

SECTION 5. DEVELOPMENT OF PRODUCTIVE POTENTIAL  
AND REGIONAL ECONOMY**Galasyuk S.S.**

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**BUSINESS HOTELS IN THE BUSINESS TOURISM MARKET  
OF THE ODESSA REGION**

Now the Kiev, Odessa and Lviv regions are the centres of business tourism in Ukraine. They have means of placement which are provided with conference rooms, halls for negotiations, business rooms and business centres with the necessary equipment for holding business actions. However the domestic market of business tourism is in a formation stage so far. 65% of their total are the share of the three of leading regions by the number of business hotels. It should be noted the insignificant market share of services of business hotels of such million-plus cities as Kharkiv (5%) and Dnieper (2%).

In the Odessa region the main part of business hotels is concentrated in the regional centre – 85%. Nearly a half (49%) of business hotels of the Odessa region is small; their capacity doesn't exceed 100 beds. Business hotels of average capacity (from 100 to 400 beds) make 43%, and large – 8%. Total capacity of business hotels in the Odessa region makes 8947 beds.

Business hotels of the Odessa region have 152 halls for holding business actions. 78% of halls are in Odessa, the others – in the territory of the region. Total capacity of conference rooms of the Odessa region makes 4505 places at tables and 11236 theatrical places.

In general the average rating of business hotels of the Odessa region on Booking.com makes 8,1 points from 10, including: in Odessa – 8,3 points, in settlements of area – from 8,8 points to 6,5 points.

Problems of most business hotels of the Odessa region are: discrepancy of infrastructure of hotels to needs of business tourists, unsatisfactory equipment of halls for holding business actions, poor quality of rendering of services.

It is necessary for overcoming the existing problems: to provide a full complex of business services; to improve skills of personnel; to improve a condition of the number of rooms; to organize providing additional services of sports and entertaining character; to create the loyalty program for regular customers; to

form flexible price policy; to use advantages of franchising and others.

The offered actions are capable to increase quality of service in business hotels of the Odessa region and Ukraine in general.

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