

Mobile Applications for Tourists

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Introduction. Impeccable customer care and efficient operations can give a hospitality related business a decided competitive advantage, and improved technology in the hospitality industry allows these businesses to effect dramatic change in both areas. One of the most recognized and oldest hospitality businesses in the marketplace today is the hotel. Lodging establishments are not usually known as early adopters of IT advancements, but the tremendous opportunities that exist for hotels and other hospitality businesses because of technology cannot be ignored. The actual challenge is the search for new technologies in field of hotel business as the hotel industry is one of the main components of the tourism industry in Ukraine.

Materials and methods. The survey compared the level of hotel industry service in Ukraine and Europe. It revealed that the level of development is much lower in our country. The information base of research is statistical data and various types of surveys, etc.

Results. Nowadays all the tourists use gadgets that have become an integral part of our life. The hospitality industry is innovating quickly, and swiping through menus on a tablet or controlling the temperature of your suite using an iPod are becoming the new normal. With the advancements, though come vulnerabilities, whether in the form of an app crashing, or even something as simple as training guests on how to enter their rooms.

Hoteza Mobile is a mobile hotel app developed to improve communication with guests. The product in just a few seconds downloaded to your smartphone and allows guests quickly and easily enjoy all the hotel services without going to the reception. Using the app increases sales of Internal services several times. One-touch guest can order any service: a taxi, dinner in the room, a cup of coffee, maid service or addition to the minibar. The convenient interface is set according to the corporate style of the hotel and includes information sections, special applications, Flights timetable, the ability to control air conditioning in the room, order room service, send messages to the reception, receive a statement of account and other necessary data for a traveler, especially in the business trip.

KAYAK, a universal app that offers a range of useful features: search and booking of airline tickets, hotel reservations, car rental. With features "Best Rate Guarantee" you will never overpay for tickets or a hotel.

TripAdvisor is a very large database of hotels and tourist objects. TripAdvisor also lets you know about what interesting places are around the hotel, what to see, where to go.

HotelsCombined can compare and book online any available hotel in one search. You simply choose the best available option, offering high-end tourist sites around the world, such as Booking.com, Expedia, Hotels.com, Agoda, Venere and many others.

Conclusions. Mobile applications have a positive effect. It has become much easier to book rooms and other services. Customised Apps play an important role for engaging and attracting the customers and improve the major part of your hotel service mechanism. Apps essentially let brands get closer to customers, increasing brand affinity, loyalty and revenues. In the case of hotels, apps give guests the unique experience simplifying their traveling.