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THE DETERMINATION OF INFLUENCE OF TOURISM FOR THE DEVELOPMENT AND MANAGEMENT OF THE HOTEL INFRASTRUCTURE OF THE REGION IN THE CRISIS PERIOD

Summary

In a general sense, the hotel infrastructure is a component of tourism, and its quality forms and affects the level of service and integrated development of tourism and its products. The material basis of hotels and their network is clearly correlated with the determinism of the impact on tourist flows, the number of visitors to the regions, which generates new volumes and financial revenues to them. On the other hand, tourism and the tourism market account for a significant share of the economy of many countries, and one of the features of this business is the direct subordination and interdependence of tourism infrastructure (including hotel), travel agents and contractors, their impact on society, political conditions, features and trends in different time slices. At the same time, tourism today with the hotel infrastructure due to its unpopularity with tourists, is experiencing a significant crisis caused by the COVID-19 pandemic, which has a significant impact on the reduction of various indicators in the field of services, including tourism. This has led to job closures, economic losses, downtime or the closure of a number of related companies and their counterparties, prompting urgent responses to the analysis of the travel services market and crisis management practices during and after. In the process of research used literature, analysis, synthesis, induction, deduction, analogy; specific scientific: factor analysis, statistical methods. The article considers the general impact of tourism on the state of hotel infrastructure in the period before and during the pandemic of 2020-2021, forecast data for their development in the near future in global and regional dimensions as the case of Chernivtsi region, offers generalized proposals for tourism and hotel business through crisis measures, identified promising players in the market of tourist and hotel services in the post-crisis period. The results of the research can be used by local governments to develop and substantiate long-term strategic plans for the organization, management and development of tourism business and hotel infrastructure of Chernivtsi region in crisis and post-crisis periods related to the COVID-19 pandemic. Theoretical and methodological and applied developments together with the obtained results can be used in similar studies for other regions in overcoming the crisis of tourism and hotel business caused by the pandemic COVID-19.

Keywords: tourism, hotel infrastructure, concentration of tourist accommodation, coefficient, anti-crisis management, technologicalization, reengineering, digitalization.

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