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FINANCIAL AND INVESTMENT PREDICATES OF SECURITY OF HOTEL REAL ESTATE DEVELOPMENT

ABSTRACT

The article examines the level of safety of investments in hotel real estate, and also develops general recommendations regarding its provision. It is noted that the safety of investments is an integral concept, and its achievement of optimal indicators forms the investment attractiveness of the micro- and macroeconomic environment. It was found that the investment potential of hotel real estate has been decreasing since 2019 due to unavoidable factors, in particular, the coronavirus pandemic and large-scale military aggression on the territory of Ukraine, which caused significant risks of financial capital losses.

A negative forecast regarding the level of investment attractiveness of the hotel sector was found, verified on the basis of the method of scanning horizon, which is aggravated by the uncertainty of the war timeframe and the impossibility of predicting the scale of the destruction of social and tourist infrastructure.

Globalization and digitalization of all aspects of the economy make it possible to form priority directions for the formation of safe relations regarding the investment of hotel projects adapted to the new conditions of the national economy. The relevant factors determining the conditions of investment in hotel real estate were worked out by the method of scanning the horizon.

Therefore, this study aims to assess the conditions and risks of an investment in hotel real estate and to develop potential innovative models of interaction between the investor and the recipient of the investment (a subject of the hotel business), which will increase the attractiveness of hotel real estate for investment. The relevance of the above provisions is confirmed by the prospects of restoration of the hotel business after the end of martial law in Ukraine.

Keywords: financial security, security factors, investment risks, investment potential, relationship management, horizon scanning, hotel real estate, capital investment, market structure, and investment fund

JEL Classification: G17, H56, O1, Z32

INTRODUCTION

In an unstable environment, the question of the safety of economic relations is a key factor in the decision-making of an investor before the implementation of strategic integrations in the business environment of a certain territory. Prolonged systemic crises in Ukraine, escalation of pandemic quarantines, as well as a large-scale war in Ukraine, created negative conditions for investment, as a result of which proposals for hotel real estate are a priori venture-like: high risks with a significant payback period (about 10-15 years). On the other hand, population migration to relatively safe territories of Ukraine (Lviv, Ivano-Frankivsk, Transcarpathian regions) and correspondingly high occupancy rates of local hotels demonstrate attractive prospects for the hotel business in these destinations. In addition, the increased interest of the world community in Ukraine forms forecasts of a high tourist flow, in particular to the de-occupied destinations and the capital of Ukraine- Kyiv.

Numerous publications are devoted to the study of investment potential and investment safety [6; 13; 17]. Most authors emphasize the priority of legal, technological, and economic indicators that determine investment attractiveness and drivers of investment in a particular region. At the same time, a unified model of the mutual influence of drivers and stressors in the context of the formation of a safe investment environment has not yet been defined. In addition, within the framework of the global digitalization of relations, an important task is the consolidation of investment proposals on a single digital platform, in particular with regard to investing investments in hotel real estate. Usually, these are complex procedural steps of consulting, financial, investment, and other subjects of the financial market in Ukraine. In order to avoid complications and contradictions in interaction and guarantee the security of relations for the investor, it is necessary to think through adaptive business models of relationships in the profiles of investment proposals, including hotel investment projects.

The well-founded problems reflect the relevance of the study of legal, organizational, technological, and economic tools for assessing the safety of investments in hotel real estate in Ukraine.

LITERATURE REVIEW

The inflow of investments, as is known, is an indicator of the attractiveness of the recipient (economic entity, project, territory, country as a whole, etc.). Accordingly, the study of the essence of investments, and the peculiarities of their implementation and development are the objects of many years of research by Ukrainian and foreign scientists.

For example, Yu. Tyshchenko [28] worked out the legal field of investment, the doctrines of which form the regulatory basis for the implementation of investments in Ukraine. Hook O. etc. [11] considered the main investment trends in Ukraine and the key factors of the formation of the country's investment attractiveness.

Regarding the hotel business, the research on the investment policy of hotels by V. Karsekin, etc., is fundamental. [12], who carried out a definitional analysis, investigated the problems of the organizational, legal, and economic environment of investment implementation, and proposed a methodology for the effectometry of the investment attractiveness of economic entities and hotel projects.

In the article Boiko M., etc. [4] recommended and tested the methodology for assessing the investment attractiveness of the tourist system of Ukraine. The authors not only ranked but also characterized each region according to the "attractiveness scale", which is a valuable tool for the prospects of digitalization of the country's investment proposals.

The investment attractiveness of the tourist potential of territories and destinations is theoretically substantiated in the works of Khlopiak S., etc. [14]. The researchers systematized the key elements of the region's tourism potential and characterized the factors determining the attractiveness of the region for investors. And also considered the practical aspects of the implementation of the proposed concept on the example of the Poltava region of Ukraine.

In turn, Munka S. [19] identified the problems of the rating system of the investment attractiveness of economic sectors and formulated recommendations for their solution. However, the author did not take into account global trends and trends, in particular digitalization and systemic crises, which significantly affect the investment attractiveness of the investment object.

A study of the life cycle of investments in hotel real estate was carried out by Poretti C. and Das P. [24]. Valuable is the model developed by them, which relates the periods of ownership of hotels to the following factors: liquidity needs, type of owner, conditions of acquisition, and terms of renewal of the hotel, etc. At the same time, the authors note that the investment evaluation should take into account the period of ownership of the hotel for an adequate calculation of the value of the discounted cash flow (DCF).

Regarding issues of investment security in the scientific literature, there is an intensification of attention, which is related to the problems of cyber security, physical security of investment objects, and guarantees of compliance with contractual relations, as well as reputational stresses that harm the implementation of investment projects, etc.

In accordance with the above-mentioned areas of scientific issues, the publication of Hilmola O.-P. should be singled out. [10], which focuses on the issue of the potential for increasing investment security through the prism of external and internal environmental factors and models an a priori mechanism for the protection of investments in Rail Baltica. However, the author did not cover issues of digital security that are relevant today.

Davis A.'s publication examines the problematic issues of return on investment, which are correlated with the pressure on IT professionals to ensure information security. The author notes that the emphasis on information security often brings

non-financial benefits, rather than increasing income or reducing costs, which complicates the process of returning investments (their payback). The work proposes to use the developed methods of demonstrating the return on investment, which is called the return on investment in security (ROSI) [8].

Borovik L.'s article is devoted to the issue of the formation of an effective mechanism of economic security for the investment potential of an agrarian enterprise. The scientist's approach to the importance of state intervention through the use of government instruments, which must act synchronously, transparently and continuously, ensuring the sustainability of the growth of the investment potential of the enterprise [4], is debatable. It can cause bureaucracy and will complicate investment processes, particularly from foreign sources.

The work of Blakytka G., Guliaieva N., etc. is devoted to the methodology of assessing the safety of the investment environment and determining the factors affecting its safety. [2].

Questions about the safety of investments due to digital innovations and technological breakthroughs remain open, which significantly change all approaches to objects of investment, in particular, hotel real estate as the main catalyst for increasing the attractiveness of a particular region and the country as a whole.

AIMS AND OBJECTIVES

Given the relevance of the topic, the purpose of this article is to assess the conditions and risks of an investment in hotel real estate and develop potential innovative models of interaction between the investor and the recipient of the investment (hotel business entity), which will increase the attractiveness of hotel real estate for investment in the territory of Ukraine. To realize the set goal, the following research tasks should be defined:

- assess the risks of investing in hotel real estate through the lens of external and internal environmental factors using the method of scanning the horizon;
- substantiate the architecture of the investor's investment relationship with the recipient of the investment (a subject of the hotel business) in the process of implementing the hotel real estate project;
- to analyze the main performance indicators of hotel real estate entities, in particular in the tourist-attractive regions of the country, which are defined as the most promising and safe in war conditions;
- to develop innovative models of interaction between the investor and the recipient of the investment (a subject of the hotel business) to increase the attractiveness of investing in hotel real estate on the territory of Ukraine.

METHODS

The study is based on the interpretation of theoretical and practical aspects of investment safety in hotel real estate projects. In this context, the theoretical level is worked out by general scientific methods, supplemented by the concept of "investment safety".

Determining the prospects of investment in hotel real estate projects, we analyzed the profitability from the point of view of revenue from the sale of rooms and occupancy of hotels in certain destinations. Confirmation of positive forecasts of investment decisions regarding hotel real estate is formed by the analysis of the trend towards passive investment - in apart-hotel projects, in particular in the purchase of individual rooms as an investment product.

The method of scanning the horizon was used to assess the risks of investing in hotel real estate, which demonstrated the growing need to protect investments, in particular in the digital environment, from cyber threats.

The modeling method helped to determine to what extent the architecture of socio-economic relations in the sphere of investment implementation creates a system of communications between the investor and the recipient of the investment. The main types of digital communication platforms were characterized and information channels of hotel real estate projects managed by investors using the terms of interaction were determined. In order to assess the safety of investments, we took into account the step-by-step actions of the investor, which indicate the key goals in controlling the implementation of the project.

A reliable procedure of research and confirmatory analysis of the feasibility of investments in hotel real estate projects was applied to a set of data collected through data processing of consulting and development companies working in the field of hotel real estate.

Today, technological breakthroughs create new digital tools for investor interaction with investment recipients, so in our research, we tried to take into account the most common examples of the domestic investment environment. Our study has a number of limitations, some of which open new questions that require further research. Firstly, statistical data on investment investments in the hotel sector is temporarily limited at the official level, and judgments about investment trends during martial law can only be made based on the informative field of relevant Internet sources. Secondly, the announced hotel real estate projects are still in an unstable state due to the war, so the positive prospects of investing in hotel projects in the Ukrainian real estate market remain a priori probabilistic. Third, the escalation of the pandemic and hostilities pose threats to the physical security of the real estate and the financial security of investors with an uncertain timeframe. Nevertheless, the model of the economic reliability of the hotel real estate project and the investment safety control algorithm assure us that the pre-crisis experience of the positive effect is unbiased and guarantees long-term success.

Finally, our empirical results reflect the current market situation. Investors' priorities for how to communicate with an investment recipient (particularly hotel properties) may be changing as more individuals turn their searches to digital platforms. We leave the analysis of these developments as a fruitful topic for future research.

RESULTS

Investments in buildings and structures are considered one of the most reliable ways to save money and capitalize it. To date, there are five main categories of real estate in terms of profitability indicators and the payback period of investments (Table 1).

Table 1. Monitoring of categories of real estate according to the main indicators. (Source: based on data [18])

Indicator	Real estate category				
	Residential	Office	Commercial (50-200 m ²)	Hotel	Warehouse (100-500m ²)
Profit, <i>annual</i>	7-8	9	8-10	10-15	9-11
Payback period, <i>years</i>	from 10 years (depending on the type of long-term lease)	8-10 years	5-7 years	- for most objects - 7-9 years; - for aparthotels – 6-8 years.	- area from 20,000 m ² - 6-8 years, - area less than 20,000 m ² — 10-12 years

Despite the fact that over the past 10 years the market has seen an increase in the capitalization of all types of real estate, only a few of them remain competitive in today's conditions. Thus, the full-scale war in Ukraine had a significant impact on investments in residential, office and commercial facilities. In particular, the rate of construction of objects in the residential real estate category decreased by 92% this year due to the unstable exchange rate and the low level of security situation in the country [18].

Due to constant bombings and shelling by Russian troops in Ukraine, the demand for storage facilities has increased. The cost of renting such objects increased by an average of 3.1% in 2021. In Kyiv, the average price tag for 1 m² of this type of real estate today starts from USD 552.7/m² to USD 700/m², depending on the quality and location. Prices will continue to rise until there is enough supply on the market [18].

At the same time, one of the largest investment funds in Ukraine, Dragon Capital, defines the perspective for investing in smart apartments and hotel real estate in the country in the coming years. Such objects have become especially popular since the beginning of the great war when thousands of Ukrainians were forced to evacuate to other regions and look for new housing for medium and long-term periods. Due to the increased demand and the lack of offers on the market, the likely dynamics of the increase in prices for hotel real estate and the increase of developer investments in the construction of new projects after the end of the active phase of the war in Ukraine are predicted [18].

On the basis of the above, the feasibility of assessing the safety of investments, in particular, hotel real estate, which is based on the category "economic safety", has been determined. In turn, this term means such a state of the object, which is characterized, first, by the balance and quality of the set of financial instruments, technologies and services used by the business entity; secondly, by resistance to internal and external threats; thirdly, the ability of the economic system of the business entity to ensure the realization of its own benefits, interests, mission and tasks with sufficient amounts of financial resources; fourth, to ensure effective and sustainable development of this economic system [12]. In accordance with the above arguments and facts, we will provide a description of the term "investment security".

In general, the state when nothing threatens anyone or anything is called security. Investment security is a part of the economic one, which characterizes the prevention of the leakage of confidential economic information from the company, the violation of commercial secrets, and the implementation of economic sabotage [13]. On the other hand, economic security is a state of the socio-economic system, which is characterized by the maintenance of equilibrium and sustainable development under the influence of destabilizing factors of the external and internal environments based on the prevention of the impact of internal and external threats. A threat to the socio-economic system is a specific danger that creates obstacles in the functioning of the system and the satisfaction of its economic interests. Based on these definitions, it should be noted that the undoubted components of this concept are the most important components such as "development", "sustainability", "balance" and "interest", "information".

Therefore, it is advisable to determine investment security as a state of a socio-economic system that ensures the stability and financial equilibrium of the entity that can be violated as a result of investment activity by preventing the impact of investment risks and leaking commercial information on the realization of investment goals. This is a kind of protection of recipients and investors from negative influences, threats and us-investors of the investment environment for their financial equilibrium [30].

The main activity in the field of investment security is aimed at ensuring the achievement of investment goals of the SI-system with the minimization of the harmful effects of stressors on the investment market and the environment as a whole. Moreover, the tool of providing it is to create a risk management system, which involves the formation of a system of investment risk management and is based on a coherent combination of management measures of coordinating, preparatory and executive levels, which allows for a combination of the use and structural approaches to management; To harmonize management measures at different stages of derivation and to differentiate functions between participants in temporary investment risk management groups. Thus, investment risk management as a permanent structure in the process of investment projects in the person of the investment manager (Product Owner / Product Manager) defines the general directions (theoretical aspects) and anti-risk programs. A temporary group (it can be a consulting or audit company or investment management of a business entity) analyzes the risk of a particular situation and evaluates risk factors. The duties of the temporary group include assessing the level of investment risks and finding reserves for reducing them, as well as making anti-risk decisions and developing appropriate control and control actions.

It should be noted that the investment risk management system of hotel business entities is based on constant monitoring of the situation and ensuring balance and safety [15]:

- general: an appropriate combination of systematicity and situationality, versatility, flexibility and maneuverability, objectivity, efficiency. Considering systemic and momentary risks involves the creation of a multivariate decision-making base, which is facilitated by objective and effective information received on time. Flexible nature and maneuverability will depend on the composition of the investment portfolio, professional and personal possibility of investment managers;
- principles of implementation of the targeted approach to investment risk management: minimization, scale, reasonable risk, it is inappropriate to risk more than equity allows; inappropriateness of risk more for the sake of less, interest in the results of anti-rise activity;
- principles of implementation of a functional approach to investment risk management: control, optimization, resolution of risky investments, a combination of analytics and risky heuristics, constant assessment;
- principles of implementation of the process approach to investment risk management: consistency, continuity, feedback. This is especially true of communications with participants in the investment market, in particular, when exchanging information;
- principles of implementation of a structural approach to investment risk management: timeliness of decision-making under risk conditions, optimal correlation of centralism and decentralism in decision-making, responsibility for the consequences of decisions taken under risk conditions.

Therefore, guaranteed investment safety is a weighted and responsible work of investment managers who assume the role of an investment lever.

When determining the risk of investing in a real estate object, it is worth remembering its direct dependence on the quality of relationships with partners in the implementation of investment activities. Moreover, the degree of impact of the risk on the investment activity of the enterprise depends on the reliability of partners, including investment, as well as the degree of protection and safety of a business.

Consider the investment risks that investors face in the process of interaction with hotel real estate projects in the next perspective.

Own investment risks are generated in the process of investment development, when at each stage of the hotel real estate project there may be risks of lack of funds or cash stop. Or after commissioning of the hotel real estate - there is no demand for hotel services, an inadequate strategy of distribution, etc. They can be detected with the help of such indicators as the probability of bankruptcy (Altman index) with some events, the structure of the securities portfolio, financial leverage, determination of the critical weight of investments, etc. [21, 22].

The acquired investment risks characterize the conscious possibility of danger of financial losses. Such risks have a sufficient level of prediction and are offset by risk protection instruments, including insurance.

Objective-arise by making the systematic and non-thematic situations provided and unforeseen situations. Such risks are related to the objective causes of the crisis business environment, which, recently, have been manifested by the a priori probability of financial losses from man-made disasters and pandemic crises, the impact of the cyber environment on reputation and violation of commercial space, etc. The reasons for the emergence of such risks are quite diverse: scientific and technological progress, market situation, internal and foreign political situation, weather conditions, availability and accessibility of recreational resources, human nature and many others. Different combinations create a variety of risk situations - unforeseen situations that have occurred as a result of the uncertainty of the factors of the external and internal environment on the activity of the enterprise and can lead to the manifestation of financial, material and other types of losses that can be quantitatively evaluated.

To assess the risks of investing in hotel real estate through the lens of external and internal factors, we apply the horizon scan method, the results of which are demonstrated in Table 2.

Table 2. Indicators of asset structure and their average values. (Source: developed by authors based on data [25])

Key directions	Scanning the horizon, 1991-2022 (evolution: emergence and development)	Effect (positive - "+", negative - "-")
Legal aspects	1991: Law of Ukraine "On the Protection of Foreign Investments in Ukraine" dated September 10, 1991 No. 1540a-XII; "On investment activity" dated September 18, 1991 No. 1560-XII; 1996: Law of Ukraine "On the Foreign Investment Regime" dated March 19, 1996 No. 93/96-VR; On state regulation of the securities market in Ukraine" dated October 30, 1996 No. 448/96-BP; 2001: Law of Ukraine "On joint investment institutions (unit and investment funds)" No. 2299-III; 2003-2007: provisions of the Tax, Economic, Civil, Land Codes.	+
Economic aspects	2014-2022: emergence and commoditization of digital products: service and security products; cloud products/technologies; augmented reality (AR, VR); the emergence of Data Science and digital platforms for the sale of resources, goods and services: buyers in social networks, marketplaces; distribution platforms.	±
Financial aspects	2008, 2018, 2022: global financial crises;	-
	2009-2022: emergence and development of cryptocurrencies and blockchain technologies;	±
	2008-2022: formation of the market of digital financial relationships, joint investment platforms.	±
Technological innovations	1950-2022: the emergence of artificial intelligence; robots (symbiosis of robots and AI); multi-agent systems, microservices; the market of digital products, cyber security and cyber insurance; gaming.	±
Ecological aspects	1980-2022: the emergence and development of eco-concepts in the implementation of investments, greening of the construction and operation of hotels.	+
Social aspects	preserving the stability of social and cultural systems; national concepts in hotel real estate projects; creation of safe conditions for clients; 2022: implementation of security measures in the hotel (additional costs for security service, arrangement of shelter, provision of emergency suitcases, etc.)	±

As we can see from the Table 2, legal aspects create conditions for investing and regulate the legal relationship of participants in the investment process, providing legal aspects of investment safety. Economic, financial and technological aspects form the possibilities for diversification of investments in different hotel objects, including innovations and SMART-hotel creation, etc. In addition, the introduction of digital currencies and calculation technologies increases the sources of investment due to the emergence of small private investors. Environmental and social aspects, in turn, form a number of obligations to investors in the assembly of the project of environmental and social safety for the life and health of clients, which reduces the profitability of the hotel real estate project.

Thus, a deep study of the situation in the investment market, the analysis of trends in the financial market, the development of nature and causes, the cyclical nature of crises, the processing of daily information flow allows the investor through

innovative technologies (artificial intelligence and Data Science), but also leave them with the least loss. The risk should always be intelligent and squeezed because there are material interests of capital owners on the opposite side. Therefore, it is necessary to trust the risky investment moves by specialists, that is, indirect (portfolio) investment from this point of view is safer. On the other hand, there are frequent cases of financial fraud when financial companies, attracting funds from private investment deists, draw them into a funnel of sales, and then collapse investments-as a result of which the client loses invested capital.

In implementing an investment policy, the enterprise should take into account the systematic risks of social and economic character and possibly look for ways to level them (Figure 1).

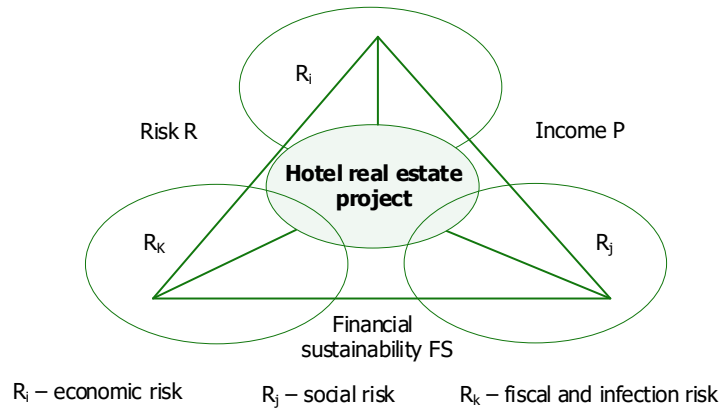


Figure 1. Model of economic reliability of the hotel real estate project.

Based on this, investment risk is a factor in influencing the quality and volume of investments synthesized at the intersection of economic, social, political and natural environments. It demonstrates the property of the investment entity under the influence of external and internal factors to move from the state of normal functioning to an unforeseen state, that is, to a state of functioning, worse than it was planned, at which there is a likelihood of loss of part of its assets, lack activity.

It is worth noting that risky situations accompany investment activity constantly. Therefore, the risk is an integral part of investment in hotel real estate projects.

The implementation of investments in hotel real estate projects is through communications with various economic agents operating within a certain national territorial system (territorial community, region, country). The quality of such economic relationships depends on the efficiency of mastering and using investments in hotel real estate. Therefore, the issue of architectonics of the socio-economic relations of the investor and the recipient (the object of hotel real estate) with the investment environment is quite relevant. In this case, the harmonious combination of parts (participants of the investment process) into one whole (hotel real estate project) is the main purpose of achieving the goals of investing.

The architectonics of investment relations in the process of implementation of the hotel real estate project we propose to consider as a set of participants of the investment environment with which the investment recipient can cooperate (Figure 2):

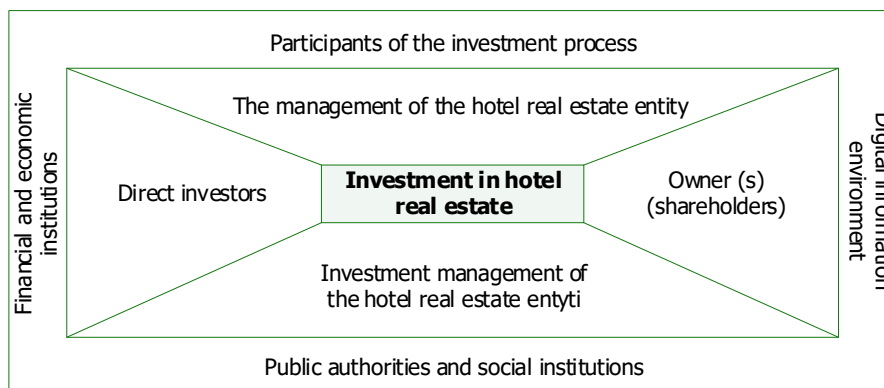


Figure 2. The architecture of socio-economic relations in the field of investment in hotel estate.

As can be seen from Figure 2, the investment recipient can cooperate with representatives of the environment: financial and economic institutions, participants in the digital environment, state bodies, and social institutions. In addition, the internal investment environment of the project of hotel real estate, consisting of elements such as investment management, owners and direct investors, harmonizes the process of formation and realization of investments.

Particular attention requires relationships with the state and social institutions that form the conditions and works of games in the investment market, and therefore determine the legal field of investment security. Thus, the creation of proper guarantees and a justice system as an effective mechanism for protecting the interests of the recipient of investments and investor requires careful work (in particular in the section of ensuring the constitutionality of rights and responsibilities, as well as social responsibility), which is confirmed by analytical research of scientists [8, 17, 20]. By this time, it is important to introduce a system of investment stimulation in tourism infrastructure, which will promote the development of the hotel business and grow the inflow of funds into the budget from the fiscalization of their activities.

It is worth noting that different types of investment are available on the hotel real estate market, including investment trusts (investment in investment funds - refit), the purchase of shares of a public hotel company, crowd-funding investments in the hotel, purchasing or construction of a new hotel, each with certain advantages and risks Investment for potential investors [29]. At the same time, on the basis of thorough monitoring of the above methods of investment, a structural model of investment funds is proposed, as a strategically effective direction of investment in hotel real estate (Figure 3).

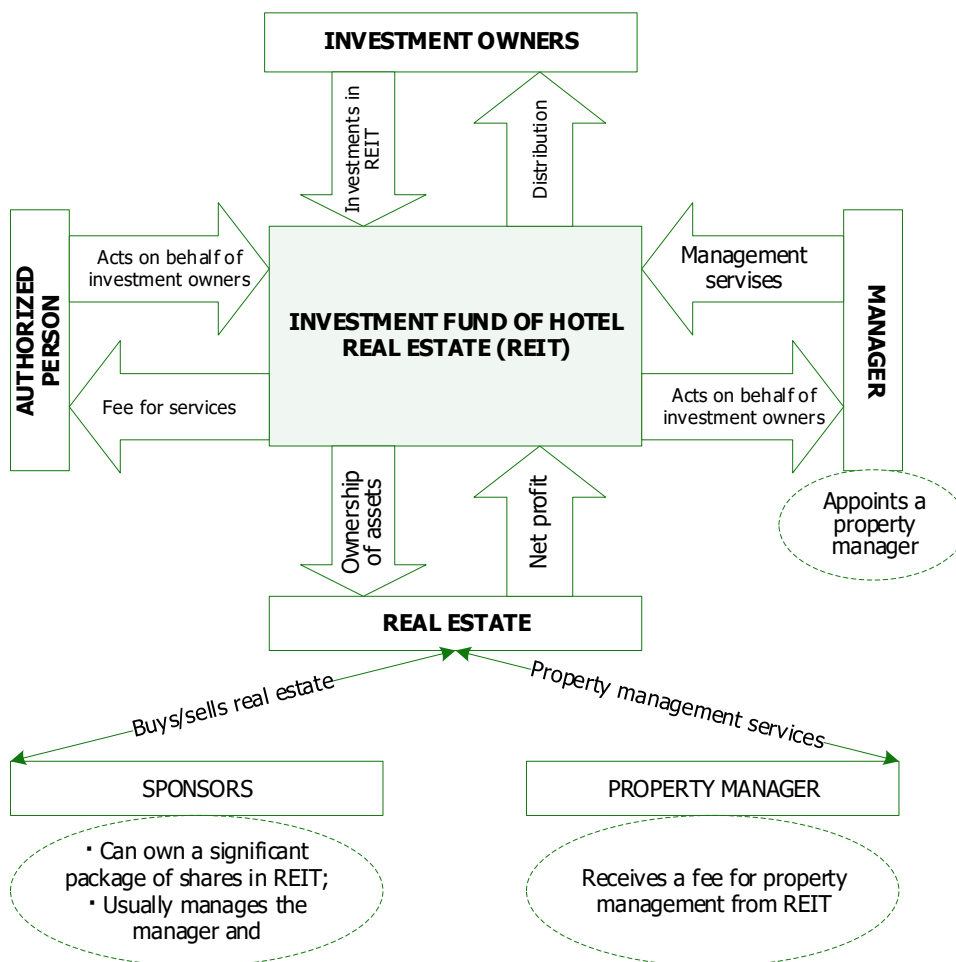


Figure 3. Structural model of hotel real estate investment funds. (Source: based on data [29])

Determining hotel real estate as a promising direction of investment, it is necessary to carry out an in-depth analysis of their variational dynamics in the European market over the last five years (2017-2021) (Figure 4).

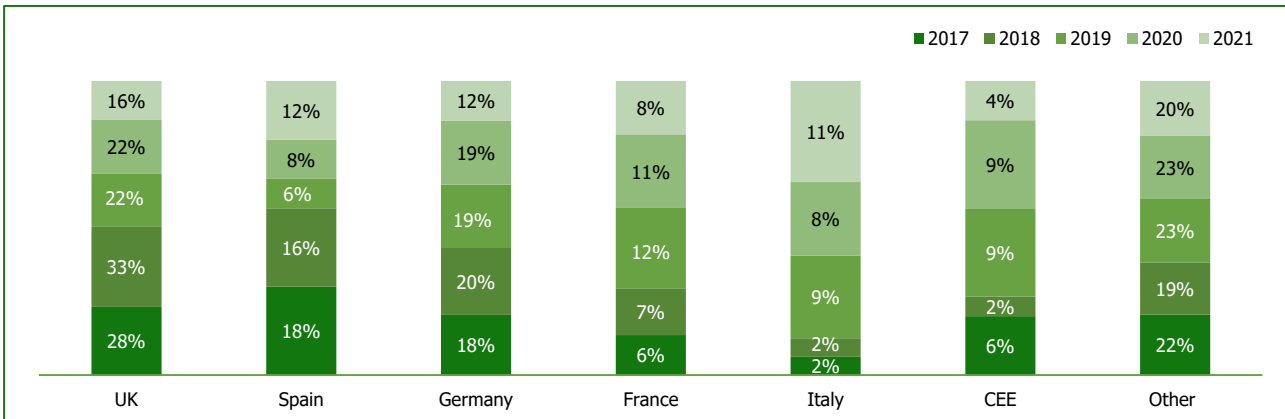


Figure 4. The dynamics of the level of investments of European countries in hotel real estate in 2017-2021, %. (Source: based on data [6])

If you analyze the overall level of investment, it should be noted that in 2017-2018, their average value of about 23 billion euros and even over 25 billion euros in 2019 is observed. But in 2020, during the start and exacerbation of the Covid-19 pandemic, this volume sharply decreased to less than 10 billion euros, having recovered somewhat in 2021 [6].

Assessing the prospect of investing in hotel real estate of Ukraine, it is important to analyze the indicators of volume and index of capital investments, in particular in tourist-attractive regions of the country, which are defined as the most promising and safe in the conditions of war (Table 3).

Table 3. Capital investments in the operation of hotels and similar means of accommodation by tourist-attractive regions of Ukraine in 2019-2021. (Source: developed by authors based on data [27])

Indicators	Years	2019				2020				2021			
		I Q.	II Q.	III Q.	IV Q.	I Q.	II Q.	III Q.	IV Q.	I Q.	II Q.	III Q.	IV Q.
The amount of capital investments, mln UAH		127,7	391,4	631,1	968,7	94,7	281,3	459,9	609,8	95,0	216,2	319,3	638,8
	Capital investment index, %	80,6	106,1	95,7	130,8	73,0	70,8	66,7	36,5	82,3	54,9	49,9	183,4
Tourist attractive regions		Kyiv		Lviv		Ivano-Frankivsk		Odesa					
		IV Q. 2020	IV Q. 2021	IV Q. 2020	IV Q. 2021	IV Q. 2020	IV Q. 2021	IV Q. 2020	IV Q. 2021	IV Q. 2020	IV Q. 2021	IV Q. 2020	IV Q. 2021
The amount of capital investments, in % to the total volume		32,4	32,2	3,9	4,5	1,3	1,6	4,0	3,6				

According to the results of Table 3, it should be noted that the capital investment in hotel real estate in 2021 decreased by 34.1% and, at the same time, demonstrated an increase of 4.5% compared to the previous 2020. The capital investment index shows a sharp decline in 2020 compared to 2019 (72.1%), which is due, first of all, to the global pandemic crisis of Covid-19. However, in 2021, this indicator quickly recovered and exceeded the values of previous periods (2019 and 2020) - by 28.7% and 80.1%, respectively, which indicates the prospect of investment in hotel real estate in Ukraine, in particular in Kyiv, Lviv, Ivano-Frankivsk and Odesa regions as its most tourist and attractive destinations.

It is advisable to investigate the main indicators of hotel activity in Ukraine for 2021-2022 (Figure 5).

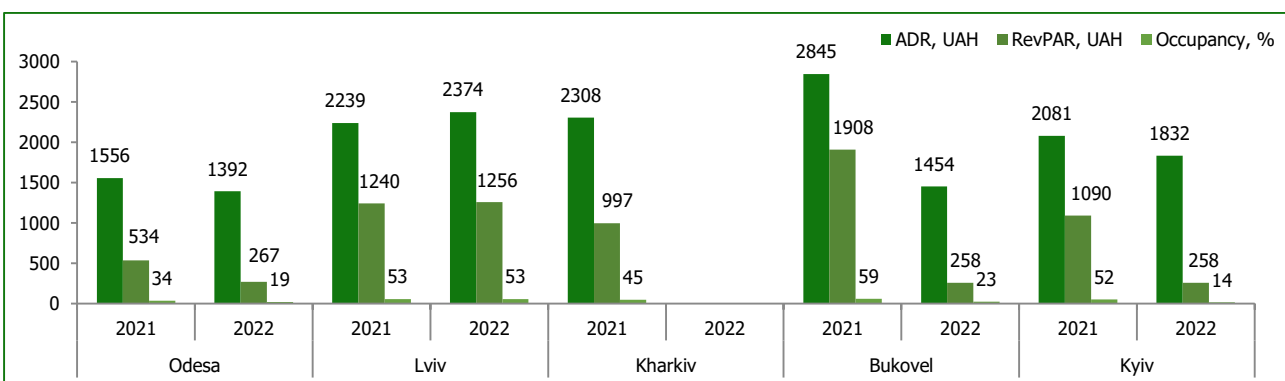


Figure 5. Dynamics of the main indicators of hotel activity in Ukraine, 2021-2022. (Source: based on data [25])

The demonstrated data positively characterizes the perspective of investments from the point of view of payback and profitability, because the level of occupancy is quite high, as well as the profitability of the room (RevPAR).

In general, the hotel real estate market, in particular in the city of Kyiv, is characterized by quite high demand. But during the almost two-year period of the Covid-19 pandemic, as in other cities of the world, the level of occupancy in the capital's hotels has significantly decreased. For example, the average occupancy rate in the midscale – upper midscale segments for the first half of 2021 reaches only 44%, which is 9% less than the rate for the same period in 2019. At the same time, it should be noted that as a result of the pandemic, the Kyiv market suffered even smaller losses than most large European cities. Thus, in Prague, hotel occupancy in 2020 fell by an average of 4.6 times per year, in Warsaw – by 2.7 times, in Geneva – by 2.6 times, and in Kyiv – by 1.9 times, which proves the relevance and perspective of investing investment funds in the hotel real estate market of Ukraine, in particular - in the territory of its investment-attractive locations [1].

In order to assess the safety of investment investments in hotel real estate in Ukraine, it is advisable to calculate the main indicators of hotel activity on the example of one of its most tourist-attractive regions - the city of Kyiv. In our opinion, the main indicators on the basis of which the hotel's efficiency and effectiveness are analyzed are the average price of a hotel room (ADR), average annual load (Occupancy/OCC) and profitability (RevPAR). In addition, we see the expediency of calculating the above-mentioned indicators according to individual classes of hotels that are popular on the real estate market in Kyiv. In particular, the structure of the hotel real estate market in Kyiv includes the following classes as of 2021: budget (12% of the total market structure with a segment number of 1,429 units), economy (35% and 4,026 units), midscale (14%, 1,549 units), upper midscale (20%, 2271 units), upscale (7%, 845 units), upper upscale (10%, 1197 units), luxury (2%, 258 units) [1].

Based on the results of a thorough monitoring of the indicators of the average price of a hotel room and the average annual occupancy, we can calculate the rate of profitability of rooms of a separate class of hotels according to the formula (1):

$$\text{RevPAR} = (\text{ADR} \times \text{OCC}) / 100\% \quad (1)$$

At the same time, the ADR indicator is calculated as a proportion of the sum of its values in the presented classes of hotels to their number (formula 2):

$$\text{ADR according to the hotel classes} = (\text{ADR}_1 + \text{ADR}_2 + \dots + \text{ADR}_n) / n \quad (2)$$

where *n*- number of presented hotel classes.

The results of the calculations are shown in Table 4.

Table 4. Evaluation of the main performance indicators according to the hotel classes in Kyiv in 2019-2021 (using the example of the room category "Standard"). (Source: calculated by the authors based on the data [1,7])

Classes of hotels	Indicators									
	ADR, dol. USA			Occupancy/OCC (according to the hotel classes), %			RevPAR (according to the hotel classes), dol. USA			Growth rate RevPAR, G, %
	2019	2020	2021	2019	2020	2021	2019	2020	2021	2021/2019
Budget	38	22	41	22	55	37	8,6	16	23,3	+63,1
Economy	40	36	84							
	Average indicator ADR according to the hotels' classes «below average», dol. USA									
	39	29	63							
Midscale	82	63	123	48	24	39	53,3	19,2	51,5	-3,4
Upper mid-scale	139	97	141							
	Average indicator ADR according to the hotels of middle classes, dol. USA									
	111	80	132							
Upscale	118	89	230	30	21	24	76,5	45,8	79,9	+4,3

Thus, the dynamics of indicators during the period 2019-2021 was unstable, in particular, due to the negative impact of the COVID-19 pandemic on the activities of the hotel sector as a whole. At the same time, we are observing an adaptive post-pandemic recovery and positive dynamics of the RevPAR indicator, in particular in hotels of the lower middle (budget and economy) and higher (upscale, upper upscale, luxury) class, which indicates the perspective of investment investments in hotel real estate of the above-mentioned classes of hotels. It is worth noting that midscale, and upper midscale hotels also show positive recovery dynamics in 2021 compared to 2020, but the indicators are slightly lower than in the pre-pandemic period of 2019. In general, the year 2021 continues the more than a 10-year trend of a gradual decrease in the cost of accommodation (in USD equivalent) in Kyiv hotels of the highest classes and the restoration of tariffs in the lower classes in accordance with the crisis period of 2011-2012 [1]. This is explained by the recovery and gradual saturation of the hotel real estate market, in particular the one under investigation tourist-attractive region of Ukraine.

Evaluating current projects for investment in hotel real estate in the current period, we observe the following situation: 127 objects are relevant, of which 21 are apartment hotels [5], which are a popular type of passive investment today. Aparthotels belong to semi-commercial real estate: an average concept between an apartment and a hotel room. Thus, an investor buys a hotel room and receives fully ready-to-rent apartments, which are furnished with quality furniture and equipped with their own kitchen with all the necessary appliances. All operational issues are taken over by the management company, which will deal with the search for tenants and relations with them, as well as provide maintenance and repair of the premises, cleaning and other current issues [9].

As experts note, investing in apartment hotels is a profitable and convenient tool. Thus, the average annual rate of return is about 15%, while on bank deposits it is 3-11% [23].

It should be noted that the pandemic crisis, multiplied by the negative impact of the military crisis, destabilizes the investment market of Ukraine at various points of contact of the communication process (Figure 6):

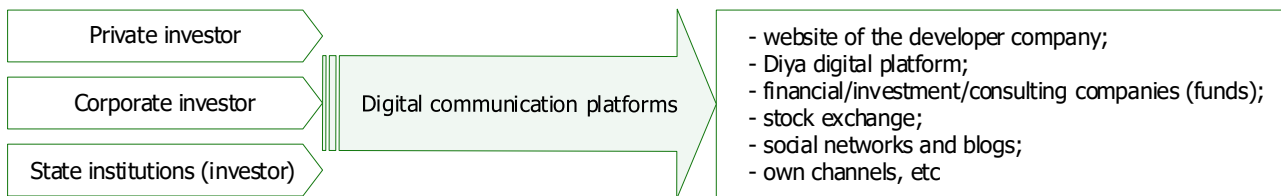


Figure 6. Communication channels of a potential investor with a hotel real estate object.

In light of the above, providing security for a hotel real estate investor will include foresight and cyber protection management of the investor's personal information, his metadata and financial electronic keys and data; protection against financial losses through insurance and provision of compensation from the reserve fund of the investment budget of the project, legal aspects of protection against conflict and contradictory situations, the possibility of capital withdrawal, etc. (Figure 7) [12].

According to this model, the investor's risk management subsystem monitors and controls the occurrence of risky situations and looks for ways to eliminate or minimize their impact on his financial condition.

Thus, the success of functioning in the hotel real estate investment market depends on mastering the rules (conditions of the national environment) and taking into account trends and risks, which will ensure a sufficient level of profitability and safety of invested funds, protection of the investor's reputation and his motivation to work on the investment market in Ukraine as a whole.

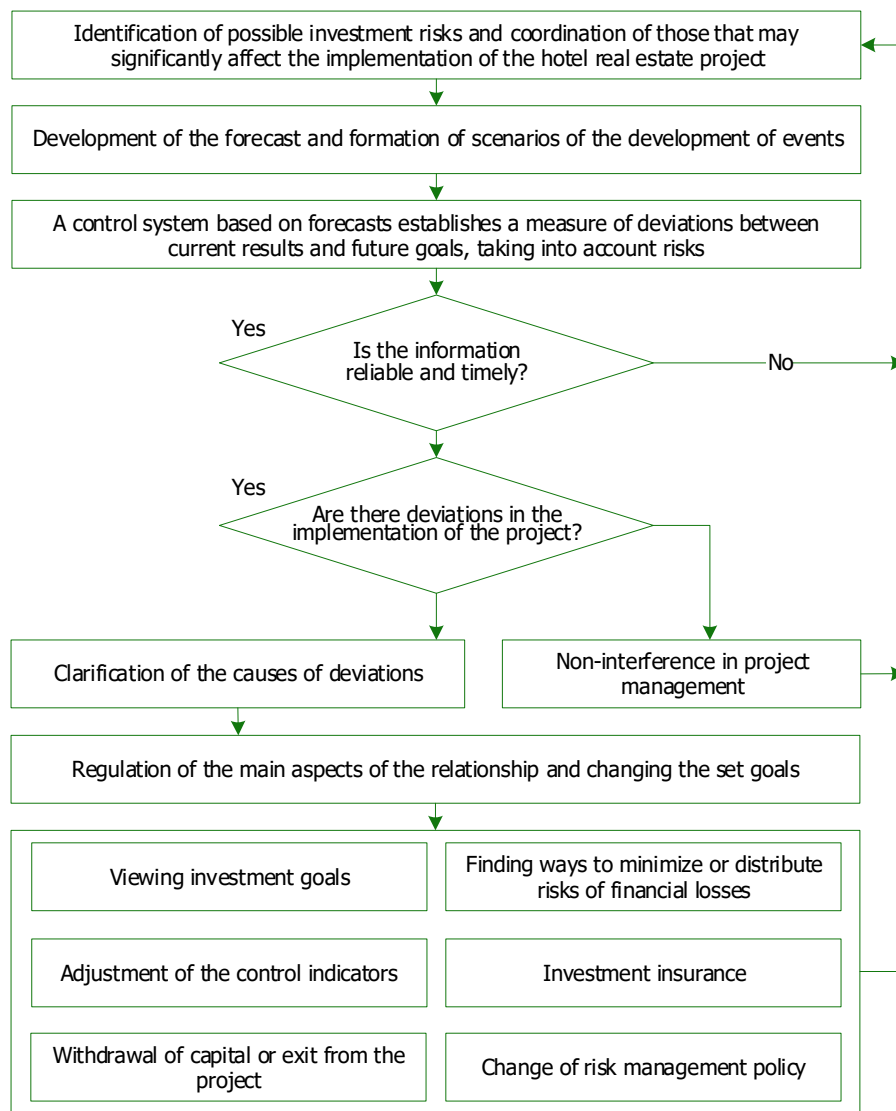


Figure 7. Algorithm for monitoring the safety of relations in the investment risk protection system.

DISCUSSION AND CONCLUSIONS

Thus, a preliminary assessment of the main performance indicators of hotel real estate entities, investment risks through the prism of external and internal environmental factors using the horizon scanning method and the safety of investments in tourist-attractive regions of Ukraine shows their perspective. At the same time, this issue is debatable, because a deterrent factor regarding the further assessment of the safety of investments in hotel real estate for potential investors is the full-scale armed aggression of the Russian Federation on the territory of the studied country, which, in turn, provoked temporarily limited access to official statistical data regarding investments in hotel real estate, made it impossible to foresight the development of hotel real estate projects due to the uncertainty of their further condition, the occurrence of probable threats to the physical security of real estate objects and the financial security of investors with an uncertain timeframe.

As a result of the optimistic scenario of taming the aggressor, the economy, and with it the social level of the quality of life of the population of Ukraine and the attractiveness of the main tourist regions, will grow, which will testify to the relevance, perspective and safety of investing investment funds in the activities of hotel subjects real estate, in particular in territorially defined destinations.

Realization of investments in hotel real estate projects takes place through communications with various economic agents operating within a certain national territorial system (territorial community, region, country). Therefore, the article defines and substantiates the architecture of socio-economic relations between the investor and the recipient in the process of

implementing the hotel real estate project, which should be considered as a set of participants in the investment environment with whom the investment recipient can cooperate. Within the framework of the relationship architecture, it is determined that the investment recipient can cooperate with representatives of the external environment (financial and economic institutions, participants of the digital environment, state bodies and social institutions), and the internal investment environment of the implementation of the hotel real estate project (investment management, owners and direct investors) harmonizes the process of formation and implementation of investments. An important aspect is the implementation of the system of stimulating investments in tourism infrastructure, which will contribute to the development of the hotel business and the growth of the inflow of funds into the budget from the fiscalization of their activities.

In the period of popularization of the application of digitized experience of stabilization of the investment market of Ukraine, in particular through the appropriate digital communication platforms of potential investors of hotel real estate, it is expedient for the authors to develop an innovative model of investor interaction with the recipient of investments (a subject of the hotel business), which is based on the monitoring algorithm of the investor's actions regarding security relations in the investment risk protection system. In turn, such a development makes it possible to increase the attractiveness of investing in hotel real estate on the territory of Ukraine due to the timely control by a potential investor of the appearance of unlikely or unpredictable risks in interaction with the recipient of investments and, accordingly, to minimize their impact on his current financial condition.

However, providing security for a hotel real estate investor through the use of digital platforms for interaction with investment recipients involves, first of all, forecasting and protection of the investor's personal information in cyberspace (including metadata, an electronic key for carrying out relevant financial transactions, etc.). This issue requires in-depth study and resolution of controversial aspects of the chosen research direction. The directions of further research will be devoted to the above-mentioned question in general and the development of the digital platform project, taking into account the safety of the investor's actions regarding investing in the hotel real estate of Ukraine.

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ФІНАНСОВО-ІНВЕСТИЦІЙНІ ПРЕДИКАТИ БЕЗПЕКИ РОЗВИТКУ ГОТЕЛЬНОЇ НЕРУХОМОСТІ

У статті проведено дослідження рівня безпечності інвестицій в готельну нерухомість, а також розроблено загальні рекомендації стосовно її забезпечення. Зазначено, що безпечність інвестицій є поняттям інтегральним, і досягнення нею оптимальних показників формує інвестиційну привабливість мікро- та макроекономічного середовища. Виявлено, що інвестиційний потенціал готельної нерухомості зменшується з 2019 року через фактори непереборної дії, зокрема коронавірусна пандемія та масштабна військова агресія на території України, які спричинили значні ризики фінансових втрат капіталу.

Констатовано негативний прогноз щодо рівня інвестиційної привабливості готельної сфери, фактажований на основі методу сканування горизонту, що посилюється невизначеністю таймфрейму війни і неможливістю передбачити масштаби руйнувань соціальної та туристичної інфраструктури.

Глобалізація і цифровізація всіх аспектів економіки дає можливість сформувати пріоритетні напрями формування безпечних відносин щодо інвестування готельних проєктів, адаптованих до нових умов національної економіки. Відповідні фактори, що визначають умови інвестування готельної нерухомості, були опрацьовані методом сканування горизонту.

Тому дане дослідження має на меті оцінити умови та ризики реалізації інвестицій в готельну нерухомість та розробити потенційні інноваційні моделі взаємодії інвестора з реципієнтом інвестицій (суб'єктом готельного бізнесу), які підвищуватимуть привабливість готельної нерухомості для інвестування. Актуальність наведених положень підтверджується перспективами відновлення сфери готельного бізнесу після закінчення військового стану в Україні.

Ключові слова: фінансова безпека, фактори безпеки, інвестиційні ризики, інвестиційний потенціал, управління відносинами, сканування горизонтів, готельна нерухомість, капітальні інвестиції, структура ринку, інвестиційний фонд

JEL Класифікація: G17, H56, O1, Z32