

CURRENT STATE AND INNOVATIONS OF HOTEL AND RESTAURANT BUSINESS

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In the modern economy, the hotel and restaurant business is one of the important areas, since it is, first of all, income, job creation, and also an incentive for the development of all regions of the country. Today's trends in the development of the hospitality industry, innovations and comfort in the hotel and restaurant business, play a major role in the highly competitive struggle for each client.

Currently, to promote the hotel and restaurant business, there is a need to use modern information technologies that provide access to information and virtual resources: cognitive, auxiliary and organizational resources. Today, the use of information and Internet technologies is considered almost the main tool for increasing the efficiency of the hotel and restaurant business. In the context of growing competition, the issues of additional means of increasing business profitability are most acute. Cognitive resources include specialized portals, virtual tours, sites of tour operators and travel agencies. Portals, like websites, enable travel companies to declare themselves, and the end consumer – to learn about the services offered, tours and the possibilities of a particular travel agency. Ancillary resources include Internet mapping, which is understood as the branch of cartography, the essence lies in the information and cartographic modeling of geosystems.

Hotel and restaurant enterprises and catering establishments are an integral part of the functioning of the economy in the modern world. The hotel business plays an integral role in the development of the economy and business.

In general, the hotel and restaurant business in Ukraine is developing slowly, and this is due to the fact that the main focus of investors is on the construction of shopping and entertainment complexes, office and residential centers. Hotels are postponed for later, because their payback period is higher. However, Ukraine is gradually overcoming these problems in the hotel business, and if it continues to focus on European trends, it will be able to overcome many problematic situations without losses. However, the existing infrastructure of the industry does not yet meet the requirements of international standards. Most hotels do not have modern means of communication, conference rooms with appropriate audiovisual equipment and technical means for simultaneous translation.

Further development of the hotel and restaurant industry is impossible without modern equipment and the latest technologies.

Information technology, of course, has a beneficial effect on the development of the tourism industry, in particular its economic component. The advantages of using information technology in tourism are as follows:

- the development of information technologies in the field of tourism will increase the popularity of tourist demand;
- popularization and simplification of access to information on tourist routes;

- substantiation of favorable conditions for investment in tourist accommodation facilities and other tourist infrastructure;
- popularization and promotion of promising projects in the field of hotel and restaurant business.

Modern innovations are not cheap, but hotel owners still spend on them, because only then can ensure their own survival in the market. And one of the most popular developments today is the electronic management of the hotel. A specialized system is created for the hotel to order, to which all employees are connected.

One of the main directions of innovative technologies in the hotel business is the introduction of multimedia technologies, including directories, booklets, catalogs. Today, hotels place electronic directories and catalogs on the Internet. The hotel's electronic catalogs allow you to virtually travel through rooms of different categories, halls of restaurants, congress centers, lobbies, see full information about the hotel, get acquainted with the range of services provided, the system of benefits and discounts. The use of multimedia technologies makes it possible to quickly provide potential guests with information about the hotel and thus allows you to quickly and accurately choose the hotel product that the guest needs.

In the hotel and restaurant industry, the importance of innovative processes is explained by the fact that modern computer technologies make the process of service in a hotel faster. For example, at the reception desk there are computers with programs for quick check-in and check-in of guests in the room, as well as printers, faxes and scanners. In restaurants or bars in hotel complexes, there are convenient programs for driving in an order and paying guests, for example (R-keeper, Micros). The trend nowadays is to attract guests to restaurants for showing teplan shows, when the chef masterfully creates some signature dish in front of an astonished audience. But no matter how exciting the performance is, not everyone likes it. Technological progress has also offered teplan innovations in the restaurant business: cameras are installed in the kitchen next to the cook's workplace, and only those visitors who are interested in it watch his actions on the monitor on the table. Interactive menu – allows restaurant guests to order themselves, which is a fairly convenient process. The guest does not have to wait until the waiter is free and can approach him. Based on public opinion, customers love this innovation in most food service businesses. while waiting for the order, you can play games, read news, view articles on the Internet.

The interactive bar, which is an infotainment system built into the bar counter, has become a fairly popular innovative technology. In fact, we are talking about an interactive screen that serves to display video effects, the nature and intensity of which are dictated by the presence of objects on the counter and human behavior.

It is impossible to imagine the activities of the modern hotel and restaurant business without information technology; it has become one of the fastest growing service sectors. Innovations are used in all major business processes within a travel company, from finding and attracting customers as a communication and marketing tool, and ending with the formation of a travel product.