

CURRENT STATE OF THE HOTEL INDUSTRY IN LATIN AMERICAN COUNTRIES

Currently, Latin American countries are experiencing rapid development of tourism, which, in turn, determines the development of the hotel industry. Latin America is attractive to tourists due to certain factors: a unique nature, a large number of cultural and historical monuments, the development of international relations of the countries of Latin America, the originality of the culture of its peoples. As a result of the growing demand for hotel services, new hotel complexes are being built in this region.

In Latin America, when creating and building hotels, they emphasize the unique natural conditions of the regions. Therefore, high-quality, high-service hotels strive to make their recreation areas. They have all the main functionality, recreation areas, additional services and are located in places where there are unique historical monuments, as well as rare natural landscapes, mountains, coasts, waterfalls, forests, safaris.

Mexico, Brazil, Cuba, the Dominican Republic, Colombia, El Salvador and Argentina are among the most developed countries in terms of tourism [1].

An important prerequisite for the development of the hotel industry in Mexico is the rich and unique monuments of historical and cultural heritage: monuments of the pre-Columbian era (the ruins of the cities of Chichen Itza, the huge pyramids in the Teotihuacan area, the "Temple of the Sun" in the city of Palenque, the 168-ton monolith in Coatlicans and many other Aztec monuments).

The main areas for diving are coral reefs along the eastern coast of the Yucatan Peninsula, and surfing is near the coast of the California Peninsula.

Hotels in Mexico from one to five stars follow the classic comfort parameters for rooms of each category.

The main difference in the Mexican hotel industry is that there are two additional categories for high-end hotels - Grantourismo hotels and "special category" (exclusive) hotels.

Brazil is one of the largest countries in South America by area, with a rapidly growing population and a dynamically developing economy, which is why the hotel industry and business tourism are developing here.

In Brazil, there are more than 18,000 accommodation facilities, most of which are located in the southeastern regions of the country. Recently, foreign capital from the USA and EU countries has been actively directed to the hotel sector in Brazil. Thus, the hotel industry may become a promising source of budget replenishment in the near future.

Also, the hotel industry of the country is considered as a reliable area of capital investment, creating a positive image of Brazil in the eyes of foreign investors and an important tool for deepening ties with neighboring countries.

In hotels in Brazil, the emphasis is mostly on enjoying the natural environment, rather than on the luxury of the rooms, as well as the developed sector of boutique hotels.

Cuba is the best vacation destination in the entire Caribbean. But today the country has a small hotel fund, which does not correspond to the traffic of foreign tourists. All accommodations in Cuba can be conventionally divided into two large groups: city hotels and those focused on beach vacations. Hotels in Havana, Trinidad, Santiago de Cuba and other cities are mainly aimed at active tourists who travel for educational purposes, as well as business tourists who only spend the night in hotels. These hotels have different price categories [2].

The Dominican Republic is also very developed in terms of tourism. It ranks first among the Caribbean countries of the subregion in terms of tourism revenue. The economy of the Dominican Republic is one of the fastest growing in Latin America: this country accounts for a fifth of the revenues of the Caribbean islands'

hotel business.

All Dominican hotels are classified and have an official "star rating". As a rule, it corresponds to the list of services provided. Almost all hotels operate on the "all inclusive" system, which includes three meals a day, snacks at any time, locally produced drinks, refreshments in the minibar and beach "non-motorized" entertainment.

Tourism in Colombia is an important sector of the country's economy. Colombia has a rich natural and cultural-historical tourism potential.

Colombia has a high potential for the development of ecotourism. Some hotels are classified according to the European rating system. The quality of their service exactly corresponds to the declared level, which is monitored by the official Colombian Association of Hotels (COTELCO).

Hotels belonging to the COTELCO hotel association offer guests two seasonal rates: European (from May to November) and American (from December to April). Coastal hotels are usually large resort complexes with swimming pools, playgrounds, tennis courts, golf courses and fitness centers. Many hotels offer scuba diving and hunting enthusiasts rental equipment for diving, consultations of professional instructors and classes in diver schools [2].

El Salvador is a small country in Central America, which today is quite popular among tourists from all over the world. Many ancient ruins and monuments of civilizations that once inhabited this area have been preserved on the territory of the country.

Hotels in Salvador are attractive with adequate prices and a high level of hospitality. There are few five-star hotels in El Salvador. Many local apartments have four stars, can compare with five-star giants of other countries.

Five-star hotels in Salvador are not only the most luxurious apartments and service, but also real entertainment zones. Loud parties are held on their territory every night, and local restaurants and bars often close only at dawn.

Argentina differs from the countries mentioned above in that a rather significant territory of the country is occupied by mountains, the Patagonian Andes or

their spurs. Therefore, a tourist can get acquainted here not only with plains, but also with mountainous areas. In other words, mountain tourism is also possible here.

Buenos Aires is often called the American Paris. It really is one of the most beautiful cities in the world, where buildings in baroque, classicism, and modern styles are combined. Not far from the capital is the famous seaside resort of Mardel Plata. Tourism in Argentina is divided into several different areas, such as ecotourism, agritourism, adventure, educational, skiing, medical, etc.

There are two types of hotels operating in the country – local and international «chains». The first, as a rule, tend to undeservedly attribute one extra star to themselves, the level of the others fully corresponds to the declared one. there are few all-inclusive hotels in the country, mostly hotels offering either breakfast or half-board.

Thus, the hotel industry of Latin America has its own characteristics of development and operation, but it clearly has progressive growth dynamics and great potential [3].

Reference:

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2. UNESCO World Heritage List. World Heritage Committee of UNESCO. URL : <http://www.thesalmons.org/lynn/world.heritage.html>
3. Hotel trends: The biggest indicators in the hotel and hospitality industry. URL : <https://www.siteminder.com/r/hotel-trends-hotel-hospitality-industry/>