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**BALANCED DEVELOPMENT OF SMALL HOTEL BUSINESS  
AND RECREATIONAL TERRITORIES IN UKRAINE**

**Vira Shchepak**

*Poltava National Technical Yuri Kondratyuk University, Ukraine*

kanameshch@gmail.com

**Vladyslav Tymoshevskiy**

*Poltava National Technical Yuri Kondratyuk University, Ukraine*

tymoshevskiy@ gmail.com

**Inna Senenko**

*Kyiv National University of Trade and Economics, Ukraine*

senenkoinna@gmail.com

**Abstract:** The article discusses the issues of small hotel business services using recreational areas. In the tourist market of Ukraine, the hospitality sector of small business is becoming a significant factor in the activation of green tourism, as Ukraine has a huge natural potential. It is offered to small hotels (noble houses) to expand hospitality services in the direction of development of recreational services intended for tourism and recreation.

The structural and logical model of the organization of recreational services has been developed. Natural resources are considered as the basis for the formation of recreational areas. The characteristic features of these territories are landscapes, nature reserve areas, as well as historical and cultural sites. They are in interrelation and interaction. The effectiveness of the organization of recreational services depends on the level of development of these territories. It is determined that an important place in the development of recreation in Ukraine is occupied by the territories of historical and cultural destination, for

which it is advisable to orient the development of small hotel business. This approach will provide an opportunity to expand hospitality services and increase the efficiency of recreational areas.

*Keywords: hospitality services, small hotels, noble houses, green tourism, natural potential, recreational areas.*

## **INTRODUCTION**

There are rich natural and anthropogenic resources in Ukraine, which contribute to the development of tourism, the material basis of which is the hotel business. In remote areas there is a dissatisfaction with the need for hospitality services. Therefore, the existing tourist and recreational potential encourages the development of small hotel business. The efficiency of small hotels depends on the location of the region, the degree of recreational areas development and the possibility of organizing leisure. Therefore, there is a need for a balanced development of small hotel business and recreational areas.

## **MATERIALS AND METHODS**

Methodological and theoretical bases of research: works of scientists studying problems of hotel business development, recreational territories and tourism. The validity of the obtained results is confirmed by the use of scientific methods: theoretical generalization and the system approach.

## **RESULTS**

In Ukraine, hotel business is one of the most prospective and successful businesses. Favorable geographical location, sufficient resources and a high level of education - all these factors provide a great investment potential of the hotel business [1].

Ukraine has numerous tourist attractions: mountain ranges, suitable for skiing and hiking; nature reserve areas; architectural and park sights; various places of active recreation. Therefore, the Ukrainian tourism industry is developing rapidly from year to year [2, p. 21]. Seasonality and the environment are important factors that influence its development. Ecotourism is developing more dynamically [2. p. 24-25].

According to the ratings of the World Tourism Organization, Ukraine takes 8th place in Europe in terms of the number of tourists. The demand for these services is constant. Particular attention is paid to the quality of services, which provides a sustainable competitive advantage in tourism and hospitality [3, p. 623]. Improving the quality of services is a complex process and consists in a high culture of service [4, p. 13]. The International Labor Office addresses problems in the field of hospitality and tourism and their impact on employment, human resource development and production relations [5].

The modern consumer is looking for services that are adapted to his personality, requires the provision of complete information and seeks to satisfy his desires [3, p. 625]. Existing hotels can't meet all the diversity of requirements of tourists. At the same time in large hotels the number fund isn't fully filled [6, p. 182]. Therefore, there is a need to develop small hotels that rely on uniqueness and authenticity [7, p. 168].

In recent years, the number of small hotels in Ukraine has increased noticeably. In the tourist market, the small hotel business is becoming a significant factor in the activation of tourism services. It is focused on individual tourism, including green tourism [8, p. 275]. The organization of these services depends on the available recreational areas [9, p. 69; 10, p. 253]. At the same time, the hotel industry, as an element of infrastructure, reflects the arrangement of social space within a certain territory [11, p. 128].

In the field of green tourism, small hotels are called C. Owners of tourist noble houses actively develop related services, create maps of attractive terrain,

develop routes, form historical legends. They attract tourists by bicycle, water routes, as well as fishing, gathering mushrooms and herbs, studying the history of the region, its flora and fauna.

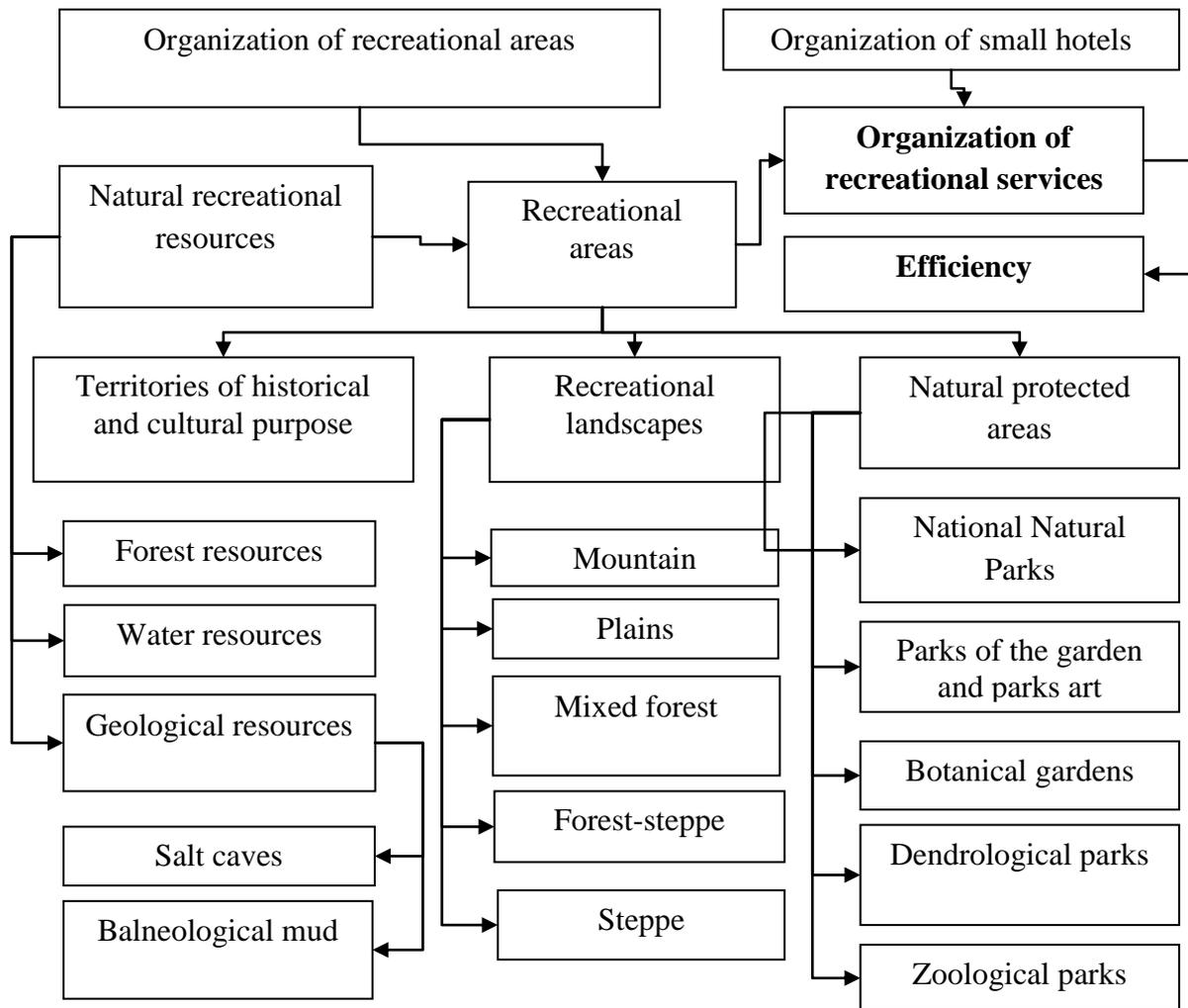
The criterion for the quality of small hotels services was the principle of hospitality: accommodation, food and leisure. The balanced development of these services is the basis for the effective operation of small hotel business. Particular attention should be paid to the organization of leisure, to develop the recreational and tourist industry, the product of which is a set of tourist services intended for recreation [12, p. 60; 13, 14].

The total area of natural recreational landscapes in Ukraine amount to 9.4 million hectares (15.6% of the territory). At the same time, 5% of the landscape is mountain massifs, 95% - plains, which are divided into mixed forests, forest-steppe and steppe [15].

The greatest recreational resources are occupied in the Lviv, Ivano-Frankivsk, Transcarpathian and Chernivtsi regions [16, p. 34]. Since the entire territory of Ukraine has very favorable climatic, landscape and natural conditions, the formation of recreational zones provides an opportunity to develop appropriate services [17, p. 151]. A structural-logical model of the organization of recreational services has been developed (*Figure 1*).

In this model, natural recreational resources are considered as the basis for the formation of recreational areas. Characteristic features are landscapes, nature reserve areas, as well as historical and cultural sites. They are in interrelation and interaction. At the same time, recreational landscapes are the most preserved part of the natural environment and represent unique resources for the future development of hospitality services.

In Ukraine there are more than 6700 nature reserve areas. Of this number, 19 – are dendrological parks. In addition, 88 parks are monuments of garden and park art, as well as 17 botanical gardens and 7 zoological parks [18]. The main components of recreation are forest, water and geological resources.



**Figure 1: Structural-logical model of organization of recreational services**

The area of developed and potential recreational areas in Ukraine is distributed in accordance with the natural features of such recreational regions as: Carpathian, Transnistrian, Dnirovskiyi and Poliskiyi. In determining these regions, factors were taken into account [19, p. 24]: geopolitical location (location of territory, transport communications, history of development of the territory, traditions, etc.), the availability of recreational resources, the state of the tourist infrastructure, the demand for recreation and tourism.

An important place in the development of the recreation of Ukraine is occupied by territories of historical and cultural significance. They include

cultural objects, monuments of history, architecture, archeology, ethnographic features of the territories.

Central and Eastern Ukraine are rich in historical monuments that characterize the origin and development of Ukrainian history and culture. In the southern part of Ukraine there are monuments of ancient culture. The western part of Ukraine is distinguished by ethnic features, monuments of folklore, folk architecture. Such objects attract tourists regardless of the season and time of year, and have a positive effect on the occupancy of hotels and their profitability.

Taking into account of recreational areas, it is necessary to ensure their balanced development based on the rational use of the territorial combination of natural conditions, resources, historical, folklore and architectural monuments. This approach will increase the attractiveness of recreational areas, provide an effective organization of recreation and thereby increase the profitability of small hotel business.

## **CONCLUSIONS**

Stimulating the development of small hotel business in Ukraine will increase the number of jobs, provide permanent income for workers in various sectors of the economy, as well as ensure constant tax revenue to the budget.

The formation and development of small hotel business requires effective cooperation with local governments. One of the main tasks is to ensure a balanced development of recreational areas and the organization of conditions for the development of hospitality and tourism services. It is necessary to develop appropriate integrated programs for this at the state and regional levels.

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### **INFORMATION ABOUT AUTHORS**

#### **Shchepak Vira**

PhD in Engineering, Associate Professor,  
Associate Professor, Department of Highways, geodesy, land management and rural buildings;  
Poltava National Technical Yuri Kondratyuk University, Ukraine  
kanameshch@gmail.com

**Postal address for sending a copy of journal:** Shchepak V., prospekt Vavilova 1/15 kv.33. Poltava, 36004. (Щепак В., пр-кт Вавилова 1/15, кв. 33, Полтава, 36004).

#### **Vladyslav Tymoshevskiy**

PhD in Economics, Associate Professor,  
Associate Professor, Department of Highways, geodesy, land management and rural buildings;  
Poltava National Technical Yuri Kondratyuk University, Ukraine  
tymoshevskiy@gmail.com

#### **Senenko Inna**

PhD in Economics, Associate Professor,  
Associate Professor, Department of Hotel and Restaurant Business  
Kyiv National University of Trade and Economics, Ukraine  
senenkoinna@gmail.com