HOTEL AND RESTAURANT MANAGEMENT: MODERN APPROACHES AND INNOVATIONS

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Abstract: This article is about the current issues of using modern information and communication technologies and multimedia materials in hotel and restaurant management, which covers the development of innovative activities in the hotel and restaurant sector, improving the quality of service and advanced methods of customer service. In addition, the important aspects of using modern technologies in the management system are analyzed and the role of multimedia materials in the service process is described.

Keywords: hotel management, restaurant management, service quality, modern technologies, multimedia products.

Introduction. Today, the importance of modern technologies in the hotel and restaurant business is increasing. Innovative approaches play a significant role in providing high-quality customer service, improving personnel skills, and improving marketing strategies, therefore, the rapid development of information technologies requires the introduction of modern management methods in hotel and restaurant management. In particular, increasing the efficiency of customer service through online booking systems, automated ordering platforms, and multimedia materials is one of the pressing issues.

Analysis and results.

1. Analysis of modern approaches:

Today, the quality of service is becoming the main competitive advantage of the hotel and restaurant business. Many advanced enterprises are switching to a customer-oriented service model.

Modern methods of service culture, motivation, and professional development are widely used in personnel management systems.

Long-term and loyal relationships with customers are being established through branding and customer relationship (CRM) systems.

2. Analysis of innovative technologies:

Digitization: Online booking, service provision through mobile applications, digital payment systems are widely used.

Artificial intelligence and robotics: Some hotels are introducing robots or virtual concierge services instead of employees.

Ecological innovations: "Green" technologies - energy-saving systems, waste recycling and environmentally friendly services are becoming increasingly popular.

Experiential marketing: Services aimed at providing customers with not only service, but also an emotional experience are being offered.

3. Problems and opportunities:

The main obstacle to the introduction of innovations is the lack of financial and technical resources, low digital skills of employees.

Local enterprises are slow to deeply study customer needs and develop services that meet them.

At the same time, increased competition is pushing enterprises to constantly introduce innovations.

Results:

Modern approaches in the hotel and restaurant sector are becoming increasingly important in improving the quality of service, ensuring customer loyalty, and expanding market share.

Innovative technologies - artificial intelligence, digital services, ecological solutions - are becoming the main drivers of the development of the industry.

The most pressing issue for local enterprises is the effective use of existing resources and the gradual introduction of innovations.

In the future, success in the hotel and restaurant business will be closely related to readiness for digital transformation and a customer-oriented approach.

Problems and solutions.

In restaurant and hotel management, there are problems such as insufficient staff qualifications, incomplete formation of a service system that meets customer requirements, and the inability to use information technologies, insufficient promotion of hotel and restaurant services, and the effective use of online platforms and social networks. To eliminate these problems, it is possible to solve the problem by organizing training courses for employees on modern technologies, providing services interactively using multimedia tools and developing direct and online communication with customers, actively advertising on social networks and creating creative content to attract customers, improving online booking systems and providing a convenient interface for customers, attracting bloggers, video commentators.

Conclusion. Today, the use of modern technologies in the hotel and restaurant sector is becoming increasingly relevant. Providing high-quality and fast service to customers, forming an individual approach to their needs, promoting services through digital marketing - all this is becoming an integral part of modern management, however, some problems also arise in this process, in particular, there are shortcomings in the skills of employees, the use of technological capabilities. However, the proposals presented in the thesis article, in particular, organizing training courses, using multimedia tools, developing online communication and a creative approach, can eliminate these problems. Most importantly, the proper use of modern technologies will not only improve service quality, but also ensure customer trust and satisfaction.

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