

**Karina Palamarek**, Candidate of Technical Sciences,  
Associate Professor

<https://orcid.org/0000-0003-4138-404X>

**Olha Romanovska**, Candidate of Technical Sciences,  
Associate Professor

<https://orcid.org/0000-0003-4027-560X>

**Lyubov Strutynska**, Senior Lecturer,

<https://orcid.org/0000-0001-5811-9766>

Chernivtsi Institute of Trade and Economics of SUTE,  
Chernivtsi

## **CRISIS PHENOMENA AND THEIR IMPACT ON THE HOSPITALITY INDUSTRY**

### *Summary*

The article analyzes the components of crisis phenomena and their impact on the functioning of the hospitality industry. The crises in the hospitality industry caused by the armed aggression in the east of the country, the annexation of the Crimean Peninsula, the outbreak of COVID-19, the military invasion of the Russian occupiers are considered and their consequences are studied. It is noted that influencing key sectors of the economy, the hospitality industry is increasingly becoming one of the most important indicators of socio-economic development, both in certain regions and the country as a whole.

Crisis phenomena, which are constantly in close contact with the economy, have significantly affected the behavior of the hospitality industry, the use of new technologies for production, hired labor, procurement of necessary equipment, lower incomes, higher raw materials, higher taxes, higher utility tariffs and other economic factors. At the same time, hotel and restaurant enterprises form and provide services that meet the physical and spiritual and moral needs of the population and have a significant consumer demand, regardless of the social status of citizens. At the same time, a number of services of hotel and restaurant business enterprises carry increased social responsibility to citizens. These issues cannot be left without special attention and control by the state. The state must make much more efforts to support all hospitality industries, especially the tens of thousands of small business owners, whose rapid resumption will allow them to re-employ and retain millions of employees.

Prospects for further research are scientific research on new systems of reforming the industry, because despite the fact that in recent years has accumulated considerable experience in the methodology of crisis diagnosis, the hospitality industry periodically experiences economic crises that depend on a number of factors study and improvement, which determines the feasibility of further research aimed at improving the development of hotel and restaurant business in times of crisis.

*Key words:* hospitality industry, crisis phenomena, hotel and restaurant business, pandemic, military invasion of the Russian invaders.

*Number of sources:* 10.

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