FORMATION OF AN INFORMATION TECHNOLOGY PLATFORM TO SUPPORT AND DEVELOP THE HOTEL BUSINESS

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BACKGROUND AND OBJECTIVES. The issue of providing the sphere of hotel business with information resources and improving the information support system is relevant, requires new solutions to increase the competitiveness of hotels and similar accommodation facilities at the national and international level.

METHODS. Methods of scientific research are general scientific and special methods of the research: abstract-logical method – for substantiation and specification of basic positions of information support of hotel business development; at the analysis of social phenomena and specification of economic essence of categorical row, dialectical-logical – for determination of presence of synergy effect from forms of network organization of information-technological platform by adding various subjects to development of hotel business.

FINDINGS. The hypothesis of the scientific research is to model the conceptual foundations for creating an information technology platform that aims to add to the development of the hotel business of different subjects.The aim of the research is to substantiate theoretically the elements of formation of the information-technology platform for support and development of the hotel business.

CONCLUSION. It has been substantiated that as a result of using the platform, consumers will be able to access the necessary range of information about the hotel business. The proposed platform should include an element of an alternative booking system, where the consumer has the ability to independently select the necessary hotel or similar accommodation fixture, get reservation services, specify the type of room, date, book accommodation online and receive confirmation. In addition, guests (customers) will be able to communicate and exchange information, including everything that relates to specific requirements and personal needs. Hotels will be able to collect data and various information about their clients and to analyze their wishes, which will allow personalizing the services for each individual client. This can be the basis for the formation of a loyalty program for hotels and similar accommodation facilities, providing customers with an incentive to become a repeat customer and consumer of the hotel visited.

KEYWORDS: hotel and restaurant business; communication; information support; loyalty program; network organization.

NUMBER OF REFERENCES	NUMBER OF FIGURES	NUMBER OF TABLES
10	1	0

ФОРМУВАННЯ ПЛАТФОРМИ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ ДЛЯ ПІДТРИМКИ ТА РОЗВИТКУ ГОТЕЛЬНОГО БІЗНЕСУ

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Вступ. Питання забезпечення сфери готельного бізнесу інформаційними ресурсами та вдосконалення системи інформаційного забезпечення є актуальним, потребує нових рішень для підвищення конкурентоспроможності готелей та аналогічних засобів розміщення на національному та міжнародному рівні.

Гіпотеза наукового дослідження полягає у моделюванні концептуальних засад створення інформаційно-технологічної платформи, яка націлена на можливість долучення до розвитку готельного бізнесу різних суб'єктів.

Метою дослідження є обґрунтування на теоретичному рівні елементів формування інформаційно-технологічної платформи підтримки та розвитку готельного бізнесу.

Методологією наукового дослідження є загальнонаукові та спеціальні методи дослідження: абстрактно-логічний метод – для обґрунтування і конкретизації основних положень інформаційного забезпечення розвитку готельного бізне-су; при аналізі суспільних явищ та уточ-ненні економічної сутності категоріаль-ного ряду, діалектико-логічний – для визначення наявності синергетичного ефекту від форм мережевої організації інформаційно-технологічної платформи шляхом долучення до розвитку готельного бізнесу різних суб'єктів.

Висновки Обґрунтовано, що внаслідок використання платформи, споживачам буде надано можливість доступу до необхідного спектру інформації щодо діяльності готелю. Запропонована платформа повинна включати елемент альтернативної системи бронювання, де споживач має можливість самостійно підібрати необхідний готель чи інший аналогічний засіб розміщення, отримати послуги резервування, вказати тип номеру, дату, забронювати розміщення в он-лайн режимі та одержати підтвердження. Крім того гості (клієнти) матимуть спроможність проводити комунікацію й обмін інформацією, зокрема все, що стосується специфічних вимог і особистих потреб. Готелі ж отримують можливість збору даних, різного роду інформації про клієнтів, провести аналіз їхніх побажань, що дасть можливість персоналізувати послуги під кожного окремого клієнта. Це може стати основою для формування програми лояльності для готелів та аналогічних засобів розміщення, надання клієнтам стимулу, щоб повторно стати клієнтом і споживачем відвіданого готелю.

Ключові слова: готельно ресторанний бізнес; комунікація; інформаційне забезпечення; програма лояльності; мережева організація.

Statement of the problem. The issue of providing the hotel business with information resources and improving the information support system is relevant, it needs new solutions to increase the competitiveness of hotels and similar accommodation facilities at the national and international levels.

Analysis of recent research. World and domestic experience has accumulated a considerable amount of knowledge on modeling and forecasting of economic processes in the hotel and restaurant industry. However, the search for, development and improvement of methods that would allow to analyze and forecast all economic processes in accordance with market conditions of development and transformational transformations continues in Ukraine. Studying the processes in modern society to improve the system of information support, it is necessary to gather the necessary information about the factors and resources that affect the development of the hotel and restaurant industry in Ukraine.

The purpose of the study there is a substantiation on a theoretical level of elements of formation of an information-technological platform of support and development of hotel business.

Presentation of the main material. In the conditions of formation of world hotel economy large-scale and full-fledged application of the Internet for promotion of hotel products and services on the market, effective introduction of modern information technologies in activity of hotels and similar means of accommodation becomes important. The rapid development of services and tourism in the last decade has contributed to the formation of various methods of promoting hotels. After all, in market conditions, hotel businesses must qualitatively meet the needs of the population and at the same time make a profit. Therefore, the modern system of marketing measures to promote hotel services should include the use of the latest information technologies, which are the key to "survival" in fierce competition and at the same time the competitive advantage of both the individual hotel business and the tourism industry as a whole (Zavidna, 2017).

The Internet includes huge information resources, databases for all segments of the tourism industry, as well as information systems and technologies that open access to information and allow you to process its huge volumes. To date, there are thousands of tourist sites, portals and search engines, regularly ranked websites. Today, the Internet is an important element of e-commerce as a tool to promote hotels. It may include parts such as PR; internet integration; online sales; information management; customer service, etc. Specialized search engines for tourism have also been created. One of the first was the Booking.com hotel booking system Booking.com, founded in Amsterdam in 1996, focused on the European market (Voronkova, 2018).

The system of information, software for automation of hotel business activity promotes expansion of possibilities of management:

• thanks to automation, managers get a reliable, clear picture of hotel activities;

• allows to reduce the role of the human factor and the level of its influence in the management system;

• the undoubted advantage of automation is manifested in the exclusion of rather laborious and complex accounting operations, as well as in the provision of flexible management of the policy of discounts and bonuses (Tikhanychev, 2018);

• creation of opportunities for regular monitoring of the activities of all functional structures of the hotel, analysis and assessment of the consequences of the activities of accommodation establishments;

• the possibility of combining the structural and functional units of the hotel into a single network to simplify management through remote information retrieval. Today, within the framework of the open innovation paradigm, the terms of all stages of the innovation process are shortened, including the duration of the cycle of innovation implementation in the field of service provision. Under such conditions, the most successful are those businesses that have not created a breakthrough innovation, and those that provide the shortest time to implement innovation in optimal business processes. As a result, the dominant modern process of implementation of innovative ideas are mechanisms that ensure the successful implementation of the latest developments in the economic system. A significant role in this belongs to IT products aimed at adjusting and optimizing both internal and external business processes. The most important among them are technologies of automation of relations with clients and adjustment of activity of sphere of rendering of hotel services in all its displays directly. And in order for the hotel business to develop successfully, they need to use the most modern automation tools and software (Fedulova, Kucher, 2015).

Information technologies used in the hotel business are divided into the following types: increasing the opportunities to influence the external environment of hotel enterprises and improving internal business processes.

The first group includes:

1) introduction of multimedia technologies, in particular directories, booklets, catalogs;

2) the use of electronic or Internet distribution as a tool for managing and optimizing hotel bookings and revenues received through online channels, which include the website of the hotel (hotel company), online agencies and automated booking systems;

3) definition of three ways of access of the hotel enterprise to the international reservation systems:
- connection to the hotel chain;
- entry into the marketing chain;
- work through the provider;

4) selection of three main models of hotel work with online intermediaries: Merchant, Opaque, Retail.

To establish internal business processes carry out:
- introduction of a database of hotel guests based on CRM-systems;
- use of a digital telephone exchange in the work of the hotel enterprise, which provides multi-channel access and the ability to make calls at any time of the day;
- introduction of a remote monitoring system for all public areas of the hotel and digital video surveillance systems;
- use of wireless communication system;
- use of multiservice data transmission network;
- creation of software and hardware systems that solve the problems of the hotel business, ie hotel management automation systems, namely ERP systems.

The sharing economy is best represented in the activities of the electronic giant Airbnb, thanks to which private owners rent real estate for a relatively short period of time in exchange for a fee. Hotels in major European cities are facing more competition due to the expansion of Airbnb locations. Hotels are responding to this by lowering the price. In addition to reduced prices, consumers benefit from an increase in the number of services offered by peer-to-peer platforms. Airbnb offers the opportunity to travel at low prices, even booking at the last minute, as well as provides personalized services and many other benefits such as discounts, gift cards, etc. (Basiuk, Voshchana, 2020).

On the territory of Ukraine, this platform has practically not become widespread, it is quite unusual and new for Ukrainian consumers.

In European practice, information technology is used to ensure the booking process, the phone book of hotel rooms. But this requires the hotel management to solve the following organizational tasks (digitalsignage.net.ua, 2014):
- collection and adequate use of consumer information;
- features of communication with customers will be different, even due to the fact that they live in different countries and on different continents, but technological solutions should remove barriers to communication without creating additional problems for hotel staff;
- taking into account the personal needs of the client, in particular a flexible approach to check-in and check-out time depending on the schedule of his trip;
- a more serious approach to the social communication network, which allows you to expand the customer base and additional information about the

customer. Information support and technologies are designed to solve certain problems in the management of the hotel business: the combination of marketing sources in a holistic information environment; business development; increasing competitiveness and brand promotion; attracting new customers; optimization of institutions; cost savings; reduction of human resources; minimum time to create a platform; easy to manage; possibility of expansion of functions (property of multifunctionality). In recent decades, we can trace the rapid growth of innovations in information technology and information support for the development of the hotel business, tourism segment. This leads to increased competition in this area, the search for new improved solutions for communication, cooperation of market participants in hotel and tourism services, the optimal use of resources. According to the analysis of modern information technologies, we can identify the main directions of popular developments and research on information technology to improve the level and quality of services in the hotel business in the tourism sector (Fig. 1).

A special place among information technologies is occupied by information technology platforms, which are versatile, combining in their environment the specific sectoral interests of different parties with generalizing rules and procedures that accompany the life cycle of a product or service from idea to implementation (Balanchuk, Ivanova, Mykhalchenkova, Kukharets, 2014).
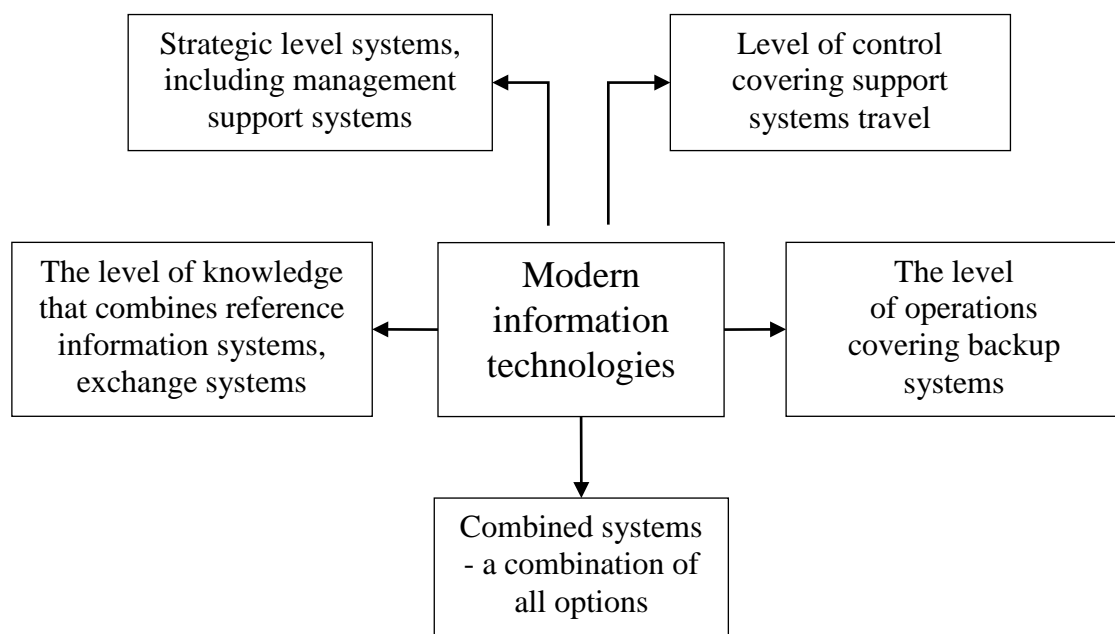
Source: compiled on the basis of (Sushchenko, Kravchenko, 2018, Hliebova, 2012, Liubitseva, 2018).

Figure 1. **The main directions of development and research on information technology to improve the level and quality of hotel business services in the tourism sector**

Given the conditions in which the hotel business operates, for the successful conduct of financial and economic activities, it is important to invest in new information technologies and tools for information support of the hotel business.

Conclusions and prospects for development. We consider it necessary to propose a concept of improving the use of information technology, which is a generalized system approach to building an information technology platform to support and develop the hotel business, including elements of strategic management, innovative information technology and management decision support, room reservation system in hotels, information reference systems, communication business environment. The task of information technology platforms is to organize effective interaction of all stakeholders, to create cooperation. Information technology platforms perform the functions of the basis, provide processes of introduction, processing, storage, distribution, exchange of information on hotel services and products, serve as a communication tool aimed at intensifying opportunities in the supply of hotel services and products, attracting additional financial resources for hotel development business. The information technology platform includes: information databases; interface of authorized access to data via the Internet; wide (free) access interfaces – sites of international and regional segments; regulations and procedures for participants to work with the information system, software and methodological software. The platform has a modular structure that allows you to develop and combine its components based on the practical needs of its members

The components of the proposed information technology platform for the support and development of the hotel business should be considered in the context of two large-scale sectors.

The concept of the information technology platform provides for the possibility of involving various entities in the development of the hotel business. These can be persons who act as guests, business entities of the hotel industry, persons (both legal and natural) who invest in the development of hotel enterprises, government institutions of various levels of government to cooperate and support investment projects. To organize this interaction, it is advisable to use virtual space and automation of information processes. Hotels and similar accommodation facilities will be able to connect to a virtual information technology platform to ensure the development and competitiveness of their own activities, the application of Internet marketing principles: creating an image of the organization, sales and promotion of hotel services, products and brand; order formation, sale of services; control, analysis, organization and planning of economic activity of hotels; automation of managerial tasks. They have the opportunity to perform a number of functions, including the

distribution of negotiations, information support, promotion of hotel services, sales and payment, and to abandon the expensive services of intermediary companies. This method will provide direct access to the end user of their hotel services, provide them with detailed information on available services without significant financial costs, reduce the multilevel system of distribution of advertising resources and promotion of services, organize cooperation with customers in the context of direct marketing.

The information technology platform for the support and development of the hotel business is a comprehensive solution for hotels with different classifications and similar accommodation. Thanks to the implementation of the platform, the quality of management and administration, the degree of control and regulation of activities, as well as allows management to make more rational and balanced management decisions. The information technology platform aims to disseminate the best innovative business ideas, exchange contacts and information between investors and entrepreneurs seeking to develop the hotel business, enter the business circle of both novice startups and experienced businessmen, establishing relationships with hotel management, etc.

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