

Motel as a main type of trailering hotel enterprises

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In this article the terminology, contained in the legal acts regulating activities related to motels in Ukraine, is examined. Opinions of scientists concerning interpretation of the term «motel» as hotel enterprise of trailering are generalized. Statistical information on activity of motels in Ukraine is investigated. Positive tendencies in development of motels are revealed – it is increase in their share in structure of collective means of placement, growth of simultaneous capacity of motels, increase in average capacity of motels and others. Main problems of the Ukrainian motels – reduction of term of autotourists' stay; low coefficient of capacity; reduction of the average income; imperfection of material and technical base; bad condition of advertizing activity, low level of awareness of potential clients on a complex of motels

services etc.

As a result of discrepancy and contradictions between legal documents on tourism and hotel economy there is a situation when motels of Ukraine within last seven years have no opportunity to receive certain categories and can't correctly position themselves in the market of hotel services. It is confirmed by researches of statistical data on activity of motels, and also information from the website Booking.com.

The central executive authority in the sphere of tourism of Ukraine is recommended to develop and introduce in activity of motels a number of legal documents in which to establish special requirements to motels, to define procedure of receiving categories, to develop the mechanism for control of motels activity.