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INNOVATIONS APPLICATION IN ACCOMMODATION ESTABLISHMENTS

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Today the services sector plays a key role in the development of the economy leading countries of the world. Belonging to immaterial production, the service sector contributes to the arrival of a significant amount of finance to the budget of countries. At the same time, the share of use financial resources of the industry is constantly increasing.

As know, the hospitality industry has a significant place in the service sector. Hotels and restaurants provide a variety of services, basic and additional provide the development of the industry as a whole. The quality of service provision is constantly increasing, especially given the high competition among hospitality establishments in the world business. Positive impact of this fact is a widespread introduction of international ISO quality standards in the activities of placement institutions. This contributes to increasing the level of service provision among institutions and revives competition on the market.

The level of development of hospitality facilities is constantly increasing. Playing a significant role in increasing the number of hotels and restaurants visitors their star the presence simultaneously increases on the competitiveness and profit margins. By introducing modern international standards, technologies and innovative equipment a hospitality establishments increase their influence on the state's economy and ensure the high competitiveness of the industry.

The application of innovative technologies in the activities of hotel and restaurant establishments promotes the rapid development of the industry. Modern energy-efficient equipment, made with a wide application of the latest technology and technology, can satisfy any needs of the hospitality industry. Consuming a small part of the energy it simultaneously ensures to receipt of high-quality products. At the same time, the energy saving factor plays a key role.

Innovative activity of accommodation establishments is ensured through the introduction of a number of key measures:

- application of modern international quality standards in the activities of establishments of hotel and restaurant industry;
- use a modern energy-efficient equipment;
- effective management and marketing;
- introduction of modern technologies;
- increasing the level of automation and computerization of institutions (in general and in the direction of implementation all production and management processes);
- introduction of quality management system (QMS).

Such measures increase the level of functioning of institutions and improve their image as in the Ukrainian market and within the world of service provision.

Thus, the widespread use of innovative technologies provides a stable level of development any enterprise, hotel and restaurant – including. Conducted analysis help to determine factors which affect on the level of development accommodation facilities. In the future, this will allow to conduct research from determine most effective factors that affect on placement institutions performance.

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