

## TREND ANALYSIS OF FINANCIAL STABILITY OF ENTERPRISES OF HOTELS

*One of the characteristic features of modern times is the transition of developed countries from the so-called industrial economy to service one, services are in its center. Despite the difficulties inherent in Ukraine's economy, the service sector in its structure is also gaining momentum. Promising for the national economy is tourism activity and, accordingly, temporary placement services (hotels and other accommodation facilities).*

*Entrance to the Ukrainian market of a significant number of world-known hotel chains and networks, development of national hotel chains is also an evidence of the attractiveness of the hotel sector for business.*

*The following foreign and domestic scientists, such as I. O. Blank, S. V. Bogachova, Eugene Brigham, A. I. Danylenko, L. O. Ligonenko, F. S. Mishkin, G. V. Sytnyk and others have devoted their works to issues of methodological foundations of financial analysis.*

*Issues of certain aspects development of the hotel industry are covered in publications of such scientists as M. G. Boyko, R. A. Braimer, L. D. Zavydna, M. P. Malska, I. M. Pysarevsky, T. I. Tkachenko, etc.*

*The issue of financial analysis in the context of stabilizing the activity of the enterprise in the sphere of hotel industry has recently been considered episodically, which actualizes research in this direction.*

*The main purpose of this work is to highlight the results of horizontal (trend) analysis of the financial stability of enterprises in the hotel industry.*

*Activities of the hotel industry in Ukraine in recent years are characterized as financially unstable, as evidenced by the indicators of liquidity and solvency, a decrease in the net assets of enterprises and the coefficients of financial stability.*

*The level of financial stability of enterprises is greatly influenced by violations of the financial equilibrium in the movement of their funds, outpacing growth of operating expenses over operating income from the sale of hotel services, significant amounts of indebtedness and violation of maturities of debts to creditors, shortage of working capital as a consequence of inappropriate investment of resources in current assets.*

*The unstable financial situation is largely due to weaknesses in financial management of enterprises, which requires a substantiation of financial policy.*

**Keywords:** *financial stability; hospitality enterprises; horizontal (trend) analysis.*

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