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## ECONOMIC SCIENCES

УДК 688.168.9

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### INTRODUCTION OF NEW ELEMENTS OF INNOVATIVE MODELS FOR HOTEL FACILITIES

#### **Abstract.**

*The article analyzes the dynamics and development of innovations in service industry. It was found that innovations are a huge incentive for the further development of the hotel business; which contributes to meet world standards of hotel services. The article substantiates the need to introduce innovations in domestic hotel enterprises in order to reach a larger number of potential consumers of hotel and restaurant product.*

*Based on the study, the author draws conclusions about the feasibility of using innovation as an important tool for the hotel enterprises development. It is generalized that the use of new technologies of investment process management in the hotel and restaurant business at the present stage of economic development is an important task, which is of great interest to managers of enterprises in this field.*

**Keywords:** *innovation strategy, hotel industry, competitiveness, financial risk, service process, long-term strategy.*

**Target setting.** With the beginning of economic reforms during the 1990s, there was an urgent need for a systematic study of the general and specific features of the hotel business, its organization, patterns of development and management, its intersectoral and infrastructural relationships. The problems of finding investments on the basis of which hotel enterprises can be developed in accordance with international standards of commercial hospitality have become especially important. However, modern economic theory has so far proposed solutions to these problems, mainly for the branches of material production. The specifics of hotels in this regard, so far, have not been fully analyzed and studied. Hotel innovations continue to be analyzed only in the narrow range of additional services that the hotel can provide to its customers, and their investment development continues to remain outside the scope of comprehensive economic analysis.

**Analysis of recent research and publications.** In order to study the problem of innovative development of the hotel industry, the article deals with the fundamental foundations of the implementation of measures of scientific and technological progress, its economic essence, the relationship with business processes of this concept. This led to the appeal to the works of J. Schumpeter, P. Drucker, A. Anchyshkin, N. Kondratiev, M. Deliahin, D. Kokurin, Yu. Yakovets. The works of Lynn Van Der Wagen, E. Christopher, J. Walker, I. Andrzejczyk, I. Zorin, N. Kabushkin, V. Kvartalnov, O. Chudnovskyi, E. Filippovskyi, L. Shmarova and others were also studied.

However, the problems of innovative development of hotel enterprises remain poorly studied. This is largely due to the fact that for a long time the hotel and

restaurant business remained on the periphery of scientific and economic observation. The urgency of these problems led to the choice of research topic.

**Objective setting.** The main objectives of the article are to analyze and dynamics of innovative development and its impact on the hotel industry.

**Presentation of the main research material.** Modern tourism is a complex socio-economic system, an element of which is a highly profitable diversified industrial complex, called the hotel and tourism industry. International hotel business is a special segment of the hotel industry, which is characterized by a high degree of internationalization of capital, the international nature of its operations, as the hotel system considers the whole world as its field of activity. Thus, the international hotel business plays an important role in solving the problems of integrating a national economy into the world economy and attracting investment in the real sector of the economy. At the same time, the industry is in the process of adapting to international standards. The main distinguishing feature of the modern economy is innovation. Innovation is a powerful strategic and anti-crisis tool. The relevance of innovative technologies is explained by the globalization of the world market, shortening the life cycle of goods, as well as the need for a strategic approach to updating the quality characteristics of products and services.

Innovation in tourism is a system of organizational and economic, research, technological and other measures and their results aimed at radical transformation and renewal of the tourist product, the mechanism of its promotion and implementation in order to achieve economic, social, environmental or other effect [1, p.17].

The application of innovations in tourism greatly facilitates the process of providing tourist services,

which begins with informing about them and ends with their final consumption. For example, the emergence of the World Wide Web has led to the simplification of information exchange, improvement of methods of implementing the marketing cycle in tourism, the development of electronic means of payment with customers and suppliers etc. The innovations use in the hotel business is economically feasible and effective if they bring the hotel additional income, provide competitive advantages in the market, increase market share, reduce costs, improve the service process, increase the efficiency of individual departments and the hotel as a whole.

The hotel business is a highly saturated information industry. It is known that the success of the business of some sectors of the economy directly depends on the speed of transmission and exchange of information, its relevance, timeliness of receipt. This also applies to any accommodation. The successful development of the hotel business involves the widespread use of the latest technologies both in the introduction of new hotel services and in their promotion on the market. It is obvious that the introduction of innovative technologies is becoming an integral part of increasing the competitiveness of the hotel business, as well as improving the quality of service.

Thanks to modern forms of management, such as franchising and contract management and a combination of these forms, hotel companies have been able to reduce costs when entering the market, more centrally manage their financial resources, minimize current costs, pursue more effective pricing policies. As a result, the development of the modern hotel sector is characterized by an increase in the share and role of international business in it. International hotel corporations that create hotel chains dominate the accommodation market. However, the processes of concentration and centralization in the international hotel business have not led to the complete displacement of relatively small independent hotels.

At the moment, the world is undergoing a global economic process of division into massive blocs, such as the European Union (EU), the North American Free Trade Agreement concluded between the United States and Mexico etc. The European Union has lifted national restrictions not only on trade but also on the movement of labor and capital. The synergies that arise between all participating countries have a positive effect on their development. As industrial, commercial and tourism links develop within the EU, the need for hotel services is growing steadily.

In Asia, the rapid development of Hong Kong was stimulated by the rapid growth of the economy of neighboring countries and the specifics of the tax system. In Hong Kong, a universal corporate tax of 16.5%, income tax of 15% is levied and no capital gains tax or dividends are levied [2]. Some hotel corporations are headquartered in Hong Kong, including Mandarin Oriental, Peninsula, Shangri-La, all of which are world-famous five-star hotels. They are based in Hong Kong due to low corporate taxation and the ability to use professionals from other countries as administrators, without much bureaucratic delay. In developing

countries, as they achieve political stability, the hotel business development goes hand in hand with general economic and social growth. An example is the countries of the former Eastern European bloc, where the last few years have created excellent opportunities for the development of hotel corporations.

In conducting public policy tourism, national tourism administrations of most countries take into account the forecast of tourism development in the world, compiled by the World Tourism Organization (UNWTO) – the largest intergovernmental organization, which is a specialized UN agency and has 153 countries. According to the UNWTO study “Tourism - Panorama 2020” in the period from 2014 to 2020, global tourist arrivals are projected to more than double. After the 996 million tourists in 2013 it increased by 39 million tourists in 2014, the number of international tourist arrivals for the first time in history exceeded one billion (1.035 billion). UNWTO predicts that by 2020 the number of international tourist arrivals in the world will be 1.7-1.9 billion [3].

The basis of the tourist accommodation market in the world is hotel and similar enterprises - up to 70% of the market. At the regional level of Ukraine, the improvement of modern hotel business infrastructure is recognized as one of the priority areas of national economy development. World hotel corporations are actively developing the Ukrainian market: in many cities, especially in the capital, there are hotels of the largest hotel chains, which indicate a significant prospect for the development of this area. Experts of the tourist market note that until recently the tourist infrastructure of Ukraine was not developed well enough. Since 1992, the market of tourist accommodation has seen a trend of reducing the number of large hotels and their simultaneous capacity. There is also a gradual replacement of large complexes by more mobile, flexible forms of business - mainly in the form of small hotel business enterprises of various types and categories.

During 2010-2013 modern hotels were opened in many cities of Ukraine. Currently, a number of cities in Ukraine are building hotels that will operate in accordance with international standards of hotel service. Thus, new hotels are being built in Kharkiv, Dnipropetrovsk, Lviv, Zaporizhia, other cities of Ukraine and regions. The number of transactions in the hotel segment of Kyiv in the first half of 2014 decreased by almost 8 times compared to the first half of 2013, but still this figure is 3 times more than the number of transactions in the hotel segment in 2012 [4].

Analysis of the current state of tourism in Ukraine shows that in recent years this area is generally developing steadily and dynamically. There is an annual increase in domestic tourist flow. The growing demand for tourist services within the country has caused a boom in the construction of small hotels, mainly in resort regions, as well as an increase in the number of hotels in international hotel chains in Kyiv, Kharkiv and other major cities, the creation of domestic hotel chains.

The volume of investment offers for hotel construction from both foreign and domestic investors has sharply increased. At the same time, the main proposals are aimed at the development of the hotel business in

the regions of Ukraine. The successes of recent years in the development of the resort and tourist complex of Odessa region should be especially noted. Due to this, not only Odesa, but the whole Odesa region as a whole has gained worldwide popularity, which determines the long-term business interest in the development of tourist infrastructure in the region and the guarantee that in a few years the Black Sea coast will become a world-class resort.

The latest Internet innovation is the development of social networks such as Facebook and MySpace. Now both hotel and travel companies participate in them. In other words, effective hotel management includes equal consideration of economic, environmental and functional aspects, as well as capital investment, production costs and process quality, along with comfort, health and satisfaction of needs. This approach of international developers and investors is called "the blue way".

The term "Blue Sustainability" appeared in Ukraine relatively recently and is already widely used by hotel business professionals. The concept includes a set of measures to save costs, effective planning, improving the level of service, reorientation in favor of environmental technologies. "The blue way" characterizes the package of services provided in accordance with the principles of renewable, energy efficient and environmentally friendly use, including in the hotel industry. At the same time, environmental friendliness, characterized by the concept of "green", is included in the concept of "the blue way": if the building is environmentally friendly and meets all the requirements for economy and functionality, it is a visible example of this holistic and balanced approach.

One of the most common global trends in the hotel business for business and luxury hotels is to attract business tourists with art objects. Hotel operators work with leading galleries and museums, decorating halls, restaurants and rooms with art and antiques, offering their customers tickets to various exhibitions. For example, the Radisson Blu Edwardian hotel chain (England, London) is working with the Victoria and Albert Museum to offer customers a package that includes accommodation, breakfast and tickets to an exhibition dedicated to the legendary musician David Bowie. The popular Crowne Plaza Canberra business hotel in Vienna offers tickets to exhibitions held at the National Gallery of Australia. Siam Kempinski Hotel Bangkok in Thailand changes its exhibition of paintings by local artists every three months, which are exhibited in parallel with art objects from the collection of the Museum of Thai Contemporary Art, which has more than 4,000 works.

Along with attracting business tourists with art objects, the common world practice of promoting premium hotel services is to focus on a narrow segment of customers to create an original hotel product. For example, the number of Women only hotels is growing worldwide. The first such hotel (Barbizon Hotel for Women) appeared in the early twentieth century in New York. This "women only" hotel was to be seen as a symbol of feminism. Since the 1980's radical rules

were relaxed, everyone could stay in the hotel. Currently, the hotel is included in the National Register of Historic Places of the United States [2]. It should be noted that the root cause of the creation of exclusively women's hotels - the idea of feminism - has eventually given way to the religious aspect, which is related to the rules of conduct of women in the Islamic world. In this regard, in 2007, Saudi Princess Madawa bint Muhammad supported the initiative of local businesswomen to open a special hotel Luthan, or "Escape in search of refuge", in Riyadh. All hotel staff are also women. As stated on the booking.com website, "Men, couples and children are not allowed to stay in the hotel".

The modern market of hotel services is in constant dynamics, responding to emerging customer requests. Business travelers who need to rent a room for a few hours a day have become the reason for the emergence of a new service on the market - day hotels. Business people who have come to another city feel the need to put themselves in order before an important meeting or just relax after a long flight and then leave the hotel. For more than ten years, this service has been offered by hotels at airports, since 2010 this idea has spread among city hotels. Day visitors are usually asked to leave before 18:00 or 19:00 in order to prepare the rooms for the evening arrival of the next visitors. Thus from the visitor not hourly payment, and the fixed cost of number for day is taken. It is noteworthy: despite the fact that such a service is offered by many airport hotels, to such large hotel chains as Holiday Inn, Ibis, Novotel, Hilton, Sheraton on the Internet sites of hotels, the possibility of daily accommodation is rarely advertised.

Capsule hotels, which first appeared in Japan (Osaka) in 1979, offer tourists an alternative to budget and short-term accommodation in megacities. Capsule hotels consist of small rooms. Space in hotels is divided into two types: common and individual, which inevitably follows from the organization itself. A large public space is a mandatory requirement of capsule hotels of this type. The original Japanese concept of capsule hotels has undergone major changes for the better, and now respectable tourists stay in capsule hotels. The main purpose of the visit for the Japanese to the capsule hotel is not to stay in capsules, but to visit onsen. Onsen is a wellness center equipped with large hot mineral water baths. The Japanese believe that in prehistoric times only the gods had access to mineral springs. Therefore, accommodation in hotels such as Green Plaza Shinjuku is considered a joyful ceremony.

Determining the right evaluation criteria when developing a pricing strategy is of great importance in the hotel business. It should be noted that the emergence of a large number of budget hotels in the world is directly related to the development of low-cost air travel (Low-cost): poor passengers have become potential tourists. At the same time, there are only two ways to satisfy the needs of customers with little wealth: either to minimize the set of services, or to minimize the area of the room. The Asian corporation Tune Hotels has advanced much further on the path of creating inexpensive hotels. It was founded by the owner of the budget airline Air

Asia Tony Fernandez. Today, the chain includes 27 hotels located in five countries. The company's motto is "five-star beds at one-star prices". The tune rooms (about 10 sqm) are equipped with a wide bed, table, chair and fan. They also have a small bathroom. But there are no towels and soap. The basic cost of living in the flagship hotel Downtown Penang (Georgetown) is about \$ 30. If guests have a desire to turn on the air conditioner, access the Internet, buy a towel, soap, etc., they will have to pay extra.

The undisputed leader in the budget hotel market is the French corporation Assor. The development of the economic segment in the Accor Group is given special importance: it generates significant revenue for the operator and is an important factor in global growth. According to analysts, the group of ibis brand, which belongs to the economy class, is most suitable for development in the regions of Ukraine. Taking the first place in the European rankings, it sets the tone on many platforms outside the Old World. The goal of ibis is to increase the share of direct bookings from the site to 40% by 2015. The number of web site visitors only in 2014 increased by 30% [5].

Along with capsule hotels, Bubble hotels belong to hotels with a unique concept and design. In France, there are a number of transparent tents designed for accommodation and recreation of tourists. The concept of the new hotel format belongs to the French designer Pierre Stephanie Dumas, who proved with his project that the ball in the hotel market is beautiful and comfortable. A new balloon hotel resembling a soap bubble has opened in a picturesque forest on the outskirts of Paris. This place attracts travelers with a quiet and cozy location that allows you to feel closer to nature, away from the noisy city and bustle. The main idea for the opening of such a hotel was the desire of the designer to create a place for temporary relaxation.

In Ukraine, there is a rapid development of the hotel business, as evidenced by the opening of new hotel facilities and the interest of foreign investors. The leaders of the hotel business in Ukraine are Kyiv, Odesa, Lviv. In addition, the hospitality industry is actively developing in Zakarpattia, Ivano-Frankivsk, Kherson and Zaporizhia regions. In 2019, Ukraine is expected to increase the hotel number due to the development of network operators in the cities of the country. At the same time, the most active operators who plan to develop their networks in the cities of Ukraine are Accor, Rezidor Hotels Group, Kempinski Hotels, HiltonHotel Corporations. Network hotel operators are interested in the market of large cities in Ukraine.

In the next few years, foreign hotel and tour operators plan to actively develop in the Ukrainian market, which is due to the objective growth of business and tourism flow to Ukraine. In 2016, Hilton Worldwide can be predicted to increase the number of rooms, if all the announced projects are implemented, the Hilton portfolio will increase by 916 numbers.

The most ambitious expansion plans for 2019 have been announced by the French network Accor, which

aims to launch more than 2,500 rooms, and the American InterContinental Hotel Group, which plans to increase its number of rooms by 1,000 rooms. Such large-scale prospects lead to a significant change in the structure of international operators in the Ukrainian market. The leader by 2018 will be the French network Accor, which is projected to occupy 22% of the market against 10% in 2014, displacing the first place InterContinental Hotel Group [5].

**Conclusions.** The study provide reasons enough to suggest that the dynamics of development of the Ukrainian market of hotel services reflects the main world trends and modern practice: raising service standards; application of innovative design solutions; creation of a unique hotel product focused on the needs of a narrow segment of customers; development of new hotel services and forms of business (day hotels, capsule hotels); principles of environmental friendliness of applied technologies, saving of resources, reduction of expenses etc. However, in some cases, under modern conditions, Ukrainian hotels do not have the resources and thoughtful marketing policy to achieve effective management of the hotel and restaurant business. Therefore, the topic of using international experience, development, implementation and application of new models of innovative hotel concepts is very relevant and important for the hotel services in Ukraine.

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