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MARKETING AND PSYCHOLOGICAL ASPECTS SPA-INDUSTRY ACTIVITY IN HOTEL COMPLEXES

Introduction. The article deals with current trends in the development of SPA-industry in hotel complexes and improvement of their activities. The modern hospitality industry offers services aimed at a healthy recovery, stress relief of everyday life, and harmonization of the mental and physical state of a person. The presence of SPA at the hotel increases its attractiveness in the eyes of a potential visitor, because SPA-services have a wide range of uses among hotel guests. Thus, the international experience of the SPA-industry development at hotels is promising for use in Ukraine in order to increase the number of tourists whose purpose is to improve and treat. The relevance of modern SPA-services is determined. An urgent task is to diversify SPA services in hotel complexes in line with global trends in the world economy. This will promote assortment expansion of additional hotel services, which in future will allow not to depend on the season and change the image of the hotel company. The importance of the development of health-improving tourism for modern society is emphasized at international congresses, experts note that post-industrial civilization enhances the value of the concept of a healthy lifestyle.

Purpose. Selection of marketing and psychological aspects of the development of SPA-industry activity at hotel complexes.

Results. The features of the SPA-service provision process depending on the location of hotels or SPA-centers are considered. Examples of the use of SPA-technologies are presented and it is found that certain tendencies can promote expansion of their assortment and increase of quality of services in SPA-centers at hotels. It is concluded that the popularization of SPA services is explained both by marketing and psychological reasons. Among these reasons, a special place is occupied by: problems of poor food, the phenomenon of postindustrial stress, negative environmental factors and certain psychosomatic disorders.

Conclusion. Thus, SPA-industry is a complex system of psychosomatic relaxation and healing, which provides an opportunity for effective restoration of the psychophysical potential of a person, relieves stress, and improves the performance of the organism. At the same time, the main advantage of the development of SPA in Ukraine is the national traditions and highly professional home-school of health resort, in conjunction with the innovative potential in the marketing sphere.

Keywords: *marketing of SPA-services, hotel complexes, SPA-centers, SPA psychology, SPA-industry*

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C O N T E N T S

Berezhnyuk I., Kolyada S. INTERNATIONAL APPROACHES TO FORMING BALANCE BETWEEN SIMPLIFICATION OF FOREIGN TRADE PROCEDURES AND PROVISION OF ECONOMIC SECURITY OF THE STATE	6
Vyshnevskya O., Voloshyna V., Harina Y., Vyshnevskya A. PRIORITIES OF RATIONAL NATURAL RESOURCES MANAGEMENT	14
Hariaha L. IMPROVEMENT OF MANAGEMENT OF FINANCIAL RESULT OF THE BANK	23
Gevlych L., Gevlych I. AUDIT METHODS: INTERNATIONAL AND NATIONAL INTERPRETATION	35
Hnatyshyn L. ORGANIZATIONAL ASPECTS AND PROCEDURE OF FINANCIAL REPORTING FORMATION	43
Holovko M. CONCEPTUAL APPROACHES TO REFORMATION OF TAX SYSTEMS	52
Grytsaenko M. SOCIAL CAPITAL OF TERRITORIAL COMMUNITIES AND THEIR ASSOCIATIONS	63
Demkovich O. METHODS OF PROMOTING SOCIAL ASSISTANCE FOR PAYMENTS INCOME	75
Zadorozhna R. FEATURES OF CALCULATING OF FINANCIAL INTERMEDIATION SERVICES INDIRECTLY MEASURED IN THE SYSTEM OF NATIONAL ACCOUNTS	82

Maslyk R. MODES OF MODERNIZATION OF THE SYSTEM OF FINANCIAL PROVISION OF SOCIAL PROTECTION OF UKRAINE'S POPULATION	93
Naumik-Gladka K. MARKETING AND PSYCHOLOGICAL ASPECTS SPA-INDUSTRY ACTIVITY IN HOTEL COMPLEXES	100
Nelipovych O. CUSTOMS FORMALITIES AT AVIATION TRANSPORT IN UKRAINE	107
Prokopyshyn M., Sus T. MAIN DIRECTIONS OF AGROINDUSTRIAL COMPLEX DEVELOPMENT IN GLOBALIZATION CONDITIONS OF UKRAINE ..	114
Sus T. CONCEPTUAL ASPECTS OF INNOVATIVE DEVELOPMENT FINANCING IN AGRARIAN SPHERE	122
Shpykuliak O., Prutska O., Suprun O. BASES OF FORMATION OF INSTITUTIONAL SAFETY AT THE AGRICULTURAL ENTERPRISES IN CONDITIONS OF TRANSFORMATION	130
Janusz Nesterak, Malinowska O. BENCHMARKING ROLE IN THE CAPITAL CONTROL OF THE ENTERPRISE	142