

SOME INDICATORS OF THE VOLYN REGION HOTEL INDUSTRY TERRITORIAL DIFFERENTIATION

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Volyn region is located in the western part of Ukraine and it is one of the most promising areas for tourism development in Ukraine. Its tourist attractiveness based on a good geographical location, rich historical, cultural and natural resources.

From 2010, the tendencies of development and growth of domestic tourism in Volyn region have been observed and there is a positive trend in the development of the hotel industry. Absolute and relative indicators were used to analyze the accommodation of hotel industry in Volyn region. On the basis of the methods used in socio-geographical studies the main economic and social indicators of the Volyn region hotel industry territorial organization are investigated. Such indicators as territorial localization index, concentration factor, spatial impact index, hotel influence radius were used. It makes possible to identify the existing differences.

As a result of study, the point elements of Volyn region hotel industry territorial structure were identified.

In Volyn region the greatest number of hospitality points is located in Shatsk (28), Kovel (8) and Lutsk (8) districts. All settlements and towns are small hospitality centers. All cities, as well as the Shatsk are the medium-sized hospitality centers. This is due to the economic significance of these settlements, the concentration and attractiveness of their natural, historical and cultural tourist resources. There isn't any big hospitality center in Volyn region. Only Lutsk – the regional center is the hub of hospitality in the region. The regional hotel industry territorial structure is characterized by an increase in the number of such elements as hospitality centers and hospitality points.

In general, the Volyn region hasn't got enough hotel enterprises. The hotels with low capacity are in majority, and their number is expected to increase. There are significant disparities in the territorial coverage by hotel enterprises in the region. These are concentrated mainly in places of natural recreational resources concentration and in industrial centers.