

Innovative technologies in hotels

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Introduction. Today, in the 21st century, progress is not standing still. Every day there are more and more technical innovations and developments in all areas of our complete life. Any modern enterprise is simply obliged to "keep up with the times", otherwise it simply will not be competitive. And hotel businesses are no exception in this regard. Increasing competition is forcing hoteliers to look for new solutions to increase the attractiveness of the hotel enterprise, and in this regard the various technical innovations are a good helper.

Materials and methods. The struggle for every guest requires the modernization of hotels, both in technology and in the mind. The introduction of innovations in the work of the hotel should take place not only at the technological level. Improving and updating should cover absolutely all sides of the hotel operation, starting and ending with the service provided organizational and management structure of the hotel. The subject of the study is to investigate innovative technologies used in hotels.

The novelty of this work lies in the fact that in the current context of globalization and competition, the reduction of life cycle of goods and services, the rapid development of new technologies, innovative hotel activity becomes one of the main factors influencing the formation of competitive strategy.

Results. Innovative technologies such as Skype Translator, Google Glass and pay by fingerprint attract tourists in some hotels.

Tourists will be able to pay in hotels, restaurants and shops with the help of fingerprints. Especially for this country will be kiosks in airports, where travelers will be able to register their fingerprints, linking them with a bank card. This innovation will help reduce the crime rate, and allow tourists to less worry for the safety of their funds.

Microsoft has opened access to the version of Skype, which is capable of "on the fly" to translate the voice of the caller. Currently, Skype Translator is available for downloading from the Windows Store.

This program is very important in the area of guest services. While the future of the hotel guests are willing to tolerate a robotic voice translator, you can chat conversations in multiple languages. This technology can expand the customer base at no additional cost to speakers of other languages.

At present, the voice service supports languages such as English, Spanish, Italian and Chinese, providing a conversation subtitles for easier perception. In terms of text communication, the application supports 50 languages. Translation occurs almost instantaneously, and delays occur rather infrequently. Users can write a message in their native language, and the recipient will receive the message in the language, which will be indicated. Thus, the user can call Skype Translator almost anyone who has a Skype. Using Google Glass hotel staff will start to "improve services to guests."

Google Glass - augmented reality glasses, developed based on the Android operating system. The device uses a transparent display that is attached to the head and is located just above the right eye, a camera capable of recording high-quality video, microphone and GPS sensor.

Conclusion. Thus, the use of new technologies in hotels is good for the hotel's image and attract more tourists to visit the hotel.

References: