



Improving the System for Introducing Modern Management Technologies in the Hotel Business

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Annotation: This article examines innovations and possible prospects for the introduction of innovative technologies in the field of hospitality, how the tourism and hospitality industry is subject to trends in the development and addition of innovative (new types) technologies in various objects of activity, how they allow increasing both customer loyalty and hospitality of rooms in various types of hotels. How innovative technologies make the work of hotel staff easier and what they do after their workplace is automated. The work examines the types of modern technologies that are used in new hotels. A description of projects created by the state that contribute to the development of tourism and hospitality is also carried out.

Keywords: hospitality, innovation, hotel automation.

Tourism today is a very profitable profession that requires a certain amount of knowledge, skills and experience. World gross income receives a share of 10%, 8% of total world exports and approximately 30-35% of world trade in services.

Innovation activity is a complex of general scientific, managerial, economic and commercial activities that lead to innovation. It is important to understand that an activity can be called innovative if new knowledge, technologies, experience, techniques and methods are introduced into it to obtain a positive result that is widely in demand in society. The innovative activity of an enterprise can be defined and understood as the cooperative work of all employees who are sent to create and implement innovations. Innovative activity is joint or, in other words, systemic in nature, which is formed by the environment and subjects of innovative technologies.

The main directions of innovative activity in the field of tourism and hospitality:

Release of a new type of tourism product, restaurant product, hotel activity.

Using new tourism potential that has not been used by anyone before.

Changing the plan for the production and consumption of classic tourism, restaurant products, and hotel services.

Search and implementation of a new market for products.

The study of various innovative ideas and processes, the reasons for the emergence of novelty in a given environment, the creation of methods for their implementation is of significant practical and theoretical interest. The state plays a special role in the development of tourism in Russia, so the development and implementation of mechanisms for state support for these areas is relevant.

As part of the Federal Target Program in 2018, Russia was supposed to become one of the leaders in the tourism industry. The government approved this program and idea, which was designed for 2011–2018. During the implementation of the program, it was planned to significantly increase the influx of foreign tourists to Russia, as well as try to convince Russians to go on vacation to their native resorts. However, the idea was 50% realized due to the high prices for vouchers to local resorts, as well as the low cost of vouchers to foreign resorts.

The state continues to develop in the hospitality sector. The prerogative of the government to implement the tasks of the Federal Target Program is to resolve issues and tasks that require the construction of roads, electric transmission lines and gas pipelines. The development of tourism infrastructure, restaurants and hotels will be carried out by private investors. By 2020, it is expected that upon completion of all programs and actions to improve the level of tourism and hospitality, the leisure and travel industry will become one of the significant sectors of the economy. According to the Federal Target Program, the following projects are being prepared for launch: reconstruction of the Kremlin in Pskov, construction of a pier in the city of Ples and a hotel complex in Pereslavl-Zalessky, construction of three automatic clusters - motels and restaurants.

Hospitality industries are also developing quite quickly. This is possible due to the fact that hoteliers face only two, but very important tasks: to acquire as many clients as possible into their base, to implement the maximum plan for the number of sales, and in addition to these tasks is to win the client, making him a regular customer. It is impossible to carry out these actions, that is, tasks, without innovative solutions. The battle for every guest, especially in a crisis environment, requires maximum efforts in the field of modernization of both technology and consciousness.

The obstacles to the introduction of innovative technologies are usually the following: the price of innovative development, the need to spend money on adapting the enterprise itself to it, and last but very important are managers who are mostly focused on generating income from the current activities of the enterprise. It is very difficult to explain to the owner that new innovations will help generate significant income in the future.

It is impossible to imagine that there are hotels that carry out business tasks manually every day. The management system is the central system of the hotel; without this mechanism it is impossible to perform basic functions in the internal system. There are many electronic hotel management systems out there, and when you choose one, you should definitely ask yourself how relevant it is nowadays and whether it adapts with the themes of innovative IT products that are becoming essential tools.

Currently, the main innovation in the field of electronic management is such Internet technologies, when the responsible hotel employee directly makes a request to the web server, in which he can obtain information about his hotel on the network. Currently, the main systems on the Russian market are Opera Fidelio and Epitome PMS. “The main innovation of Epitome PMS” is the positioning of this system as part of a huge hotel complex, in detailed integration with subsidiary systems,” noted Sergey Fomin, CEO of Libra Hospitality, a company that provides effective business solutions and comprehensive services for automation of enterprises in the hotel industry, official partner and distributor in Russia of SoftBrands.

Improving and distributing the management system process will certainly lead to the fact that very soon there will be more such integrated systems for different hotels. There will be systems that can be obtained by signing up for a paid subscription (SAAS technologies). This will especially suit seasonal hotels that operate in resort areas at certain times of the year. Such technologies will ensure minimal expenses for owners on the purchase of expensive software, and they will pay small amounts from operating expenses for bookings sold. Thus, such systems will be able to purchase hotels of any type and format, including mini-hotels. In conditions of constantly intensifying competition, hotels have to look for different ways to develop their attractiveness and the availability of their services.

The hotel must follow the path of gaining access to a huge, wide range of sales channels. In which channels and at what time to make sales is a matter of promotion idea; it depends on the season, the current occupancy of the hotel and many other factors. In particular, providing yourself in global or alternative booking systems is, first of all, necessary for hotels created for the business segment. But these can be not only city business hotels, but also accommodation facilities of any format: country hotels, SPA hotels on the coast, hotels for extreme recreation lovers who want to attract clients with a certain level of income.

It is necessary to understand that global booking systems are also an important element of advertising: a hotel does not become known easily in narrow circles, but becomes known to more

than 600,000 travel agencies around the world and appears in the most popular booking systems, which are used in constantly updated GDS databases, such as Travelocity and Expedia. Plus, no other advertising channel can be compared in terms of cost/effectiveness [3, p. 5].

In 2011, Libra Hospitality was able to introduce a new innovative product to the global hotel market - a multi-hotel solution for chains that operates on the SaaS-Libra OnDemand CRM model. This product is already relevant with the hotel management system epitome PMS and Fidelio and significantly expands the functionality of the hotel management system. The main functionality of Libra OnDemand includes the following aspects:

Monitoring the sales and marketing department for the hotel. The system improves the work of each sales employee, reducing the time spent. This idea allows you to schedule meetings, calls and perform various variable tasks; the system also allows you to maintain a general calendar and schedule for managers. The results of each communication with a client are stored in the system to obtain a detailed picture of the department's work and the state of affairs with clients of different levels. Managers can give clear tasks to their subordinates and monitor the correct execution of all actions.

Having analyzed the ways of implementing hotel technologies, it is possible to identify the presence of technological gaps, the need for technological shifts in the direction of comprehensive automation and the need to introduce new technological innovations through the development of a technological standard for various accommodation facilities. Technology transfer implies the presence of such components as material, law and people. The human factor has a huge impact on the development and implementation of technology: the psychology of perception and the level of qualifications of personnel. The component of law determines the possibility of creating social and technological standards for the implementation of the possibility of creating social and technological standards for the implementation of modern hotel technologies. The material component is determined by the technical equipment, typology and level of comfort of accommodation facilities [2, p. 208].

Having considered the steps to create technological innovations that can automate the work of hotels, we will highlight the following technologies:

1. Interactive TV Systems - today there is a huge variety of models for any, even the most unpretentious taste, for example, the Hoist Technology company offers 3 types of interactive systems: easy TV, classic interactive system and IPTV. The system itself is most often supplemented with content that will improve the guest's mood: movies, satellite channels, and music. In addition to the content, the systems consist of services that help various users to be aware of the hotel's offers, but also the staff to know about the guest's preferences, for example, what films the guest ordered, what food and drinks he prefers, ordering them through the room service.
2. WiFi. Provides fast and wireless Internet access. In a modern hotel, a wi-fi router should be installed in every room. For many guests, and especially for businessmen, wireless Internet with the ability to connect to any device today is an integral service in a hotel. The main task for a hotel manager is to provide fast, high-quality Internet access so that they can work or relax without attacks of aggression. Therefore, suppliers of hotel wireless Internet access systems give hotels the opportunity to control their own access parameters - connection speed, amount of prepaid traffic or time.
3. Energy Management System (energy management system). Through this technology, the hotel will be able to reduce its energy consumption by almost 30%. The temperature in each hotel room is changed through a central computer.

By controlling the climate in your room, you also improve the environmental environment and help improve your budget. In modern hotels, each area requires a certain level of lighting, so automating the supply of electricity is a major advantage for the hotel owner.

4. Connectivity Panel (remote panel of audio and video connectors, media hub). This device allows the client to connect his own device. He can connect his laptop to the TV via an HDMI cable, or listen to music from his phone through the TV speakers or simple speakers.
5. RFID (Radio Frequency Identification). RFID door lock. If the client has a telephone, he will be able to get into the room and other premises. This technology is becoming popular in most developed countries.

There is also a large selection of computer systems for use within a hotel as an automated control system. Developers of modern management products can independently adapt their brainchild to any hotel.

The presence of technical security equipment in a modern hotel is also a prerequisite for its successful functioning. If the manager provides security guarantees, this is an indicator of a certain quality of service, a factor in attracting customers and the possibility of gaining their positive loyalty in the future.

Summarizing the above, we can highlight that the use of modern technologies in hotel services is an integral part of the development of the hotel business in a competitive environment. Modern technologies make it possible to maintain a high level of service, expand the range of services provided in the hotel complex, improve the management system, strengthen control over the work of staff, and also ensure a high level of safety for guests.

Literature

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