



EUROPEAN CONFERENCE

Conference Proceedings

**XX International Science Conference
«Latest technologies and modern society:
automation of processes and improvement of
quality of life»
May 18-20, 2026
Lyon, France**

LATEST TECHNOLOGIES AND MODERN SOCIETY: AUTOMATION OF PROCESSES AND IMPROVEMENT OF QUALITY OF LIFE

Abstracts of XX International Scientific and Practical Conference

Lyon, France
(May 18-20, 2026)

UDC 01.1

ISBN – 979-8-90214-565-3

The XX International scientific and practical conference «Latest technologies and modern society: automation of processes and improvement of quality of life», May 18-20, 2026, Lyon, France, 392 p.

Text Copyright © 2026 by the European Conference (<https://eu-conf.com/>).

Illustrations © 2026 by the European Conference.

Cover design: European Conference (<https://eu-conf.com/>).

© Cover art: European Conference (<https://eu-conf.com/>).

© All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted, in any form or by any means, or stored in a data base or retrieval system, without the prior written permission of the publisher. The content and reliability of the articles are the responsibility of the authors. When using and borrowing materials reference to the publication is required. Collection of scientific articles published is the scientific and practical publication, which contains scientific articles of students, graduate students, Candidates and Doctors of Sciences, research workers and practitioners from Europe, Ukraine and from neighboring countries and beyond. The articles contain the study, reflecting the processes and changes in the structure of modern science. The collection of scientific articles is for students, postgraduate students, doctoral candidates, teachers, researchers, practitioners and people interested in the trends of modern science development.

The recommended citation for this publication is: Bakhishov D. Impact of mineral fertilizer application on agrochemical properties of soils under wheat cultivation in the Qobustan region. Abstracts of XX International Scientific and Practical Conference. Lyon, France. Pp. 14-18.

URL: <https://eu-conf.com/en/events/latest-technologies-and-modern-society-automation-of-processes-and-improvement-of-quality-of-life/>

GEODESY		
39.	Пилип'юк Р.Р. ПОРІВНЯЛЬНИЙ АНАЛІЗ ТОЧНОСТІ НАЗЕМНОГО ЛАЗЕРНОГО СКАНУВАННЯ ТА ТРАДИЦІЙНИХ ГЕОДЕЗИЧНИХ МЕТОДІВ ЗЙОМКИ	150
40.	Пилип'юк Р.Р. ГЕОДЕЗИЧНИЙ МОНІТОРИНГ ВІТРОВИХ ВЕЖ ТА ЗСУВОНЕБЕЗПЕЧНИХ ТЕРИТОРІЙ ІЗ ЗАСТОСУВАННЯМ GNSS І LIDAR-ТЕХНОЛОГІЙ	153
HOTEL AND RESTAURANT BUSINESS		
41.	Bereziuk I., Tkachuk Y. SCENARIO PLANNING AND KPIS FOR OPTIMISING HOTEL ENTERPRISE DEVELOPMENT	157
42.	Dehtiar D., Hubenia V., Liulka O. COMPREHENSIVE MODERNISATION OF ANCILLARY HOTEL SERVICES	159
43.	Dziubenko K., Hubenia V., Liulka O. IMPROVEMENT OF THE QUALITY MANAGEMENT SYSTEM IN A BUSINESS HOTEL	162
44.	Zamazii A., Liulka O., Hubenia V. IMPROVEMENT OF THE STAFF TRAINING SYSTEM IN A CHAIN RESTAURANT	165
JURISPRUDENCE		
45.	Rabbi Salita Mikhail THE INTERNATIONAL LEGAL RESPONSIBILITY OF STATES FOR THE PROTECTION OF ENDEMIC FAUNA: FROM THE RAPHUS CUCULLATUS CASE TO CONTEMPORARY STANDARDS FOR THE CONSERVATION OF LIVING HERITAGE	167
46.	Spader, Maycon MULTILEVEL PROTECTION OF HUMAN RIGHTS IN THE ALGORITHMIC ERA: A JURISPRUDENTIAL ANALYSIS UNDER THE PRO PERSONA PRINCIPLE	172

SCENARIO PLANNING AND KPIS FOR OPTIMISING HOTEL ENTERPRISE DEVELOPMENT

Bereziuk Irina

Student majoring in Hotel and Restaurant Business,
National University of Food Technologies, Kyiv, Ukraine

Tkachuk Yurii

Candidate of Technical Sciences (Ph. D.)
Associate Professor at the Department of
Hotel and Restaurant Business,
National University of Food Technologies, Kyiv, Ukraine

The current operating environment of hotel enterprises is characterised by high variability in demand and costs, intensified by risks related to energy supply, logistics and staffing. Under such conditions, development planning requires a scenario-based approach and a system of indicators that allow managerial decisions to be adjusted quickly on the basis of actual data [1; 2].

The purpose of the study is to develop practical guidelines for applying scenario planning and key performance indicators (KPIs) in hotel enterprise development planning and to determine the expected managerial effects of this approach.

It is proposed to develop at least three annual planning scenarios: baseline, optimistic and risk-oriented. For each scenario, assumptions are set regarding occupancy, average daily rate, demand structure and energy costs. Scenario parameters should be reviewed monthly or when a trigger event occurs, such as changes in tourist flows, rising energy tariffs or transport restrictions [2].

Key performance indicators should be grouped into several blocks: demand and revenue performance, including occupancy, ADR, RevPAR and the share of direct bookings; costs and efficiency, including energy costs per occupied room, sales costs and staff productivity; and service quality, including complaint frequency, guest rating and repeat bookings. For each KPI, deviation thresholds and a list of corrective actions should be established [1; 2].

Within scenario planning, it is recommended to apply adaptive pricing linked to the occupancy forecast; seasonal staff planning; activation of digital sales channels; improved budgeting accuracy through the separation of fixed and variable costs; and the formation of a reserve for critical expenses, including energy and maintenance costs [1; 2].

The combination of scenario planning and KPIs increases the transparency of the causes of deviations and reduces management response time [2]. This creates conditions for net revenue growth and a gradual transition to break-even operation through the alignment of demand, rates and cost limits, as well as through strengthening the innovative component of management [3].

The scenario-based approach and KPIs should be considered tools for the operational adjustment of a development plan under conditions of uncertainty. The methodology is suitable for implementation in midscale hotel enterprises, where seasonality, energy costs and the structure of booking channels are key factors of performance.

References

1. Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016). *Marketing for hospitality and tourism* (7th ed.). Pearson.
2. Sabourin, V. (2021). *Strategic management for the hospitality and tourism industry: Developing a competitive advantage* (1st ed.). CRC Press. <https://doi.org/10.1201/9781003105831>
3. Lupak, R. L., Nakonechna, N. V., & Mykytyn, O. Z. (2024). Theoretical basis of managing the economic efficiency of enterprise activity on the principles of innovative development. *Problems of Economy*, (1), 64–69. <https://doi.org/10.32983/2222-0712-2024-1-64-69>

Scientific publications

MATERIALS

The XX International Scientific and Practical Conference
«Latest technologies and modern society: automation of processes and improvement
of quality of life»

Lyon, France
(May 18-20, 2026)