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TOURISM AND HOSPITALITY INDUSTRY IN THE CONTEXT OF GLOBAL ECONOMIC DEVELOPMENT

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Introduction. The most important tendency of modern development is the process of post-industrial transformation of the economy, which influences the tourist and hotel and restaurant industry is intended to compensate partly the relative monotony of labour activity, which is connected with its limited specialization and subordination to the social division of labour. But at the same time, the historical character of the social division of labour, which appears on the current level of the process of the society post-industrial transformation, is not fully taken into account.

Aim and tasks. The aim of the article is to analyze the features of the tourist and hotel and restaurant industry in the extensive historical context of the post-industrial transformation of modern society.

Results. The methodology of such analysis proceeds from the fact that this transformation process is accompanied by the transformation of the content of economic activity in the direction of reducing the heavy routine labour and expanding the scope of free interpersonal communication. In such conditions, there is a necessity for a more consistent marketing distinction between the hotel and restaurant facilities depending on the specific needs of different groups of potential clients. It should be fully taken into account that the traditional style, corresponding to the mass perception of both domestic holidaymakers and tourists, and domestic business class, may be less creative from the point of view of holidaymakers from developed countries, whose tastes and benefits have emerged in a post-industrial society. The main principles of the influence of the level of economic development on the style and design of hotels and restaurants have been revealed and that is characterized by tendencies of negation of artificial values in favour of the values of "naturalness", which symbolize the free interpersonal subject-subjective communication, which is considered to be immanent not to labour, but to creativity which is free from economic necessity.

Conclusions. Thus, the general conclusion is that these differences in styles reflect not only socio-cultural traditions, but also different levels of historical development of developed countries and post-Soviet society, which largely determines the significant cost of hotel and restaurant services in the postmodern era. Therefore, investments in the development of tourist and hotel and restaurant industry in Ukraine should take into account the requirements which are connected with the peculiarities of postmodernism in so far as they are oriented towards the world market of services. Developed countries entered the postmodern period on the way of postmodern and post-industrial transformation, but Ukraine has only come to the solution of the problem of real modernization, which is rather characterized by a state of premodern than postmodern, and such objective differences of the levels of historical development should be taken into account, including the organization of tourist and hotel and restaurant industry, which are focused on the international level, as they may appear in different styles, which are in preference for local and Western clients.

Keywords: tourism, hospitality industry, postmodern, sign cost, social differentiation, style.

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ТУРИЗМ ТА ІНДУСТРІЯ ГОСТИННОСТІ В КОНТЕКСТІ ГЛОБАЛЬНОГО ЕКОНОМІЧНОГО РОЗВИТКУ

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Вступ. Найважливішою тенденцією сучасного розвитку є процес постіндустріальної трансформації економіки, який впливає на туристичний і готельно-ресторанний бізнес, який покликаний частково компенсувати ту відносну одноманітність трудової діяльності, яка пов'язана з її вузькою спеціалізацією і підпорядкованістю суспільному поділу праці. Але при цьому не в повній мірі враховується історичний характер суспільного поділу праці, котрий починає проявлятися на сучасному рівні процесу постіндустріальної трансформації суспільства.

Мета та завдання. Метою статті є аналіз особливостей туристичного та готельно-ресторанного бізнесу в широкому історичному контексті постіндустріальної трансформації сучасного суспільства.

Результати. Методологія такого аналізу виходить з того, що даний трансформаційний процес супроводжується перетворенням змісту господарської діяльності в напрямку зменшення важкої рутинної праці та розширення сфери вільного міжособистісного спілкування. В таких умовах постає необхідність більш послідовного маркетингового розрізнення закладів готельно-ресторанного типу в залежності від специфіки потреб різних груп потенційних клієнтів. При цьому треба в повній мірі враховувати, що традиційний стиль, відповідний як масовому сприйняттю вітчизняних відпочивальників і туристів, так і вітчизняному бізнес-класу, може виявитися менш креативним з точки зору відпочивальників з розвинених країн, смаки і переваги яких сформувалися в умовах постіндустріального суспільства. Розкрито основні засади впливу рівня економічного розвитку на стиль та дизайн готелів і ресторанів, що характеризується тенденціями запереченням цінностей штучного на користь цінностей «природності», що символізують вільне міжособистісне суб'єкт-суб'єктне спілкування, яке вважається іманентним не праці, а творчості, звільненої від економічної необхідності.

Висновки. Таким чином, загальний висновок полягає у тому, що ці відмінності стилів відображають не тільки соціально-культурні традиції, але і різні рівні історичного розвитку розвинених країн і пострадянського суспільства, що багато в чому визначає знакову вартість готельно-ресторанних послуг в епоху постмодерну. Тому інвестиції в розвиток туристичного та готельно-ресторанного бізнесу в Україні повинні враховувати вимоги, пов'язані з особливостями постмодерну в тій мірі, в якій вони орієнтуються на світовий ринок послуг. Оскільки розвинені країни увійшли в епоху постмодерну по шляху постмодернізації та постіндустріальної трансформації, то Україна лише підійшла до вирішення проблеми реальної модернізації, що характеризується станом премодерну, і такі об'єктивні відмінності рівнів історичного розвитку важливо враховувати, в тому числі, і в організації туристичного та готельно-ресторанного бізнесу, орієнтованих на міжнародний рівень, через можливий їх прояв в різних стилях.

Ключові слова: туризм, готельно-ресторанний бізнес, постмодерн, знакова вартість, соціальне розрізнення, стиль.

Introduction. The most important tendency in modern development is the process of post-industrial transformation of economy. This main tendency of the evolution of a highly developed society is expressed in the relative reduction of employment in industrial area and its transformation to the service sector; in the growth of the economic role of consumption and leisure by relevance to the sphere of material production; in the development of the service and creative class; in the relative reduction of the share of the working class. These processes have reached not only western society, but also less developed countries. In recent years even China has passed the period of industrial modernization since the end of the XX century within the framework of reorientation to the domestic market which is on the way to consistent increase the share of services in the national economy. These transformation processes affect the tourist and hotel and restaurant industry in the most direct way, largely defining its features in the XXI century. Therefore, the scientific analysis of the features of the tourist and hotel and restaurant industry requires fundamentally new methodological approaches, which are adequate for the study of modern processes. According to these conditions, the methodological problems of considering the tourist and hotel and restaurant industry in the extensive historical context of global economic development become of particular relevance as an important scientific task.

Analysis of recent research and publications. Many of the scientific researches are devoted to economic problems of tourism and hotel and restaurant industry [1-4]. The main attention is paid to the practical issues of organization, planning, management of the tourist and hotel and restaurant industry, marketing, advertising, personnel management, financial relations and accounting in these specific areas of entrepreneurship [5, 6].

At the same time, it should be noted the insufficient development of methodological problems of scientific research of these economic spheres. First of all, attention is paid to the fact that the study of these issues does not rely on the definite methodology of analysis. Moreover, the issue of the

methodology of economic research in this business sphere, as a rule, is not in the view of scientific discussion. All these facts significantly reduce the theoretical level of research and become the reason of their methodological retardation among other areas of economic knowledge.

It must be said that this applies both to the domestic literature and to the most part of the foreign literature. A great contribution in the development of these studies abroad has been made by M. Argyrou [1], B. Bramwell, B. Lane [4], F. Maza [5] and many others. However, the well-known American researcher of tourism D. McCannell notes that due to simultaneous growth of tourism research, the focus was narrowed to such scheme: "the lack of tourism is a problem, tourism is a solution; the way to attract more tourists – to employ me as a consultant", so that the basics of tourism development which are related to economic and cultural changes in society [7: 12-15] are not fully revealed.

At the same time, in the study of D. McCannell [8], some indications can be found in that methodology, which can be successfully used as the basis for the analysis of tourist and hotel and restaurant industry. This helps to understand the connection of mass tourism with the process of post-industrial transformation of modern society and the postmodern way of thinking that expresses it. D. McCannell shows that the "destruction" of an industrial culture takes place from the inside, as the alienation enters the workplace. The approval of basic social values leaves the field of work and looks for a shelter in the field of leisure. "Creativity" is almost exclusively in the field of cultural rather than industrial production, and "proximity" and "spontaneity" in social relations are far from work [7: 46].

According to D. McCannell's view, the variety of impressions that tourism provides, allows in some way to compensate the limited specialization of human activity, which is objectively predetermined by the social division of labour in the modern economy. Besides that, the relations between an individual and the society are fragmentary, limited, and involve the development of new opportunities and creativity [7:19].

Selection of the previously unresolved issues that is a part of the general problem that the article is devoted to. The variety of tourism is aimed at partial compensation of that relative monotony of labour activity, which is associated with its limited specialization and subordination to the social division of labour. But D. McConnell does not take into account the historical nature of the social division of labour, which begins to manifest itself at the present stage of the process of post-industrial transformation of a highly-developed society. The fact is that the features of modern tourism and hotel and restaurant industry are largely connected with the process of post-industrial transformation, which takes place in highly developed western countries nowadays.

The aim of the article is to analyze the features of the tourist and hotel and restaurant industry in the in the extensive historical context of the post-industrial transformation of modern society. The methodology of such analysis proceeds from the fact that this transformation process is accompanied by radical transformation of the content of human activity in the direction of liberating a person from heavy routine work and expanding the scope of free interpersonal communication of people.

Results. The concept of post-industrial society was introduced by the American researcher D. Bell and applied first to the future American society, but his followers, who continued developing this concept, simplified the task. As a result, modern highly developed countries were simply considered as post-industrial.

In this case, the main criteria is the distribution of employment between industrial production and the service sector. From this standpoint, for the classification of any country as a post-industrial one, it is considered sufficient that employment in the service sector exceeds employment in the industrial sector. According to this purely quantitative criteria, the post-industrial countries embrace the majority of highly developed countries and, above all, the USA. From this standpoint, the tendency to transfer the industrial production from highly developed countries to developing countries is beneficial for transnational corporations and global financial capital.

However, the beginning of the fourth industrial revolution, which in the future leads to the full automation of industrial production, makes its own adjustments to this difficult question. The most important areas of the fourth industrial revolution is the robotization of production [8: 5-19; 9: 12-14; 10: 25-27], Industrial Internet of Things, platforms [11: 63-67; 12: 127-145; 13: 178-193; 14: 71-98], cloud computing, big data use, artificial intelligence, three-dimensional printers, virtual enterprises, and so on.

In the scientific literature for a theoretical analysis of the economic prospects of the fourth industrial revolution it is proposed to use the category of the technological mode of production. There are only three such methods of production: pre-industrial technological method of production involves manual labour, industrial - the use of machinery, and post-industrial - the full automation of industrial production. From this standpoint, the process of moving towards a new technological mode of production is currently taking place, and this tendency can explain many things in the modern world, including the turbulence that we see today in the Western society.

With this approach, the fourth industrial revolution acts as the most important direction of the historical movement from the second to the third technological mode of production. It forms the technological content of the process of real post-industrial transformation, designed to create an adequate technological basis for a mature post-industrial society, in which a person will completely leave the sphere of industrial production and become close to it and above it. The modern highly developed society has still to undergo a process of real post-industrial transformation, which can be very painful as it is connected with the mass pushing people out of the sphere of material production and management.

The process of real post-industrial transformation involves, above all, the creation of a new post-industrial technological mode of production, and on this basis, a change in all social relations in the direction of the dominance of the immanent creativity of a free subject-to-subject communication between people.

This means a man's successive leaving the industrial production, the transformation of working time into free time, open to the full development of the personality and, above all, free from the economic necessity realization of the creative possibilities hidden in a man.

The key and the largest defining trend of post-industrial transformation, which manifests itself primarily in highly developed countries, is the gradual transformation of the content of human activity that occurs in the process of the development of elements of creativity in it. In the literature, this fundamental historical trend was expressed primarily in the theory of the "creative class" of the American-Canadian economist Richard Florida. The basis of the work of R. Florida [22] was more than a decade of research activities of a large group of specialists, which included the development and analysis of statistical indicators, thousands of sociological studies (including interviews in focus groups). They reflect the changes that have occurred in the social structure of a developed society in recent decades due to the rapid growth of the creative class. As a result of these shifts, at the present time the creative class surpasses in its number not only the "agrarian", but also the working class.

These historical processes objectively determine the place and role of the tourist and hotel and restaurant business in the economic structure of the modern society. For this stage of the historical development of the post-industrial transformation process, there is a contradiction between the individual's desire for a free and all-round development, to the full realization and discovery of the abilities and, on the other hand, one-sided, professionally fixed and in most cases a routine content of labour which is subordinated to economic necessity and remains for the most of people means for living. As a result, not all the multilateral abilities of a person receive public recognition and development, but mostly its rather one-sided professional abilities. Such one-sided realization of internal abilities is partially compensated, first of all, by the external kaleidoscopic diversity that mass tourism can offer for a modern man.

Precisely on this variety D. McCannel [7] focuses attention in his analysis of modern tourism. However, he does not fully take into account that the aggravation of this contradiction between the multilateral nature of abilities and the one-sided content of human activity which is not so much characteristic for the industrial division of labour and the industrial era in general, but for the post-industrial transformation process, which is only beginning to take place in highly developed Western countries. Therefore, the true explosion of demand for tourism services falls on the last decades.

A mature post-industrial society, which relies on an adequate technological basis in the form of automated industrial production, can radically solve this contradiction between the multilateral character of abilities and the one-sided content of human activity. Such a high level of historical development corresponds to the free all-round development of the personality. But now even the most developed countries are still at such level of the historical process, which is characterized by economic compulsion to socially divided labour. In the conditions of such a deep social division of labour, mass tourism with its external diversity compensates the one-sided character of the internal development of the individual.

These objective stages of historical development must be fully taken into account not only when considering the process of growth of demand for tourist services, but also when analyzing the characteristics of the hotel and restaurant business in the extensive context of modern economic development. The methodology of such an analysis proceeds from the fact that this transformational process is accompanied by a fundamental transformation of the very content of human activity towards the liberation of a man from hard routine work and the expansion of the sphere of free interpersonal communication of people. First of all, it is important to understand and take into account for the successful design and styling of hotel rooms (fig. 1).

For example, the most widely-spread style of design of an expensive hotel room in Ukraine at present is still the dominance of the style of artificial care and cleanliness .

In the highly developed countries of Western Europe, the advanced design of an expensive hotel room provides, on the contrary, the rejection of artificial values in favour of sincerity and "naturalness". In highly developed Western society, labour symbols go out of

fashion and give way to attributes of naturalness, symbolizing free interpersonal subject-to-subject communication, which is considered to be immanent not for work, but for creativity free from economic necessity.

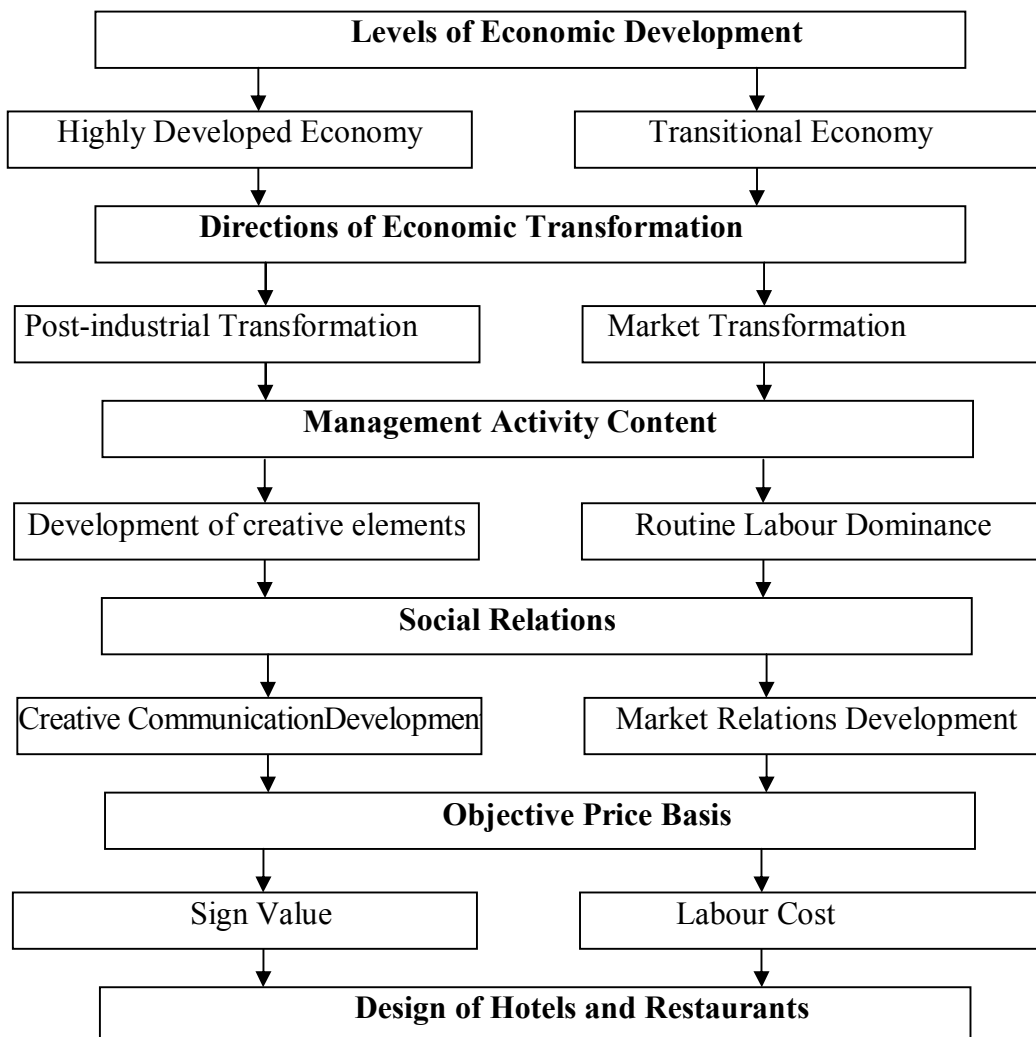


Fig. 1. The impact of the level of economic development on the style and design of hotels and restaurants

Source: own elaboration.

This may be of great practical importance for the development of tourist and hotel restaurant business in Ukraine, in particular on its Black Sea coast. In order to offer its services on the world market, one must take into account the tastes and preferences of people living in the countries that have moved forward along the path to post-industrial transformation far beyond Ukraine.

Therefore, the investments into the development of tourist and hotel restaurant business in Ukraine should take into account the requirements which are connected with the peculiarities of postmodernism in so far as they are oriented at the world service market. The volume of investments into the hotel industry of Ukraine is shown in Table 1.

Table 1. Investments by economic activity in Ukraine (UAH mln.)

Total	2014	2015	2016	2017
	219419,9	273116,4	359216,1	448461,5
Temporary accommodation and catering arrangement	1482	1393,1	1477,9	2133,5

Source: compiled by [20].

The increase in the volume of investments in the sphere of hotel industry should be accompanied by improvements of the current technical equipment, and one general regularity turned out to be the stylization of accommodation facilities [18]. According to J. Bodriyar, their social function is to serve in the form of distinctive signs, objects which should distinguish those people who distinguish them, and the rest of people can not even notice them [15].

This approach opens the way to the use of methodological possibilities of the concept of symbolic value, set forth by J. Bodriyar [15; 16], where, in fact, sign value refers to the surplus contained in the price of goods and services associated with the maintenance of the client's social status.

The formation of this concept goes back to the work of the founder of American institutionalism T. Veblen [17] and, first of all, the phenomenon of so-called demonstrative consumption is under research. T. Veblen considered the consumption of goods and services as a kind of compulsory social institution, which objectively defines strategies of consumer behavior even before they are subjectively perceived by individuals. Within these consumer strategies, goods and services may, for example, be valued according to the fact that they are useless, excessive, decorative, fashionable, non-functional [17].

Developing these ideas, J. Bodriyar [15] shows that the value of goods and services is not limited to their direct purpose. Their excessive, symbolic value, which significantly affects their market price, is determined by the value of prestige and the demonstration of the social rank of their consumer.

At the same time, their direct functional purpose can serve only a kind of "alibi" (the concept used by J. Bodriyar) for such a social function (not accidentally popular today the word "gadget" in its original meaning means a non-functional thing, a funny toy, the true purpose of which is only slightly covered by practical functionality and masked under it). Hence the most important principle of the methodology of the postmodern approach to economic analysis of consumption, proposed by J. Bodriyar appears. It says: "beyond the practical evidence of goods and services and through the self-evident spontaneity of consumer behavior, it is necessary to read the objectively formed structure of institutional coercion to demonstration consumption, that is, to seize the measurement of the social hierarchy which is hidden in the consumption of goods and services"[15].

With regard to, for example, tourism and hotel business, then this social stratification is facilitated by the established tradition of classifying hotels by "stars". Recently, more and more countries have taken the usual "star" classification of hotels, even in those countries where they still use their specific, customary ways to indicate the level of hotel service, travel agents, tour operators, online booking sites [2-3].

As for Ukraine, there is a clear list of requirements set by the National Standard of Ukraine for hotels of each type. Undoubtedly, these objects and services can be carriers of indexed social meanings, carriers of the social and cultural hierarchy, but this can be manifested not only in their list, but in the smallest detail: form, material, colour, service life, location, etc.

All this, according to J. Bodriyar, forms a certain social code. Therefore, in his opinion, the list of the objects, services and social values attached to them, such as the list of standard requirements given above, is not of a higher informative value than any book of dream interpretations.

This social code is important to understand and take into account for the successful design and stylization of hotel rooms. Thus, the concept of the symbolic value of J. Bodriyar [15] can become one of the methodological bases for analyzing the features of modern tourism and hotel and restaurant industry. Besides, we should take into account the categorical difference between the sign value and the labour cost of the goods or services, which is determined by the cost of labour for their production. Unlike the labour value, the sign value can be completely unrelated to the additional labour costs and is

not proportional to them, it does not mean labour costs, but, on the contrary, the output value of the cost beyond these costs and the formation of surplus value.

And, if in industry it is expressed in product innovations and product upgrades, as well as in brands, trademarks, public relations and other elements of intellectual capital, which form the so-called elusive assets of a modern firm, then in the tourism and hotel and restaurant industry the cost value can also be related to the free style of postmodern design of expensive hotels and restaurants. This methodological conclusion can become quite practical for the development of tourism and hotel and restaurant industry in Ukraine, in particular on its Black Sea coast that is evidenced by the increased attractiveness for the tourists from Odessa region and other areas of the Ukrainian Black Sea coast (table 2).

Table 2. Dynamics of development of tourism and hotel and restaurant industry in Odessa region of Ukraine (units)

	2015			2016			2017		
	hotels and other facilities	Number of tourists served by the representatives of tourist activity		hotels and other facilities	Number of tourists served by the representatives of tourist activity		hotels and other facilities	Number of tourists served by the representatives of tourist activity	
		by operators	by travel agents		by operators	by travel agents		by operators	by travel agents
Odessa region	647	14264	31545	583	24680	34397	529	22072	50230
Odessa	179	13970	29212	178	24399	29832	159	21718	43633

Source: compiled by [20].

Such recreational demand in the summer period exceeds the existing opportunities of the Southern region of Ukraine at the moment. Expansion of these opportunities in line with the increased demand foresees the construction of new tourist facilities and hotel and restaurant business. [18: 67].

The main measures of tourism development in Ukraine are the development of the "all inclusive" program in hotels in the Black Sea region; create a loyalty program "Tourist of Ukraine", etc. [1].

In assessing these proposals, it should be borne in mind that for the modern global economy, recreational and tourist clusters that are limited to serving only domestic demand are not characteristic [21: 117-121]. The desire to expand the range of consumers inevitably forces the most successful firms to enter the world market [22].

But in order to offer the services on the world market, one must take into account the tastes and preferences of people living in the countries that have progressed along the path of

post-industrial transformation much further than Ukraine. Therefore, to the above mentioned offers of the experts, one can add a practical conclusion that investments into the development of tourist and hotel and restaurant industry in Ukraine should take into account the requirements which are connected with the peculiarities of postmodernism in so far as they are oriented at the world service market.

Conclusions and further research. The practical conclusion is the need for a more consistent marketing distinction between the categories of hotels, restaurants, cafes, depending on the specific needs of different groups of potential clients. It should be fully taken into account that the traditional style, corresponding to the mass perception of both domestic holidaymakers and tourists, and domestic business class, may be obsolete and old-fashioned from the standpoint of European guests, whose tastes and preferences were formed in a more developed post-industrial society. Therefore, the Ukrainian style can largely not coincide with the style of the international and, above all, Western European business class, for which the best demonstration of "natural" openness in many respects determines the cost value of hotel and restaurant services in the postmodern era.

The main methodological conclusion is related to the fact that with the expansion of the range of expected service consumers and the emergence of tourism and hotel and restaurant business on the international level, the issue of cultural differentiation comes to the fore. But the answer to this very issue, as we have seen, can be got from the methodology of postmodernism, and, in particular, from the concept of the cost value of J. Bodriyar [15-16].

In the future, the saturation of the demand of domestic holidaymakers and tourists and the increased orientation to the world market of services can only increase the interest in these important methodological issues [23].

Thus, the general conclusion is that these differences in tastes and styles reflect not only social and cultural traditions, but also different levels of historical development of the Western and post-Soviet society. The Western society has long passed the stage of modernization, has entered the postmodern era and has already advanced quite far in the path of postmodernization and post-industrial transformation. On the contrary, Ukraine is still far away from this pleasant, relaxed state characteristic of the "old" Europe, in which people reap the fruits of the previous economic development.

Ukraine has only come close to the issue of real modernization, but can not solve this difficult problem or even does not know how to start its solving. This state is not a postmodern state, but rather a premodern state, and it is important to take into account such objective differences in the levels of historical development, including the organization of tourist and hotel and restaurant business, oriented at the international level, as they can be manifested in different styles, which domestic and western clients prefer.

In this study, we examine only the outlines of one of the possible options for applying postmodernist methodology for analyzing tourist and hotel and restaurant business. In fact, the possibilities of such application are much wider and far from being limited to the concept of cost value, which serves only as one of the elements of the complex, multifaceted conceptual system of J. Bodriyar, not to mention the methodology of postmodern as a whole. However, the very resolution of this problem opens up new prospects for further examination of the scientific research methodology, appropriate to the analysis of tourism and hotel and restaurant industry in the context of global economic development.

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