

CURRENT TRENDS IN THE DEVELOPMENT OF THE HOTEL INDUSTRY

In modern conditions, the hospitality industry is the most powerful economic system of a region or tourist center and an important component of the tourism economy. The hospitality industry is a rapidly developing industry even in the conditions of economic crisis and unstable political environment [1].

The role of the hotel industry in the modern economy is constantly growing and undergoing changes. Countries occupying leading positions in the hotel industry are changing, new leaders are coming, while the reasons for these changes are complex and uncertain.

The hotel business attracts entrepreneurs for many reasons: the ability to operate effectively in economic crisis conditions; relatively small initial investments; growing demand for tourist and hotel services; high level of profitability and flexibility of hotel enterprises; holding various events of global scale (various competitions of sports, musical, scientific and economic nature).

The market of hotel services has grown over the last decade, new hotels, inns, hostels and other collective accommodation facilities are constantly being opened. In order to achieve effective results of its work, each company needs to adapt to constant changes, which, in turn, require the development of innovative concepts of enterprise development and increase its competitiveness. Competitive strategies of companies include not only maintaining their market position and stable functioning, but also striving for further development and improvement of their business.

Today, actual changes in the priorities of various players in the hotel industry from large players to small hotels and hostels are noticeable [2].

It is necessary to note the following current topical trends in the development of the global hotel industry:

- introduction of innovative and computerized technologies into the hospitality industry;
- development of new types of tourism, in particular ecological tourism;
- deep personalization of service and full concentration on the requests and needs of customers;
- development of independent, unique boutique hotels that rely on comfort, uniqueness, non-standard solutions, luxurious and exclusive interiors;
- active use of modern marketing methods in the modern hotel industry;
- development of hotel brands and chains;

- hotel enterprises began to offer specialized services;
- sensory marketing, influencing guests with the help of sounds and odors;

- introduction of various loyalty programs: a system of discounts, compliments, included services, incentives for specific groups of tourists.

Thus, it should be noted that in today's world of technological changes, brand development and the active use of modern marketing methods in the modern hotel industry are becoming key points in the development of the hotel services market, necessary for successful competition and customer attraction.

References

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