

# STRATEGIC APPROACHES TO THE IMPROVEMENT OF COMPETITIVENESS OF HOTEL INDUSTRY'S ENTERPRISES

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Providing competitive services is essential for the survival of a hotel in changing market conditions and its further effective development. Competitive advantages – they are strengths of companies that provide competitive advantage and attractive to the target market.

To provide the competitiveness of hotel businesses it is nowadays necessary some certain conditions, namely research on the formation of principles of hotel management; application of scientific approaches in development and decision-making; orientation of hotel business in an innovative way to develop; formation of prices and quality.

The main recommendations in solving problems of competitiveness of hotel services are the following: 1) development of organizational and economic mechanism of regional quality management of hotel services; 2) formation of a unified system of state quality management of these services; 3) implementation of international standards and other regulations in the hotel industry practice; 4) organization of training and skills development for the management of enterprises in the hotel industry.

Every hotel is supposed to assess its market position in a proper way to determine the best strategic activities and tools to compete. The ability to provide the necessary level of development of the constituent elements of competitiveness is determined by such basic factors as the technical level and the level of production and management services.

To choose the direction and nature of ongoing actions of hotels, it is appropriate to apply some defined basic strategies, depending on the objectives, and the specific market situation. There are the following strategies: BTL-strategy, business strategy, strategy of differentiation, innovation strategy, outsourcing strategy, hotels competition strategy, hotel business marketing strategy, property marketing strategy, benchmarking strategy.

The optimum combination of these strategic approaches, in our view, will allow enterprises of hotel industry to receive such positive results as the increase in regular customers of the hotel, popularity of the brand and profit etc.