

Malenko Valeria Pavlivna,
first-year student, the department of marketing, specialty tourism,
PHEE «Vadym Hetman Kyiv National Economic University»

MODERN TENDENCIES OF HOTEL AND RESTAURANT BUSINESS DEVELOPMENT

Hotel and restaurant business is an integral part of modern business. For many countries, this sphere has been 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 unique resources to develop this business. In this way, there is a great competitiveness not only in domestic markets, but also in the international markets as well. To become a leader among many competitors, hotel and restaurant managers take a variety of decisions that make their establishments unique. New trends in the development of hotel and restaurant business appear almost every day.

Hotel and restaurant business has gained great popularity for the last century. Thus, many scientists carry out various studies and describe them in scientific articles. According to the statistics, the capacity of a hotel fund in the United States on average is about 3.5 million rooms. In Italy, this figure makes about 1 million rooms. In recent years, the highest rates of hotel construction have been concentrated in such countries as China, Turkey, Morocco, and Singapore. The average loading of hotels in the world makes 67,7 % [5, 2 c.].

Such scientists as Z. Baranik, O. Golovko, I. Buzko have worked on the research in the field of hotel and restaurant business.

The purpose of the thesis is to study the current trends that trigger the rapid development of hotel and restaurant business and suggest possible ways of their implementation on the Ukrainian market.

Nowadays, the sphere of services is very popular and especially the hotel and restaurant business. Today, each city has hotels and restaurants, despite the city's economic development. After all, the hotel and restaurant business is considered to be one of the most promising methods of gaining income for a particular country.

A characteristic feature of the process of modernization of the world is the use of the latest information and telecommunication technologies that help improve the efficiency and improvement of the

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work of different companies, improve customer service, accelerate all the operational procedures.

Thus, there are researches, according to which in 2011 the share of online buyers of hotel and restaurant services reached 30 % [1, 333c.]. This means that for the hotel and restaurant sectors, the development of information technology has become an integral part. In the hotel and restaurant business under the current conditions the character and structure of activity change. New technologies provide the opportunity for better competitiveness, better access to the international market.

Restaurant business is a very important component of the economy of every country. The number of gourmet tourists in the modern world is increasing year by year, which means that restaurants will be in demand in the future as well. About gastronomic tourism they began to talk since 2001, when Erik Wolf, the founder and President of the International Culinary Tourism Association (ICTA), introduced the first article in the world about culinary tourism. According to the research, every third tourist considers the national cuisine to be a motivation for travel, and he spends about 30 % of the total costs of traveling on food. Due to the fact that culinary tourism began to develop actively, in many countries have appeared tour 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 the hotels which is very beneficial for the restaurant itself. After all, the whole advertisement of the hotel is also in favor of the restaurant that is included in the service.

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 tastings, listening to live music, theme nights, ladies' nights, men's nights, comedy nights, cooking classes, etc.

As far as a set of services such as satellite TV, Wi-Fi, spa-salon, massage room and swimming pool has become customary and almost obligatory for a good hotel, the hoteliers are looking for new ways of attracting the customers. In an effort to offer exclusive service to their guests, many hotels order the development of special systems of work, which significantly expand the hotel's functions. For example,

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the hotel company Starwood Hotels & Resorts Worldwide, known for its love of innovation, is actively working on the concept of an «intellectual» room. Since this brand is focused mainly on the business audience, there is a TV with two screens in their rooms, they also plan to present another innovation — «smart mirror», which will work on the principle of «touchscreen» [6].

Information technologies in the area of hotels today provide booking rooms through the Internet, familiarization with the hotel and all its services on official sites and contacts with employees, even before they arrive at the hotel. To date, a potential customer is a person who cannot live either without the telephone or the internet, thus, the hotel management has to take this into account.

As business tourism has become very popular in our time, modern hotels are increasingly offering halls for press conferences and assistance in organizing negotiations with clients and partners. For these purposes, not only conference halls are being created, but also lobby bars and just lobbies. At the same time, hotels that provide such services choose a special location, convenient in terms of transport solutions.

The most striking trend in the contemporary market for hotels is the appearance of boutique hotels. This is a special hotel with an exclusive rate that has many amazing features, for example, rooms have no numbers, but have names, the furniture is grouped in color, the rooms have their own staff serving only for specific guests, and so on. New hotels use the practice of «open kitchens» when the dishes are cooked directly at the presence of the customers. Such kitchens fit perfectly into modern interiors, do not bring any inconvenience to the guests and become an excellent means of advertising for the hotel, which keeps up to date. For example, the best boutique hotels are considered Dar Hi (Tunisia, price of rooms: from 270 to 380 EUR per night), The Pure (Frankfurt am Main, price of rooms: from 100 to 160 EUR per night), The Night Hotel (New-York, price of rooms: from 240 to 1400 USD per night) [7].

All this happens due to the fact that the hotel market is highly competitive and very aggressive. Thus, managers work with different marketing companies, hire their own marketers to create their own unusual product. The main thing in such projects is an idea that can be developed.

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For a restaurant or hotel to be popular, let us consider various factors that are currently in fashion. For example, the fashion for a healthy lifestyle uniquely changes nutrition. The same restaurants have the opportunity to improve their productivity and use it to improve the client base. The hotels have the opportunity to introduce into their program of service some new ones, for example: the opening of sports centers, spa and pools. Moreover, many of them open additional restaurants with healthy food. For the hotels to be profitable a crucial role is played by the improvement of their services. After all, when people are settling in a certain hotel, they expect the best service. Therefore, the ultimate goal of the hotel is to satisfy the needs of its customers. Make everything so that people can live comfortably.

Conclusions. It is worth mentioning the establishment of hotel and restaurant networks. It is a very lucrative business and provides the best service in different markets. If there is a demand, then the products should be multiplied. Managers of hotels and restaurants should be careful while hiring the staff. After all, the coordinated work of the workers will give the desired results. Thus, the main tendencies of the hotel and restaurant business cover the directions of introduction of new technologies, equipment, improvement of products and services, application of new managerial decisions. As for Ukraine, in order to improve the hotel and restaurant industry, it is necessary to introduce the improvements in the specialization and raise the standards of service, the implementation of quantitative and qualitative level of infrastructure development, introduction of new technologies, focusing on the consumer, adding in service something new and unique, developing new management schemes, focusing on the European standards.

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Supervisor: Zhulkivska Alla Mykolaivna, Assistant Professor of the foreign languages department of the faculty of marketing, PHEE (Public Higher Education Establishment) «Vadym Hetman Kyiv National Economic University»

Ахтьорова В. О.,
студентка 3-го курсу, факультету маркетингу,
спеціалізації «Туризм», ДВНЗ «Київський національний
економічний університет імені Вадима Гетьмана»

СУЧАСНІ ТРЕНДИ ТА ТЕНДЕНЦІЇ В ОРГАНІЗАЦІЇ ТУРИСТИЧНИХ ПОДОРОЖЕЙ

Отримані відгуки та результати опитувань споживачів туристичних послуг у 2017 році, які містяться в офіційних статистичних даних Всесвітньої туристичної організації (UNWTO), дозволяють спрогнозувати основні тренди та тенденції організації туристичних подорожей та відпочинку у найближчому майбутньому.

За їх результатами стає можливим припустити, що комп'ютерні технології, які активно впроваджуються у туристичний бізнес протягом останніх років, найближчим часом посилять свій вплив на планування та характер відпочинку туристів. Зокрема, У 2018 році матимуть продовження та посиляться наступні тренди та тенденції:

- «ефект присутності» вийде на новий рівень, завдяки чому обрати місце відпочинку стане ще простіше. Штучний інтелект і

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