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**MANAGEMENT OF THE INNOVATIVE  
PROVISIONING PROCESS QUALITY OF  
TOURIST AND HOTEL-RESTAURANT  
BUSINESS SERVICES**

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**PRESENTATION AND PURPOSE OF THE STUDY.** At the current stage of recovery of the national economy of Ukraine, it is impossible to form a concept of ensuring innovative development, to achieve long-term results of the tourism and hotel-restaurant business without constant updating and improvement of applied technological and management processes, constant expansion of the range of services provided, and identification of new opportunities for effective development. Scientific and technical progress, the creation of new innovative management technologies, the development of innovative production infrastructure, including changes in consumer preferences, new methods of management and organization of production and work should be attributed to the reasons that cause the need for innovative processes. Innovations (or innovations) play the most important role in macroeconomic development and in achieving the goals of tourism and hotel and restaurant business. To date, there is not a high level of innovative activity in the field of tourism and hotel-restaurant business, which is due to the need to find solutions for improving control in the field of management of innovative activities of tourist and hotel-restaurant enterprises. The development of market relations causes the emergence of new tasks that require the improvement of the system management of the quality of services at tourist and hotel-restaurant enterprises.

The above-mentioned words prove the relevance of this article and reflect its purpose as a study of the peculiarities of managing the innovative process of improving the quality of various services of the tourist and hotel-restaurant business.

**RESEARCH METHODS.** In the process of creating and writing the article, general and scientific methods were used: abstraction, classification

of various types, comparison, systemic and system-forming approach, situational mathematical analysis, logical and analytical evaluation of parameters, analogies, modeling. The totality of the used theoretical and methodological base made it possible to formulate realistic and well-founded practical conclusions and effective solutions.

**THE RESULTS.** It was emphasized that the development of innovations in the hospitality industry should include such aspects as automation and improvement of work processes with the help of the Internet of Things, the use of "smart" solutions, as well as the improvement of safety and hygiene through innovative solutions. Innovative processes in the tourism and hotel-restaurant business are described, which should include the introduction of new ideas, technologies, services or approaches to improve service quality and competitiveness. This may include the implementation of information systems, the creation of unique numbers or services, the development of an environmental initiative, etc.

**CONCLUSIONS.** Innovative activity in the tourism and hotel-restaurant business is embodied in the creation of new or improvement of transport, hotel, restaurant and other services, the development of new national and international markets, the use of advanced information and telecommunication innovative technologies, modern advanced forms of organizational, planning and management activities, new ways to meet the needs of tourists, etc. Carefully selected tools for the innovative development of tourism and hotel-restaurant business enterprises ensure its competitiveness.

**KEYWORDS:** tourism and hotel and restaurant business; quality of services; innovations; communications; management; service; digital technologies; Internet of things; blockchain.

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## УПРАВЛІННЯ ІННОВАЦІЙНИМ ПРОЦЕСОМ ЗАБЕЗПЕЧЕННЯ ЯКОСТІ ПОСЛУГ ТУРИСТИЧНОГО ТА ГОТЕЛЬНО- РЕСТОРАННОГО БІЗНЕСУ

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**ВСТУП І МЕТА ДОСЛІДЖЕННЯ.** На сучасному етапі відновлення економіки України концепція інноваційного розвитку, досягнення довгострокових результатів туристичного та готельно-ресторанного бізнесу неможливо без постійного оновлення та вдосконалення, застосовуваних технологічних, управлінських процесів, постійного розширення асортименту послуг, що надаються, і пошуку нових ринкових можливостей для успішного розвитку. До факторів, що викликають необхідність здійснення інноваційних процесів необхідно відносити науково-технічний прогрес, створення нових технологій, розвиток виробничої інфраструктури, в тому числі і зміна переваг споживачів, нових методів управління та організації виробництва та праці. Інновації (чи нововведення) відіграють найважливішу роль у макроекономічному розвитку, та у досягненні цілей діяльності туристичного та готельно-ресторанного бізнесу. На сьогоднішній день у сфері туристичного та готельно-ресторанного бізнесу спостерігається низький рівень інноваційної активності, що обумовлюється необхідністю пошуку рішень щодо вдосконалення контролю у сфері управління інноваційними процесами у діяльності туристичних та готельно-ресторанних підприємств. Розвиток ринкових відносин викликає появу нових завдань, що викликаються необхідністю вдосконалення системи управління якістю туристичних та готельно-ресторанних послуг.

Вищезазначене окреслює актуальність даного дослідження та відображає мету даної статті як вивчення особливостей управління інноваційним процесом забезпечення якості послуг туристичного та готельно-ресторанного бізнесу.

**МЕТОДИ ДОСЛІДЖЕННЯ.** У процесі написання статті застосовувалися загальнонаукові методи: абстракція, класифікація видів,

порівняння, системний підхід, ситуаційний математичний аналіз, логіко-аналітична оцінка параметрів, аналогії, моделювання. Сукупність використаної методологічної бази дозволила забезпечити зрештою достовірність і обґрунтованість висновків та практичних рішень.

**РЕЗУЛЬТАТИ.** Наголошено, що розвиток інновацій в індустрії гостинності повинен включаючи такі аспекти, як автоматизація та поліпшення робочих процесів за допомогою Інтернету речей, використання «розумних» рішень, а також підвищення безпеки і гігієни через інноваційні рішення. Описано інноваційні процеси у туристичному та готельно-ресторанному бізнесі, які повинні включати в себе впровадження нових ідей, технологій, послуг або підходів для поліпшення якості обслуговування та конкурентоспроможності. Це може охоплювати впровадження інформаційних систем, створення унікальних номерів чи послуг, розвиток екологічної ініціативи тощо.

**ВИСНОВКИ.** Інноваційна діяльність у туристичному та готельно-ресторанному бізнесі втілюється у створенні нових або вдосконаленні транспортних, готельних, ресторанних та інших послуг, освоєнні нових ринків, упровадженні провідних інформаційних і телекомунікаційних технологій, сучасних форм організаційно-управлінської діяльності, нових підходів до задоволення потреби туристів тощо. Ретельно підібрані інструменти інноваційного розвитку підприємств туристичного та готельно-ресторанного бізнесу забезпечують його конкурентоспроможність.

**КЛЮЧОВІ СЛОВА:** туристичний та готельно-ресторанний бізнес; якість послуг; інновації; комунікації; менеджмент; сервіс; цифрові технології; інтернет речей; блокчейн.

**Introduction.** Quality is determined by the influence of a large number of known and random factors in the tourism and hotel-restaurant business. To prevent possible effects of these factors on the quality level, a quality management system and innovative solutions for its organization are necessary. A set of measures of constant impact on the process is needed in order to maintain the appropriate level of quality. The essence of quality management is the development of management decisions and the subsequent implementation of management actions provided for by these decisions at a specific management facility. In the quality management of direct objects of management, as a rule, there are processes on which the quality of products depends. They are organized and take place both at the pre-production stage and at the production and post-production stages of the product life cycle. Control solutions are developed based on a comparison of specific information about the actual state of the controlled specific process with its characteristics specified by a specific control program. Normative specific regulatory documentation regulating the value of parameters or indicators of product quality (standards) should be considered as a concrete and important part of a clear quality management program for specific products.

The goal of quality management is to achieve an economic effect (profit) and a high level of enterprise competitiveness. Only through the development of an effective quality system in the company, as specified in the international standard of the International Organization for Standardization, can the following requirements for products be met, which must correspond to the field of application, purpose and clearly defined needs; meet consumer requirements; meet the accepted technical conditions and standards; satisfy society's requests; meet environmental protection requirements; to be economically profitable, to bring profit.

**Description of the problem.** In the tourism and hotel-restaurant business, innovations and innovative processes should form strategic competitive advantages, which is manifested through the provision of additional completely new services or services of higher quality against similar competitors. Each economic unit in the course of its functioning in one way or another carries out both internal and external organizational activities. Both of these types of activities are interdependent, they interact with each other and in some cases are able to complement each other.

Tourist and hotel-restaurant business, belonging to the class of complex systems, has certain properties, and the most important condition for their existence in modern conditions is to ensure their continuous sustainable development. Active innovative activity allows enterprises in this field to occupy leading positions on the market and to obtain the expected high profit at a certain point in time.

In innovative activities, the tourist and hotel-restaurant business relies on the foundation of accumulated knowledge. Innovations in the field of hospitality are influenced by the economic and social situation in the country, legislation, as well as international relations and agreements. The innovative trend in the hospitality industry is manifested through the ability to generate various ideas that can ensure the successful development of the hotel and their implementation. Wide application of new knowledge generates new products, services and technologies. If the hotel does not participate in any innovative process, sooner or later its competitiveness will decrease.

Innovation in the hospitality industry follows the trajectory of service innovation, which is different from product innovation. Such innovations have increased operational efficiency and created great value for customers. As a result of constant innovation, service firms have not only improved the quality of their service, but also offered a more personalized experience. This result was achieved by forecasting customer needs, increasing loyalty with the help of various programs, expanding the customer base while simultaneously reducing unused capacities and increasing the level of productivity. Service innovation involves the constant improvement and optimization of ideas to expand the capabilities of employees, entrepreneurs and consumers. As a result of clear innovations, new specific types of customer experience have appeared (Povorozniuk, 2021).

It is important to recognize that innovation also has barriers, including the ownership structure of the hospitality industry and specific franchise models. Innovation remains a buzzword for many hotels, and the hospitality industry has been slow to adopt new technologies. The cost of specific innovations, resistance from owners, avoidance of change, learning challenges, the pace of advancement of new effective technologies, and time and budget constraints are some of the other insurmountable barriers. In general, an innovative structure in the field of tourism and hotel-restaurant business is an organizational, material, financial, and informational basis for creating conditions that contribute to the effective accumulation and distribution of resources, as well as the provision of high-quality services.

The use of innovations in the tourism and hotel-restaurant business, as well as in any other sector of the economic system, has its own characteristics, which must be taken into account when organizing the choice of tactical and strategic directions of innovative and sustainable development of the enterprise. innovations and innovative developments in the activities of tourist and hotel and restaurant enterprises:

1. The use of innovations helps to increase the demand for tourist and hotel-restaurant products and attracts new customers to the field of tourist and hotel-restaurant services of a more innovatively developed enterprise. In those

hotels that use more innovative information services, the occupancy level of the room stock increases.

2. The adaptation of innovative developments clearly contributes to increasing the specific quality of providing tourist and hotel-restaurant services to clients and maximizing the satisfaction of their consumer requests. An example of a clear application of this type of specific innovation is the use of an operational menu at the hotel reception, which allows you to quickly work out the needs of the client.

3. The introduction of innovations is an important tool for reducing costs for the activities of tourist and hotel-restaurant enterprises, which contributes to increasing the profitability of the commercial activity of the organization (automation of the cleaning process in the rooms of the room fund, which leads to a decrease in labor costs).

The development of tourist and hotel-restaurant enterprises in the conditions of the innovative paradigm has a set of distinctive features. These features are clearly related to the specifics of the organization and management of clear and precise business processes in tourist and hotel-restaurant enterprises (Tyshchenko, 2021).

In the materials of various studies, the peculiarities of the organization of specific innovative activities are considered leading enterprises of the tourist and hotel-restaurant business. First of all, seasonality is highlighted, which leads to the formation of a rather long period of payback of innovations. The adaptation of any innovation has two clear components: firstly, it is aimed at the company achieving the necessary level of commercial success, that is, the profitability of its business and economic activities, and secondly, it is related to the implementation of investments that, based on in essence, must pay off. Return on investment occurs primarily through the formation of a positive value of the financial flow of the tourist and hotel-restaurant enterprise, which is created as a result of the provision of services. The demand for hotel services in most enterprises of this type of commercial activity is seasonal, which is caused by natural and climatic conditions, the periodicity of certain events and other factors. The presence of the seasonality factor "stretches" in time the formation of a positive financial flow of a hotel enterprise, which extends the payback period of investments invested in innovative developments.

The second important feature of the organization of innovative activities in the system of tourism and hotel-restaurant business is the need for immediate satisfaction of the consumer's requests, because he needs to receive the necessary service at this very moment and this service cannot be purchased. In this regard, the introduction of innovations in the tourist and hotel-restaurant business should have an already completed character, that is, the potential

consumer should use the final and tested result of the innovation process in the tourist and hotel-restaurant enterprise.

An essential feature of the introduction of innovations in the activities of tourism and hotel-restaurant business enterprises is rather high commercial risks, which is a specific feature of the realization of a tourist and hotel-restaurant product. The dynamics of the realization of tourist and hotel-restaurant products completely depends on the level of demand for it, which is formed taking into account the specific needs and clear requests of potential consumers. At the same time, the specifics and directions of these requests have a rather turbulent character, which is caused both by subjective changes in the preferences of citizens of one or another country, their national characteristics, and by changes in the attitudes of a certain society. In addition, macroeconomic factors have a significant and clear influence on the dynamics of specific consumer demand for tourist and hotel and restaurant services, among which it is necessary to note primarily monetary factors (in the form of fluctuations in currency rates) and geopolitical factors (in the form of changes in the stability of political relations between individual countries on the international stage).

A significant aspect of the development of tourist and hotel-restaurant enterprises in the conditions of the innovative paradigm is the multifaceted nature of the implementation of innovations. The essence of this feature lies primarily in the fact that the implementation of innovations within the framework of economic activity has a wide range of implementation. In this regard, it is possible to clearly distinguish the exact main directions of implementation of innovative developments in the economic activity of tourist and hotel and restaurant enterprises:

- management innovations, which are primarily aimed at organizing a more effective mechanism for managing the main business processes within the economic and economic activities of tourist and hotel and restaurant enterprises. An example of the use of management innovations is the use of interactive technologies in the interaction of management with personnel;

- communication innovations, which are such innovations that increase the quality, efficiency and sustainability of interaction between producers and consumers of tourist and hotel and restaurant services. An example of the use of communication technologies is the use of certain service devices, which will allow to accumulate requests of service consumers and promptly transfer them to the management of the enterprise;

- service innovations – the use of innovations of this type is aimed at clearly maximizing the satisfaction of the requests of potential consumers of services based on the growth of their quality and a clear expansion of the range of possibilities. As an example of service innovations in the hotel business, we

can consider the use of variable climate control devices that modulate their activity based on the variability of the environment;

- marketing innovations are a type of innovation, the adaptation of which helps to increase the demand for tourist and hotel-restaurant services using various sales promotion tools. An example of the use of clear marketing innovations in the system and at enterprises of the tourist and hotel-restaurant business can be the use of specific WEB services, which, based on the client's prior clear request, form the most profitable and necessary package of hotel services in compliance with the "price-quality" criterion;

- logistic innovations are actively implemented by tourist and hotel and restaurant enterprises to optimize and improve and improve the management of specific material, information, resource and clear human flows within the framework of service provision;

- digital innovations and tools are one of the most widespread types of innovations and innovations in the conditions of globalization, the use and implementation of which increases the level of information and computerization of the offer and provision of tourist and hotel and restaurant services, communication clear interaction of the consumer and the corresponding specific service (Chomiak-Orsa, 2020).

A significant feature of the use of innovations in the activities of the tourist and hotel-restaurant business is the significant dependence on the human factor in the process of their implementation. Since most innovations in tourism and hotel-restaurant enterprises are of a service nature, they are accordingly related to the formation of a certain kind of communication relationships between people. In this regard, when considering the implementation of certain innovations in the company's activities, it is necessary to carry out measures in the field of selecting high-quality personnel and building an innovation-oriented human resources management strategy. The lack of qualified personnel can significantly reduce the quality and efficiency of the implementation of innovations in certain areas of hotel service provision.

The use of innovations in the activities of tourist and hotel-restaurant enterprises is not radical in nature, which continues over time. Taking into account the specifics of tourism and hotel-restaurant product implementation, enterprises of this branch of commercial activity do not use radical innovations in order not to lose regular customers and not to shock them with their innovations. In this regard, the majority of tourist and hotel-restaurant enterprises use the strategy of regular small-scale innovative activity, the essence of which is that they, as a rule, introduce the most relevant innovations into certain aspects of their business and economic activity with seasonal periodicity. This strategy, with a rational approach and high-quality implementation, not only supports the required level of demand for the service, but also leads to its growth.

The relevance of using innovations in the tourist and hotel-restaurant business system can be confirmed by analyzing a number of statistical data. First of all, the actualization of the use of clear innovations in the hotel and additional business is determined by the scale of the tourist flow, that is, the dynamics of the level of demand for hotel services. There are a number of factors that allow us to clearly introduce or slow down the process of introducing new technologies in the tourism and hotel-restaurant industries. First of all, they include: lack of knowledge about "new products"; lack of funds to purchase expensive equipment; lack of qualified personnel; high risks; lack of interest of management in implementing new technologies.

It is these factors that lead to a lack of innovation in the tourism and hotel-restaurant industry. What negatively affects the development of domestic tourism. Over time, this leads to a decrease in income from the tourism sector in general.

The implementation of innovations is one of the most important areas of ensuring clear competitiveness of the tourism and hotel-restaurant business, many hotels are in no hurry to apply new technologies, because they face such problems:

1. Lack of knowledge about the emergence of new technologies. In most hotels, especially in chain hotels, there is no position of a specialist responsible for monitoring and implementing clear innovations on the enterprise. The absence of such an official does not allow most hotels to find out that new products have appeared. In general, nowadays there are not so many specialists who understand innovations and their implementation in the tourist and hotel and restaurant business.

2. Lack of funds and resources for the purchase of innovations. Many innovative technologies cost money, which small hotel enterprises are unable to pay. It is not always possible to receive state grants and subsidies. Especially if they are not part of the priority area.

3. Difficulty attracting investments. The main attractiveness of any project for investors is related to its quick payback and high profit. However, when implementing innovations, the investment payback period will increase, and the profit obtained from this is not direct, but indirect, since they usually do not have a direct impact, but only reduce the cost of the enterprise. Because of this, investors are reluctant to invest in these projects, because the existing system of service activities actually suits the majority of tourism-oriented enterprises.

4. High risks. Any innovative project has a high risk, because it is not known what the result will be. There are many factors that discourage the implementation and development of innovations, such as low profitability, loss of consumer loyalty, and others.

5. Management's unwillingness to adopt new technologies. Most managers of tourism and hotel-restaurant enterprises believe that there is no clear need to



invest in little-known projects, since the hotel receives a stable profit, and innovations require costs that may not pay off. Also, with the specific implementation of new clear technologies, a certain amount of time and money will be needed to adapt specific personnel to the innovations (Tabenska, 2019).

It should be understood that the current innovations will become natural elements of the tourist and hotel-restaurant business in the coming years. By introducing innovative ideas now, you can increase profits, brand recognition, and consumer loyalty.

When analyzing the impact of new technologies on the economy of the enterprise, indicators are taken as a basis before the implementation of the innovative project, and then a comparative analysis is carried out based on calculations and comparison of indicators after the introduction of innovations. The system of calculated values should not be complex, otherwise its use will require a huge amount of time to collect the information necessary for the calculation. When evaluating the company's activity, a balanced system of calculated values should be used, taking into account the specific clear aspects most important for the company: finances, partners, customers and consumers, internal clear business processes, training and effective development of personnel. In many companies, innovation is considered as a project. In the literature, there is also a widespread approach according to which innovation is identified with projects. And their efficiency is evaluated on the basis of investment project evaluation indicators. However, innovation cannot be equated with projects, as they are rather a continuous process of generating, developing and selecting new ideas, resulting in new projects. Innovative ideas are the basis for the emergence of new products and improvements, so it is incorrect to use only a system of indicators to evaluate investment projects in this case.

At the stage of generation and selection of ideas, it is advisable to calculate the following indicators: the number of innovative products brought to the market by the company over the last year; the number of innovative ideas developed by the company's staff over the past year; the share of customers who consider the enterprise completely innovative, to the total clear number of different consumers of the given enterprise.

At the stage of design, development, testing of a new product within the organization and launch into production: profitability of innovations; the share of implemented innovative ideas in the total number of proposed ones; the time elapsed from the development of a new idea to the start of the project.

At the stage of commercialization of innovations and the creation of distribution networks and the organization of mass sales and after-sales service, the following are calculated: an increase in intangible assets; increase in net

profit; increase in sales revenue; increase in the number of customers; the ratio of revenue from innovative activities to total profit for the past year.

Because market analysis data quickly becomes outdated, the data should be updated approximately once every quarter. It is also necessary to constantly monitor the competitiveness of the product being developed, and at each stage make a decision: to continue working on this product, to postpone it for a while or not to return to its development. Sometimes suspending or stopping work on a project can prevent the loss of significant financial investments.

Performance indicators are not the same for different spheres of activity. Moreover, the choice of one or another indicator depends on many factors, both internal and external in relation to a specific company.

The method of assessing the impact of innovative activity on the economy of the enterprise is systematically related to the effectiveness of attracting qualitatively new and improved products into the system of economic circulation. It allows you to evaluate the changes that will take place at the enterprise after the introduction of the innovation, taking into account the established initial parameters (product potential, market segments).

Innovations are evaluated according to the degree of their market prospects, economic feasibility, investment efficiency and impact on the sustainable development of the economy of a particular enterprise as a whole. The calculation of the proposed indicators will allow to determine and find out how qualitatively the new product is attractive for the enterprise.

However, it is important that performance indicators are linked to its innovation goals and serve as a monitoring tool at all key stages of innovation activity.

When evaluating the effectiveness of innovations, it is important to prioritize the process of choosing the best option among possible alternatives, in contrast to evaluating the effectiveness of investments. When choosing the optimal option, attention should be paid not only to time factors, but also to the volume of production of new products (works) and quality aspects, including social and environmental indicators.

During the formation of the portfolio of research works, taking into account the indicators of the best technology that can be purchased or created in Ukraine or purchased abroad, or developed on the basis of a license in the country.

When forming plans for the implementation of innovations, considering the indicators of alternative (analogous) technology.

During the technical and mathematical-economic substantiation of a clear choice of the best option, both the state approach and the approach that takes into account the interests of producers and investors of the project should be followed. This includes: assessment of efficiency with partial consideration of adjacent positive, neutral and negative consequences in other specific areas of

the economy, such as social, production, environmental and foreign economic; calculation of clear economic efficiency at specific different stages of the life cycle of identified innovations; viko the creation of a system of clear economic standards, including various expenses, taxation, specific land payments, insurance of many risks, settlements with specific banks for loans and other standards; the calculation of certain indicators of national efficiency, which clearly take into account the impact of specific innovations on state interests through an effective system of taxes and fees, as well as the interests of specific producers and specific consumers (Shanker, 2021).

When evaluating the effectiveness of innovations, the costs and revenues received before the accounting year must be adjusted by the income growth factor, and after the end of the accounting year – by the discount factor. Bringing various costs to the accounting year is carried out only when determining indicative performance indicators for making a decision on the feasibility of implementing innovations.

Methods of evaluating the effectiveness of innovations must take into account the state interests, the interests of creators, producers, consumers and budgets.

In addition, the methods of evaluating the effectiveness of innovations should include integral indicators that allow not only to evaluate the overall effect of implementation, but also to determine the contribution of each participant of the investment activity. Methods for evaluating the effectiveness of innovations must clearly take into account the specific interests of both investors and producers of innovations.

Summing up, it should be noted that hotel enterprises need to constantly improve their innovative activities, not forgetting the existence of the concept of benchmarking.

At the next stage, we will consider in more detail the innovative tool of digital technologies – blockchain.

Blockchain is a decentralized data storage system that consists of consecutive blocks that contain information about transactions, information about their confirmation and other data. Each specific block contains the exact hash value of the specific previous block, which ensures the immutability of the chain. All blocks are stored on specific computers of exact network members or other servers, which clearly guarantees their safety and reliability.

Blockchain can be applied in a specific hotel, restaurant and tourism business for various purposes. For example, it can be used to save information about hotel reservations, restaurants and other services provided to tourists. This allows you to ensure the security and integrity of data, which is especially important in the conditions of the growing number of cyber attacks.

In addition, blockchain can be used to secure the exchange of travel information, such as passports, tickets, visas, and other travel documents. Blockchain can help reduce travel fraud as the system stores information about all transactions and user actions.

Another important area of application of blockchain technology in the hotel, restaurant and tourism business is ensuring the security of payments and customer data. Blockchain provides a high level of cryptographic data protection, making it an ideal tool for securing payments and sharing confidential information from customers.

For example, some hotels are using blockchain to create secure e-wallets for guests where they can store their digital assets (funds) and program loyalty. This allows customers to make fast and secure payments, reduces transaction costs and provides protection against theft.

In addition to security and data storage, blockchain can also help manage the customer service process. For example, blockchain can be used to create digital profiles of customers that contain information about their preferences, habits and other characteristics. This can help hotels and restaurants provide personalized service.

The next advantage of blockchain technologies – financial blockchains – focuses on the use of blockchain technology in financial areas, in particular for settlements and transfers of funds. Financial blockchains are decentralized, meaning they do not require intermediaries to carry out financial transactions, such as banks or payment systems. This can significantly reduce the costs of money transfer operations, as well as reduce the time for their implementation.

The next benefit of blockchain is smart contracts – they focus on using blockchain technology to automate the execution of contracts. Smart contracts are programs that can perform functions provided in contracts between parties automatically. Blockchain for smart contracts can ensure the security of contract execution, as the execution of the contract is controlled by a decentralized network, and also ensure the speed of contract execution.

Another advantage of the blockchain system is property registration blockchains – they use blockchain technology to store and share property information. Blockchain can ensure the security of property information storage as it provides decentralized data storage, as well as enable quick and efficient exchange of property information.

**Research results and prospects.** The use of innovations in the hotel business, as in any other sector of the economic system, has its own specific features that must be accurately taken into account when choosing the specific tactical and strategic directions of innovative development of a hotel enterprise. developments in the activities of hotel enterprises:

1. The use of innovations helps to increase the demand for the hotel product and attracts new customers to the hotel service sphere of a more innovatively developed enterprise. In those specific hotels that really use more innovative information services, the occupancy level of the room stock increases.

2. Adaptation of innovative developments helps to improve the quality of providing hotel services to clients and maximize the satisfaction of their consumer requests. An example of a specific application of this specific type of innovation is the use of an operational menu at the hotel reception, which allows you to quickly work out the needs of the client.

3. The introduction of innovations is an important tool for reducing the costs of the hotel enterprise, which helps to increase the profitability of the commercial activity of the organization (automation of the cleaning process in the rooms of the room fund, which leads to a decrease in labor costs).

The development of a sustainable hotel business in the conditions of a clear innovation paradigm has a set of distinctive features. These features are primarily related to the specifics of the organization and management of business processes in Goth fir enterprises. The materials of various studies consider the peculiarities of the organization of specific innovative activities at certain enterprises of the hotel business. first of all, they highlight seasonality, which leads to the formation of a rather long period of payback of innovations. The adaptation of any innovation has two components: firstly, it is clearly aimed at a certain enterprise achieving the necessary level of commercial success, that is, the profitability of its economic and clear activity, and secondly, it is related to the accurate implementation of investments that based on their essence, must pay off. Return on investment occurs primarily through the formation of a positive value of the financial flow of the hotel enterprise, which is created as a result of the provision of hotel services. The demand for hotel services in most enterprises of this type of commercial activity is seasonal, which is caused by natural and climatic conditions, the periodicity of certain events and other factors. The presence of the seasonality factor "stretches" in time the formation of a positive financial flow of a hotel enterprise, which extends the payback period of investments invested in innovative developments.

The second important feature of the organization of innovative activities in the hotel business system is the need for immediate satisfaction of the consumer's requests, because he needs to receive the necessary service at this very moment and this hotel service cannot be purchased. In this regard, the introduction of innovations into the hotel business should have an already finished character, that is, the potential consumer should use the final and tested result of the innovation process in the hotel enterprise.

An essential feature of the introduction of innovations into the activities of hotel business enterprises are rather high commercial risks, which are specific to the implementation of a hotel product. The dynamics of the realization of a hotel product depends entirely on the level of its demand, which is formed taking into account the needs and requests of potential specific consumers. At the same time, the exact specifics and directions of these requests have a rather turbulent nature, which is caused both by subjective changes in the preferences of citizens of one or another country, their national characteristics, and by changes in the mood of a certain society. In addition, macro-economic specific factors have a significant impact on the dynamics of clear consumer demand for hotel services, among which it is necessary to note primarily monetary (in the form of currency exchange rate fluctuations) and geopolitical (in the form of changes in the stability of political relations between individual countries in the international arena).

A significant aspect of the development of the hotel business in the conditions of a clear innovation paradigm is the multifaceted nature of the implementation of innovations. The essence of this feature lies primarily in the fact that the clear implementation of specific innovations within the economic and economic activity of a hotel enterprise has a wide range of implementation. It is possible to single out the main clear directions for the implementation of innovative developments in the economic activity of a hotel enterprise:

- management innovations, which are primarily aimed at organizing a more effective mechanism for managing the main business processes within the economic and economic activities of the hotel enterprise. An example of the use of management innovations is the use of interactive technologies in the interaction of hotel management with its staff;

- communication innovations, which are such innovations that increase the quality, efficiency and stability of interaction between producers and consumers of hotel services. An example of the use of communication technologies is the use of certain service devices that will allow to accumulate requests from consumers of hotel services and promptly transfer them to the hotel management;

- service innovations – the use of innovations of this type is aimed at maximizing the satisfaction of the requests of potential consumers of hotel services based on the growth of their quality and the expansion of the range of possibilities. As an example of service innovations in the hotel business, we can consider the use of variable climate control devices that modulate their activity based on the variability of the environment;

- marketing innovations are a type of innovation, the adaptation of which helps to increase the demand for hotel services using various sales promotion tools. An example of the use of marketing innovations in the hotel business

system can be the use of WEB-services, which, based on the client's prior request, form the most advantageous package of hotel services for him in compliance with the "price-quality" criterion;

- logistic innovations are implemented by hotel enterprises to optimize and improve the management of material, information, resource and human flows within the framework of providing hotel services. As an example of logistics innovations, we can consider the creation of a complex of hotel capsules inside airports;

- information innovations are one of the most common types of innovations in specific conditions worldwide globalization, the use of which increases the level of information and computerization of the provision of hotel services, communication interaction of the consumer and hotel service. An example of the use of information innovations can be the use of special infrared sensors that give the hotel staff an idea of the presence or absence of a client in the room.

A significant feature of the specific use of clear innovations in the activities of hotel business enterprises is the significant dependence on the human factor in the process of their implementation. Since most of the innovations in hotel enterprises have a service nature, accordingly they are connected with the formation of a certain kind of communication relationships between people. In this regard, when considering the implementation of certain innovations in the operation of a hotel enterprise, it is necessary to carry out measures in the field of recruiting high-quality personnel and building an innovation-oriented human resources management strategy. The lack of competent and qualified personnel in the hotel enterprise can significantly reduce the quality and efficiency of the implementation of innovations in certain directions of providing hotel services.

The use of innovations in the operation of a hotel enterprise is not of a radical nature, which is continuous over time. Taking into account the specifics of hotel product implementation, companies in this field of commercial activity do not use radical innovations in order not to lose regular customers and not to shock them with their innovations. In this regard, the majority of hotel enterprises use the strategy of regular small-scale innovative activity, the essence of which is that they, as a rule, seasonally introduce the most relevant innovations into certain aspects of their economic activity. This strategy, with a competent approach and high-quality implementation, provides support for the necessary level of demand for hotel services, and also leads to its growth.

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