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ESPORTS - THE NEW DIRECTION OF THE HOTEL INDUSTRY

Purpose. The article reveals the major trends in the development of eSports and prospects in the hotel industry of Ukraine.

Methods. In the course of studies has used an abstract logical method that allowed to reveal the theoretical aspects of eSports. The system-structural method used to determine the possibility of providing this service in hotels in Ukraine.

Results. Investigated foreign experience of eSports. Analyzed innovative directions of eSports in Ukraine, presented feasibility of the introduction eSports in the hotel industry of Ukraine in view of economic efficiency.

Scientific novelty. Scientific novelty lies in the justification expediency of creating eSports hotel in Ukraine.

Key words: eSports, the hotel industry, eSports events, the eSports community.

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