

62. INNOVATIONS IN HOTEL AND CATERING INDUSTRY.

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It is very important to provide new technologies in hotel and catering industry. It is not only for income, but for improvement and development of tourism and culture. France and USA are the biggest tourist's centres in the world. For this reason these countries have the biggest income to the economic. The people who involved in this business scope are near 11% in over the world.

Service innovation has been constantly studied to serve customers better. However, as one of the oldest industries, it is hard to innovate in hotel industry with traditional methods. Fortunately, information technology gives us a good chance to innovate services in a new way. Compared to hotel industry, Information technology came out rather recently, but has developed into one of the biggest industries with influences to most other industries. In hotel industry, the possibility to supply qualified IT services is regarded as one of the prerequisites for, at least, top level hotels. At high-end hotels, new computer systems that connect individual rooms to network servers can now keep track of guests' preferences and change the room conditions automatically. These "smart" systems can learn whether a frequent guest likes the lights dimmed, the curtains closed or the room toasty warm. They can also personalize the electronics in the room so that John Coltrane, for instance, greets jazz buffs when he enters his room. And sensors in refrigerators alert maids when the minibar is running low on soda.

Wireless technology also links hotel employees to the network. Some maids wear wireless tags so the front desk can determine who can get to a room fastest with towels or an extra pillow. Other maids use wireless messaging devices to tell the front desk when a room is ready. The networks also allow hotels to connect the lights, air-conditioners and other room devices to a central computer so they can be remotely monitored or controlled. Until recently it seemed a great innovation in hotels to use an electronic key, but for now in some hotels visitors can use smartphones.

Many hospitality companies use self-service technologies (SSTs), the industry is going through an evolutionary adoption process. Many hotels, resorts, and casinos have installed self-service check-in/check-out kiosks and have recently added new SSTs, such as self-service ordering devices at pool lounge chairs.

We must say the hotel owners attract clients not only with new technology` products but they use a variety of new ideas. For example, Hotel Berghotel Mattlihs in Bavaria was built entirely of wood without using nails. The four-star hotel is conceived as an eco-hotel, it is safe to the environment. During the construction was used the European pine , which is known for soothing properties, and promotes good sleep for visitors of the hotel Berghotel Mattlihs is located at an altitude of 1200 meters. Clients of the hotel can enjoy skiing in Bad Hindelang, visit the lessons of yoga in the hotel, climb the mountains or rent a bicycle... The hotel use alternative energy sources, recycling used and economical use of water - for example, rainwater is used in the toilet. Meals are also provided visitors a natural - fruit, vegetables, juices and wines are biodynamic. The restaurant has a dish for vegetarians and people with diabetes.

To remain competitive the restaurants need to encourage innovation. The newest thing in the restaurants is electronic menu. This menu is a screen that is built into a table where visitors are located. With this menu, they can view all of the dishes that are available at this restaurant and see their pictures. While the dishes are done, visitors can have fun reading the local news or enjoy the games. Additional services include interactive menus taxi without leaving your desk. Many experts say that soon almost all go to this interactive menu system, since its benefits are undeniable.

Service organizations are constantly attempting to find innovative ways to serve customers more effectively and efficiently. Even though they recognize service innovation as being essential, service organizations also face particular challenges in their innovation efforts. Innovation is most successful in service operations that seek the support of employees for innovations and, beyond that encourage employees to participate in a culture of innovation.