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Industry of hospitality and its place and role in the sphere of Ukrainian tourism

For the first time hospitality has been investigated as an integral social and cultural phenomenon. The historiography of the problem has been examined as well as it's source base; factors which influenced the nature of hospitality as an aspect of the Ukrainian everyday culture of the XIX cent. have been determined; main theoretical approaches onto understanding the phenomenon of hospitality have been summarized. As a result of more precise specification of the culturological content of main terms (guest, hospitality, welcoming, guest gift, folk, urban, church and monastery hospitality, so on) two substantial categories, which characterize the historic and ethno-cultural essence of hospitality, have been distinguished in conceptual and categorical matter. The main characteristics have been defined; the principal functions of hospitality have been cleared up:

religiousness, symbolism, communicativeness; sacrality); it's structure has been revealed (everyday, festive, family, public); specific peculiarities of different social strata hospitalities have been analyzed, on the grounds of which folk, urban, church and monastery hospitalities have been substantiated; main periods of hospitality have been revealed. It has been proved that the specific nature of the Ukrainian hospitality is predetermined by the peculiarities of cultural and historic development, to a great extent caused by medial location of the Ukrainian ethnos, in the conditions of geographical neighboring with the population of the abutting territories, which tended to expand its habitat. The double function of the boundary collocation has been determined: defensive and regenerative stimulative; its influence onto local modi highlighting in the Ukrainian hospitality has been regarded. The influence of the processes of industrialization and urbanization onto the specific nature of hospitality in the XIX cent. has been discovered. It was resulted in arranging public service establishments aiming at satisfaction of mass needs and mass service. Changes in family and individual everyday life as well as in the corresponding symbolic and ritual hospitality forms have been traced.

The urbanization processes predetermined modernization and application of innovations, introducing the threat of chaotic state to culture, including everyday culture, and furthered the development of urban hospitality.

Key words: hospitality, guest, welcoming, everyday culture, hospitality establishments, sphere, tourism functions.

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