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QUALITY OF TOURISM SERVICES AS A FACTOR IN EUROPEAN INTEGRATION PROCESSES

Summary

The article analyzes one of the key factors of tourist services, which is the quality of service. This issue has a particular relevance in connection with the process of guiding the tourism industry to global standards, which in turn is an integral part of the general European integration processes of Ukraine. It is obvious that tourism has become almost the first stage of European level of service standards for our compatriots. Novelty of the study is systematization of the main periods in achieving high quality services, under conditions of independent Ukraine and new economic relations. The authors used and analyzed the system of tourist enterprises "Sputnik", historically one of the leading local founders of the modern hospitality industry. Characteristic of service quality evaluation methods is an important component of the article.

Considering current challenges, it is worth paying attention to an analysis of the main trends in the tourism industry recommendations for preserving service quality due to the restrictive effects caused by the worldwide corona virus pandemic and war conditions.

The key problem of Ukraine's European integration processes was and remains the quality of goods (services) produced in our country. The processes of its improvement and compliance with world standards is a prerequisite for European integration, as evidenced by the directives of the European Parliament and the EU Council, as well as the relevant agreements between the Government of Ukraine and the European Commission. Various methods of scientific research, namely analysis, observation and comparison, are used in the main body of the paper.

The results of the research can be used by the tourism business to develop European quality standards that will accelerate the overcoming of the crisis, deepened by COVID-19 and the war in our country, and meet the requirements that will allow Ukraine to become a full member of the EU.

Taking into account that the declared topic on the quality of tourist services is a rather broad concept it would be reasonable to study separately the quality of its components, namely, hotel service and catering, transport service and excursion component. All this could be the subject of separate studies. Taking the EU countries' achievements in these issues as the criteria of it, would be appropriate to use a comparative research method and focus on the characterization of the quality issue and its improvement in the post-pandemic and post-war periods.

Keywords: quality, tourism, European integration, standards, service, trends, pandemic, military action.

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