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## *PROSPECTS FOR THE DEVELOPMENT OF HOTEL-MUSEUMS IN UKRAINE*

*The purpose of the article* is to analyze the activity of hotel-museums in the world and in Ukraine, to study the problems and prospects of development of hotel-museums in Ukraine.

*Research methods.* Analytical and statistical methods were used in the researches.

*Results.* The classification of hotel-museums is given. The hotel-museums presented in the Ukrainian hotel market are considered and analyzed. The advantages of hotel-museums over other conceptual hotels and their prospects for development in the domestic hotel market are substantiated. The scientific novelty of the article is that the hotel-museum is a new format for Ukraine, since we do not have any hotel that meets the requirements of this type of accommodation facility. In our time, the guest has become more demanding and needs new solutions and approaches in the hospitality field. Non-standard accommodation formats have always attracted tourists with their strangeness and uniqueness. The hotel-museum is not only a non-standard accommodation facility for tourists, but also carries historical and cultural value.

The museum is an element of a complete tourist package. The prospect of combining a museum with a hotel enterprise is of great importance for the tourism infrastructure, as it will give impetus to the development of new hotel formats and tourism in general. As tourists increasingly become oriented towards the experience and knowledge of travel, the format of the hotel-museum is an advantage among other conceptual hotels.


Unlike concept hotels that are common around the world, the number of museum hotels is not so significant. The trend of "hotel-museum" has appeared recently, despite the fact that nowadays there is no official definition of this type of accommodation facility. It has led to the creation of hotel facilities that do not have their own museum or museum space, but position themselves as hotel- museums.

The concept of "hotel-museum" is quite promising for Ukraine, because the historical and cultural heritage of our country attracts many tourists from all over the world. In spite of this, in Ukraine only four accommodation facilities call themselves hotel-museums. The article provides recommendations for domestic hotel-museums that will help support hotel enterprises with their chosen concept.

*Practical importance.* The results obtained give an impetus to the development of domestic tourism and can be used in further scientific studies and educational materials.

*Keywords:* hotels, conceptual hotels, hotel-museums, accommodation facilities, tourism.

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