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FORMATION OF CONCEPT AND DEVELOPMENT MANAGEMENT OF HOTEL COMPANIES IN THE BORDER REGIONS

The article analyzes the main trends of hotel development companies and the dynamics of Ukrainian and Chernivtsi tourist flows. The author defines formation features of the recovery concept of Chernivtsi Oblast hotels considering cross-border state.

As international experience shows that, the tourism industry has a complex socio-economic, economic and cultural influence on the development of specific regions. In this regard, it can be used as an economic lever of economic recovery. However, with limited public funding and existing crisis various sectors, namely tourism and its components should be the main factors of the region. Fully refers to Chernivtsi region, which is also characterized by advantages border situation.

Chernivtsi region – a region of multi summer and winter mountain sports tourism, mass-cognitive wellness area, and a spa treatment. Furthermore, due to its favourable geographical location Bucovina is a transit territory on the way from Romania and Moldova to the cities of Western Ukraine and the European Union.

These conditions define the character, principles, concept and management of enterprises in tourism, including hotel industry. However, under the influence of the environment and other factors influence the formation of a need modern, efficient management systems to comply with international standards of services, finding new customers, response and shift of tourist flows and so on. This determines the relevance of determining features of formation of concepts and management of hotel enterprises in conditions, which exist in Chernivtsi region.

In the deepening of relations between Ukraine and the European Union, the basis

of which was the signing of the Association Agreement, there is an urgent need to improve the quality of hotel offer to international standards, expand markets, develop qualitatively new concept of hotel enterprises that contribute to sustainable tourism development in general. On the one hand indicated requires focused efforts of both public institutions and of the hotel business. Such coordination involves performing a number of tasks, including:

- Adjusting the legal framework and standards of hotel service;
- Formation of the concept and strategy development of hotel business;
- The creation of favourable conditions for attracting investments in tourism, hospitality, infrastructure;
- Implementation of measures to strengthen the positive image of Ukraine;
- Ensuring safe conditions of stay of tourists travel more.

On the other hand, in front of a modern hotel company in such circumstances there is a need to develop relevant concepts and implementation of the new strategy. In general, the classical approach to the definition of strategy is its identification with the means to achieve the goals of the company. It is because the formulation of the strategic goals of the enterprise is closely connected with the development of ways to achieve them, and so in this sense is defined as a strategy or plan of action model

Considering these features in the formation of the concept and management of hotel enterprises in the border region, in our opinion, have a positive impact on the dynamics of tourist flows in Chernivtsi region, increase the occupancy of hotel companies

will increase their profitability and modernization. The implementation of the concept of the hotel industry will enhance the standard of living in the border region (due to increased employment in the hotel industry,

wages, revenues to the local budget), the construction environment, infrastructure, rural development, environmental conservation, intensification of international relations in the region.