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MODERN STATE AND  
PROSPECTS OF THE  
DEVELOPMENT**



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## IMPROVEMENT OF HOTEL ACTIVITIES IN UKRAINE

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**Keywords:** hotel industry, hotels, innovation, strategy development, information technology, hotel management.

**Formulation of the problem.** Currently, the impact of information technology on hotel management is significant enough as it is directly related to increasing the efficiency of the work of each manager individually and the hotel in general. The widespread use of Internet networks, Internet technologies, software products through the automatization of all the hotel's business process the conditions of today are a matter of creating competitive advantage, the way to survive in the market in the near future.

Presently, hotels in Ukraine are beginning to actively introduce the latest management systems that not only ensure an intense level to serve guests but also to increase the economic efficiency of the business beyond the account of the rational use of technical capabilities and human resources of the organization [6].

The success of the hotel industry in the market is determined by its level of competitiveness, which primarily depends on strategy enterprises. In turn, the hotel industry's strategy is determined by the potential: different internal (provision of numerous resources) and external (competitors, resource suppliers, demand) factors. Also planned business development goals and the present opportunities for their use and achievement.

The level of competitiveness of an enterprise is determined by its ability to satisfy certain needs that have emerged in the consumer market [4].

Utilizing technical sharing capabilities today makes it easier and faster to create and sell packages of services to consumers, to solve tasks of financial and operational management, marketing planning, increase competitiveness and sales.

**Analysis of basic research and publications.** Many scientists have investigated the possibility of modern information technologies in the hotel business, among them, leading Ukrainian scientists, such as Hudo V., A. Kianyanitsa, Kabushkin N., Agafonova L. and others [1].

The works of these scientists are considered as basics of hospitality industry development, the most developed ones are being researched territorial segments of tourism, as well as influencing factors, are analyzed on the development of the tourism industry in Ukraine [5].

Technological innovation is required to obtain the benefits of the environment and competitors by constantly looking to improve their business.

Competitive advantage can be gained if properly targeted on innovative processes.

Today, with respect to technological innovation, the concepts established, which is reflected in International Standards in the statistics of science, technology and innovation. International Standards in Statistics for Science, Technology and innovations are recommendations of international organizations in the field of statistics, sciences and innovations that provide their systematic description in market conditions economy. According to this standard, innovation is the end result of innovation activity that has been embodied as a new or an improved product, marketed, new or improved the technological process used in practice or in a modern approach to social services.

**Goal formulation.** It consists of research and design information technologies as innovations for implementation in hotels of Ukraine.

To achieve this goal, it is necessary to perform the following tasks:

- To reveal theoretical aspects of innovations in the hotel industry;
- to develop a list of innovative technologies for implementation in hotels in Ukraine;

- to determine the benefits of implementing systems in hotel operations automation of management activity.

The subject of the study is the role of information technology (IT) in hotel management and restaurant business.

**Outline of the main research material.** Innovation, as known, is the basis of ensuring competitiveness at different levels of economic systems. Sequentially, competitiveness remains as a determining factor of ensuring the economic security of the economic system and its sustainable development.

Therefore, moving to an innovative development model is not only a national task, but also the real need of any functioning enterprise in market economy conditions [8].

Many hotels have not implemented any of the innovations systems except information system for receiving, accommodating and booking guests. Therefore, hotels are facing severe problems, including:

- old management methods are increasingly failing;
- control requires more staff, additional costs and makes management harder;
- Decision-making takes more and more time to make decisions. That's why they either missing or late;
- the number of financial transactions and decisions made exceeds the limit for which there are no longer clear reasons that led to one or the other end results.

When selecting and implementing new automated systems is necessary solve technical, administrative and organizational tasks.

In recent years, there has been a steady trend of increasing demand for client-server applications that have accounting and management expertise greater capabilities than file server systems when processing large volumes data, the ability to create distributed systems, and sufficient integration with other systems [7].

Having a network allows staff to spend less time on routine operations, save it for labor productivity. By sending out e-mail service notes, managers are deprived of the need to print, copy and distribute them. Email provides almost instantaneous delivery and response to correspondence.



Application of network applications such as database management system data and spreadsheets, allows employees to work together, no leaving your workplace wherever users are or applications. This can speed things up a lot [3].

One of the most important for the manager features corporate information systems are modules of management accounting and financial controlling. Each functional unit can be defined as a financial accounting center, with an appropriate level of financial responsibility for its leader. This, in turn, increases the responsibility of each of the executives and falls into the hands of senior managers an effective toolkit for precise control over the implementation of individual plans and budgets [2].

Thus, in today's context, the information center becomes almost the main element of an effective guest service management system.

**Conclusions.** Thus, the implementation of the information system opens new opportunities to effectively address the major challenges of the hotel business. Operation of the system allows the hotel to implement programs resource savings by reducing maintenance costs communication systems, avoid peak loads, increase productivity work, improve the quality of services performed work and improve skills hotel staff.

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## **ПРО СТАН ТА ПРОБЛЕМИ РОЗВИТКУ АГРАРНОГО СЕКТОРУ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ**

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**Вступ.** Сьогодні, роль аграрного сектора як складової національної економіки є вагомою та важливою. Проте, для сталого та ефективного розвитку аграрного сектора, ще багато проблем мають бути вирішені, зокрема: цінова та інфраструктурна політика, міграційні процеси працездатного населення з сільської місцевості, земельне питання, законодавча база та низка інших, не менш значущих проблем.

**Метою роботи** є розгляд базових проблем функціонування аграрного сектора економіки, аналіз його стану та окреслення перспективи ефективної діяльності.

**Матеріали та методи.** Для досягнення поставлених цілей в роботі використовувалися наступні методи дослідження: теоретико-імпіричний – для детального вивчення аграрного сектора національної економіки; економіко-статистичний – для аналізу динаміки продукції, яка виробляється сільським господарством, головною складовою аграрного сектора.