

INNOVATION AREAS OF THE HOTEL INDUSTRY

Рюмшина О.Г., гр. ГРС-48

Науковий керівник – викл. Л.А. Подворна
Харківський державний університет харчування та торгівлі

Вивчення тенденцій і закономірностей комплексного освоєння інновацій, планування позитивних результатів і управління ними – складна методологічна проблема у сфері туризму, пов'язана перш за все з класифікацією інновацій.

1. “The management innovation type refers to the quality of management processes, to the ICT (information and communication technologies) applications for management, and to improvements of the organizational structure.” In the concept of management innovation, the environmental quality play an important role in the hotel's competitiveness. The information and communication technologies applications are also vital in making management processes efficient. Furthermore, the changes in the organizational structure capture the organizational innovation that is relevant in services.

2. “Innovation in external communications depicts the high information-intangible content of services products and processes in the hotel industry.” Definitely, the ICT plays an crucial role, both in generating opportunities and new services, and in revolutionizing the ways in which most of the traditional services are provided. The use of ICT is a very relevant innovation that helps increasing the competitiveness of firms because it facilitates the management of relationships with customers, through better and easier information exchange. Further, ICT can improve the efficiency of the relationships between the firm and intermediaries, suppliers and public administrations.

3. “The service scope innovation is relevant due to the importance of the service delivery for the competitiveness of hotels as in other service sectors”. Service scope innovation advises changes in the service output and the incorporation of technological assets which improve the service output and the tangible aspects of service delivery.

4. “The back-office innovation consists of the incorporation of new technological assets for the improvement in productivity and for achieving more efficient service delivery.” The process and system design and testing of a new service encompass the whole delivery process, not just the element experienced by the customer, but also often involves back-office process re-engineering.

CUSTOMS EXAMINATION OF GOODS

Савчук Н.П., гр. ТТ-21

Науковий керівник – викл. О.М. Муравйова
Харківський державний університет харчування та торгівлі

Розглянуто питання, що стосуються особливостей проведення експертизи товарів під час митного контролю, митного оформлення та справ про порушення митних правил в Україні.

Expertise is quite a specific activity which became more complicated with the development of science and technology, and as a result of expansion and complication of the range of objects that appear in different kinds of relationships, has been increasingly used to establish or clarify certain facts and circumstances.

In the activity of customs authorities, which is related to the implementation of expertise, two areas can be outlined: the implementation of expertise during customs control and customs clearance and expertise in carrying out the proceedings in cases of violation of customs rules. As part of the proceedings in cases of violation of customs rules, a bigger number of expertises are carried out than in ordinary proceedings on administrative violations. It is due to the peculiarities of customs offenses, an objective assessment of which often requires special knowledge.

Thus the implementation of expertise in the field of customs is critical question arising from the urgent practical needs of customs and requires detailed legal regulation.

The customs expertise subjects include expertise customer, expertise organizer and expert. Customer is a person interested in conducting the expertise. Organizer is either legal or physical person who, by law, organizes and conducts expertise. An appropriate official who is a specialist in a particular field of knowledge may be appointed expert.

A special area using the expertise is judicial activity. Strict requirements are imposed on forensic expertise, paying attention to the fact that the findings of forensic expertise can be used as evidence for the case.

The essence of customs expertise and its value is not comprehensively reflected in the legislation. Today expert institutions, operating in the system of customs service of Ukraine, are actually the subject of expertise at customs control and customs clearance. In addition, regulation of customs expert institutions and procedures of expertise is not precisely stated in the Customs Code. All that mentioned above prevents the productive implementation of expertise in the area of customs.