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ANALYSIS OF THE HOSPITALITY INDUSTRY IN WESTERN UKRAINE DURING THE WAR

The actual problems of survival of the hotel and restaurant business in the context of the COVID-19 crisis and war, the conditions of functioning and business development in emergency conditions are considered.

The full-scale war, which began on February 24, 2022, did not bypass any sphere of the economy, including the activities of restaurant structures. Now the entire national economy, entrepreneurship of Ukraine has been restructured for the defense of the country, to provide the army and navy with weapons, ammunition, food, medicines. More than 1 thousand industrial enterprises have been transported from the eastern to the western part of Ukraine (all of them have been located at the new sites in the shortest possible time and produce defense products necessary for the front); more than 3 thousand hospitals have been created for the treatment of the wounded. All evacuated home front workers (and their families) need food – sufficient, at least, to maintain physical strength.

Currently, 75% are engaged in entrepreneurial activity, 23% have lost their business, but intend to resume their activities. Of those who plan to do so, the majority (62%) are making plans for the post-war period, but 32% are waiting for the right opportunity and are ready to start business activities even before the end of the war. Among entrepreneurs who have a business now, only 14% work in the same mode as before the war. 31% declare partial activity, and 45% either almost do not work or have suspended their activities in anticipation

of better times. 38% of entrepreneurs say that their business does not need sectoral transformation. This percentage is significantly higher than in the previous wave. Sectoral transformation remains relevant for 52% of enterprise [1].

Most often, sectoral transformation is experienced by enterprises engaged in retail trade in non-food products (17%).

The most popular areas of business activity since the war are retail trade in non-food products, wholesale trade and IT activities, and professional services. Future entrepreneurs most often plan to start activities in the field of retail trade in non-food products (17%), education (14%), hotel and restaurant business (13%), art, sports, entertainment and recreation (12%) [1].

In wartime, the public catering system is obliged to organize a systematic supply of the population and thereby contribute to strengthening the home front. It is necessary to create conditions for the predominant supply of workers of the military industry and leading sectors of the national economy, to attract additional internal resources to the turnover, to ensure the development of subsidiary farms to solve the most important tasks of supporting the rear [4].

To solve these problems, it is necessary not only to rebuild the entire existing public catering system, but also to modernize and adapt it so that it is able to solve the most difficult tasks related to the organization of public services in wartime and rationing of food [2].

Given the peculiarities of wartime, it is necessary to create several catering networks. It is important to remember that from the first weeks of the war a number of regions switched to rationed food supply. All this is quite understandable, but it creates serious difficulties in providing catering enterprises with the necessary stock of products.

First of all, the number of service personnel has decreased (men were drafted into the army), the assortment has decreased (acute shortage of products, equipment, the rate is not on the variety of dishes, but on the volume of products).

Of course, most of the restaurants and cafes had to be closed, at least due to the factor of regulatory provision of the population with food and a decrease in visitors [3].

At the same time, restaurants continue to operate in large cities. The largest number of restaurant businesses continues to develop in Lviv,

Ivano-Frankivsk, and Carpathian regions, as a large number of IDPs have moved there and continue to live their usual lives. Among the regions that are part of this region, Ivano-Frankivsk region is the most promising. Comparing all regions, the most positive dynamics of retail turnover in recent months is in Kyiv and Lviv regions, and the lowest – in Mykolaiv, Sumy and Kharkiv regions. This situation is associated with the development of tourism, recreation and the location of a certain number of educational institutions, which significantly affect the number of consumers and the variety of types of restaurant business [5].

In the west of Ukraine the situation is more optimistic, the cost of the average check of the network «KUMPEL» in Lviv in August was equal to the last year's figure.

The situation in the coffee business also looks much better than in March-April. During the war almost all coffee shops survived and continue to work. As of early August, Lviv coffee shops have reached the pre-war level of sales and even exceeded it. Coffee roasters also continue to work, and Ukrainian roasted coffee is actively ordered for export – to Turkey, Sweden and other countries. However, the price of coffee has increased significantly due to logistics and this year's crop failure.

Restaurants whose profile is seafood and sushi have been particularly hard hit – the cost of importing products has increased dramatically. Therefore, one of the main trends will be the reduction of foreign ingredients and re-profiling to more familiar cuisine. People now do not need such a high level of service in institutions as it was before the full-scale war.

Catering establishments need to reduce the rental rate as much as possible, minimize all unnecessary expenses and focus on delivery. Despite the successful summer season in western Ukraine, winter may be difficult for the hotel business, as prices will rise sharply, so hotels should rely on rehabilitation services.

Thus, during the war in Ukraine it is necessary to develop the segment of the restaurant industry, because it is one of the most effective ways to increase the country's GDP, reduce unemployment and improve the place in the world ranking of restaurant services.

Keywords: hotel, restaurant, COVID-19 pandemic, war.

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