

INNOVATIONS AND CRAFT TECHNOLOGIES FOR HORECA

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The hotel business is one of the largest in the world. In the economic sphere, services occupy an increasingly large share of GDP. The high labor intensity of the hotel industry requires the employment of a significant number of the population.

With the development of international partnership relations, the requirements for the quality of service, including hotel services, are increasing. The problem of competitiveness in the hospitality market is rather acute, as domestic enterprises are unable to compete with foreign hotels on many indicators. So, for example, the quality of domestic hotel services and the level of service often remain very low. The complexity of assessing changes in customer needs, the dynamism of the market, make it necessary to choose a strategy of business activity that minimizes management errors, improves financial condition and competitiveness.

Currently, modern business is characterized by a transition to a development strategy, according to which the seller and the buyer reach a new level of socio-economic interaction, which involves the creation and development of stable long-term relations. In such conditions, the only way to maintain competitiveness is the ability to distinguish from the total mass of offers not so much the characteristics of the goods and services offered to customers, but the level of service and the ability to "guess" the individual needs of each specific consumer and the entire market in general.

Such factors as the accelerated development of network communications and information systems play a stimulating role in the processes. Because with their help, companies have the opportunity not only to assess the potential attractiveness of one or another customer segment, but also to conduct a comprehensive analysis of it, drawing appropriate conclusions about the effectiveness of their actions.

The study of the essence of consumer loyalty as the basis of a customer-oriented strategy showed that loyalty itself is a complex concept associated with many indicators, the use of various research methods and variants of loyalty programs. In this regard, a serious study of the factors and conditions for choosing the main tools and their combination in loyalty programs is required.

The analysis showed that loyal customers provide companies with

at least three advantages: stability, reputation and cost reduction. Having reliable connections with regular customers, the company has the opportunity to plan its work, and therefore income, for a longer period. In turn, high-quality planning ensures better organization of work, better service due to greater rhythmicity of the production and trade process.

Starting from a certain moment, regular customers themselves begin to "build the business of the company", making more purchases, buying goods and services at a higher cost, as well as spreading positive information about the company; such clients generate less transaction and communication costs.

At the same time, the examination of international experience showed that an important role in the effective implementation and implementation of loyalty programs, the justification of financial investments, is played by the correct choice of tools and schemes underlying the mechanism of implementation of loyalty programs. Any loyalty program is a combination of benefits, both tangible and intangible (rational and irrational). In this, the most important element of loyalty programs is the type of incentive received by the consumer and the possibility of feedback. Communication channels, CRM systems and other software play the most important role in this process, which makes it possible to monitor, measure, track and analyze the level of consumer loyalty before the implementation of the program, during and after its completion.

The strengthening of innovative activity in the regional tourism industry is currently a determining factor in ensuring competitiveness in the world market. This can be achieved only in the conditions of a combination of competition and cooperation of entrepreneurial structures and the education and science sector with strong state participation in the form of tourism-innovation clusters formed on the basis of tourism-recreational clusters created as part of the state program.

A necessary condition for the implementation of economic activity is the availability of resources and potential investors who wish to place free capital under the conditions of the optimal "profitability/risk" ratio, the presence of profitable business objects that are dynamically developing, the creation of legal conditions that contribute to the effective placement and movement of capital in direct (investment) and reverse (export, profit allocation) directions.

Based on this, the mechanism of activation of economic activity should include structural components: motivation of economic activity, organizational, resource and methodical support.