

STUDY OF THE STATE OF DEVELOPMENT OF INNOVATIVE TECHNOLOGIES IN THE HOTEL INDUSTRY OF UKRAINE

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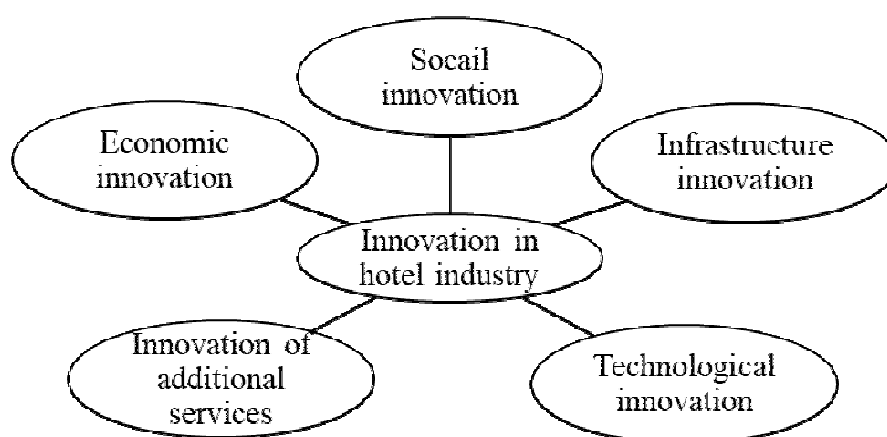
In the current conditions of Ukraine's transition to a market of economy in each industry is a search for new ways and methods of production, an analysis of the current situation, outlines prospects for the future. These processes are also characteristic of the hotel industry.

The development of the hotel business in Ukraine is especially relevant, because thanks to this industry Ukraine can improve the socio-economic situation.

Innovation is the main characteristic of the modern economy. During the scientific and technological progress, innovation in the hotel business play almost the main role in the highly competitive struggle of hotels for each client. The use of the latest technologies of the hotel business allows owners to increase the efficiency of their economy, find new reserves to improve the quality of service, effective protection of rooms and property of guests, the provision of new services and more.

The relevance of the chosen topic is due to the fact that currently the introduction of innovative processes in the activities of hotel enterprises is an important factor influencing the work of organizations, as well as requires analysis and monitoring of the external and internal environment.

In the hotel industry, innovations are classified into certain groups - Pic. 1.



Picture 1 – Classification of innovation in the hotel industry

This study will consider four groups of innovations:

- organizational innovation;
- social innovation;
- infrastructural innovation;
- range of additional services.

Therefore, the group of organizational innovation includes:

- training and retraining of the hotel staff for scientific, technical and innovative activities in a market economy;
- application of new methods in the process of hotel personnel management, organization of hotel services;
- the latest approaches to the organization of marketing activities of hotel enterprises;
- application of innovations in the process of hotel product promotion;
- use of PR-technologies [1].

Since the beginning of 2020, the world has declared a pandemic through COVID-19, so in absolutely all areas of activity, including the hotel one, the issue of security has become extremely important. Therefore, it is proposed to replace face-to-face communication with online format. That's why, it is recommended to introduce chatbots in Telegram and WhatsApp messengers, which will allow hotel staff to communicate with guests during accommodation. In addition to chatbots, it will be advisable to use a barcode from the application called "Diya" during the check-in procedure. The person registering only needs to confirm the request for the transfer of their digital data in their application, copies, which are sent to the information system of the Servio HMS hotel [2]. This method avoids unnecessary communication at the reception and reduces the risk of getting sick. Therefore, it can be argued that chatbots are an innovative technology that is an important component of the strategy of digital involvement of enterprises, and it would be appropriate to actively implement and use them in hotel enterprises as a means of online communication.

The concept of "social innovation" can be interpreted as an innovation in the practice of social work, which arises at a certain stage of development of society in accordance with social conditions that tend to change, and which seeks effective and positive changes in the social sphere [3].

Within this group of innovations, the concepts of eco-hotels can be distinguished. For example, in Odessa in 2012 the first ecological hotel in the city was opened, which is called "Villa Pinia Eco Hotel" [4]. One of the features of the hotel is that being within the walls of this building is the possibility of maximum use of daylight. The facade of the hotel is also treated with a special insulated coating, which allows you to keep warm in winter and cool in summer. In addition, each room is equipped with mattresses and pillows filled with environmentally friendly buckwheat husks, which have unique orthopedic properties and natural aroma. Bed linen, textiles in the rooms and towels are made exclusively from natural fabrics. Only organic and environmentally friendly substances that meet international standards and have the appropriate certification are used as detergents. The hotel's swimming pool is designed so that it can be maximally heated by the sun's rays, and the water is not only filtered but also softened with the help of natural minerals. The restaurant menu offers dishes made from environmentally friendly products, produced and grown on farms in the Odessa region. In addition, the establishment has a tea menu, which offers certified organic teas, which are carefully collected and processed according to a special recipe [5].

Infrastructural innovations include the use of innovations in the redevelopment of premises and modernization of hotel buildings, the use of the latest heating, water supply, air exchange, artificial lighting, implementation of the latest security systems of hotel enterprises and requirements for their operation and more.

The group of infrastructural innovations should include high-tech automation innovations. Yes, it is proposed to implement the latest system of interactive television - IPTV, which allows guests to watch satellite channels and listen to music. In addition, this system allows hotel guests to learn about the hotel's offerings, and staff - to know what attracts guests (for example, movies, or food and beverages ordered through the room service, etc.) [1].

In addition, it should be noted that today the owners of 4-5 star hotels strive for full automation of processes in enterprises. For example, hotel companies are actively implementing the system of automatic identification of RFID (Radio Frequency Identification). Within hotel enterprises, this innovative mechanism allows you to open the doors of rooms without using a key or card. You only need to use a mobile phone to access [6].

The field of additional services in hotel enterprises is developing quite rapidly, but consumer needs are growing even faster. As a result, hotel owners should not only be provided with a wide range of additional services, but also introduce new innovative products.

One of the most relevant for today innovative additional services is the work of the company without a reception desk and administrators. The guest pays the cost of accommodation to the hotel's current account, after which the manager sends him a code for the electronic lock, which is used during check-in.

In addition, innovation in ancillary services plays an important role, as, as already mentioned, consumer needs are constantly growing, and therefore new and existing ancillary services must appear in order not to lose potential consumers and always be competitive. .

Thus, analyzing all of the above, we can say that in conditions of fierce competition and ever-increasing consumer needs, hotels are forced to find new ways to increase the attractiveness of their services. Innovative processes in the formation of an improved product act as an incentive for further development of the hotel business.

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