



Innovations in the hotel and restaurant business

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ABSTRACT: The article reveals the importance of innovative technologies in the market of hotel and restaurant services at the present time. Also, the importance of tourism as a socio-economic mechanism for managing organizational and technological indicators. This article provides examples of innovations from international hotel chains. The main methods of introducing innovations and methods of attracting and retaining potential customers are also described in detail.

KEY WORDS: restaurant business, hospitality industry, innovation, customer, room, hotel, technology, service.

1. INTRODUCTION

The hotel business plays an integral role in the development of the economy and business [1, p. 1]. At this stage, the hospitality and tourism industry is the most vulnerable to competition. The number of tourists is growing every year, and, therefore, there is a great need to accommodate guests in hotels with an appropriate level of service [2, p. 208-211].

The development of innovative technologies in the hospitality industry is growing rapidly. Specialists in the hotel industry are tasked with attracting as many regular customers as possible, while making a profit from these services, as well as winning regular customers. It is almost impossible to achieve these goals without innovative technologies. Competition for each guest requires hotels to improve their technology [3, p. 200].

As B. Twiss wrote: "Innovation is an activity that results in an invention or idea acquiring economic content" [4, p.250]. F. Nixon, defines the concept of innovation as: "An event as a result of which new or improved technological processes and equipment appear on the market [5, p. 8].

Modern innovations in the hotel and restaurant sector will be described in detail below:

1) Information technology: today, computers have consumed our lives, we can not imagine how it is to live a day and not check your email or watch the news on the Internet. In the hotel and restaurant sector, the importance of innovative processes is explained by the fact that modern computer technologies make the process of hotel service faster. For example, the reception Desk has computers with programs for quick check-in, as well as printers, fax machines, and scanners. In restaurants or bars in hotel complexes, there are convenient programs for entering an order and calculating with guests, for example (R-keeper, Micros).

2) The current trend is to attract guests to restaurants for showing teplan shows, when the chef masterfully creates some signature dish in front of the amazed audience. But no matter how exciting the show is, not everyone

likes it. Technological progress has also offered teplan innovations in the restaurant business: cameras are installed in the kitchen next to the cook's workplace, and only those visitors who are interested in it watch his actions on the monitor on the table.

3) Interactive menu - allows restaurant guests to order themselves, which is a fairly convenient process. The guest does not have to wait until the waiter is free and can approach him. Based on public opinion, customers like this innovation in the work of most food companies. while waiting for an order, you can play games, read news, and view articles on the Internet.

4) The Invention of the QR code - a two-dimensional barcode-has opened up new unlimited opportunities for online interaction between companies and consumers. In a small bright square maze of QR code, you can use your smartphone to scan all the famous innovations of the restaurant business [6, p. 200]. In a bright square, you can scan the restaurant's history, origin, age, authorship of unique interior details and paintings, as well as the menu of food and drinks.

5) An interactive bar, which is an infotainment system built into the bar counter, has become a fairly popular innovative technology. In fact, we are talking about an interactive screen that serves to display video effects, the nature and intensity of which are dictated by the presence of objects on the counter and human behavior. The technology does everything to entertain the client and keep him at the bar for as long as possible.

6) Creation of special applications for a restaurant will require higher costs (you will have to pay at least the work of a programmer), but at the same time, the owners will not need to purchase any equipment on their own. The application can be downloaded from any available source to the visitor's gadget, and with its help he will be able to book a table, choose a wine or other drink, and learn about new products. In some cases, such applications can be built in the game mode [7, p. 300].

Here are the innovations in international hotel associations:

1 For example, Starwood Hotels and Resorts invites its guests to become a member of the Starwood Preferred Guest (SPG) Starwood Guest Program. Members of this program receive points and additional services at Westin, Sheraton, St. Regis, Luxury Collection, W Hotels and Four Points - in over 740 hotels in 80 countries.

2. In order to meet the needs of VIP clients, the Sheraton network has developed the Airport Hotels program at nine European airports and four American ones. This innovative program includes Biological Clock Kitchen, designed by the chain's top chefs and nutritionists to combat the negative effects of flying, Day Break Rooms, which can be booked for half the price while enjoying the same amenities. as during your stay at the hotel. In addition, customers are provided with a Transit Survival Kit, which includes personal items, and of course, laundry and dry cleaning services.

3. There are two types of telephone in the rooms of the Baltschug Kempinski Moscow Hotel: a landline telephone that provides communication within the hotel, city and international communication. However, there is also a radiotelephone, which can be used not only in the room, but also in the restaurant, wellness center and other public areas where conventional mobile communications may not be available.

4. The Hotel The Regent Berlin offers a special kind of shopping without leaving your room, guests can buy men's and women's clothing from the Boss collection. This type of service is primarily aimed at business guests who at any time can receive an invitation to a reception, party or concert, and not have a suitable image.

5. St. Regis offers its guests a new service: wireless communication with service personnel. Thus, the company will provide guests with maximum care and detailed solutions to emerging problems. Personal butlers in the St. Regis products perform many different functions: they meet and see off guests at the airport, book a table in a restaurant, a chair in a theater or a meeting room, help to disassemble and collect things, monitor the fulfillment of all special wishes of guests, and so on.

6. The American hotel "The SoHo Loft Hotel" uses the guest's fingerprint as a lock. To maintain confidentiality, fingerprints are deleted every few days.

7. For the rooms of the Peninsula Hotels, nail dryers, street temperature and humidity indicators, internet radio with 300 stations and three levels of lighting have been developed. You can take your phone from the room with you by switching it to the 3G network when the guest leaves the hotel [8, 203–208].

This research study reveals that there are two main options for increasing competitiveness in the hospitality industry:

1. The practice of applying benchmarking technologies: process;
2. Comparative benchmarking. When using process benchmarking, there is a search for competing organizations, the success of which is high, with the aim of researching and applying their experience in practice. Comparative benchmarking compares competitors, and a detailed analysis of the conduct of their work. The main task in the implementation of technologies for benchmarking business processes at tourism enterprises is to improve the quality, where the quality of hotel services means the degree of guest satisfaction [9, p. 10].

Based on the above, we can conclude that innovations in the hotel and restaurant sector are needed, so that the hotel can compete with competitors, since the service sector is very vulnerable to competition. Innovation is especially needed for business tourists who simply cannot imagine their life without computerization and information technology. Also, hotels should not forget that no matter what their innovations are, advertising plays an important role in attracting a potential client. The hotel must competently organize the PR activities of the enterprise, responsibly approach the creation of a website, print advertising brochures and leaflets. Summing up the above, we can say that this article reveals the essence of hotel and restaurant innovations, defines the basic concepts.

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