

IMPACT OF INFORMATION TECHNOLOGY ON THE DEVELOPMENT OF THE HOSPITALITY INDUSTRY

In the context of globalisation, the hotel and restaurant business is in constant competition, and the effective implementation of information and communication systems is becoming a key factor in ensuring competitive advantages. The use of information technologies in the hospitality industry not only improves the quality and efficiency of services, but also expands their availability to different consumer groups.

The current stage of development of the hospitality and tourism industry is marked by the use of information technology, which not only helps to optimise work processes but also improves the quality of services. Computerised reservation systems, which have become an integral part of the industry, effectively facilitate tourism processes, providing consumers with convenience and accessibility.

The Internet, as a catalyst for a revolution in the industry, is expanding the possibilities of online interaction and providing wide access to various information. Accordingly, the hotel industry is responding to the changes by actively adapting to customer needs [1]. The use of mobile applications for booking and communicating with guests has already become a standard, and the integration of information technology solutions is being deployed to optimise workflows and improve service levels. The introduction of advanced technologies in hotel rooms is an important strategic business line aimed at meeting the needs and tastes of the modern tourist. Innovations such as smart TVs, smart technologies for the environment, next-generation security systems, robots, mobile services and digital security are being actively implemented. Automation of internal processes, smart technologies in rooms, artificial intelligence, APIs and analytics determine not only the competitiveness of hotels, but also their ability to effectively implement new solutions[2].

The development of the hospitality industry in the digital economy is shaping a technological environment where information support and digitalisation are becoming a strategic resource. The continuous collection, processing and analysis of data determines success in achieving one of the main objectives – better

understanding of customers and effective interaction with them [2]. The state, in turn, should actively promote the development of both traditional and virtual tourism enterprises to ensure that the diverse requirements of customers are fully met.

Future research is aimed at studying modern marketing technologies, which will help to expand the understanding and maximise the use of these innovations in the hospitality industry.

In summary, the hospitality industry is successfully integrating modern digital technologies, in particular mobile platforms and digital marketing, as key channels of communication with customers. In order to achieve goals such as better customer understanding and increased competitiveness, the hospitality industry must, in turn, actively use information support and strategically implement digitalisation in the digital economy, which requires the creation of a unified information space and the use of innovative approaches to management and information provision.

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THEORETICAL FOUNDATIONS OF PERSONNEL MANAGEMENT IN PRIVATE AGRICULTURAL ORGANISATIONS

The main tasks of managers of private organisations include the formation of effective ways and methods of staff incentives, selection of appropriate and optimal levers for managing employees and creation of an implementation mechanism.

It is only through the influence of management or an individual on an organised system that it is possible to put it into action to achieve the goals set. Methods of organisation and management are the manager's tools to stimulate the work and creativity of the organisation's staff, which in turn helps to achieve the organisational goals.