



HOSPITALITY BUSINESS IN UKRAINE AND GLOBALLY

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Tourism and hospitality business are booming now. And it's still growing in fresh and exciting ways, as new generations choose memorable experiences over tangible possessions.

There are a lot of different hotels, restaurant, cafes, places where people can relax or find new friends.





Hospitality business is a broad concept and can combine different meaning and values

Hospitality business is important and valuable for every country



Why is hospitality business so important?

*1. Tourists bring money to the country.
It's also a serious contributor to the
global economy, employing more than
a tenth of the world's workforce.*



*2. The government tries to attract
investors to the country so that they
could construct new catching and
modern buildings for the tourists.*

Why is hospitality business so important?

3. The more tourists visit your country, the more native people have jobs.



4. Hospitality business improves the country and makes it more competitive.



The hotel industry is one of the most attractive markets in Ukraine to make an investment in.



The inflow of tourists has increases by 15-20% every year according to the promotion of new-style Ukraine in the world as well as its European devotion.

The hotel sector is a completely customer-orientated one which directly depends on the travel and tourism industry and business activity in the country.



The hotel business and tourism develop in interaction which clearly displays itself in promoting each other as well as depending on each other.





Dependence on the human factor makes this sector extremely sensitive to public opinion and reputation.

A single case of poor servicing can result in losing customers → major hotel chains consider a strict control over proper quality standards to be one of their basic aims.



Some tips to involve hospitality business



1. The owners must understand who their guests are, that is create an accurate profile of their customer and target audience.

Are they businessmen or do they prefer relaxing with the family? Perhaps, they are adventurous people or vice versa prefer a relaxing holiday. It really helps to involve clients in your business.



Some tips to involve hospitality business



2. Location certainly plays a significant role. The business can be located in a historical place or on the outskirts of a city with beautiful nature, possibly located near historical monuments.

3. Promotion is also important to make yourself known so that as many people as possible learn about this place.

