

Peculiarities of the hotel business formation in the condition of globalization

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Abstract

The article discusses the peculiarities of the formation and strategies of the development of the hotel and restaurant business and tourism in the condition of globalization.

Keywords: hotel business, globalization, tourism

1 Introduction

Nowadays, it's very noticeable the dependence of the economic development of the country on the degree and scale of the use of innovations. Thanks to globalization, the appearance of new technologies, management methods, there is a growing need to attract foreign and domestic investments in the hotel business for the expansion of the range of hotel services. The innovation of hotel facilities is inseparably linked to investment development, that is, there is a continuous formation and the use of the investment resources for the achievement by enterprises of the operational and strategic purposes of their economic activities. The development of the innovation and investment activities of the hotel enterprises promotes the strengthening of the economy of Ukraine, the growth of its authority in the world market of tourist services, the growth of well-being of citizens, the preservation of historical and cultural heritage, the rise of spiritual potential of society.

2 Main body

The analysis of the world's experience in investing innovation shows that the main part of innovations is created in business sectors around the world, for which technological innovation is frequently updated. In these spheres the fundamental and applied research is actively organized financed and commercialized, develops large projects integrating the results of innovative search of small knowledge-intensive companies, the global scanning of new ideas and markets and the organize of the production process [1, p. 122].

In Ukraine, the hospitality industry is not properly developed. The level of the hotel service for tourists at the hotels does not conform the world level, so they need a significant updating of the provided services. Innovation is crucial to ensure efficient hotel operation. With increased demand for accommodation services for different categories of the tourists, there is an increasing need to study the organization of innovative processes at the enterprise and also the

implementation of investment projects in hotels of different categories, formation and use of investment resources.

In the condition of globalization, research of the innovation and investment activities of hotel enterprises in Ukraine makes it possible to highlight both the obstacles to their functioning and the measures necessary to ensure the effective development of innovation and investment activities of accommodation facilities.

Scholars investigating the problem of innovation in hospitality note that innovations in services can be defined as a new service concepts, new channels of communication with clients, new distribution systems and technology solutions which often change the supply of services in the market, they update enterprise functions and require structurally new organizational, technological and human capabilities [2].

In the hospitality industry, it is important to consider innovation more broadly than only technological innovations, and take into account that it can appear primarily as a set of relationships between the constituent elements of the tourism system (hotels, restaurants, entertainment, transport and information) [3, c. 312].

3 Conclusions

Thus, the main stages of the development of innovative processes in the sphere of hotel industry we propose to consider the following: the improving training of hotel staff, expanding the supply of additional services, the application of new marketing methods in promotion of hotel product, the use of new innovative forms of hotel business organization, the creation of favorable conditions for attracting domestic and foreign investments in the hotel industry, the implementation of good management practices and international business practices in hotel enterprises. The hotel industry includes an industry with a high level of competition in the hotel services market, so hotel management is forced to look for new methods and means of producing services through innovation, and to create an activity strategy that has helped attract and retain the client.

References

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