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Sustainable Development Management of Regional Hospitality Industry: Synergy of Economic Policy and Local Strategies

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Source: JOURNAL OF ENVIRONMENTAL ACCOUNTING AND MANAGEMENT
View Journal Impact
Volume: 11 Issue: 4 Page: 679-702
DOI: 10.5890/JEAM.2026.12.0100

Published: DEC 2026
Indexed: 2026-07-12
Document Type: Article

Abstract: The aim of the study was to identify the patterns of interrelation between economic policy, local development strategies of tourism and the hotel industry of the Southern region of Ukraine, in particular Odesa and Mykolaiv regions, in the context of ensuring sustainable development and increasing the competitiveness of the hospitality industry. The methodology was based on a combination of analysis of official statistical data, macroeconomic indicators, and practical cases of tourism enterprises' operations. As a result of the study, a number of quantitative indicators were obtained that reflect the dynamics of the hospitality sector in 2020-2024. Thus, the number of hotel visitors in Mykolaiv region decreased from 41.1 thousand people in 2020 to 15.4 thousand in 2021; however, in 2024 the indicator increased to 28.7 thousand, indicating a gradual recovery of tourist flows. All the indicators in Odesa region, except for the number of accommodation facilities, showed a decline. In 2024, the total tax revenues decreased from UAH 22.2 million in 2020 to UAH 7.6 million in 2022, with a subsequent partial recovery to UAH 12.4 million in 2024. A more stable dynamic was recorded for Odesa region: in 2023, hotels in the region served about 280 thousand tourists, and total revenues exceeded UAH 1.1 billion, showing a 17% increase compared to 2022. The average profitability level of hospitality enterprises in Odesa ranged from 12% to 14%, while in Mykolaiv it remained at 7% to 9%, reflecting regional asymmetry of development. The results obtained summarize the development trends of the hospitality industry and have practical significance for formulating recommendations to optimize the management of the tourism sector of the Southern region to ensure sustainable growth and preserve its cultural and environmental

Keywords: Global space; Local development strategies; Hotel industry; Economic synergy; International tourism; Potential
Keywords Plus: ARCHITECTURE

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Categories/ Classification: Research Areas: Science & Technology - Other Topics
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Journal Information

JOURNAL OF ENVIRONMENTAL ACCOUNTING AND MANAGEMENT
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ISSN	2325-6192
eISSN	2325-6206
Current Publisher	L & H SCIENTIFIC PUBLISHING, LLC, PO BOX 99, GLEN CARBON, IL 62034
Research Areas	Science & Technology - Other Topics
Web of Science Categories	Green & Sustainable Science & Technology

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