

## 69. Innovations in hospitality industry

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**Introduction.** Innovative technologies are the driving force of today. The latest technologies in the field of hospitality, one of the most advanced in the tourism industry, are developing rapidly, because highly competitive environment of the hospitality industry drives the search for new ways and elements of efficient performance.

**Materials and methods.** General scientific and special methods as systems analysis, expert assessments and sociological calculations based on Internet surveys was used for the researching of innovative technologies in the hotel business.

**Results.** In a highly competitive environment, hotels are forced to look for new ways to increase the attractiveness and accessibility of their services. Innovations' role is an incentive for the development of the hotel business, innovative trend is manifested through the ability to generate new diverse innovations, which will ensure the successful development of a hotel, its popularization among tourists.

Each enterprise has a set of its own standard technologies for the implementation of current operations and customer service. But their presence does not guarantee the company with competitive advantages. Therefore, the leadership of each major hotel is trying to find brand new technological tools for their projects.

Also analysis of statistical sociological surveys and customers' feedback enables hotels to maintain a certain number of guests – the key criterion of efficiency is primarily how satisfied the guests are with the hotel services. The sociological survey of the attitude of hotel guests to the hotel service quality conducted in 2000 and 2016 showed the rising sensitivity of guests to the quality of service.

Currently, the world is "entangled" by computer reservation networks and among all the modern comfortable hotels there is no one that is not connected to one or more networks. Computer network is the base to all the innovations. So, that means that hotel computer systems today as a result of evolution are also integrated systems that combine functions of interconnection with global reservation networks, automation of operations of the contact service, accounting and control and financial management in general, security by means of electronic systems, control over technological systems and regulation of technological processes of life support (heat and water supply).

**Conclusions.** Each enterprise tries to surpass each other, thus creating an ongoing competition, leads to the emergence of various high-tech innovations are needed to effect satisfaction of the needs of consumers, attracting them more and more and through this to win the competition.