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**Introduction.** Coming from a hotel perspective, some of the latest and best examples of innovations in the hospitality industry revolve around technology. That seems obvious at first, but the thing to remember is that hotels have been around long before software and many other technological advancements we don't even notice today. 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 there 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.

**Conclusion.** Thus, the use of new technologies in hotels is good for the hotel's image and attracts more tourists to visit the hotel. Overall, the hospitality industry is ever changing, and only those who are willing to adapt will survive.

#### **References:**

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