

## 10. Innovative technology perspectives in the hotel industry in Ukraine

Oleksandra Skybina, Kateryna Rudnytska  
*National University of Food Technologies, Kyiv, Ukraine*

**Introduction.** Innovations in the hospitality industry are innovations to increase the competitiveness of the enterprise. Such solutions should either improve the quality of meeting the existing needs of guests, or create a service that satisfies a desire that was not previously satisfied. With increasing competition, hotel companies are forced to look for new ways to improve and be attractive.

**Materials and methods.** It is necessary to implement innovative technologies used by the world's leading hotel companies more actively to maintain competitiveness and effective development, as well as to attract foreign tourists to hotels in Ukraine. Innovations should not just meet the needs of the customer, but give pleasure for staying at the hotel.

**Results.** Examples of innovations can be given in various fields of the hospitality industry.

In today's world, tourists are equipped with a large number of portable technical devices, such as mobile phones, laptops, tablets and other electronic devices. For convenience of the customer not to carry various adapters, the hotel rooms can be equipped with special USB sockets.

«InterContinental Hotels Group» has developed an "anti-snoring" room. The idea of creating such a room is due to the fact that a large number of people travelling in pairs do not sleep during the night due to various sounds, including snoring. The proposed innovation will allow hotel guests to cope with the snoring of their partner in the room, rest well and sleep at night. Rooms are fully soundproofed, have a special sound-absorbing headboard, anti-snoring pads for back and anti-snoring pillows.

The American company "Linen Technology Tracking" has found a solution to prevent theft of hotel towels, bathrobes, pillow-cases and sheets by hotel guests. The company patented electronic chips for hotel linen in 2011. The introduction of this technology is due to the statistics up to 20% of linen is stolen annually in hotels. The hotel linen is chipped with stealthy radio-frequency identification chips, which are sewn into the seams of textiles. These chips send a signal, in the form of a siren to the hotel, about an attempt to take the thing out of it.

The company «Savioko» has developed a robot-butler for specifically use in the hotel industry. It was first introduced to the Aloft Hotel in California. The main task of the robot-butler is to deliver guest's order door-to-door.

**Conclusions.** The introduction of innovative technologies in the hotel industry will give an opportunity to improve service, turn more guests to the hotel, prevent competitors from soliciting regular customers and arouse interest of people who have not used the services of the hotel before.

### References

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