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**КАФЕДРА ГОТЕЛЬНО-РЕСТОРАННОГО ТА ТУРИСТИЧНОГО БІЗНЕСУ
Й ІНОЗЕМНИХ МОВ**

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У матеріалах конференції розглянуто економічні, екологічні та організаційні аспекти розвитку потенціалу підприємств туристичної індустрії та суміжних галузей в умовах світової економічної кризи. Досліджено менеджмент підприємств індустрії гостинності в умовах світової фінансової кризи: виклики й можливості, сильні та слабкі сторони. Висвітлено інноваційні технології та менеджмент якості продукції та послуг готельно-ресторанного, туристичного та рекреаційного бізнесу. Визначено сучасні тренди розвитку внутрішнього та зовнішнього туризму та готельно-ресторанного бізнесу в Україні та світі. Проаналізовано заходи щодо удосконалення маркетингового комплексу підприємств індустрії гостинності.

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HOTEL INDUSTRY IN THE USA: SHORT SURVEY

Historians believe that the first inn on the American continent appeared in 1607. Although American inns continued their ancestry from English ones, they differed from them in many aspects. In particular, there was no class discrimination in American placements. In addition, they carried a greater economic burden than their European counterparts.

The number of inns in America increased as European settlers conquered more and more new territories. All these were buildings of the same type, the purpose of which could be recognized from afar. As in Europe inns in America were built both as dwellings for the owners and as a temporary haven for travellers. These were not yet purely commercial enterprises, the time of which had not yet come. Qualitative changes began to occur only at the end of the 18th century.

The first commercial hotel was built in 1794 exclusively for the purpose of serving customers. The opening of “the City Hotel” in New York was the beginning of the construction of hotels in other cities, which are very modest by today’s standards. All premises, both for rest and for eating, were of a communal nature. “The Tremont Hotel” was opened in Boston in 1829. It was the country’s first first-class hotel which triggered the US hotel boom that swept first through East Coast cities and then into the Midwest, West and South. By the end of the 19th century two types of hotels were already widespread, large and luxurious, on the one hand, and on the other, small and outdated. All these hotels were built near urban transport hubs, mainly railways. With the proliferation of railways more and more people began to travel for commercial purposes, but luxury hotels were still considered to be too expensive and small hotels did not meet the needs of the consumer.

The first years of the 20th century are marked as the beginning of the construction of hotels for businessmen and merchants. Ellsworth Statler was the first to realize this. In 1908 he opened a hotel in Buffalo called “the Buffalo Statler” [3]. It was a fundamentally new concept in the hospitality industry, based on providing customers with maximum convenience. Most importantly, this first-of-its-kind hotel was exclusively targeted at business people. Part of these amenities were the ubiquitous availability of door locks, running water, switches at the door, washrooms, bathrooms in every room, and a free morning newspaper. This was a revolution in the hospitality industry. The success was extraordinary. Businessmen from all over the

country came here only to, after living for several days in this hotel, return home and begin construction of the same, but already their own enterprise.

Significant changes took place in the hotel industry after World War II, in the 1950s. Motels emerged. Cammons Wilson built one of the first hotels for motorists, “the Holiday Inn”, in 1952 [5]. By this time, Americans began to travel more. And this required new types of hotels. There was a need for premises suitable for family accommodation, but without having to pay for the entire range of services offered by the hotel. Motels that offered a limited set of services at lower prices were the best solution. Recognition of the new hotel concept was manifested in the acceptance of owners of motels and caravans into the American Hotel Association, which was later renamed to “the American Motel and Hotel Association” [1].

Several of the first Inter-Continental hotels were built by “Pan American”. Conrad Hilton was also involved in this new international cause in 1948. A management contract was awarded for “the Caribe Hotel 13 San Juan”, Puerto Rico. From that moment on, it became known as “Caribe-Hilton”. A year later the Hilton International Corporation was created; it owned and operated the Hilton hotel chain abroad.

In the United States itself, since the end of the 60s, a favorable situation was created for the development of the hotel industry for ten years. Many chains of hotels and motels appeared. During this time the appearance of the hotel premises also changed. Saturation of the market with hotel services led to the need for a more detailed segmentation of hotel services in order to successfully sell them to certain categories of consumers. Commercial and convention hotels became popular again. A revival of the once popular American resorts began.

In the late 70s and early 80s hotel companies continued to segment deeper, offering an ever wider range of accommodation options. Many companies became involved in gambling, industrial cooking and advertising. The old as the world trend of preferential construction of hotels near transport hubs gave new manifestations associated with the rapid development of air transport. Now hotel companies started to race to seize territories near airports and on the reconstructed lands of large cities.

At that time apartment class hotels became popular, as well as the so-called “condotels”, the construction of which developed in connection with the emergence of such a new form of property ownership as “condominium”. Nowadays we deal with such a definition of the condotel: “Condotel is a condominium project which works as a hotel with a registering desk, housekeeping service, and so on. Condotels are designed as condominium schemes, with unique owners for the units. The dissimilarity is that the section owners can make arrangements for short-term rentals of their respective units to guests” [2].

In the early 90s, the development of the hotel industry both inside the country and abroad slowed down noticeably. The reasons for this phenomenon lie in a serious economic downturn, which affected not only the United States, but practically all the developed countries of the world. Currently, theorists of the hotel business are doing serious work aimed at finding effective ways out of the economic downturn. And

today we can trace active and popular management and marketing services to a lot of hotels and resorts in the USA according to different mass media sources [4; 6].

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CULTURAL AND EDUCATIONAL TOURISM IN GREAT BRITAIN: HISTORICAL BACKGROUND

Tourism as a form of leisure is especially sensitive to the goals set by the consumer. The incentives of the previous centuries have been preserved. Such types of tourism as educational, medical and cognitive are based on them. Nowadays mountain climbing, skiing, ice skating, bicycles and cars, travelling with environmental and recreational purposes are added to them. At the same time, the socio-cultural motivation of travelling in modern era turned out to be dominant.

England of the 18th and 19th centuries was the country that most encouraged travelling. Its insular position, its status as a major maritime power, vast overseas possessions and world interests themselves contributed to the expansion of the English gentleman's horizons through travelling. The paradox of the English national character lies in the combination of the conviction of the superiority of their country