

FINANCIAL ANALYSIS OF COMPANIES PROVIDING ACCOMMODATION AND FOOD SERVICES IN THE PERIOD 2015-2017

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***Summary:** Companies engaged in providing accommodation and food services are gaining increasing importance in modern business conditions, and contribute, year after year, to increasing growth of gross domestic product, as well as to employment growth in the Republic of Serbia. The aim of the paper is to determine the degree of liquidity, funding structure and profitability of companies engaged in the provision of accommodation and food services in the Republic of Serbia in the period 2015-2017, as well as to give adequate recommendations for improving the current situation in the observed companies. The method used in the paper is "desk research". The results of the research show that, although the number of companies and the number of employees have increased, there is still no satisfactory liquidity, financial structure or profitability in this sector. The new findings presented in the paper may be beneficial to representatives of companies in the sector of accommodation and food services, representatives of tourist organizations, the relevant Ministry, as well as the wider academic community.*

***Keywords:** accommodation and food services, financial analysis, liquidity, profitability, funding structure*