

## COMPETITIVENESS FORMATION OF THE ENTERPRISES INVOLVED IN HOTEL INDUSTRY

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Peculiarities of the competitiveness formation of the enterprises involved in hotel industry were considered in the article. Specific features of the competitive environment of hotel industry were determined. Main directions for providing competitiveness in a long-term period were formulated.

It is determined that analysis and evaluation of the competitiveness should be closely connected with its specific level. Hierarchical decomposition of the competitiveness includes four levels: competitiveness of goods (services), competitiveness of the enterprise, branch competitiveness, and national competitiveness. There is a tight internal and external dependence between all these levels. Competitiveness of the country and industry ultimately depends on the ability of a particular commodity producer to manufacture competitive goods (services). Abilities of the enterprise to compete in a particular market directly depends on the competitiveness of the product, the set of social-and-economic and organizational factors, as well as the methods of enterprise activity that have an impact on the results of the competition.

Providing a special kind of services not production of a particular product as

a result of economic activity is characteristic for the hotel industry. We consider it is reasonable to examine "service" as a system-forming factor in the production of which a consumer is involved, the competitiveness of which can be ensured under a complex approach to the formation of competitive advantages.

The concept of enterprises' competitiveness involved in hotel industry is generalized. Enterprises' competitiveness in hotel industry is the ability and possibility of distribution means to realize the activity for providing hotel services in the market environment, as well as to have advantages over competitors and at the same time to receive additional profit directed towards both the development of their own business and providing qualitative services to clients.

It is found that enterprises' competitiveness in hotel industry includes the competitiveness of hotel services and image (brand) of the enterprise. Competitiveness of hotel services is provided through the implementation of qualitative services, proper level of service and prices.

Competitiveness is the most important factor in ensuring efficient and profitable

development of the enterprises in “hospitality industry”. One of the main directions of forming strategic competitive advantages in hotel business is services provision of higher quality in comparison with competing analogs. The key here is to provide such hotel services that would satisfy and even

exceed the expectations of target customers (clients). Competitiveness management is of strategic necessity that expects a set of measures concerning regular services improvement, constant search for new types of advertising, new groups of potential customers, services betterment, etc.