

## WAYS OF IMPLEMENTING INNOVATIVE ACTIVITY OF A HOTEL ENTERPRISE TO ENSURE COMPETITIVENESS

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Ensuring competitiveness at the expense of increasing innovative activity must be considered and carried out in the following aspects:

- when creating a hotel product and implementing service (innovative activity in additional opportunities to increase its competitiveness);

- in the process of managing a hotel enterprise (use of innovative approaches);

- active involvement of personnel in innovative activities.

The manifestation of innovative activity will depend on the stage of the life cycle of the hotel enterprise, on the market situation and the direction of the manifestation. This must be taken into account when managing the hotel enterprise's innovative activity in order to ensure its competitiveness.

The management of innovative activity is interdependent with the following types of management:

- management of innovative activity of personnel;
- management of the innovative potential of the hotel enterprise;
- management of innovation strategy;
- management of the innovation environment;
- innovative risk management;
- management of innovative activities of the hotel enterprise in general.

To ensure innovative activity aimed at increasing the competitiveness of the hotel enterprise, it is necessary to perform the following:

- to determine the stage of the life cycle of the main hotel product in order to understand the directions of the manifestation of innovative activity;

- to analyze the readiness of the staff to show innovative activity;
- the selection of optimal management technologies.

The application of the considered approaches allows you to adequately respond to the actual challenges faced by hotel enterprises and contributes to increasing the level of competitiveness.