

## SUMMARIES

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### **METHODICAL APPROACH TO THE DIAGNOSIS OF COMPETITIVENESS OF HOTEL ENTERPRISES**

Key indexes such as Market Penetration Index (MPI), Average Rate Index (ARI), and Revenue Generator Index (RGI) are identified, based on the use of the resource approach to the assessment of the competitive position of the company in the hotel market. The direct correlation between Revenue Generator Index and Market Penetration Index and Average Rate Index by using mathematical transformations is confirmed.

The methodical approach to the diagnosis of the hotel enterprise competitiveness was proposed, which is based on three logical assumptions: the level of competitiveness of the hotel enterprise depends on the efficiency of its operations and its principal indicator that reflects the efficiency of the hotel enterprise, Revenue Generator Index has a direct correlation with Market Penetration Index and Average Rate Index. Use of this approach for the diagnosis of the hotel enterprise competitiveness helps to optimize management decisions aimed at improving the efficiency of the company in the hotel market.