

THE ECONOMIC IMPACT OF INNOVATIVE SERVICES IN THE HOTEL INDUSTRY

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Abstract: *this article discusses the importance of innovative services in the hotel and tourism industry. Nowadays we cannot imagine the hospitality industry without informative innovation technology. In a competitive market, all touristic organizations are trying to find their places with innovative services. For this reason, it is important all touristic organization must to create new innovative services. In this article we clarify and analyze the importance and economic development of innovative service in hotel and tourism industry. Also we will discuss new innovation technologies in tourism and hospitality.*

Keywords: *hotel, innovation, services, restaurant business, tourism, transportation, technology.*

ЭКОНОМИЧЕСКИЙ ЭФФЕКТ ИННОВАЦИОННЫХ УСЛУГ В ГОСТИНИЧНОМ БИЗНЕСЕ

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Аннотация: *в этой статье обсуждается важность инновационных услуг в гостиничном и туристическом бизнесе. Сегодня мы не можем представить индустрию гостеприимства без информационных инновационных технологий. На конкурентном рынке все туристические организации пытаются найти свое место с помощью инновационных услуг. По этой причине важно, чтобы все туристические организации создавали новые инновационные услуги. В этой статье мы проясняем и анализируем важность и экономическое развитие инновационных услуг в сфере гостиничного и туристического бизнеса. Также мы обсудим новые инновационные технологии в сфере туризма и гостеприимства.*

Ключевые слова: *гостиница, инновации, услуги, ресторанный бизнес, туризм, транспорт, технологии.*

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Today, innovative services play an important role in tourism and the hotel industry. As tourism develops year by year, competitive hotels are also opening their doors to guests. One of the main tasks of winning in a competitive market is the introduction of new services by tourism enterprises. We can exemplify many types of innovative services in hotels. With this in mind, hotels need to choose the types of innovative services that suit them based on customer demand.

The key to innovation in the hotel industry is management. It is managed as follows, i.e. the types of innovative services, the stages of development of innovation processes and the management of the processes that occur in the process of innovation development play a key role. Management of the introduction of innovative services in the hotel industry will depend on the following key factors: a) find an idea that will serve as a basis for existing innovative services; b) finding innovative stages for existing innovation; b) the process of promoting and implementing innovations in the tourism and hotel industry market.

The main results of the hotel's innovative services can be attributed to the following criteria. That is, the introduction of innovative services and a high level of quality of tourist services in the hotel, increase the productivity of hotel staff and its funding, the reduction of material and technical capacity and stock capacity in the hotel industry, or increase the efficiency of financial and economic activities.

Many hotels are based on innovation, which is confirmed by changes in the functions of existing innovation processes. These changes are as follows:

- a) providing the tourism market with new products through the introduction of new innovative techniques and technologies;
- b) introduction of new products in the tourism and hotel markets;
- c) introduce the use of new types of goods in hotels;
- d) entering new markets.

Generally speaking, highway, including interregional, correlations and evaluations of accessible assets are utilized to break down the improvement of innovations that increment economic development and the patterns in independent hotel business actuation. The experience of hotels in the developed regions of the world shows that

their prosperity has made an entire arrangement of innovation the board, which prompts an expansion in the expense of science. Numerous innovation and technologies firms have created on account of investment. Countries that have gained huge headway in innovation improvement as of late are utilizing immediate and circuitous strategies for financing innovation.

In conclusion, the transfer of innovations to increase the role of modernization in the production of hotels through the development of new innovative services and their introduction and development by tourism organizations is yielding significant results.

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