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INNOVATIONS IN PROVIDING OF SUSTAINABLE DEVELOPMENT OF HOTEL FACILITIES IN UKRAINE

The main task of providing of sustainable development of hotel facilities is either organization of own potential with clear orientation toward market demands or search and introduction of innovative technologies.

A necessity of scientific inquiry of practical mechanisms of innovations introduction, such as development of innovative projects in the field of hotel business, implementation of advanced world innovative experience in the implementation of hotel services of high quality, gains in priority importance in the package of measures of competitiveness providing and lead positions holding of hotel facilities in market.

Under such conditions an introduction of innovations, which will be the moving force of providing of sustainable development of hotel facilities at the present stage, is a main trend of hotel business.

Problems of sustainable development of enterprises were considered by many native and foreign scientists: A. Aliiev, V. Hlukhov, V. Yershov, M. Porter; regularities of enterprise innovative development were investigated in papers of academic economists S. Valdaitsev, K. Wahren, V. Hrynova, P. Drucker, M. Kyzym, V. Ponomarenko, O. Pushkar, J. Schumpeter and others; approaches to assessment of economic efficiency of innovative projects are considered in works of such scientists as H. Bierman, M. Brown, R. Burmester, A. Hrynov, P. Orlov, S. Pokropyvnyi, R. Fatkhutdinov, A. Yakovliev, O. Yastremska and others.

The purpose of the article is to determine the role of innovations in providing of sustainable development of hotel facilities in Ukraine.

Statement of the main material. Innovation (novelty) – is a final result of innovation activity that is implemented in the form of new or improved marketed product; new or improved technological process that is used in practical activity [4].

Implementation of innovation activity needs solving of the following problems [6]:

- new services market research, choice of market segments for new services, strategies of new services promotion;
- forecasting of profit taking from provision of services;
- business research of market of all types of services;
- complex analysis of costs required for new services introduction in hotel;
- risk analysis, determination of methods of risks minimization.

Innovations in hotel business mostly have a technology path. In recent years technical innovations substantially make easier hotels' functioning and quality of service.

We consider appropriate to implement in Ukrainian hotels such automated control system (ACS) of hotel as Opera, Fidelio, Libra etc. ACS includes information about rooms and their occupation, information about guests, their passport information and so on. System data allows obtaining of various data reports for any period of time [7].

At the modern stage was appeared a great number of original hotels that attract guests by means of remarkable interiors or location. Ice hotels, hotels on the trees, under water, on trains, shipboards, in deserts – this is not all new unusual hotels.

Indispensable condition of sustainable development of hotel facilities – is competent and consistent innovation: from application of new methods of personnel management to utilization of innovative technologies in hotel business.

It is appropriate for service enterprises to introduce non-technological innovations that, on the one hand, are the source of competitive advantages, but, on the other, cannot be duplicated perfectly.

For hotel facilities an innovative approach is determined, first at all, by improvement of informational support of lodging facilities' activity. To ensure a desired level of competitiveness it is necessary to utilize advanced informational technologies in introduction of

new types of main and extended services as well as expansion of new communication channels' use for hotel advancement.

Hotels should aim at obtaining of admittance to the widest range of sales channels. In particular, hotels directed to business segment should most of all introduce themselves in global or alternative booking systems.

We consider sensibly defensible a providing personnel and guests with free broadband Internet that would allow organizing of twenty-four-hour information interchange between each other as well as with external sources.

Thus, the utilization of modern technologies in hotel services is an integral part of sustainable development of hotel facilities in terms of competition. Such technologies allow keeping of high service level, expansion of services range, improving of control system, strengthening of personnel work control and ensuring guests with the high security level.