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УДК 728.51:005.33

THE MAIN WORLD TENDENCIES OF THE HIGHER MANAGEMENT SECTOR OF HOTEL AND RESTAURANT BUSINESS IN RECENT YEARS

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Hotel and restaurant business – a component of the tourism sector, which is aimed at meeting the tourist needs of the population in the form of housing, food, transport and sightseeing services and other services.

Hotel and restaurant business is an integral part of modern business. For many countries, this area is the main source of profit. One of the characteristic features of the hotel and restaurant business is that its growth does not stop under any circumstances. Each country has its own unique resources for the development of this business. Thus, there is greater competitiveness not only in domestic markets but also in international markets. To become a leader among many competitors, managers of restaurants and hotels make institutions unique. Almost every day there are new trends in the development of hotel and restaurant business [1].

Hotel and restaurant business has gained great popularity of the last century. Thus, many scientists conduct various studies describing them in scientific articles. According to statistics, the capacity of the hotel Fund in the US averages about 3.5 million rooms. In Italy, this figure is about 1 million. In recent years, the highest rates of hotel construction have been concentrated in countries such as China, Turkey, Morocco and Singapore. The average load of hotels in the world is 67.7% [2].

A characteristic feature of the modernization process is the use of the latest information and telecommunication technologies that help to improve the efficiency and performance of various companies, improve customer service, speed up the entire procedure.

Restaurant business is a very important component of the economy of any country. The number of gourmet tourists in the modern world is growing from year to year, which means that restaurants will be in demand in the future. According to research, every third tourist considers national cuisine as a

motivation for travel, and spends about 30% of the total cost of travel on food. Due to the fact that culinary tourism began to develop actively, in many countries there were travel agencies specializing in international gastronomic tourism. For example, in the USA –«Gourmet on Tour», in Australia – «Gourmet Getaways» [3].

Very often restaurants are located in hotels, which is very beneficial for the restaurant. Another current trend in the restaurant business is its combination with various events. This allows the restaurant to attract a new customer audience, as well as provide good advertising. For example, it can be wine tasting, listening to live music, theme nights, women's nights, comedy nights, cooking classes, etc.

As well as a range of services such as satellite TV, Wi-Fi, spa-salon, massage room and swimming pool have become familiar and almost mandatory for a good hotel hoteliers are looking for new ways to attract customers. In an effort to offer exceptional service to their guests many hotels order the development of special work systems that greatly extend the functions of the hotel. For example, the hotel company Starwood Hotels & Resorts is known worldwide for his love of innovation, actively working on the concept of «intelligent» room. Since this brand is focused mainly on the business audience, the rooms have a TV with two screens, they also plan to introduce another innovation «smart mirror», which will work on the principle of «touchscreen» [4]. Information technologies in the field of hotel business today provide booking rooms via the Internet, familiarization with the hotel and all its services on official websites and contacts with employees.

Business of tourism has become very popular in our time, modern hotels are increasingly offering rooms for press conferences and assistance in organizing negotiations with customers and partners. For them, the goal is not only to create conference rooms, but also lobby bars and simple lobbies. At the same time, the hotel providing such services, you need to choose a special place, convenient in terms of transport solutions.

The most striking trend in the modern hotel market is the emergence of boutique hotels. These are special hotels with an exclusive rate that has many amazing features, for example, there are no rooms, but there are names, the furniture is grouped by color, the rooms have their own staff that serves only specific guests and so on. New hotels use the practice of «open kitchens», when dishes are prepared directly in the presence of customers. Such kitchens fit perfectly into modern interiors, do not cause inconvenience to guests and become an excellent means of advertising for the hotel, which is constantly updated [5]. All this is due to the fact that the hotel market is very competitive and very aggressive. Thus, managers work with various marketing companies, hire their own marketers to create their own unusual product.

To make a restaurant or hotel was popular, let's consider the various factors that are now in vogue. For example, the fashion for a healthy lifestyle clearly changes the diet. The same restaurants have the opportunity to increase their productivity and use it to improve the customer base. Hotels have the opportunity

to introduce several new services in their program, for example: the opening of sports centers, spa and swimming pool. In addition, many of them open additional restaurants with healthy food. For hotels to be profitable, improving their services is crucial. After all, when people move into a certain hotel, they are waiting for the best service. Therefore, the ultimate goal of the hotel management is to meet the needs of its customers.

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УДК 338.488.2:640.4:004

ВИКОРИСТАННЯ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ В ГОТЕЛЬНО-РЕСТОРАННОМУ БІЗНЕСІ

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У сучасних умовах інформаційні технології й створені на їхній основі інтегровані інформаційні системи стають незамінним інструментом у забезпеченні досягнення стратегічних цілей і сталого розвитку компаній і організацій.

Сам термін інформація походить від латинського слова *information* – «роз'яснення, освідомлення, виклад». Під інформаційними технологіями розуміється вся сукупність форм, методів і засобів автоматизації інформаційної діяльності в різних сферах.

Вплив інформаційних технологій на розвиток гостинності значний, оскільки прямо пов'язаний з підвищенням ефективності роботи як кожного гостинного комплексу окремо, так і усього гостинного бізнесу в цілому. Це прямо впливає на конкурентоздатність фірми на сьогоднішньому ринку. Готельно-ресторанні послуги займають величезну нішу в індустрії туризму, і саме вони безпосередньо впливають за сукупну якість туристичних послуг.