

MODERN FEATURES OF AREAS AND CROSS-BORDER COOPERATION

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INNOVATIVE DEVELOPMENT STRATEGIES OF THE HOTEL AND RESTAURANT SEGMENT IN THE SYSTEM OF ECONOMIC RELATIONS

Taking into account the multifunctionality of the tourism segment, we propose to consider innovative technologies in the framework of the hotel and restaurant complex, advertising and information modernization, the Internet resource field, tourist destinations and other components of this industry.

An innovative strategy at the level of a hospitality enterprise is a set of measures that determine the most important directions and priorities for the effective development of this industry, increase the level of its competition in the tourist services market. At the same time, the main condition for the development of a hotel enterprise is the constant modernization of the material and technical base. enterprises, according to the latest developments and technologies: enterprises, according to the latest developments and technologies: equipping rooms with Wi-Fi and remote control of household room options, the

availability of Internet orders, the provision of hotel services for inclusive tourists with disabilities of various nosologies (especially for wheelchair users) and etc.

Analyzing the situation in the tourism industry in the post-Soviet countries in general and the state of hotel enterprises in particular, it is necessary to note the following points that hinder the rapid innovative development:

- dominance of outdated material and technical base in hotel complexes;

- low professional level of hotel service personnel (often there is no recruitment for narrow-profile tourism specialization)

- low level of service for foreign guests by hotel workers (lack of knowledge of foreign languages, customs, traditional greetings, national characteristics, etc.);

- poor excursion service (excursions are often conducted by historians, local historians and other workers of related areas, but not by specialists in the tourism sector, who have a clear idea of the specifics and methodology of providing such services);

- almost complete absence of specialized transport for inclusive tourists, including people with disabilities, which reduces the competitiveness of the tourist segment and contributes to the outflow of a fairly large social group of promising tourists.

If earlier the hotel industry was focused mainly on tourists who «dictated» the working conditions to hotels, Today, the stake is often placed on business representatives: organizing congresses, for press conferences or organizing negotiations with clients and partners.

Given the trend of modern tourists to lead a healthy lifestyle, hotel marketing is trying to adapt to innovation, and, as new options, offering the services of fitness centers, spa-salons, pools with different temperatures, diet menus in restaurants [5, p. 34–36].

Recently, an innovative brand of hotels (hotels) is the national issue during the settlement of customers (temperature regime of the room, features of furniture, the presence of certain interior items that correspond to the culture of the guest), the possibility of choosing dishes from the menu, corresponding or very close to national cuisine guest [6, p. 270].

An unconditional highlight in the activities of the hotel business is the emergence of hotels with an emphasis on exclusivity, they have many amazing features: rooms are not sequentially numbered, furniture is grouped by color, the rooms have their own staff working only for a specific guest (Hotels in Sri Lanka, Malaysia, Goa, Dominican Republic, etc.) [3, p. 113–114].

Modern hotels offer a variety of interactive services, ranging from electronic reservations, to interactive restaurant menus with screens (display embedded in the tabletop), tablets, to touchscreen displays installed in the hotel lobby. In addition, in recent years, innovative RFID technology has been applied to locate a hotel guest; unified payment systems are created when a tourist identifies himself and pays for the services provided [4].

Prospects for introducing innovations into the restaurant sector are being considered inseparably with the hotel industry. A developed restaurant industry is a profitable sector of the country's economy, which, in addition to serving various

contingents of consumers in the domestic tourism segment and providing them with food services, favorably positions its country in the international market.

The restaurant segment is growing faster than others in the tourism sector due to the fact that recently two favorable factors have coincided for this: supply and demand. If you follow the development trends of restaurant enterprises, you can find their quantitative reduction, on the one hand, and the growth of gastronomic directions, a variety of cuisines from different countries, on the other.

Despite the decrease in the number of catering establishments, the turnover in this area is growing every year. For example, in Ukraine, in 2013, these volumes amounted to 24.6 billion. UAH. (Approximately \$ 1 billion), Whereas in 2008, for example, only +11.7 billion. UAH (Approximately \$ 433 million). That is why it can be argued that the restaurant segment of the tourism sector has significant potential for development, both in qualitative and quantitative aspects [1, p. 17–19].

At the beginning of the pandemic (early 2020), it was predicted that almost 50% of all restaurants in Ukraine would close in a year. But the decline in the restaurant market was not so catastrophic. On the contrary, new restaurants and cafes began to open, although the business losses were in fact enormous. For almost a year since the beginning of the pandemic, at least 25% of all establishments have disappeared from the market. Restaurants and cafes were the first to be closed, in the last they were opened, fined, and so on. In some European countries, restaurants and clubs only started to open in

the second half of 2021, and this did not lead to a total shutdown of the business.

The first reason was that restaurants and restaurant businesses (cafes, bars, clubs), despite their income and the niche they occupied in terms of profitability, suddenly found themselves in the same economically unstable conditions.

And although many restaurateurs had their rent canceled, entrepreneurs sent almost all of their staff on vacation, which created a social niche for unemployed restaurant workers. Restaurateurs have cut their spending to a minimum and have survived the tough spring 2020 lockdown and the following restrictions.

Secondly, there are really too many restaurants, especially in large cities. Towards a pandemic, there are 20 cafes and 10 bars on one street. One restaurant is better than another, the concepts are more original, the service is getting better. 40–50 establishments began to open monthly in Kiev alone. During 2020, competition began to decrease, consumers began to appreciate their favorite places more. Sitting without a mask, drinking coffee – such simple things have been the dream of people for many months! Snowdrops restaurants began to open. A business that was preparing to open under the dense knockdown snow. And these establishments not only continue to work, but also became successful.

In general, losses in the tourism sector of Ukraine amount to about 1.5 billion. US dollars. It is worth noting that the tourism sector is extremely complex, because it includes the restaurant business, hotel business, logistics, entertainment, as well as cultural sites, and also attracts considerable tourist flows.

In 2019, thanks to a change in approaches to determining the rates of tourist tax, 196,200,000 UAH were received in local budgets. UAH, which is 216.3% more than in the previous year, however, these funds «dissolve» in the general fund of local budgets. On average, in Ukraine, the share of gross value added (GVA) for the type of activity «temporary accommodation and catering» in the total volume of airborne forces for 2020 is 0.8%, while for the Transcarpathian region this figure is 1.7%, Odessa – 1.6%, Lviv – 1.5%, Chernivtsi, Ivano-Frankivsk regions and Kiev – 1.1% [2, p. 73–81].

All these indicators tell us that the hotel and restaurant industry in Ukraine has every chance for a full recovery and further development in the tourist services market.

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