

**«HILTON» HOTELS CORPORATION
(КОРПОРАЦІЯ ГОТЕЛІВ «ХІЛТОН»)**

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У доповіді йдеться про багату на події історію корпорації, її стратегії бізнесу, що змінювалися з часом, перспективи її діяльності в індустрії гостинності у найближчі десять років.

Hilton Hotels Corporation (NYSE:HLT) is one of the leading hotel and leisure companies in the world. It is primarily involved in the management and development of hotels across the globe. Hilton operates in the U.S, Europe, Asia and currently has hotels in more than 85 countries. Hilton is popular in major cities, such as New York, London, Paris, Rome, Sydney, Tokyo, Beijing, Shanghai, Toronto, Stockholm, and Sao Paulo.

Earlier, Hilton focused on acquiring and owning more real estate. However, it has recently changed its growth strategy, and it now focuses on spreading its operations through franchisees. This enables the company to earn revenues in the form of franchisee fee without incurring any additional costs to purchase real estate and construct hotels. Increasing the number of franchisees also provides the company with a stable and predictable stream of revenue, and shields it from any temporary downturn in the industry.

The revenue of a hotel company tends to fluctuate due to several reasons. One of the primary factors is the number of customers a hotel attracts. Thus, in case the number of travelers coming to a particular region declines, the revenues from the hotel in that region will also decline. However, if the company owns the brand (and the hotel is run by a third-party), the company is ensured a fixed amount (in terms of management and franchisee fee), the number of customers coming to that hotel notwithstanding. Increase in airfares can reduce a customer's ability to spend on a hotel room, resort or other services, which has a negative impact on the hotel industry.

However, as Hilton targets upscale business travelers, the impact of increasing airfares will not be too significant for Hilton. On the other hand, an economic slowdown will reduce the number of business travelers, and create a significant impact on Hilton's revenues. Hilton's primary business segments include hotels (ownership and managing & franchising) and timeshare operations (an arrangement under which a purchaser receives the right to use an accommodation or amenities or both for a specified period).

THE COURSE OF BIOCHEMICAL PROCESSES IN FERMENTING-FORMING AGGREGATE

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Nowdays the extrusion technology in rusk goods production becomes widely used in Ukraine due to its significant advantages, the main of which is to intensify technological processes.

The main idea of this investigation is using the novel technology where the dough prepared for processing is given in a closed hermetic vessel and kept under excess pressure of 0,2 MPa. The forming of dough plait happens directly on the oven without standing of dough by forming matrix, i.e. by cold extrusion. The loosening of goods happens in the extruder's outlet due to the pressure overfall.

It was investigated the influence of higher pressure and higher content of carbon dioxide in the extruder's chamber on the course of biochemical processes in the dough, which was characterized by accumulation of regenerated sugars and changes in fractional composition of protein substances in semi-finished products.

To study changes in the carbon-amylase complex of dough it was determined the dynamics of sugars in the dough, which was in the fermenting-forming aggregate, by the intensity of accumulation and fermentation of maltose. It was established that the accumulation of sugars in dough under pressure was by 14...15% less than that of under the control, and fermentation slowed down by 35...36%.

Protein substances in dough were divided into such fractions: the total amount of protein of dough, the total amount of water-soluble protein and also free amino acids alone. Determination of fractional composition of protein substances took place in dough after 30 min of its fermentation in the thermostat (beginning) and in 180 min of autolysis at 30° C (the end).

The research showed that water-soluble protein content in 3 hours of autolysis in the dough which was ripening at higher pressure and higher carbon dioxide content in the medium (in the fermenting-forming aggregate) had increased by 27...28%, including free amino acids – by 9...10% compared to the controlling sample.

Thus, in the fermenting-forming aggregate under the influence of higher pressure the accumulation of sugars in dough slows down, whereas the intensification of proteolysis process in dough proteins is observed.