

Название публикации:

Development of a system of quantitative and qualitative indicators for assessing the competitiveness of the hospitality industry

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Аннотация:

The purpose of this study is to develop a system of quantitative and qualitative indicators for assessing the competitiveness of the hospitality industry. Leading approaches to the study of this problem were the analysis of scientific and methodological literature on the topic, the generalization and classification of scientific research and the existing foreign and Russian experience in the field of competitiveness of hotel enterprises and services, quantitative and qualitative analysis methods, and comparative economic analysis. On the basis of the proposed system of quantitative and qualitative indicators of the competitiveness of hotel enterprises, promising areas of activity to improve the competitiveness of hotel companies in the Kaliningrad region have been identified, the purpose of which is to create conditions for the development and improvement of the competitiveness of the hotel business. The approach proposed by the authors of the article is novel and sums up the experience of structuring and studying various qualitative and quantitative approaches to the issues of increasing the competitiveness of the industry aimed at creating an effective infrastructure, a product designed to meet the needs of consumers in the hospitality industry.

Ключевые слова:

Competitiveness, Hospitality industry, Hotel complex, Qualitative indicators, Quantitative indicators