

Abstract of the Article
"Analysis of International and National Hotel Chains
Development in Ukraine"
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The importance of the national hotel chains development in Ukraine and the sponsorship for the international hotel chains functioning are not only due to the country's business and tourist attractiveness formation, taking into account Euro-2012, but also due to the necessity of high-quality expansion of dwelling and resort places choice for foreign and Ukrainian guests in accordance with their aims of arrival and individual preferences.

In comparison with the international hotel chains, the national hotel chains have the following advantages: the local market adaptation; the country's legislative base awareness; the best understanding of local traditions and customs; the standards development independence; the ability to react to the market changes quickly.

The development of national hotel chains in Ukraine is in the initial stage. The formation of Ukrainian hotel chains is arising from the following objectives: support of increasing volumes of inbound tourism; service according to the international hotel service standards; employment in a services sector; enterprises support in the hotel business while developing hotel chains. The favorable geographic location of Ukraine, the low level of market saturation and the high hotel service demand favor the appearance of the international hotel chains in Ukraine.