

## IMPROVEMENT OF BUSINESS PROCESSES OF THE HOTEL ENTERPRISE

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To ensure the competitiveness of individual hotel products and the hotel enterprise as a whole, it is necessary to constantly improve both primary (hotel product design, organization of guest service, etc.) and secondary business processes that support and provide.

To identify directions for improvement of these processes, it is necessary:

- to form a clear model of an improved business process (the desired result);

- determine the resources (their characteristics, quality and quantity) necessary to achieve the formed model;

- conduct a diagnosis of the existing business processes of the hotel enterprise according to the following parameters: execution time, cost of the process, features of the organization (organizational content) and others.

In general, the reorganization of the operational cycle processes of a hotel enterprise may include:

- reduction of hotel capacity (closure of unprofitable areas);

- reorganization of personnel work (optimization of the organizational structure, elimination of duplication of functions, increase in productivity);

- innovations, efficiency of technologies (automation of processes, connection of technologies with business tasks);

- optimization of costs of operational activities (resource-saving technologies, infrastructure projects, optimization of purchases, reduction of costs);

- alternative forms of organization of business processes (new forms of personnel recruitment, vertical integration, joint use of assets);

- increasing the return on resources (maximizing income and labor productivity, using emerging opportunities).

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

These approaches are rational, especially during the economic crisis and the complexity of the development of business structures.