

Ministry of Education and Science of Ukraine  
Chernivtsi Regional State Administration  
Chernivtsi City Council  
State University of Trade and Economics  
Chernivtsi Institute of Trade and Economics of SUTE  
Stefan cel Mare University in Suceava (Suceava, Romania)  
Balti State University Alecu Russo (Balti, Moldova)  
The University of Lodz (Lodz, Poland)



**CHITE SUTE**

CHERNIVTSI INSTITUTE OF TRADE AND ECONOMICS  
OF STATE UNIVERSITY OF TRADE AND ECONOMICS

**International Scientific and Practical Online Conference**

***"Management of Hospitality Industry  
Development: Regional Aspect"***

**CALL FOR PAPERS**



**May 5, 2022  
Chernivtsi**

**Dear Colleagues!**

**We would like to invite You to take part in the International scientific and practical conference "Management of hospitality industry development: regional aspect", which will take place on May 5, 2022 at Chernivtsi Institute of Trade and Economics of the State University of Trade and Economics (city of Chernivtsi) online.**

**The purpose of the conference is to identify problem areas and priority directions for the development of the hospitality sector in the regions.**

#### **RESEARCH AREAS OF THE CONFERENCE:**

1. Innovation management trends in the hospitality industry enterprises.
2. Marketing tools for providing hospitality industry facilities.
3. Regional aspects of tourism development in the post-pandemic period.
4. Problems and prospects for the development of the hotel and restaurant business in the regions of Ukraine.
5. Accounting and analytical support for hospitality industry management.
6. Financial and economic instruments for development of the hospitality sector at the regional level.
7. Foreign language communicative competence of a specialist and its impact on the hospitality industry.

#### **TERMS OF PARTICIPATION:**

**Form of participation: online.**

The plenary session will take place on May 5, 2022 using **Zoom Meetings platform**.

Conference participants will receive connection instructions on their e-mails.

The program and the proceedings will be posted on the website of the Institute <https://chtei-knteu.cv.ua>.

**To participate in the conference and publish abstracts in the collection of materials, it is necessary to send an application for participation in the conference and an electronic version of abstracts to e-mail [konf2022chteidteu@gmail.com](mailto:konf2022chteidteu@gmail.com) by April 15, 2022.**

**Participation in the conference is free of charge with the provision of an electronic version of the collection of the conference materials (with ISBN Number) and an electronic Certificate of the Participant.**

**Official languages of the conference: Ukrainian, English.**

**Contact tel.:** +38(0372)52-21-22 Department for Scientific and Methodological Work and International Relations;

mob. 0955075417 Valentyna Andriivna Chychyn, Candidate of Economic Sciences, Assoc.Prof., Head of the Chair of Marketing, International Economics and Tourism of the SUTE.

**e-mail:** [konf2022chteidteu@gmail.com](mailto:konf2022chteidteu@gmail.com)

## INSTRUCTIONS:

- Printing type – Times New Roman, size – 14, style – normal;
- line spacing – 1;
- indentation 1,25 – don't use the tabulation button;
- Page Setup: 2 cm margin for all four sides;
- references in the text must be made in square brackets (e.g. [2, p.17] – source 2 according to the list of the used literature(sources), page 17);
- in the top right hand corner – author's name, academic degree (if any), one space lower – name of the college, one space lower – country and city;
- one space lower – centered – name of the report (capital letters, bold typed, size – 14 pt.);
- one interval lower the main text of the report must be typed;
- list of the sources used (references) is typed at the end of the report;
- surname, name, position, educational institution and the name of the report are submitted with the translation into English with a short summary measuring up to 6 lines (type 10);
- size of the report – 2-3 pages;
- don't number the pages; don't put footnotes either in the end of the page or in the end of the document;
- files with the abstracts and applications should be named by the author(s)'s surname(s) e.g.: Stetsenko I.\_summary.doc, Stetsenko I.\_application.doc.

Student participation in the conference work is possible only in case of his/her scientific supervisor's participation (publication of co-authored abstracts).

**The author is personally responsible for the content, authenticity of the facts and the originality of the abstracts.**

## EXAMPLE OF AN ABSTRACT, REFERENCES AND SUMMARY:

**Iryna Karpenko**, Doctor of Economic Sciences, Professor,  
Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi

### **PROBLEMS OF HOTEL DEVELOPMENT OF THE CITY**

The problems of hotel business development during the COVID pandemic are considered. A particular focus has been on improving hotel service consumers' safety requirements, which will introduce additional measures to ensure the hotel business's competitiveness and profitability. It contends that the hotel case's practical experience against the threat of pandemic requires coordination of all constituents of the business process, including the expansion of the use of digital technology and the implementation of adequate measures to support the state.

#### **References:**

1. World Tourist Organization (UNWTO). URL: [www.unwto.org](http://www.unwto.org)
2. Melnyk A.H., Melnyk O.I., Humeniuk V.V. State and prospects for the development of small and medium-sized businesses in the Chernivtsi region // Market Infrastructure. 2017. No.3. URL: <http://market-infr.od.ua/uk/3-2017> (date of application: April 19, 2021). Problems of hospitality development under the Covid pandemic May 19-20, 2021.
3. Orlova O.M. Actual problems of the tourism business in Ukraine // Business Inform. 2017. No.1. p. 153–160.
4. The Main Department of Statistics for the Chernivtsi region // The State Statistics Service of Ukraine. 2020. URL: <http://www.cv.ukrstat.gov.ua/> (дата звернення : 19.04.2021)

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## **APPLICATION**

**International Scientific and Practical Online Conference**  
***"Management of Hospitality Industry Development: Regional Aspect"***

Surname \_\_\_\_\_  
Name \_\_\_\_\_

Patronymic \_\_\_\_\_  
Place of work \_\_\_\_\_  
Position \_\_\_\_\_  
Scientific degree \_\_\_\_\_  
Academic degree \_\_\_\_\_  
Phone number \_\_\_\_\_  
Title of the Abstract \_\_\_\_\_

Title of the section (identify number of the section) \_\_\_\_\_

I want to receive a published collection of materials (choose the option):

- yes
- no

Postal services: Укрпошта(Ukrposhta) / Нова Пошта (Nova Poshta) (for sending a collection)

I am planning to: (underline the desired option from the list below)

- present a report in online plenary session (10min)
- present an information on sections meetings (5min)
- participate as a listener (without the publication of an abstract)
- absentee participation (with the publication of an abstract)

E-mail \_\_\_\_\_

***We invite scientists, practitioners and all interested parties to participate!***

***You are welcome for fruitful cooperation!***

***We'll be grateful for spreading the information among Your colleagues and other interested parties!***



**Cont. tel.:** +38 (0372) 52-21-22, mob. 095 5075 417

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