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ASSESSMENT OF THE COMPETITIVE ADVANTAGES OF THE HOTELS OF THE MYGOVE TOURIST RESORT AS BASIC FACTORS IN THE BEHAVIOR OF CONSUMERS OF HOSPITALITY SERVICES

Summary

In a broad and general sense, hospitality services are components of tourist services, and their quality shapes and influences consumer behavior, the level of service and comprehensive development of tourism and its products. Hotels and tourism also create a positive impact on the economy of many countries or regions. But now, due to the prolonged state of war and the consequences of the COVID-19 pandemic, domestic tourism is still experiencing difficult times. Many hotels and other tourism-related businesses experience the problems that lead to the reduction of their network, and in the most critical case - to closure. These risks create difficulties for people who work in the tourism industry or interact with it as counterparties. Our task is to diagnose the external competitive advantages of the hotel infrastructure and justify their consideration in relation to the potential behavior of consumers of hospitality and tourism services in order to successfully operate the respective destinations, using the example of the mountain resort of Mygove, Chernivtsi region. In the process of carrying out the research, literary, analysis, synthesis, induction, deduction, and analogy methods were used; specifically scientific: factor analysis and statistical methods. The article examines the methodology of diagnosing external competitive advantages of hotel infrastructure and substantiating their application in tourism for the purpose of successful functioning of relevant destinations and the state of hotel infrastructure on the example of the mountain tourist resort of Mygove, Chernivtsi region. The results of the scientific research can be used by local self-government bodies for the development and justification of long-term strategic plans for the organization, management and development of the tourist business and hotel infrastructure of the Mygove mountain resort in the conditions of the influence of various factors on the behavior of tourists as potential consumers. Theoretical, methodological and applied developments, together with the obtained results, can be used in similar studies for other regions in overcoming crisis phenomena of the tourism and hotel business caused by pandemics, martial law in Ukraine and abroad.

Keywords: tourism, hotel infrastructure, hospitality services, mountain resort, external competitive advantages, martial law, consumer behavior.

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