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## **FEATURES OF CONSUMER BEHAVIOR OF HOSPITALITY SERVICES DURING MARTIAL LAW**

### *Summary*

In the context of martial law, accompanied by significant transformations and challenges, hotel and restaurant businesses are forced to adapt their activities. They modernize the menu, introduce new and individualized approaches to guest service, and develop anti-crisis measures. Among the main factors that influence changes are: change of consumer needs and priorities with safety orientation, accessibility, flexibility of services, emotional support, etc. Such factors require the management of fast-restraining hotel and restaurant establishments, development and implementation of anti-crisis strategies, in particular through the study of consumer behavior, study of their needs and preferences.

The purpose of the study is a comprehensive analysis of the consumer behavior and needs of guests of the hotel and restaurant economy in the conditions of martial law in order to develop practical recommendations to increase their satisfaction and optimize the activities of institutions of this area. The methodology covers the use of comparative, as well as quantitative and qualitative methods of analysis.

The peculiarities of the development of hotel and restaurant business during the war are analyzed, the factors of influencing consumer behavior are identified, recommendations on the basic opportunities for the development of hotel and restaurant business in war. The results of the study can be implemented in the activities of hotel and restaurant businesses. Improving and expanding the study of consumer behavior of hospitality services will be dictated by new trends, including under the influence of innovation development, including si, etc.

**Keywords:** consumer behavior, hospitality, APG adaptation, consumer behavior, tourism and hospitality.

*Number of sources – 8, number of tables – 2.*

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