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**ETHNO HOTELS AS A TREND IN UKRAINIAN HOSPITALITY
ЕТНО-ГОТЕЛІ ЯК ТРЕНД У СФЕРІ УКРАЇНСЬКОЇ ГОСТИННОСТІ****Slashcheva A.V. / Слащева А.В.***s.t.s., as.prof. / к.т.н., доц.*

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Abstract. *The article explores the content of the concept of "ethno-hotel" as a new trend of the Ukrainian hospitality industry. The essence of ethno-tourism is revealed, the analysis of the current state of ethno-tourism in Ukraine, the typical ethno-regions of Ukraine are determined and new perspectives of its development in the context of the development of ethnic tourism are proposed. It is determined that the scientific literature lacks a clear understanding of the criteria and requirements for the design and operation of ethnic hotels. The criteria and requirements for the design of ethno-hotels that can be used in the practical activity of the establishments of the hotel and restaurant industry are developed.*

Key words: *ethno-tourism, ethno-hotels, state ethno-cultural policy, market of Ukrainian ethno-tourism, requirements for ethno-bodies.*

Ukraine has all the necessary potential components for the development of the modern tourism industry, namely: unique geographical, natural-climatic, historical-cultural and national-ethnographic resources. The total area suitable for tourism and recreation of natural landscapes is 9.4 million hectares, which have not yet been fully exploited. There are more than 125,000 monuments of archeology, architecture, town planning, history and art in the territory of our country [1].

The biggest development in Ukraine at present, tourism receives in the Black Sea coast, in the Carpathians, in Kiyv [2]. However, there are regions where there are great potentials for domestic and inbound tourism, but they are not open and therefore not appreciated. This potential has the realm of the Donetsk region with a real pearl – the Azov coast, where you can develop tourism with family vacations and wellness, radial tourist excursions, sea cruises and walks, organize as romantic, wedding, photo- and gastrotours, and to develop ethno-tourism [3].

Ethnic tourism has emerged as a tool used in many countries to support the economic and cultural development of regions and to help preserve cultural heritage. It is an interesting kind of tourism that offers to travel your country, combining holidays with knowledge of its people, its culture and traditions. He has recently appeared in Ukraine, but now he promises to become a popular and favorite destination not only for Ukrainians, but also for foreigners who want to study the national traditions of the Ukrainian people and national minorities [4]. Extremely important and always timely is the development of cultural and educational tourism, which is widely popular in the world, covering all aspects of travel and excursions. An important component of cultural and cognitive tourism is ethnographic, which attracts the traveler with originality, uniqueness, and often exotic. Therefore, the



preservation, development and enrichment of ethno-resources is an important prerequisite for the development of ethnographic tourism as a promising branch of the country's economy, by optimizing the processes of territorial development, job creation and cultural heritage preservation factor [5].

In conditions of currency fluctuations and a decrease in the purchasing power of the population in Ukraine, an excellent opportunity appears to promote domestic tourism. Ethno-tours are gaining popularity today. Demand for them has been gradually growing over the past few years. According to experts, an upsurge in interest in the near future may be caused by offers of tours to places of compact residence of national minorities of Ukraine with a strong national component. National cuisine, costumes and pronounced flavor - it is always interesting and at some point becomes a top trend. But if there are ethnic tours, then there must be a placement corresponding to them – ethno-hotels.

Ethno-hotels are hotels oriented towards a certain culture, religion, unity of origin, customs and way of life of a people, tribe [6]. Sometimes you can find ethno-hotels occupying ancient buildings with a long history, but equipped with all amenities for the modern tourist. However, most often ethno-hotels are located in green areas, less often – within the city.

The market for ethno-hotels in Ukraine is underdeveloped. Today, there are only four hotels known to offer their services as an institution for ethno-tourism.

1. Ethno-wellness hotel "Ungvarsky" (Uzhhorod, Transcarpathian region) – it is both a hotel and a multi-lounge restaurant, and a wellness and wellness center with mineral water wells with an optimal balance of carbon dioxide, silicon and iron. The hotel offers comfortable rooms, a conference room, delicious Hutsul cuisine, gyms, a bath complex with Carpathian tubs and a wide range of spa services. Visitors have the opportunity to taste the best Transcarpathian wines in the tasting room, taste national dishes in the restaurant and enjoy a delicious break on the fireplace terrace.

«Ungvarska restoraniya» – the first and most famous ethno-restaurant in Uzhgorod. Most unique dishes at the restaurant are prepared according to ancient recipes of ethnic Transcarpathian cuisine (which includes Slovak, Hungarian, Romanian and Czech culinary traditions). In the tasting room you can taste Transcarpathian collection wines, honey, cheeses and liqueurs.

2. The ethnographic complex "Ukrainian Village" (Buzova village, Kyiv region) contains: a hotel offering family rooms of "ethno-huts" in ancient Ukrainian rural style, standard rooms and apartments; a lounge area in the woods and a mini zoo; a hut "Come" with the Ukrainian menu and "Tropical Cafe" with its own mini-greenhouse; ethno-museum, church, training center for training; a workshop for needlework workshops (angelics of cloth, felting from wool, watercolor, wooden toy, motanka doll, easter painting, maple painting, petrik painting), pottery, candlestick, woodcarving; bakery, as well as a gift shop.

3. Hotel "History" (Ivano-Frankivsk region, Polyanytsya village, Podyna tract) is a 4-storey conceptual design hotel dedicated to the history of Ukraine at different stages. It is a dark gray building that is illuminated by lanterns in the evening and at night, and therefore looks like a fairytale lodge. All rooms have names of one or another period in Ukrainian history and are respectively decorated: Cave, Trypillya,



Scythia, Kievan Rus, Serfdom, Prince, Cossacks, UPA and Classic. This is probably one of the most interesting hotels in Ukraine.

4. Holiday complex "Uslad" (Chernivtsi region, Sokiryansky district, Lomachintsi village) is an ethnocomplex located on the picturesque bank of the Dniester. A new unusual service offered to guests is lodging on the waterfront homes. Numbers literally float on the waves of the river. Comfortable two-storey houses (separate from each other) are equipped with all the necessary amenities. On the first floor there is a living area, on the second floor there is a spacious recreation area with deck chairs and a place for fishing or jumping into the water. Near the house is an opportunity to moor your boat or scooter. Panoramic windows allow you to view the views of the Dniester Canyon and Podilsky Tovtry National Nature Park, one of the seven natural wonders of Ukraine.

Etna Hotel 3 * (Lviv) and Etno Khostel Lviv position themselves as ethno-hotels, however, these establishments do not have any Ukrainian authenticity and do not offer the corresponding services.

There is no general term for the definition of ethno-hotels and, accordingly, each hotel can, at will, choose an arbitrary style for a particular ethnos. Therefore, defining clear requirements for ethno-hotels is a necessary task for scientists and hospitality workers.

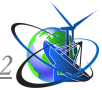
The careful analysis of the normative and scientific-technical literature allowed us to generalize the available data and to offer basic and additional requirements for ethno-hotels:

1. The hotel should have a distinct authenticity and symbolism.
2. The name and interior design of the hotel are in accordance with the ethnic principles of one people.
3. Special menu in accordance with the gastronomic traditions of the ethnic group.
4. Personnel uniforms in accordance with the ethnic principles of one people.
5. Ethnic entertainment for guests.
6. The possibility of booking rooms by telephone in at least three languages
7. Website with the possibility of booking rooms in different languages.
8. Presence of natural reservoir.
9. The presence of a park area or forest.
10. Availability of playgrounds for ethno-festivals or master classes, performances by ethnic groups

Conclusion and conclusions.

The concept of "ethno-hotel" as a new trend of the Ukrainian hospitality industry was explored. The essence of ethno-tourism is revealed, the analysis of the current state of ethno-tourism in Ukraine, the typical ethno-regions of Ukraine are determined and new perspectives of its development in the context of the development of ethnic tourism are proposed.

The criteria and requirements for the design of ethno-hotels have been developed and can be used in the practical activity of the hotel and restaurant facilities.



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Анотація. У статті досліджено зміст поняття «етно-готелю» як нового тренду української індустрії гостинності. Розкрито сутність етно-туризму, проведено аналіз сучасного стану етно-туризму в Україні, визначено типові етно-регіони України та запропоновано нові перспективи його розвитку в контексті розвитку етнічного туризму. Визначено, що у науковій літературі відсутнє чітке розуміння критеріїв та вимог до проектування та роботи етно-готелів. Розроблено критерії та вимоги до проектування етно-готелів, які можна використовувати у практичній діяльності закладів готельно-ресторанного господарства.

Ключові слова: етнотуризм, етноготелі, державна етнокультурна політика, ринок українського етнотуризму, вимоги до етноготелів.

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