

Abstract of the Article
"Rapid Analysis of Quality and Competitiveness
of Hotel Economy of a Resort City"
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Hotel economy is considered to be the most essential element of the travel business, and tourism is one of the areas for implementing hotel services. Nowadays almost 1 300 hotels function in Ukraine. The majority of enterprises of hotel economy are located in Kyiv (9 % from their total number), in Dnipropetrovsk region (8.6 %), in Autonomous Republic of Crimea (6.4 %), in Lviv (6.3 %), Lugansk (5.9 %) and Odessa (5.7 %) regions that is connected with the high level of industrial development of the above-mentioned territories and the availability of significant recreational resources. Therefore, Odessa region takes the fifth place in Ukraine by the number of enterprises and thus it would be expedient to analyze the condition of hotel economy development in the given region, its quality and competitiveness.

Despite a significant amount of publications, dedicated to the methods of strategic analysis, scientists almost do not pay attention to the opportunity of their application in such specific area as hotel economy. Therefore, the article is dedicated to the substantiation of opportunities and the necessities of applying a well-known method of General Electric/McKinsey for the analysis of competitiveness of different types of hotels in Odessa and also the determination of the extent of hotel business perspectives for the city as a whole.

The carried out analysis of the competition intensity on the market of hotel services in Odessa enabled to make conclusions about the discrepancy between supply and demand, there is a lack of hotel places in all segments.

It was determined that the segment structure of the hotels offered by the city is not an optimal one. In Odessa there are prospective and practically undeveloped market niches. The development of business should be compared with the world trends in the hotel industry taking into account international experience in building and managing of hotel enterprises.