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APPLICATION FEATURES OF INNOVATIVE TECHNOLOGIES IN HOTELS ACTIVITY

Hotel-restaurant industry is an integral part of the national economy of Ukraine. As in most leading countries of the world, it occupies a significant place in structure of GDP. However, this indicator in Ukraine is on a low level.

This is facilitated by a number of factors. First of all, this is a structure of national market for tourist services, which is not balanced and characterized by low competitiveness. Also, hospitality establishments are at a low level of development. Most of them do not meet the current level of service. Therefore, such institutions can't pass an expert assessment of relevant state structures in this area.

Along with this, in Ukraine successfully functioning establishments of foreign companies, such as: Rixos Hotel, Radisson, Hyatt, Intercontinental Group, Sheraton Hotels and Resort, Accor Hospitality [1, 2]. As a rule, they are located in large cities or in resort areas, where concentrated a large number of tourists. The quality of service in such establishments corresponds to the world level and provides provision of all services for visitors.

At the same time, hotel and restaurant establishments always trying to improve the service quality of visitors. For this, except for attracting a sufficient amount of money required quality development strategy and application of innovative technologies.

Today, innovative technologies are widely used in all areas of the national economy and spheres of society. This is supported by positive factors in application of innovative technologies. First of all, it's raising the competitiveness of institutions in the market of providing services. Depending on the chosen innovation technology, there is a different impact on economic efficiency of enterprises. When using the

innovative model of management of institutions, all indicators of their activity increase. This is in the future promotes development of institution and its competitiveness.

Application of innovative energy-efficient technologies allows to increase the economic level of development of institutions. Reducing energy consumption provides cost savings, release of additional resources which can be used in the future to provide different needs. Namely: expanding the rooms number, improvement of service quality, creation of additional services, acquisition of modern equipment, expansion of the sphere of institution activity, staff training, introduction of a new quality management system and other factors.

Today more than 90 countries of the world have considerable potential for heat and electricity production. Most of them use this potential not enough [3]. Therefore, widespread use of energy-saving technologies is a very perspective direction.

Perspective is the use of various innovative technologies, namely – "passive house". It is an energy-efficient building standard that provides comfortable living conditions. At the same time, it is economical and has a minimal negative impact on the environment.

"Passive house" is a building in which thermal comfort is achieved exclusively by additional pre-heating or cooling of fresh air mass. It is necessary to maintain high quality air in the rooms without additional recirculation. In this case, the thermal comfort in the premises is ensured by the standard ISO 7730 [4].

The important components of a passive house are:

– high level of thermal insulation;
– application of modern energy-efficient windows;
– constructive execution of building without thermal surplus;
– hermetically building construction;
– modern ventilation with high efficient heat recovery.

In Ukraine, the indicated technology is gradually expanding, however, is of an initiatory nature. Today in the territory of our country, built no more than several dozens such houses, most of which are individual housing. There is no talk about the mass character of such a construction.

As for hotels and restaurants, this technology is almost not used. Some elements of the “passive house” technology are used in some institutions, but these are isolated cases.

Consequently, the technology “passive house” is practically not used on the territory of Ukraine. Its advantages and possibilities of application are analyzed.

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