulina O. V. // *Ekonomichna Nauka*. – 2021. – № 2. – P. 19–23. DOI: 10.32702/23066806.2021.2.19
2. Apatenko T. M. *Konspekt lektsii z dystsypliny «Proektuvannia ob'iektiv hotelno-restorannoho hospodarstva» / T. M. Apatenko – Kharkiv : KhNUMH*

-
- im. O. M. Beketova, 2015. – 33 p. [Electronic resource]. – URL: <https://core.ac.uk/download/pdf/33758657.pdf>
3. Zamiskyi hotel «Tsarivka». [Electronic resource]. – URL: <https://ua.carivka.com.ua/articles/69-zamiskij-gotel-tsarivka-dostupna-alternativa-gotelyam-kieva.html>
 4. An innovative approach to the development of tourism and hotel and restaurant business in Ukraine in crisis / Martseniuk L. V., Charkina T. Yu., Hrebeniuk H. M., Pikulina O. V. – Agrosvit, 2021. – № 5/6. – P. 57–62. DOI: 10.32702/2306–6792.2021.5–6.57