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**THE IMPACT OF DEMAND FOR HOTEL SERVICES ON THE
QUANTITATIVE GROWTH OF TOURISM INFRASTRUCTURE**

Expanding the range of tourism products and markets helps reduce destinations' dependence on specific consumer segments and geographic [1]. Such a strategy transforms the structure of demand for different types of hotels, stimulating the emergence of new accommodation formats [2]. This implies that attracting diversified customer segments requires the hotel sector to adopt flexible adaptation strategies, develop innovative services, and create new forms of tourism experiences. Moreover, according to the meta-analysis conducted by Song et al., the numerous and interdependent factors influencing tourism demand make diversification a critically important condition for market stability and the maintenance of competitive advantages. This approach has created the prerequisites for the evolution of tourism offerings in response to changes in consumer behavior, global competition, and external challenges, including climate change, geopolitical risks, and technological transformations [3].

This implies that an increase of one unit in the number of hotel service users is associated, on average, with an increase of approximately 468 tourist accommodation establishments in the EU, *ceteris paribus*. This result supports the assumption that growing demand for hotel services stimulates the expansion and diversification of tourism infrastructure.

The proposed model serves as a tool for quantitative analysis and forecasting, enabling the assessment of potential changes in the structure of the EU tourism market in response to shifts in demand for hotel services. At the same time, its results should be interpreted with caution, as the development of the hotel sector is influenced not only by the number of users but also by other factors, including macroeconomic conditions, investment levels, the regulatory environment, and the increasing prevalence of alternative accommodation formats. Based on this model, a forecast of the number of tourist accommodation establishments in the EU for the period 2025-2031 was

developed. Based on the linear regression model equation, a forecast of the hotel service users in Europe was made, taking into account the forecast of international tourist arrivals in Europe (Table 1) [8].

Table 1

Forecast of the Number of tourist accommodation establishments in the EU

Year	X (million tourists)	Y (hotel users, conventional units)
2025	1400	$447577.6 + 468,22 \times 1400 \approx 1,104,095$
2026	1450	$447577.6 + 468,22 \times 1450 \approx 1,127,506$
2027	1500	$447577.6 + 468,22 \times 1500 \approx 1,150,917$
2028	1550	$447577.6 + 468,22 \times 1550 \approx 1,174,328$
2029	1600	$447577.6 + 468,22 \times 1600 \approx 1,196,730$
2030	1650	$447577.6 + 468,22 \times 1650 \approx 1,220,141$
2031	1700	$447577.6 + 468,22 \times 1700 \approx 1,243,552$

Source: Author's proposal [8]

The forecast results presented in Table 1 indicate a steady and systematic increase in the number of tourist accommodation establishments in the EU over the period 2025-2031. Under the assumption of continuous growth in the number of hotel service users, the model projects an expansion of accommodation capacity from approximately 1.10 million establishments in 2025 to about 1.24 million by 2031. This upward trend confirms the existence of a positive long-term relationship between demand for hotel services and the development of tourism infrastructure in the EU.

At the same time, the linear nature of the forecast suggests that infrastructure growth responds proportionally to increases in tourist demand, without abrupt structural breaks. This implies relative stability in investment and supply-side adjustment mechanisms within the EU accommodation market. However, given the model's moderate explanatory power, the results should be interpreted as indicative rather than deterministic, as future dynamics may be influenced by external shocks, regulatory changes, and the growing role of alternative accommodation formats.

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ЦИФРОВА ТРАНСФОРМАЦІЯ ДІЯЛЬНОСТІ ГОТЕЛЬНО-РЕСТОРАННОГО КОМПЛЕКСУ

Ефективність є важливою економічною категорією, яка оцінює використання ресурсів та досягнення позитивних результатів. На рівні підприємства ефективність вимірюється співвідношенням між вкладеними ресурсами та отриманими результатами виробничої діяльності.

На сьогодні в готельно-ресторанному комплексі «Хан-Чінар» рівень інтеграції сучасних інформаційних технологій є невисоким. Більшість операцій виконується вручну або за допомогою традиційних методів, що суттєво знижує ефективність роботи підприємства та рівень задоволеності клієнтів.

Розглянемо актуальний рівень інтеграції інформаційних технологій у функціонування готельно-ресторанного комплексу. Станом на теперішній час комплекс «Хан-Чінар» обмежено застосовує сучасні ІТ-рішення у своїй щоденній діяльності. Основні операції, пов'язані з управлінням нерухомістю, бронюваннями, обслуговуванням у точках продажу та взаємодією з клієнтами, здебільшого виконуються вручну. Щодо адміністративної діяльності, готель і ресторани здебільшого покладаються на стандартні офісні програми для створення документів,