

THE FUTURE OF HOSPITALITY INDUSTRY (МАЙБУТНЄ ГОТЕЛЬНОГО БІЗНЕСУ)

Петрановська О.М., гр. ГРС-39

Наукові керівники: ст. викл. **О.М. Муравйова,**

ст. викл. **І.І. Ков'ях**

Харківський державний університет харчування та торгівлі

Спалах коронавірусу став потужним ударом по світовому та українському готельному ринку. Невпевність і невизначеність стають тим серйозним викликом, з яким зіткнулися зараз не тільки готельєри, але й увесь бізнес.

Many countries have noticed a remarkable decline in consumer activity even after lockdown restrictions were eased. These changes in consumer behaviour can be attributed to citizens' lack of trust that reopened businesses are maintaining safety on a daily basis. Resilient organizations understand that recovery is a human and multi-dimensional experience that requires trust and confidence. These involve physical safety, emotional support, digital security, and financial stability.

The pandemic has fundamentally changed the customer experience, and it's likely to stay this way until the virus fades, populations achieve herd immunity, or a vaccine is discovered. Companies have no choice but to reimagine the customer experience for the realities of this new normal.

As the hospitality sector reopens for business, organizations must do all they can to not only provide a clean space for customers but also one that alleviates their health-related worries. Authorities will continue to require businesses to adhere to certain guidelines, but it's incumbent on the organizations to implement those rules in a way that both fits their business and takes away as little as possible from the customer experience.

However, moving these touchpoints online means that restaurants, hotels, and other hospitality sector organizations can't deliver the personal touch and interpersonal interactions that traditionally played a key role in the overall customer experience. Businesses will need to find ways to deliver a unique experience in order to differentiate themselves, strengthen their customer relationship, build customer loyalty, and retain their brand. How can restaurants make the delivery and take-out experience memorable? What can hotels do to ensure their guests feel special and even pampered when they no longer talk to the front desk or usher room service into their rooms? The key for all hospitality organizations will be to strike the right balance between technology-enabled selfservice and the need or desire for human interaction in service-based offerings.