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**CONCEPTUAL FOUNDATIONS OF ENTREPRENEURSHIP
LIBERALIZATION IN THE HOTEL BUSINESS OF UKRAINE**

**KONCEPTUALNE ZASADY LIBERALIZACJI PRZEDSIĘBIORCZOŚCI
W DZIEDZINIE HOTELARSTWA NA UKRAINIE**

**КОНЦЕПТУАЛЬНЫЕ ОСНОВЫ ЛИБЕРАЛИЗАЦИИ
ПРЕДПРИНИМАТЕЛЬСТВА В СФЕРЕ ГОСТИНИЧНОГО БИЗНЕСА
УКРАИНЫ**

Abstract

The article defines the interpretation of the concepts of "hotel", "hotel industry". The characteristic features of activity of subjects of entrepreneurship of a hotel economy are determined. The principles of liberalization of business activity of hotel enterprises are offered. The work reveals the general issues of the classification of hotel business entities. The results of statistical observation of respondents of hotel enterprises in the Rivne region are described. The forms of liberalization of activity of business entities of hotel business are substantiated.

Keywords: *entrepreneurship, hotel, hotel industry, liberalization.*

Streszczenie

W artykule zostały przedstawione pojęcia "hotel", "przemysł hotelarski". Określono charakterystyczne cechy działalności podmiotów gospodarki hotelarskiej. Oferowane są zasady liberalizacji działalności gospodarczej przedsiębiorstw hotelarskich. W pracy przedstawiono ogólne kwestie klasyfikacji podmiotów gospodarczych w branży hotelarskiej. Przedstawiono wyniki badań statystycznych respondentów firm hotelarskich w obwodzie rówieńskim. Zostały uzasadnione formy liberalizacji działalności podmiotów gospodarczych w branży hotelarskiej.

Słowa kluczowe: *przedsiębiorczość, hotel, hotelarstwo, liberalizacja*

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Аннотация

В статье определено трактование понятий «отель», «гостиничное хозяйство». Изучены характерные признаки деятельности субъектов предпринимательства гостиничного хозяйства. Предложены принципы осуществления либерализации предпринимательской деятельности гостиничных предприятий. В работе раскрыты общие вопросы классификации субъектов гостиничного хозяйства. Описаны результаты статистического наблюдения респондентов представителей предприятий гостиничного хозяйства Ровенской области. Обоснованно формы либерализации деятельности субъектов хозяйствования гостиничного бизнеса.

Ключевые слова: *предпринимательство, отель, гостиничное хозяйство, либерализация.*

Statement of the problem in general outlook and its connection with important scientific and practical tasks. Activation of entrepreneurship in the sphere of hotel business in Ukraine and its transformation into a significant economic factor can be achieved at the expense of close cooperation of public organizations, business entities, state authorities and local self-government. It is necessary to create a regulatory, legal and regulatory framework that is understandable for businesses, as well as mechanisms for monitoring the implementation of the laws in force governing business activities. The growth of interest of modern economic science in entrepreneurship in the sphere of hotel business by scientists and practitioners-managers, politicians, and entrepreneurs is connected with the fact that Ukraine is one of the largest European states. Geopolitical location, natural and anthropogenic resources that contribute to the development of national tourism. Existing tourist and recreational potential encourages Ukraine to enter the world market as one of the most developed tourist countries. Accordingly, the hotel business is one of the strategic sectors of the economic system, through which there is a further socio-economic development of the state.

Analysis of latest research where the solution of the problem was initiated. Significant achievements in the development of activities for the liberalization and development management companies hotel industry made by such Ukrainian and foreign scientists as: I. Andrenko, E. Bashmachnikova, M. Boyko, G. Bondarenko, Y. Volkova, L. Yerokhina, N. Kabushkina, Y. Karyagina, I. Lyapina, L. Lukianova, I. Minich, G. Munina, O. Musakina, O. Melnyk, L. Nechyuk, H. Roglev, S. Rudenko, A. Sahak, V. Fedorchenko, O. Chudnovska, M. Yakimenko and others. Along with the contributions and work of specialists and economists on the development of hotel enterprises and their functioning, it should be noted that for the domestic management, hotel industry remains an under-investigated object, especially as regards the issues of liberalization of their activities.

Aims of paper. The purpose of the article is to generalize the conceptual foundations of business activity of hotel business in Ukraine and to develop proposals for its further liberalization.

Exposition of main material of research with complete substantiation of obtained scientific results. Recently,

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there has been a growing interest of researchers and practitioners increasingly growing interest-in the liberalization of the existing problems of activity of hotel business, resulting in numerous publications.

So Melnyk O.P., investigating the problems of the liberalization of hotel management in Ukraine, determined the role of the industry in the system of expanded reproduction and its significance for the Ukrainian economy (Melnyk O.P., 1999).

Boyko M.G. formed the processes of strategic development of the enterprises of

the hotel industry in terms of liberalization of ownership forms, organizational and legal forms of management in this area (Boyko M.G., 2003)

Andrenko I. B. improved the methodological principles for the segmentation of consumers market of hotel enterprises as one of the modern market strategies and substantiated the necessity of forecasting demand for these enterprises taking into account seasonal fluctuations (Andrenko I. B., (2003).

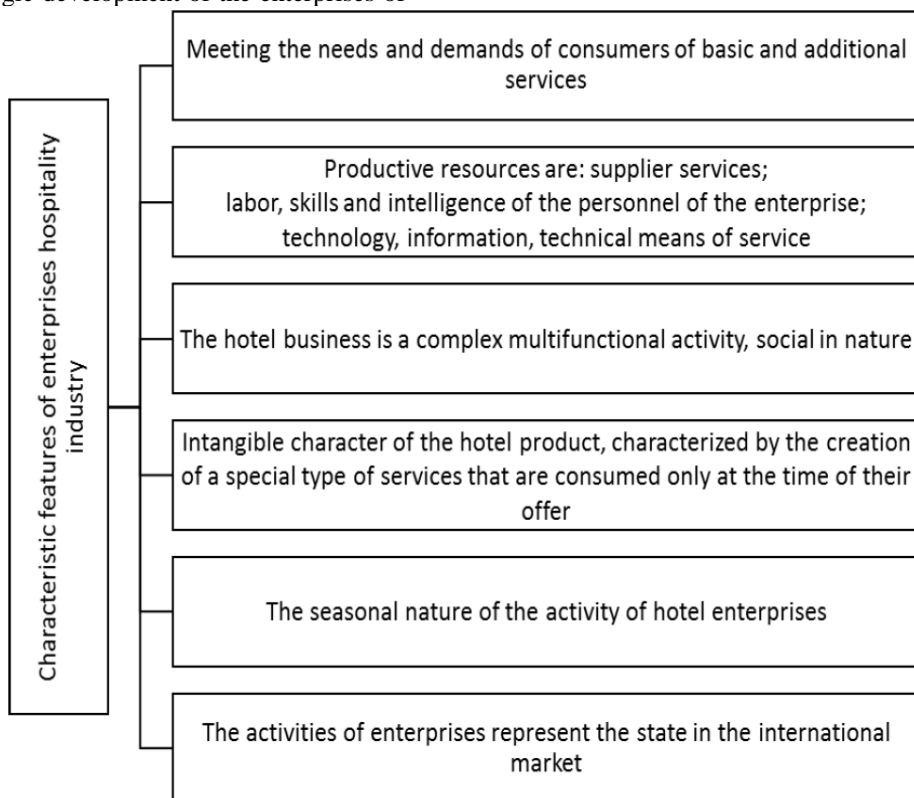


Fig 1. Characteristic features of activity of business entities of the hotel industry
Source: formed by the author on the basis of Roglyev H.Y., 2005)

However, the works of the above-mentioned authors do not address the features of

the liberalization of activities and manage-

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ment of the development of hotel enterprises, which needs further research. Therefore, considering the features of the liberalization of activities and management of the development of enterprises of the hotel industry in Ukraine, it is appropriate to draw attention to certain features which are characteristic only for similar entities.

Business entities of the hotel industry belong to complex socio-economic systems, within which there are two components: 1 - production of services; 2 - management. There components interact and control one another (Neumann J. von, 1970). The purpose of such organizational formations is the starting point of their interaction. To achieve it, the management system affects the scope of service production. The manifestation of the feedback of such a system is a change in the production of services, causing a certain adjustment to proceed with the process.

We believe that complex socio-economic systems of hotel industry enterprises are characterized by certain features (Fig. 1), which influence their functioning and require special attention in studying issues of liberalization of activities and management of their development.

For the effective implementation of the liberalization of business activities of hotel enterprises in order to ensure competitiveness, in our opinion, it is expedient to implement the following key principles (Fig. 2).

Tourism as a "phenomenon of the 20th century" has led to an increase in the hotel industry, which in combination with the entertainment industry has become the core of the modern hospitality industry. The concept of "hotel" is quite multifaceted. It is

possible to identify such approaches to the definition of this concept (Ivashchuk I.O., Biletsk I.M., 2015):

1. In the XVI-XVII centuries: the hotel is an aristocratic dwelling house with front and courtyards.

2. In the XVIII century: the hotels began to call various buildings - from the city palace to a small home for one family.

The content of the concept of "hotel industry" has been constantly changing over the centuries. Recently, this concept has been associated with entrepreneurial activity, connected with the provision of paid services for persons with accommodation in hotels (Nechaik L.I., 2006). In the future, the range of hotel services expanded, and began to include not only residential services, but also food and other additional services.

Most of the authors (Roglyev H.Y., 2005) associated the term "hotel" as the term derived from the Latin word "hospitalis" which means "friendly" and French of "hospice" - "receiving home for travelers".

Scientist Puctenelio P. R. points out that the hotel is an enterprise providing for people who are away from home, a set of services, the most important of which are accommodation and food services (Puctenelio P.R., 2007).

In accordance with the national standards of Ukraine, the following interpretation of the term "hotel" is given: an enterprise of any organizational form and form of ownership that provides hotel services is not limited to daily refueling beds, cleaning rooms and bathrooms (Touristic services. Classification of hotels: DSTU 4269: 2003).

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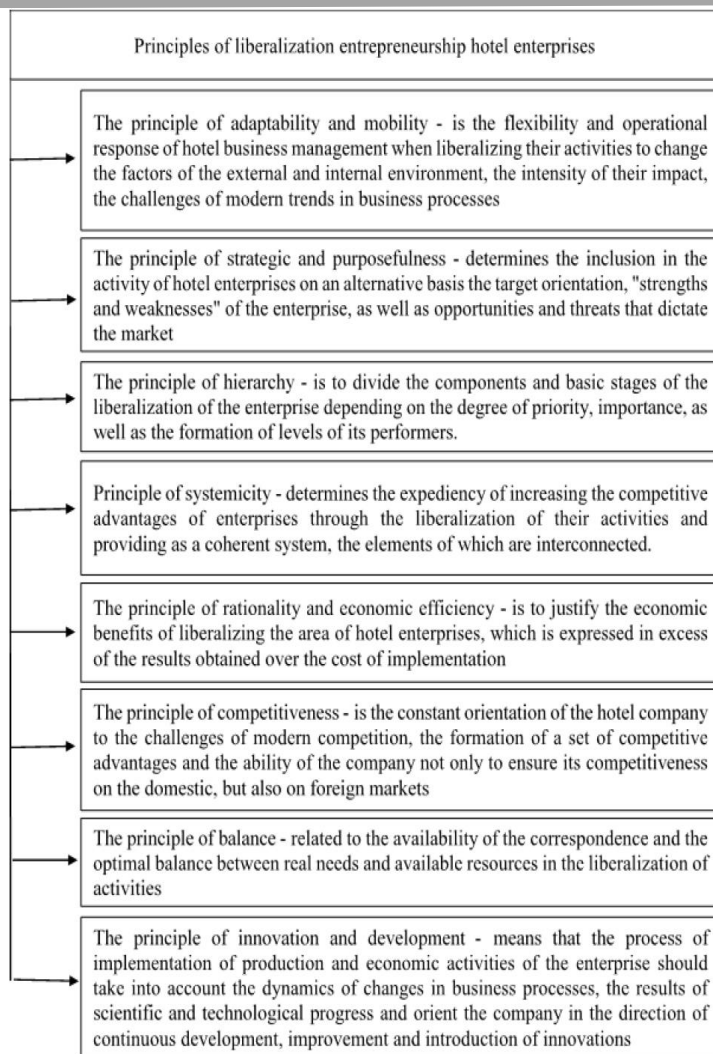


Fig. 2. Principles of liberalization entrepreneurship hotel companies

Source: formed by the author on the basis of Andrenko I. B., 2003, Malskaya M.P., Pandyak I. G., 2009, Melnyk O.P., 1999, Nechaik L.I., 2006.

In the Order No. 43 (dated 18.10.2010) amending the "Rules for the use of hotels and similar means of accommodation and provision of hotel services", it is indicated that the hotel is an enterprise of any organizational form and form of ownership consisting of six and more rooms and provides

hotel services for temporary accommodation with obligatory service (Order of October 18, 2010 № 43 on amendments to the "Rules of using hotels and similar facilities for accommodation and provision of hotel services").

M. P. Malskaya, I. G. Pandyak, P. R. Puztstenylo, who point out that "... this is a

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means of placement that provides the persons who are out of place of permanent residence a complex of services, the main of which is accommodation and food services» (Malskaya M.P., Pandyak I. G., 2009). O.P. Melnik clarifies that the hotel is "... an enterprise which is intended for reception, accommodation for the night or short-term rest and provision of housing and communal services for a period of 45 days irrespective of the place of permanent residence" (Melnik O.P., 1999). Thus, we note that the aforementioned scientists reflect the purpose of the hotel. However, among these services, there are both basic and additional ones without any mandatory determination. For example, S.V. Semikolienova provides the most accurate definition of the concept, treating the hotel as "... the most common type of hotel business, whose main function is to provide the visitor with general paid services for short-term accommodation and additional services, depending on the certification type of the enterprise" (Semikolenova S.V., 2008). We agree with this definition. The author clearly distinguishes the main services of the hotel, namely: provision of a temporary residence and additional services.

Foreign scientists express their vision of defining the term hotel. Thus, Sorokin A.V. formulates the concept of the hotel as a commercial enterprise, which not only produces, but also offers its own "product", the product in the form of a set of services, the main of which is the service of accommodation and boarding (Sorokina A.V., 2007).

Referring to DSTU 9268: 2003 touring services for hotels and similar accommodation facilities include those consisting of more than seven rooms: have a single management; provide hotel services, including room service, daily bed linen and room and bathroom cleaning; grouped into classes

and categories according to the list of provided services and available equipment and not included in the category of specialized institutions. As can be seen from the above data, the term "hotel" differs in its diversity, which indicates the need for it to be more clearly defined and consolidated at the legislative level (Touristic services. Accommodation facilities. General requirements: DSTU 4268: 2003).

In addition, other companies providing temporary accommodation services are working with the hotel industry, but they are not the main ones for them. Such enterprises include sanatoriums, boarding houses, holiday homes, etc. (Nechaik L.I., 2006).

The paper (Judin H. K., 2011) states that the hotel industry is an essential part of the hospitality industry, which, in turn, is an integral part of the tourism industry. As part of the hospitality industry, the hospitality carries out key functions, as it offers a range of services to the visitors, in the formation and implementation of which all sectors and elements of the hospitality industry are involved.

The peculiarity of the hotel industry is the provision of accommodation and boarding services that are essential for them. Therefore, disclosing the economic essence of the activities of enterprises of the hotel industry, and especially the management of their development, we should pay attention to its non-material nature. Hotel industry is not characterized by the production of a particular product, as a result of economic activity, but the provision of a special kind of services. The implementation of services is not possible for hotel enterprises due to the lack of a material component. Only in conditions of exploitation of the proper material and technical base of the hotel industry enterprises it is possible to achieve a high quality of hotel services (Kaplina A.S., 2011).

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At the legislative level, the economic activity of enterprises of the hotel industry of Ukraine regulates a set of legislative and regulatory acts, a system of fundamental, sectoral international, intergovernmental and national standards, as well as standards for hotel enterprises. In particular, the Laws of Ukraine "On Tourism", Decree of the Cabinet of Ministers of Ukraine "On Standardization and Certification", State Standards of Ukraine "Tourist Services, Hotel Classification", "Travel Services. Accommodation facilities. General requirements "as well as" Mandatory Hotel Services Certification Rules ". However, even the availability of a wide range of laws, regulations, instructions so far does not allow to fully regulate the provision of quality services in hotel enterprises. This is largely influenced by the pricing policy of Ukrainian hotel companies, which, although closer to the highest, does not meet the outdated material and technical base; lack of sufficient number of skilled personnel; insufficient financing of the industry. The solution to existing problems is related to the need of improving the mechanism of regulation of prices for services in Ukraine, which has been conducted by the state through the system of standardization and certification of services. Together with state institutions in the development of the legislative base of Ukraine, economic organizations are also represented by the Association of Hotel Associations and Hotels of Ukrainian Cities. The growth of the number of members of the Association proves the development of the hotel industry sector of Ukraine.

According to the classification of the WTO, hotels can be classified: by location (city, suburban, rural, roadside, at airports, floating hotels, etc.); by appointment (hotels for permanent residence, transit hotels, hotels for business use); by operation time

(seasonal, year-round); for functional purposes (transit, target - business hotels, resort and tourist); by the level of assortment and cost of services (cheap hotels or hotels with limited service, luxury hotels, top-class hotels, mid-level hotels, aparthotels, economy class hotels, motels, resort hotels) (Roglyev H.Y., 2005). By size (capacity) the hotels are divided into: small (up to 100-150 rooms); average (from 100 to 300-400 rooms); large (from 300 to 600-1000 rooms); gigantic (more than 1000 numbers).

By types of hotels are classified on hotels 1, 2 and 3 coastline; Cottage type club-houses: HV-1 (Holiday Village) - cottages (bungalows) are located on a large area, usually 1 st coastline, services of 4 * -5 * hotels; HV-2 (Holiday Village) - 2nd or 3rd coastline, services of 2 * -3 * hotels.

There are other means of accommodation that can compete with traditional hotels: motels, boarding houses, paradors, rikani, flotes, boletes, rollers, flats, caravans, bungalows, botanicals, etc.

Research and analysis of world experience in the classification and categorization of hotel enterprises have shown that there is no single approach to the classification of hotels in the world yet. The class of a hotel or boarding house is usually determined by the system of classification adopted in this country (region, economic zone), and is confirmed by a certificate issued by a special body, a certification by another chamber.

The most common classification systems are (Malskaya M.P., Pandyak I. G., 2009):

- system of "stars" (Ukraine, France, Austria, Hungary, Turkey, Egypt, China and others);
- system of "letters" (Greece);
- system of "crowns" or "keys" (Great Britain);
- system of "discharges" (Italy, Spain);

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- system of points (India, countries of Asia);

- system of "diamonds" (USA).

In 2010, the International Agency for Hotel Categorization (WHR Agency - World Hotel Rating Agency), co-founded by European and American hoteliers associations, was founded. In 2011, the agency initiated the implementation of a pilot project (2011-2015) on the unification of categorization of hotels in the world in order to avoid national differences and the joint efforts of a single global classification of hotels in the industry. However, it is difficult to make predictions about the success of such a project due to the difficulty of finding a single denominator of the quality of hotel services, which could be equated with different degrees of economic, demographic and socio-cultural development of the country in different parts of the world (Standards of hotel classification).

Today it is the only example of the successful attempt to reconcile the various types of hotel classification in Europe. The European Union of Hoteliers, Restaurateurs and Café Owners - HOTREC (Hotels, Restaurants & Cafés in Europe), which unites participants from 39 associations from 24 European countries, in 2004 declared a desire to develop a unified classification of hotels. In 2007, the European Hospitality Quality (EHQ) uniform standards for the quality of European hospitality services were agreed (Table 1). In 2009, at the regular congress in Prague, a single European hotel classification system was approved. Since 2010, Austria, the Czech Republic, Germany, Hungary, Sweden, Switzerland have successfully implemented this system. Other countries have pledged to adapt this classification system to their national systems in the near future. For example, in 2009, France has already moved from the classical 4-star rating for it (plus "L" for

Luxury) to the accepted 5-star categorization of hotels (A universal language of the hospitality).

In Ukraine, in accordance with the Resolution of the Cabinet of Ministers of Ukraine dated 17.10.2011 № 1054 "On Amendments to the Procedure for the Establishment of Categories for Hotels and Other Objects Assigned for the Provision of Services for Temporary Accommodation (Accommodation)", the functions of the Authorized Body for the establishment of categories for hotels and other objects intended for the provision of services for temporary accommodation (accommodation) is performed by the State Agency of Ukraine for Tourism and Resorts. An assessment of the hotel's compliance with the requirements of a certain category is carried out in accordance with the requirements of DSTU 4269 "Tourist services. Classification of hotels ». A certificate of establishment of a hotel of the relevant category is issued for a maximum of three years or if the hotel has a quality management system of not more than five years. It is worth noting that the certification of hotels in Ukraine is voluntary. By 2012, certification was carried out in two directions: mandatory certification of the hotel's safety level compliance with the requirements of DSTU 4268: 2003 and voluntary certification for the category (*). Since 2012, both types of certification have been voluntary. According to the State Standard, hotels are classified into 5 categories, each of which corresponds to the appropriate number of stars.

The peculiarity of the functioning and development of entrepreneurship in the sphere of hotel industry in Ukraine is also that the process of liberalization of their activities takes place in conditions of transformation of the economy of our state. At the same time, low profitability and high regulatory pressure do not allow hotel owners to

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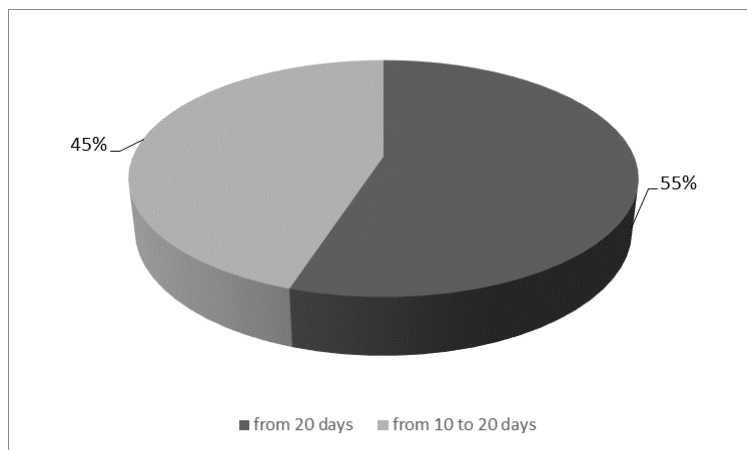
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consider such a business as the main one. Most often in Ukraine, it is combined with other spheres of activity. Finally, as evidenced by the main provisions of a number of legislative and normative-methodological documents adopted by the CMU and the Verkhovna Rada of Ukraine, the priority direction of the Ukrainian economy development is the creation of favorable conditions for the development of the tourism industry and its component - the hotel industry. The state pays special attention to regional development. On this ground, the bodies of state executive power and non-governmental organizations (Association of hotels and hotel associations) in the field of tourism and hotel industry establish appropriate structures and units in the bodies of state executive power, at the level of cities, ray-

ons and regions directly concerned with regional development issues and in particular the liberalization of the activities and the development of the tourism industry and hotel industry.

In order to identify the existing problems in the hotel business and the areas of liberalization in this area, we conducted a survey of 50 respondents from the hotel industry enterprises of the Rivne region. The questions asked to the respondents concerning the conditions of doing business in the sphere of hotel industry and the influence of the state or local self-government bodies. Survey results showed that 55% of respondents registered their business for more than 22 days (Figure 2). Moreover, 68% of respondents had significant difficulties in obtaining a patent or permission for an activity.

Fig. 3. Distribution of answers of respondents to the question: "What is the average length of registration of an economic entity in the sphere of hotel business?"



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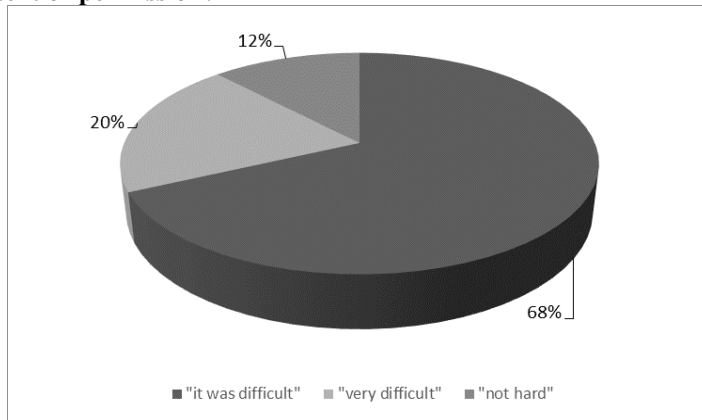
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Fig. 4. Distribution of answers of respondents to the question: "Was it difficult to obtain a patent or permission?"



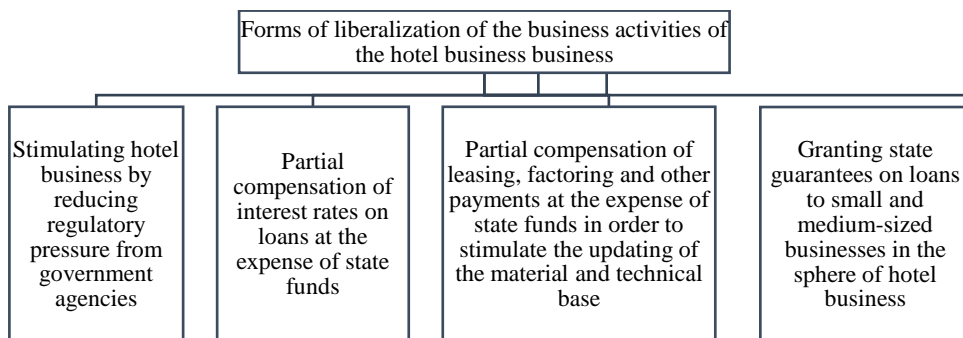
To the question "Are there equal opportunities for obtaining state funding from representatives of small and big business of the hotel industry?" 90% of respondents believe that small hotel enterprises have different opportunities in attracting public financing compared to big business.

Respondents believe that in order to liberalize entrepreneurship in Ukraine, it is necessary to stimulate the attraction of investment in hotel business projects (65% of respondents), to grant preferential loans to

business entities (20% of respondents), use other possibilities of state support for the development of hotel business in Ukraine (10% of respondents).

According to the results of the survey, we can conclude that it is necessary to formulate such a state regulatory, financial and credit policy for Ukraine, which would provide favorable conditions for the development of business entities of the hotel industry of small and medium businesses (Fig. 5)

Fig. 5. Forms of liberalization of business entities of the hotel economy of Ukraine



Source: compiled by the authors.

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Conclusions. Domestic hotel business is far behind the European standard. And not only on the indicator of the quality of the services itself, but also on its contribution to the development of the economy, the availability of economically feasible jobs created and social guarantees, etc. Taking into account that the development of hotel business is one of the most important factors, not only in the formation, but also in the development of the tourism industry, especially in the conditions of economic and political instability, which today is characteristic of our state, there is an urgent need for maximum assistance and creation of conditions from the authorities for the successful development and liberalization of entrepreneurial activity in the hotel business, which will contribute to solving social problems and economic growth in Ukraine.

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