

Oksana Verstiak, Candidate of Economic Sciences,
Associate Professor,
<https://orcid.org/0000-0002-4222-4964>

Andriy Kruhlyanko, Candidate of Economic Sciences,
Associate Professor,
<https://orcid.org/0000-0002-4939-2901>

Inna Kormakova, Candidate of Economic Sciences,
Senior Lecturer,
<https://orcid.org/0000-0003-3237-9396>

Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi

DEVELOPMENT OF THE HOTEL AND RESTAURANT BUSINESS IN THE CONTEXT OF EUROPEAN INTEGRATION

Summary

Relevance. Problem statement. European integration implies the development of international tourism flows, which will ensure an increase in demand for hotel and restaurant services. This can contribute to the development of infrastructure, improving the level of service, and creating new job opportunities. Furthermore, in the process of European integration, the standards of the hotel and restaurant business in Ukraine require adaptation to the requirements of European norms and standards. This includes the implementation of appropriate standards for food safety and quality, hygiene, energy efficiency, and more. Additionally, European integration involves free movement of capital and openness to foreign investment, which can help attract investment in the hotel and restaurant business and increase its competitiveness. Therefore, it can be argued that the topic of the hotel and restaurant business is highly relevant in the process of European integration, as this sector is an important factor in the development of tourism and the economy as a whole. Introduction to the EU provides Ukrainian hotels and restaurants with the opportunity to attract new customers from EU countries. The increase in tourist flow can lead to a growing demand for hotel and restaurant services. European standards in the hospitality industry are higher than in some other countries. Ukrainian hotels and restaurants must meet these standards to be competitive on an international level. This requires improvements in service, food quality, safety, and infrastructure. With the increase of foreign investments in the hotel and restaurant industry in Ukraine, new competitors emerge. This stimulates Ukrainian businesses in this sector to constantly enhance their services and embrace innovative solutions.

Research objective. The objective of the study is to determine the conceptual foundations of the hotel and restaurant business. **Methodology.** The tasks outlined in the article were accomplished using general scientific research methods, namely analysis, systematization, and generalization. The research is based on logical-dialectical methods of scientific cognition, methods of systemic analysis, as well as specific methods, including methods of analysis and synthesis. **Results.** The article explores the hotel and restaurant business in Ukraine, highlighting that it is developing at a slow pace despite aiming to align with European trends. The positive and negative consequences of the integration aspect of the hotel and restaurant business are addressed. The aspects that may be crucial for the hotel and restaurant business after EU accession are examined. **Practical significance.** Solutions to the issues of sluggish development in the hotel and restaurant business are proposed. It is substantiated that the development of the hotel and restaurant business in Ukraine is essential for Eurointegration and ensuring sustainable economic growth in the country. The article provides suggestions and ideas for the development of the hotel and restaurant business in Ukraine.

Prospects for further research. Further research envisages the utilization of all reserves to enhance the quality of service and competitiveness of hotel and restaurant complexes in Ukraine by implementing positive foreign experience in the development of hospitality enterprises.

Keywords: hotel and restaurant business, sustainable development, integration, social, economic development.

Number of sources – 8; number of tables – 1.

References:

1. Walker J.R., Walker J.T. (2013). *Introduction to Hospitality Management*. 4th ed. Pearson, London.
2. Synytsia, Yu.S. (2021). Business strategies in the hotel and restaurant industry. NU "Zaporizhia Polytechnic", Zaporizhzhia. 52 p. URL: http://eir.zntu.edu.ua/bitstream/123456789/8886/1/K_L_Synytsia.pdf (in Ukr.).
3. Nikolaichuk, O.A. et al. (2022). *Hotelnno-restorannyi biznes* [Hotel and restaurant business]. Kryvyi Rih, 250 p. URL: http://elibrary.donnuet.edu.ua/2504/1/2022_NP_Nikol_aichuk_Hotelnno-restoranniy%20bussniss.pdf (in Ukr.).
4. Dzhedzhula, O.M., Volontyr, L.O. (2021). Digitalization as the main factor in the development of the hospitality industry in the countries of the European Union. *Ekonomika, finansy, menedzhment: aktualni pytannia nauky i praktyky* [Economics, finance, management: topical issues of science and practice], no. 3, pp. 194-210. DOI: <https://doi.org/10.37128/2411-4413-2021-3-13>. URL: <http://socrates.vsau.org/repository/getfile.php/29409.pdf> (in Ukr.).
5. Dymchenko, O.V., Rudachenko, O.O., Prasol, V.M., Panova, O.D. (2021). *Yevropeiski standarty biznesplanuvannia* [European standards of business planning]. Kharkiv National University of Urban Economy named after O. M. Beketova, Kharkiv, 143 p. URL: <https://eprints.kname.edu.ua/58988/1/2017%20печ.%2019H%2C%20%28Восстановлен%29.doc.pdf> (in Ukr.).

6. Krukovska, O.V. (2022). New organizational and economic principles of service management in the hospitality industry at the level of hotel and restaurant business enterprises. *Ahrosvit [Agroworld]*, no. 3, pp. 70-76. URL: <http://www.agrosvit.info/?op=1&z=3575&i=8> (in Ukr.).

7. Sivashenko, T.V., Panasiuk, I.P. (2019). Theoretical principles of business process management in restaurant enterprises. *Pryazovskyi ekonomichnyi visnyk [Pryazovsky Economic Bulletin]*, no. 3 (14), pp. 230-236. URL: http://pev.kpu.zp.ua/journals/2019/3_14_uk/40.pdf (in Ukr.).

8. Sydoruk, A.V., Konokh, O.E., Kryvolapov, E.A. (2021). Organization of the restaurant economy: formation of an assortment policy of goods and services. *Naukovi perspektyvy [Scientific perspectives]*, no. 9 (15). URL: <http://perspectives.pp.ua/index.php/np/article/view/490> (in Ukr.).