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THE HOSPITALITY INDUSTRY DEVELOPMENT USING CULTURAL APPROACH

Over the last years, the domestic tourism is rapidly gathering momentum and the hospitality industry is attuned to these needs. One of its integral parts is the restaurant industry influencing the country's social and economic growth. Kherson region is attracting the attention of connoisseurs of antiquity with its rich historical past; tourists can focus their attention on original world-known recreational facilities and the Black and Azov Sea resorts. So it is especially important to provide a high-level recreation.

Today's world deals with the instability in all spheres of our life. Global changes and downturns all over the world remind us about the necessity of urgent modifications, especially in our minds. In the context of the evolution of the modern civilization, it is necessary to develop and realize a human's creative potential that is caused by such trends as the escalation of conflicts in society and nature relationships, the information revolution, and transition to postindustrial

society, globalization, etc. Along with certain progressive consequences and advantages for the humanity, civilizing processes brings new unsafe transformations, requires creative searches, efficient social technologies to cope with their negative effects. But the processes occurring in the modern world are connected with the search of the further spiritual development of the society. They require new looks at all sphere of life drawing on the people's spiritual and intellectual potential and provide the development of each person's creative abilities.

In more than 40 countries of the world, tourism is the main source of revenues for the state budget. Traditionally Ukraine has a great potential in this sphere as well as in many others but it has inefficient and conflicting regulation at all levels. Ukraine has all the conditions for this: the geographical location, the availability of huge amount of cultural and natural resorts, relatively small but developed tourist infrastructure with 4500 accommodations, six natural resorts which have unique healthcare facilities - Khmilnyk, Myrhorod, Berdiansk, Skadovsk, etc., seven cultural and architectural sites included on the UNESCO world heritage list. That's why having such natural and cultural facilities, tourism should have more attention while forming and realizing the state policy in this filed.

The developed restaurant business is a profitable economic sector of the country. It not only serves the customers but represents the country on the international market. Dining outlets in the therapeutic facility areas serve various groups of tourists for both natives and foreigners, package and independent tours. While serving the tourists, a restaurant business plays an important role and acquires some specific features to consider such a business as a part of the tourism industry.

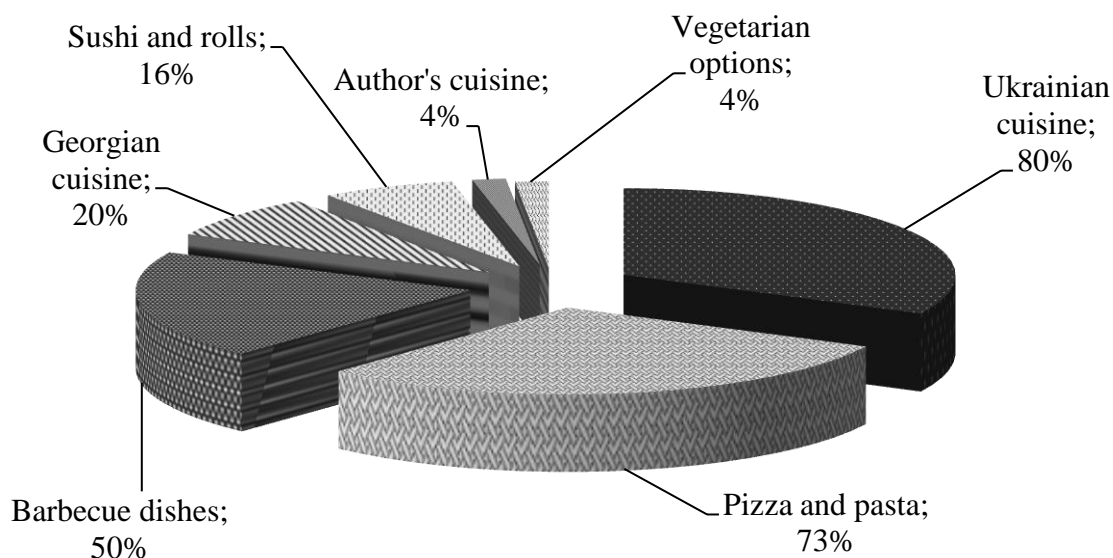
No doubt that a restaurant business is to be adaptable to rapid modern trend satisfying needs of not only native but foreign tourists too. Tourist traffic is also important as well as factors influencing them. No less important is to follow food preferences of the increasing tourist traffic of the foreign guests. First of all, such

an approach should be used in the hotel restaurant as well as in those located in in the therapeutic facility areas.

Many native and foreign scientists emphasize different aspects of the hotel business development: N.O. Piatnytska, O.D. Timchenko, O.P. Tkachenko, M.V. Chorna, N.H. Mitsenko, S.M. Bezrodna, S.M. Shamara, O.P. Butenko, T.V. Shtal, E. Gheribi, E. Kwiatkowska, G. Levytska [1-24]. Mentioned above authors research different segments of the restaurant business, determine upcoming trends and negative and positive factors influencing the restaurant business. Thought this service sector is of great importance and has an important role in the economy, many experts think restaurant business to be on the nascent stage. So there is a problem in searching a developing path and efficiency improvement of the restaurant businesses. In spite of some remarkable works in this field, there are some aspects such as hospitality industry modern state, its demand for services and progress trends are a topic for further scientific investigation.

As to the statistics, Ukrainian restaurateurs focus on national and Italian cuisine as well as barbecue dishes. As analysts report among 14 thousand of the restaurants almost 80% offers Ukrainian national dishes, about 73% has Italian cuisine on the menu and 45-50% serves barbecue and grill [3].

Around 20% offers Georgian cuisine that is popular in Ukraine. Japanese cuisine covers 16% of the restaurants. 4% of all the restaurants have author's cuisine and the same amount is for such exotic cuisines as Cuban, Chinese, Asian, American and vegetarian facilities. Some menu options such as pasta, pizza, steaks, grill dishes, Greek salad and cheesecake can be found in any restaurant. The crisis pushes restaurants to be multipurpose. Mentioned above menu options are the most popular ones in the majority of the restaurants: they do not require expensive or rare ingredients. But this format is fraying around the edges (pic.1).



Pic.1. Customer preferences for dishes in restaurant business [3].

Nowadays there are changes in consuming in the restaurant services. The new trend is the promotion of national cuisine: Ukrainian cuisine from Ukrainian food. There are also some groups representing the cuisines of different Ukrainian regions. For some period of time, there were a lot of national restaurants but some heavy, not authentic dishes were served there. Today there are restaurants where it is possible to taste really amazing dishes from different regions of our country: restaurants of Podolia cuisine, Carpathian cuisine, Bessarabian cuisine. The restaurants emphasize national dishes – Bessarabian cuisine and wines. They work only with local food and cook dishes using authentic recipes.

Kherson region is a unique area for tourism, rest and recreation. It is one among all regions of Ukraine which is washed by two seas – the Black Sea and the Azov Sea. The coastline is about 200 kilometers and it has wonderful sandy beaches, developed recreational infrastructure in 11 resorts. Specifically, here you can find:

- ecologically friendly and unforgettable recreational site Dnieper Delta – one of the biggest plavni (reed marches) area in Europe;

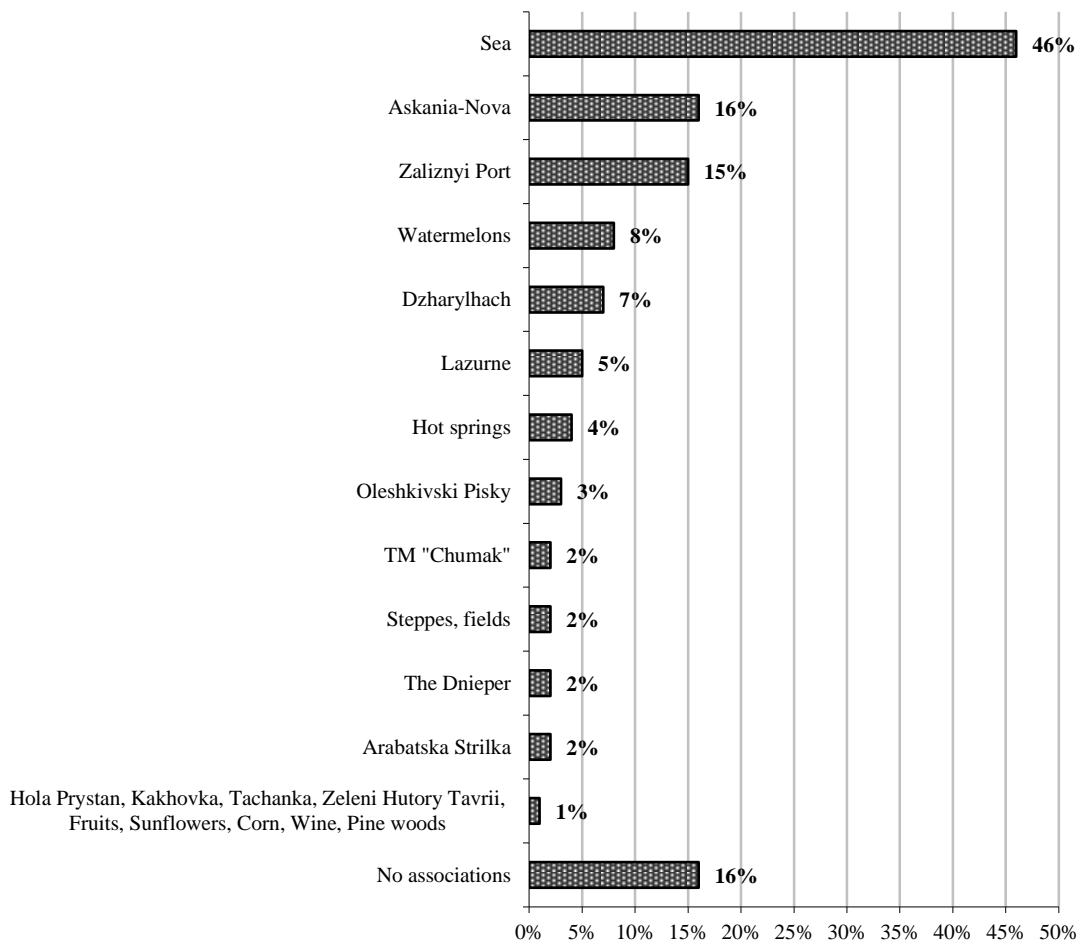
- the biggest fresh water-storage basins in Kakhovka;
- the longest sandspits in the world – Arabatska Strilka;
- the biggest desert island in Europe – Dzharylhach;
- the only natural desert in Ukraine, one of the biggest sands in Europe – Oleshkivski Pisky;
- the biggest artificial forest in the world – 100 thousand hectares;
- more than 70 explored balneological resorts with high potential (mineral and thermal water, therapeutic mud, salt lakes, etc.) [25-30].

Kherson region is an ecologically clean area with nature reserves: about 80 sites of national, international and local significance. Among them, there are 2 world-known biosphere reserves – Chornomorskyi (the Black Sea) and “Askania-Nova” which are submitted to UNESCO. The genuine tourist attractions are four national natural parks: “Azov-Sivash”, “Oleshkivski Pisky”, “Dzarylhach”, and “Lower Dnieper National Nature Park”. Besides natural resources, Kherson region is full of more than five thousand historical and cultural heritage (legendary Kam'yanska and Oleshkivska Sich, Scythian burial mounds, ancient settlements, Turkish fortification ruins, Cossack crosses, numerous churches and cathedrals). There are nautical, green tourism, enotourism (wine tourism), ecotourism, cultural heritage tourism in the region [26, 30].

Kherson region is no less famous in the agricultural sphere. Thus, there is a recondite fact that the first oyster farm in Ukraine is located in Kherson region. According to historical data in the XIX century, Ukraine was a famous large exporter of oysters, well-known all over the world. This gourmet item was grown in our area and it was pretty successful. Nowadays Skifian Oysters Company [9] grows oysters on the Black Sea coast in an ecologically clean place of Kherson region, near Chornomorskyi (the Black Sea) biosphere resort submitted to UNESCO. The company cooperates with the National Academy of Sciences of Ukraine which is conducting scientific research there. These oysters are known to have soft meat with delicate marine aroma and sweet nutty aftertaste. According to the company data, they are able to supply 99% of oysters for Ukrainian market.

Ukrainian oysters are not worse than foreign ones and the advantage is that Kherson product can be delivered to any place in Ukraine within 5-7 hours. It is widely used by Kherson and regional restaurants which cooperate with the company.

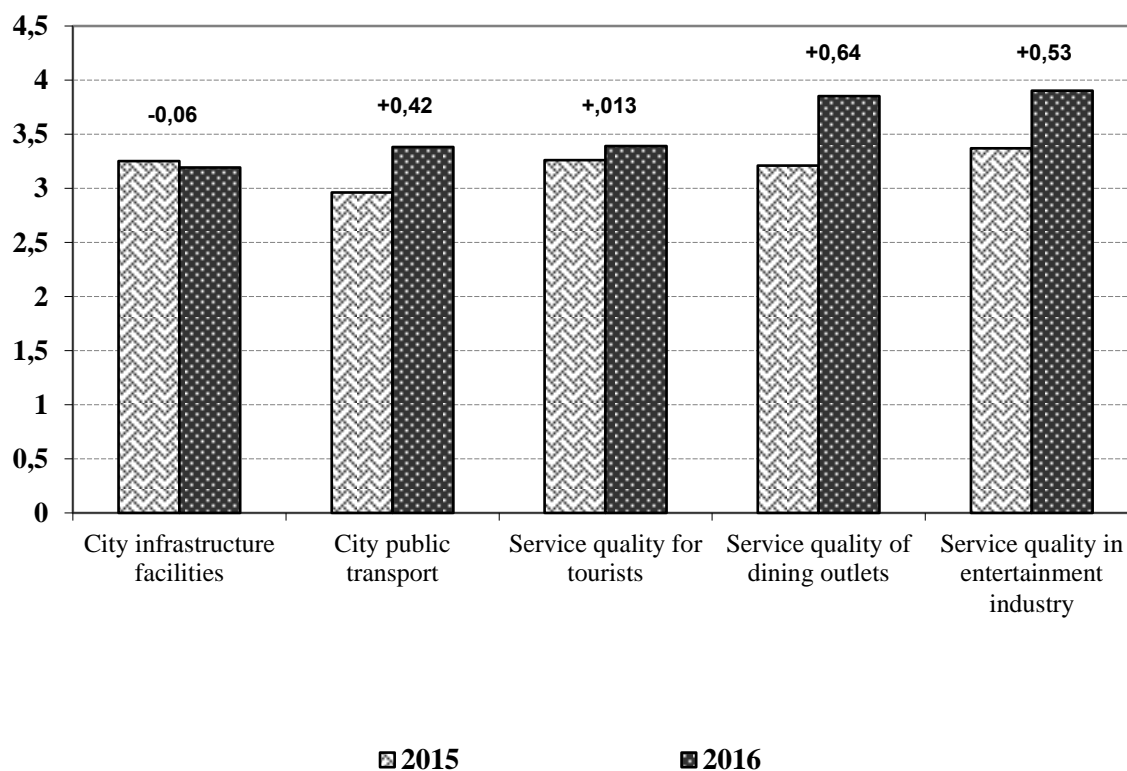
As poles reports, the majority of respondents associate Kherson region with sea-side recreation. That's why all associations about Kherson region were conditionally divided into three groups. The first group contains everything concerning sea-side recreation: beaches, resorts, recreation facilities. The second one is agrarian: watermelons, wine, grapes, fruits, etc. The third group – the way to the sea: Antonivka bridge, transit stations, window views = fields, steppes, wheat, sunflowers, etc. (pic.2).



Pic. 2. Tourist associations with Kherson region

The growth of tourist traffic formed the restaurant business standards which are adopted by tourists and it is impossible to provide high-quality services

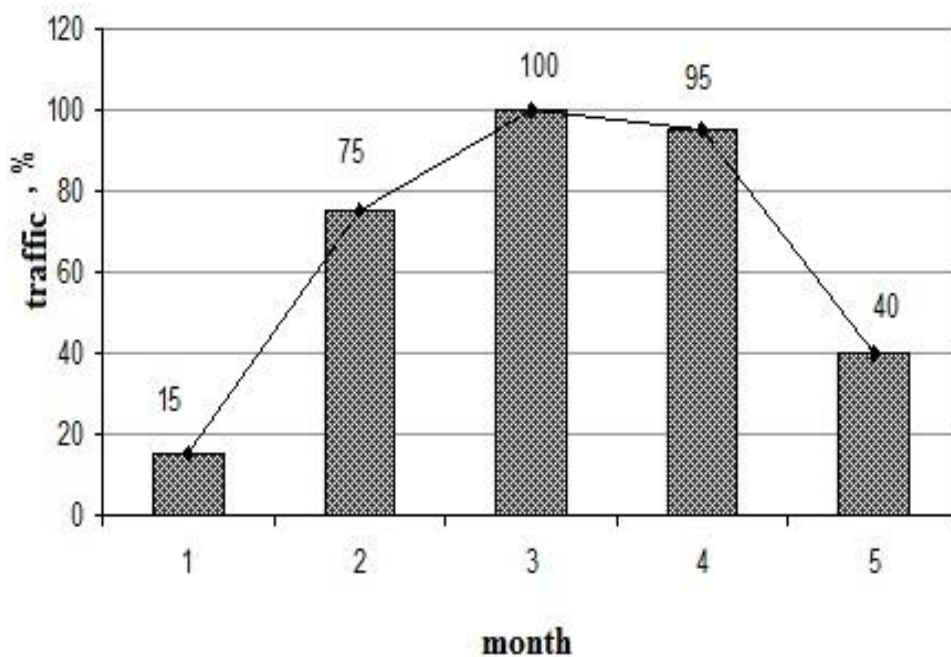
without them. If ranking the restaurants at the one end of the scale there are pragmatic establishments and on the other end, there are those who promise to satisfy. Providing services you need to be regulated by many legal acts including the Constitution of Ukraine (article 42), the Civil Code of Ukraine (articles 901-907), Law of Ukraine “On Consumer Rights Protection” (Articles 10, 12, 13, 17, 20) and decrees of the Cabinet of Ministers of Ukraine (No.313 of May 16, 1994, No. 1248 of December 21, 200, No. 903 of November 10, 1995, No. 684 of September 01, 2003, No. 720 of September 09, 2005, etc.). Legal, organizational, social and economic basis for providing services by health-resort facilities in Ukraine is Law of Ukraine “On Resorts” of October 05, 2000 (amended and revised). According to this law, “health-resort facilities are healthcare establishments located in resorts and provide curative, preventive and rehabilitation services to citizens using natural curative resources” [25, 27, 29]. It is very important to show the evaluation of Kherson region made by tourists. The respondents evaluated changes in providing services in 2015 and 2016 (pic.3.).



Pic. 3. Service quality evaluation in Kherson region in 2015-2016

The evaluation of Kherson region by guests became better in all rates except city infrastructure facilities (Pic. 3. An average rate in five-point grading scale where 5 – max positive grade, 1 – max negative one).

In the south of the country, the important factor for restaurant business is seasonal fluctuation as the duration of the swimming season is 3-3.5 months on average. The holiday season opens on May 20 and finishes at the end of September. By polling and monitoring, it is determined that the number of available bed spaces (urban-type settlements Zaliznyi Port and Lazurne, the city of Skadovsk) are flexible; the traffic at private accommodations, hotels, and other facilities is changeable (pic. 4). Thus, the demand for goods and services is fluctuating.



Pic. 4. The dynamics of hotel and restaurant business traffic in Kherson region's resorts (1 – May, 2 – June, 3 – July, 4 – August, 5 - September)

The maximum growth is in the middle of July and August. It is connected with such factors: school holidays, vacations, favorable weather conditions. There were conducted some researches among tourists of different age, sex, etc. to define the demand for goods and services of restaurants businesses (urban-type

settlements Zaliznyi Port and Lazurne, the city of Skadovsk). Four hundred respondents took part in the questionnaire survey (max traffic period). The age of the respondents from 18 to 65 years old (up to 18 years old – 24.34%; 18-22 years old – 20.67%; 23-29 years old – 31.24%; 30-40 years old – 12.1% and 41 and older – 10.44%). About 2% didn't reply to the question. Among the respondents, there were people of different professions and with various financial securities. More than a half of the respondents (68.95%) are in the older age group represented by females from 23 years old.

Food services in the resorts can be divided- into three groups:

- 1) full board – 3-4 meals a day (breakfast, lunch, dinner, dinner);
- 2) half-board – 1-2 meals a day (breakfast, dinner);
- 3) individual – kitchen, kitchenette or other facilities for cooking by yourself.

Among the respondents about 35% had a rest in the facilities of hotel and catering business where they were able to have a meal in the canteens, cafes (full or half-board), the rest had accommodations in private houses (65%) and had to look for eating facilities by themselves.

It is found out that among those who live in the private accommodations, the majority of the respondents (79%) use the facilities of hotel and catering business (canteens, cafes, etc.), and others (21%) prefers homemade food and cooks by themselves. We determined the factors influencing a sales slowdown for goods and services of the hotel and catering business in resorts. Essential factors are the following: high prices, improper working hours, poor choice and quality, bad service.

The majority of respondents negatively evaluate the work of the majority the facilities of hotel and catering business but the most negative opinions are about pricing (42%), poor choice (33%), goods and services quality (25%), and improper working hours (3.5%).



Pic. 5. Customer service culture parameters

The customers evaluated service culture using the following parameters: wait time, cleanliness of premises, staff neatness, staff attitude towards customers, kitchen sanitation.

As you can see at the pic.5 the most negative opinion is about street food stalls selling fast food. The absence of sanitation, bad food technology, and poor food quality cause some negative effects in most cases (food poisoning, digestive disorders, etc.). The only advantage is a quick service. The average rate is 2.94.

The situation cannot be considered better with canteens and cafes. The average rate for canteens and cafes is 3.68 and 3.92 correspondently. Here the challenge is staff attitude toward customers and kitchen sanitation. The majority of customers do not satisfy with the crockery and cutlery cleanliness. They complained about food leftovers on the crockery and cutlery, dishwashing liquid spots on the cutlery, greasy dishware, coffee and tea stains on mugs, etc. These violations are pretty critical as they do not meet sanitation requirements for dining outlets.

Unskilled staff and seasonal job cause incompetence and poor service in dining outlets. That's why the management of these establishments should change an approach while recruiting: hire employees carefully and thoughtfully, do

training, cooperate with educational institutions which train future specialists in the customer service sphere.

Taking into account all mentioned above we can point out such critical issues for dining outlets in resorts (table 1).

Table 1

Critical issues for dining outlets and their solution

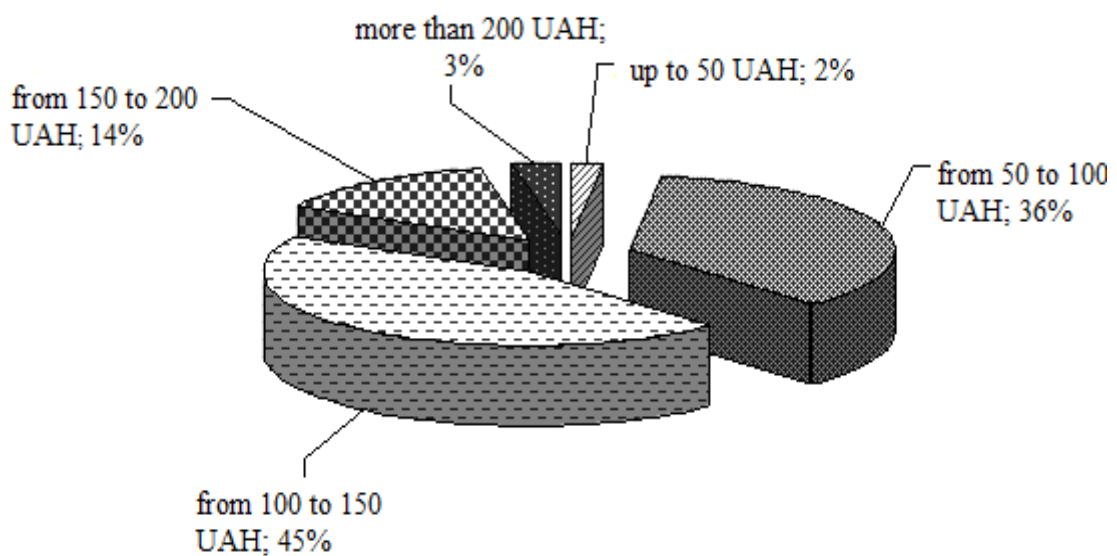
Critical issue	Solution
Low restaurant traffic	Mature work schedule : 1) advertising; 2) location; 3) pricing; 4) cuisine; 5) service; 6) interior design.
Poor quality	Restaurant performance diagnostic, standardization of goods and services.
Old restaurant concept	Find out a new concept and approaches, use of innovative technologies
Unskilled staff without knowledge of foreign languages	Training, study programmes, internships for students of educational institutions preparing specialist in the customer service sphere.
Labour turnover	Depends on a human factor; creation of favorable conditions, employees' motivation

The question of dish choice and its quality is also pretty important. According to the pole, about 33% of the respondents does not satisfied with poor dish choice:

- starters (about 10% of all dishes) are represented by 2-3 kinds of salads from seasonal vegetables;
- first courses (about 10%) are limited with borshch, solianka, and a vegetable soup;
- main courses (about 60%) are mainly plov, pelmeni, varenyky, pizza, etc. (easy and fast dishes);
- sweets (about 5%);
- hot (coffee, tea) and cold drinks are mainly not home-made (juices, sodas, etc.);
- confectionery is represented by non-homemade products.

The choice for starters, first and main courses are natural for establishments with complete production cycle which offer some adequate nutrition. But there are few such dining outlets. Mainly they are health and recreational resorts canteens, hotel restaurants and cafes. These dining outlets serve limited groups of customers, only those who accommodate there. The majority of dining outlets is pre-prepared meals facilities and does not have an opportunity for some adequate nutrition. The possible solution may be a factory-kitchen or public canteens and fast food restaurants [8].

Our research shows that 74% of the respondents wants to get one of the meals: 17.2% needs breakfast, 64.3% – lunch and 3.5% – dinner. About 15% has no opinion; 16.2% of the respondents wants to get 2 meals a day: breakfast and lunch or lunch and dinner. We also conducted a questionnaire survey as to the prices for the meal (pic.6).



Pic. 6. Meals price per day in 2016

While polling we offered to tell the price which our respondents are ready to pay for the set menu. As we can see at pic.3, about 2% thinks that a proper price is up to 50 UAH, 3% - more than 200 UAH and the majority of the respondents thinks the best price is from 100 to 150 UAH (45%) and from 150 to

200 UAH (36%). This price is considered to be the best and meets the quality of the given services.

Analyzing this data we can confirm that the best price for breakfasts is from 20 to 45 UAH, lunches – 45-70 UAH, dinner – up to 70 UAH.

Researching the prices in available dining outlets we found out that the price for the set menu is from 120 to 150 UAH. But the disadvantage is there are not enough dining outlets which provide set menus to satisfy all needs.

All mentioned above tells us about main problems of the fluctuation of consumer's demand for goods and services of dining outlets in resorts. Certain groups of customers do not satisfied with the quality level and the choice of services offered such as poor choice (33%) and food palatability (25%), poor services (25%), lack of set menus (74%), etc.

Summarizing all the results, we can say that the chaotic work of dining outlets causes low demand level. The task of each enterprise is to get maximum profit. That's why it is strategically important to mind these critical needs. They are opportunities for enterprises to produce and sell more, hence to increase their market share. At the same time needs that are not satisfied can be a threat to operating enterprises. Market research for analyzing the demand for goods and services allow defining the general strategy for development and functional strategy of the enterprise and making a necessary corrective effect in the strategy.

These days resort restaurants need to pay attention to local producers who can be competitive due to the lower prices as they are located closer to the end users. The use of local trends in brand names and advertising, price policy, influence on local retailers – all these are strategies which help a local producer to work successfully in the regional market and even replace international brands. Restaurateurs and local producers can benefit due to the minimization of middle men's amount offering goods and services directly to the customer.

Tourists visiting Kherson region spend more and more money for buying local farm food and culinary (food) tourism are on trend. Products sold in the fests and produced by local businesses are getting more and more popular.

The social and cultural impact of tourism on the society is hard to underestimate. The positive impact of tourism is obvious for low living standards of the local population and high level of unemployment especially among the youth; low rates of construction of housing, social infrastructure facilities; poor conditions of water supply, electric power, heating systems; the lack of skilled employees, etc. Next positive impact of tourism is the governmental programmes for basic, adult and further education. This problem concerns academic programmes as well. But the most critical issue is adult education. It concerns those who are going to work in the hospitality industry as well as experts of governmental structures and local authorities whose sphere of expertise is to plan and to improve national tourism. So it is necessary to shape tourism policy of Ukraine reflecting organizational, economic, institutional, social and psychological mechanisms to increase tourist traffic in our country. All national tourism policy is to be shaped beginning with the local authority level, with regional development strategy.

Tourism experts forecast the following trends in 2017-2018:

- Tourists and visitors are buying local food as souvenirs, gourmet food;
- Within some years local food fests are getting more and more popular uniting regional producers;
- Culinary (food) tourism is becoming more and more high-demanded. There will be new tours including farms, production, restaurants, and resorts in one tour itinerary where you are able to learn production process, products, taste new food and to relax at the same time;
- The number of small farms and local producers are growing that have a positive impact on the regional economy;
- Food quality is increasing and as the result, food attractiveness will have some upward trends;
- Sales are growing so local producers are able to develop and improve their businesses.

As the usefulness factor is becoming lower, the satisfaction factor is growing higher; hence to satisfy tourists' needs it is necessary to have a full range of dining outlets either in the city or in the region. The new approach will be beneficial to manage restaurant businesses efficiently. It is based on the new strategic paradigm – restaurant management during the globalization process when tourist traffic becomes routine. They transform the society and consumers of restaurant services in non-homogeneous and dynamic social system where each segment has its own culinary preferences and cultural food traditions but at the same time, the tourism sphere obeys business standards.

Each year new forms and types of dining outlets are appearing in Ukraine: from fast food to haute cuisine restaurants. That's why it is necessary to pay attention to the development of the restaurant business, its paces, and growth, consumer's demand in the context of its preferences.

Restaurant business trends are, no doubt, trends for the development of specific cuisines. The benefits in cuisine type are not sufficient, especially in Ukrainian regions. The peculiar feature is in the preference of a specific product but not the specific cuisine; for example, one meat preferences, very often of one kind (pork, chicken) or fish and seafood preferences cooking in one cuisine style. In Ukraine, each cuisine has mainly its own lovers but in general, a customer chooses a favorite food, not a favorite cuisine. More and more restaurants focus on organic products, not on recipes. Thus, we can make a conclusion that the author's cuisine is getting popular that allows redesigning all the world cuisines and creating its own meals to attract customer's attention. The same trend is observed in the bar business where one-format bars can be prevailing: coffee shops, pubs, cocktail or wine bars.

Analyzing all the result of our research it is possible to conclude that nowadays consumer service sphere of resorts in Kherson regions is represented by a wide range of establishments specializing in various services. Dining outlets serve different groups of tourists and that's why it is necessary to use individual and specific methods and techniques of services. But there are also obvious

disadvantages being corrected and changed. In spite of this fact the market for health resorts services is potentially attractive therefore it is necessary to provide a number of approaches to improve it and to maximize its benefits.

To improve customer service sphere in Kherson region it is necessary to stimulate the best companies in HoReCa (hotel, restaurant, and catering) sphere, to promote awards for local brands, to make top lists with the best representatives of the branch, etc. The feedback with tourists, regular monitoring of opinions and reviews allow keeping the eye on the advantages and disadvantages of the market to be able to increase tourist traffic and tourist's average purchase amount as well as tourist's duration of stay.

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