



Ministry of Education and Science of Ukraine
University of Miskolc (Hungary)
University of Applied Sciences Hochschule Zittau/Görlitz (Germany)
Kazakh-German University (Kazakhstan)
Batumi Shota Rustaveli State University (Georgia)
Regional communal institution
"Kharkiv organizational and methodological center of tourism"
Sumy regional state administration
Kharkiv City Council
National Technical University "Dnipro Polytechnic"
Donetsk National University of Economics and Trade
named after Mykhailo Tugan-Baranovskiy
Odessa National Maritime University
Odessa Law Academy National University
Khmelnyskyi National University
Ukrainian State University of Science and Technology
Western Ukrainian National University
Kyiv National University of Culture and Arts
Ivan Bobersky Lviv State University of Physical Culture
Odessa Polytechnic State University
State Biotechnological University
Sumy State Pedagogical University named after A.S. Makarenko
Kharkiv State Academy of Culture
Semyon Kuznets Kharkiv National University of Economics
National Technical University "Kharkiv Polytechnic Institute"
Educational and Scientific Institute of Economics, Management and International Business
Department of Marketing
Department of Tourism and Hospitality Business



II International scientific and practical conference



"Marketing and organizational mechanisms of the post-war development of the hospitality and tourism industry of Ukraine"

Kharkiv, 26-27 November 2024

Dear colleagues!

We are pleased to invite you to take part in the II International scientific and practical conference "**Marketing and organizational mechanisms of the post-war development of the hospitality and tourism industry of Ukraine**".

The purpose of the conference is to discuss current problems, trends, tools, development strategies, including marketing, marketing research, technologies of the post-war development of the hospitality and tourism industry of Ukraine; to consolidate the efforts of government agencies, leading specialists in tourism and related industries, higher education institutions training specialists in tourism to post-war tourism and recreation recovery.

It is planned to publish a collection of abstracts and a collective monograph based on the results of the conference.

PUBLICATION OF ABSTRACTS AND PARTICIPATION IN COLLECTIVE MONOGRAPHS IS FREE OF CHARGE

EACH PARTICIPANT WILL RECEIVE A PERSONALISED CERTIFICATE OF PARTICIPATION FREE OF CHARGE

Conference Sections:

SECTION 1. Marketing tools and strategies of the post-war development of tourism and hospitality in Ukraine.

SECTION 2. Development of tourism and hospitality in the regions of Ukraine.

SECTION 3. Financial, economic and organizational principles of hospitality and tourism development.

SECTION 4. Digitization and startup projects in tourism and hospitality.

Official languages of the Conference: Ukrainian, English.

Conference format: correspondence, distance.

The number of authors should not exceed 3 persons. Theses of applicants of education of any level are accepted only in co-authorship with a academic supervisor.

To participate the Conference, you have until November 25, 2024 (inclusive) to complete the following steps:

You can fill in the information about the authors and send the abstracts through the registration form at the link: <https://tinyurl.com/confere2024>

The name of the abstract file should be signed according to the section number and surname of the conference participant (for example: 2_Ivanov_Tezy.docx).

Receipt by the participant of an automatic copy of the answers to the completed form to the specified e-mail address is a CONFIRMATION of receipt of materials by the organizing committee of the conference.

Collection of abstracts and certificates of participants will be posted on the Internet at the following addresses <https://web.kpi.kharkov.ua/tourism/confere2024> and <https://web.kpi.kharkov.ua/marketing/conf2024> within a month after the end of the Conference. The conference materials will also be placed in the NTU "KHPI" library repository at <https://repository.kpi.kharkov.ua>

REQUIREMENTS FOR THE PREPARATION OF ABSTRACTS:

- Volume - from 2 to 5 full pages of A-4 format in the text editor Microsoft Word as a file with the extension *.doc, *.docx; font - Times New Roman; size - 14; 1 line spacing; paragraph indent - 10 mm; all margins - 20 mm. Page orientation - portrait (landscape is not allowed).

- The order of placing materials in the abstracts: conference section, surname and initials of the author(s) (font - bold); scientific degree, academic rank, position (font - bold italics); educational (scientific) institution, place of work in case of graduation; (font - italics); title of the report (capital letters, bold); text of the report (font TimesNewRoman, point 14, regular, single spacing, indent 1).

- Figure caption: TimesNewRoman, point 12, bold, no paragraph indentation, center alignment. for example:



Fig. 1 Itineraries of tourists served by tour operators and travel agents, 2018-2023

- Tables, if present in the text, should be brief, clear and contain the minimum information necessary to illustrate the essence of the article. Table title: TimesNewRoman, paragraph 12, no paragraph indentation, bold, center alignment. For example,

Table 1

Tourism activity in Ukraine in 2023

Name of the indicator	1 quarter	2 quarter	3 quarter	4th quarter
Indicator 1	100	150	200	250

- The literary sources used by the author, which are referenced in the text, are listed at the end of the article (TimesNewRoman font, point 12, normal, single-spacing, indent 1) in the general list in the order of mentioning. The list of used sources is drawn up according to the state standard [DSTU 8302:2015](#) "Information and documentation. Bibliographic reference. General requirements and rules of drafting". In the text, the serial number (according to the list) of the cited literary source is given in square brackets, for example, [3, p. 17].

Conference Organizing Committee:

National Technical University "Kharkiv Polytechnic Institute"
Postal address: 61002, Kharkiv, str. Kirpychova, 2
Secretaries of the conference:

Lyudmila Larka, Candidate of Economics, Associate Professor,
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Associate Professor of the Department of Tourism and Hospitality Business
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**You can download a sample report theses from the link
<https://tinyurl.com/ZrazokTezy2024>**

Conference section

Maria Shevchenko
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 Associate Professor of the Department of
 Tourism and Hospitality
 National Technical University
 "Kharkiv Polytechnic Institute"
 Kharkiv, Ukraine*

**THE ROLE OF MARKETING IN THE POST-WAR DEVELOPMENT OF TOURISM
 AND HOSPITALITY ENTERPRISES**

Text text [1, p. 11]. Text text [2, p. 22].

References:

1. Petlin I. V., Klyuynyk, H. A. The role of digital marketing in the development of hotel industry enterprises in modern conditions. *Tourism and hospitality industry in Central and Eastern Europe*. 2023. № 8. P. 37–43. DOI: <https://doi.org/10.32782/tourismhospcee-8-5>
2. Yakymenko-Tereshchenko N. V., Nosyriev O. O. Strategic priorities of tourism and hotel business in the concept of sustainable development of regions: monograph. Kharkiv: NTU "KhPI", 2024. 320 p. URL: <https://repository.kpi.kharkov.ua/handle/KhPI-Press/79138>
3. Kurudzhi Yu., Kholodnyi G., Kholodna Yu. Use of digital marketing for the development of the tourism sphere in the conditions of modern challenges. *Economy and society*. 2023. № 48. DOI: <https://doi.org/10.32782/2524-0072/2023-48-8>

**Information you will need to enter when completing the online conference
 participant form:**

Name and surname of the first author	
Country, city	
Name of the educational (scientific) institution	
Position, scientific degree, academic rank	
Section name	
Title of the abstract	
E-mail	
Phone	
Information about the second co-author (name and surname, position, scientific degree, academic rank)* * if available	
Information about the third co-author (name and surname, position, scientific degree, academic rank)* * if available	

PARTICIPATION IN THE PUBLICATION OF A COLLECTIVE MONOGRAPH:

Conference participants who are authors (co-authors) of abstracts, have the opportunity to participate in the publication of the collective monograph "**Marketing and organizational mechanisms of post-war development of the hospitality and tourism industry of Ukraine**", which will be issued in electronic format. A printed version of the collective monograph is not expected.

All submitted materials are checked for uniqueness using specialized software. The level of uniqueness acceptable for publication should be at least 80% (otherwise the materials will be offered for processing or rejected). The participation of postgraduate and master's students is allowed only in co-authorship with academic supervisors.

To participate in the monograph, it is necessary **to fill in the information about the authors and send the material to the collective monograph through the registration form at the link** until November 25, 2024:

<https://tinyurl.com/monographkphi>

The file name should have the form Monograph section number_Surname of the author(s)_Monograph(1_Shevchenko_Monograph.docx).

The approximate subject matter of the monograph sections should be within the scope of the names of the conference sections. Materials should contain elements of scientific novelty, have theoretical, methodical, methodological and/or practical value. The stated scientific provisions should be substantiated, accompanied by specific proposals for improving the current situation and possible directions for using the results of the research. The text should be constructed in a logical sequence, without repetitions, with clear wording and in accordance with the stylistic requirements for a scientific text, without grammatical and stylistic errors.

Requirements for the design of monograph materials

A monograph section may have no more than three co-authors.

Volume of material – from 1 to 2 printed sheets (from 40,000 to 80,000 printed characters (with spaces)).

All pages of the author's layout should be 100% filled, for the last page the fill area should be at least 75%.

The design of the text part, figures and tables should comply with the generally accepted requirements for the design of scientific publications.

Materials are typed in Microsoft Word text editor with extension *.doc, *.docx; font – Times New Roman, page format A4, margins: 2 cm – zintersides.

Text font: size (pin) – 14; interval – 1.0, paragraph indent –1.0 cm, width alignment.

Hyphenation (including automatic) is not allowed.

Graphic materials should be arranged as a single object. Mathematical formulas shall be executed in the formula editor (Microsoft Equation) and shall be numbered.

The material of the subsection of the monograph should be structured as follows:

The name of the department is capital letters, bold font, Times New Roman, 14 point, centered.

Name, surname, and patronymic (if any) of the authors (up to 3 persons) – bold Times New Roman font, 12 point, right-aligned.

The text of the subsection with introduction, main part and conclusions, logically separated by text – Times New Roman, point – 14, spacing – 1.0, paragraph indent –1.0 cm.

Layout of figures: figure title - center alignment. All figures should be grouped and mentioned in the text.

Layout of tables: the word "Table" is aligned to the right, the name of the table is aligned to the center. The font of the text in the table is Times New Roman, pin 12.

Figures and tables use Times New Roman font, 12 point, line spacing – 1.0.

Layout of figures and tables in landscape format is not allowed. The width of the tables should not exceed the width of the text.

For each element of the infographic and/or table, the source should be indicated, for example, "Source: (Petrenko, 2022)" "Source: developed by the author". Tables, graphics should have sequential numbering. Figures and tables are numbered separately. There should be references to tables and figures in the text.

List of used sources (at least 15 sources) – regular font, 10 points, width alignment. Formatting of the list of used sources according to [DSTU 8302:2015](#), alphabetical sorting.

Cite the source in the text according to the model: one author (Petrenko, 2022), two authors (Petrenko, 2022; Smith, 2023).

Extended sources are placed after the list of used sources Information about the author(-'s) and of the subdivision (according to the sample given in the template).

All abbreviations and acronyms are deciphered at first use. If there are appendices to the subdivision, a reference to them in the main text is mandatory. Annexes are not counted in the main body of the subdivision. Annexes should be marked consecutively with capital letters of the Ukrainian alphabet.

You can download a sample (template) of the design of the monograph section at the following link:

<https://tinyurl.com/ZrazokMonograph>

Monographs are published by the authors, so the material should be carefully read and corrected. The author(s) are responsible for the accuracy of the information provided. Materials prepared with deviation from the specified requirements will not be considered.