

Innovative hospitality

Altay Ramazanov

Akerke Erkinbekkyzy Matayeva

To date, the hotel industry uses quite a lot of the latest computer technology:

- Global computer reservation systems,
- integrated communication networks,
- Multimedia systems, Smart Cards,
- information management systems, etc.

Currently, many tour operators and travel agents are advising hotel companies on joining them to one or more of the world's computer reservation systems. The computer reservation system Amadeus has more than 600 tourist enterprises - users of the system.

The greatest impact modern computer technology has on the promotion of the hotel product. So, in the field of advertising, a direct distribution of hotel information via e-mail - direct mail - has become widespread, which makes it possible to contact the companies with lightning speed.

In recent years, many hotel companies have created their own websites on the Internet. This direction should be considered as very promising.

The high reliability and convenience of computer-based CRS (Computer Reservation System) backup systems facilitated their rapid and wide dissemination. They allowed us to speed up the reservation process, to implement it in real time, thereby improving the quality of the services provided by reducing the time for serving guests.

In Europe, there has been a recent electronic attack on the traditional hotel business. E-commerce has appeared. Thus, the tourist bureau "Expedia" of Microsoft Company allows any owner of a credit card to buy a tour, book a hotel room, fly an airplane, purchase tickets for cultural and entertainment events, and rent a car in any city in the world.

The advantages of e-commerce are obvious: savings in the payment of agency fees, a reduction in the cost of publishing advertising and information materials, the creation of non-traditional sales channels, etc.

According to experts of the World Tourism Organization, about 25% - 40% of all sales of tourism services in the future will be realized through e-commerce.

One of the main directions of innovative technologies in the hotel and tourist business is the introduction of multimedia technologies, in particular, reference books, booklets, catalogs. Currently, both travel agencies and hotels publish handbooks and catalogs in book form, on video cassettes, on laser discs, on the Internet. Electronic catalogs on the hotel allow you to virtually travel to different categories of rooms, restaurant halls, congress centers, lobby and look at

the full information about the hotel company, get acquainted with the range of services provided, the system of benefits and discounts.

The use of multimedia technologies makes it possible to quickly provide the potential guest with information about the hotel and, thus, allows quickly and without mistake to choose the hotel product that the guest needs.

The development of programs to automate the activities of hotels, restaurants and other sub-divisions of the hotel company leads to significant changes in management, and also improves the quality of services.

The problem of ensuring the safety of the hotel enterprise is also solved with the help of innovative technologies.

At present, guest security can be ensured by: a television surveillance system; access control system; protection system.

One more effective means is the intranominal electronic safes. Such an innovative service exists in hotel companies of the category of four and five stars.

The installation of an electronic lock system is one of the most effective preventive theft prevention measures. It is practically impossible to forge a particular key, and you can also determine which cards the number was opened at, at what time, and who issued them.

The American Automobile Association, which assigns a category to hotel enterprises, does not classify hotels that do not have card holders.

The use of computer telephony greatly accelerates the process of management in enterprises. Communication with tour operators, travel agents is carried out by computer networks, in particular via the Internet. This connection is called IP-telephony [1].

Innovations in the hotel business J. Willard Marriott. J. Willard of Marriott (1900-1985) knew how to value his employees and treated them as members of his family. He visited them if they were ill, helped them if they were in trouble, and always listened to them if they turned to him with requests. He did not spare his personal time to convince his employees that they were dear to him. Entering their restaurants, he greeted each of them by the hand. As president of the Marriott Company, he recalled how his father had in the staff of an employee whose sole responsibility was to ensure that all restaurant employees were satisfied with their work and that they were treated like they did deserve. It was said about him that he was more attentive to dishwashers than to board members.

J. Willard Marriott appreciated the good location of his institutions. Often he built restaurants closer to the bridges, rightly believing that traffic flows can change their "channel", but it is unlikely that anyone will decide to demolish bridges.

Marriott was famous for his ability to analyze the situation and choose the right direction. He understood the importance of the car back in the 20s and his first restaurant was oriented towards motorists. In the late 30-ies, he caught the increasing role of the aircraft as a commercial vehicle and one of the first engaged in a business-oriented business.

Marriott was a true innovator in marketing. His re-storony Hot Shoppes had the famous very convenient access roads, on which you can stop at the parking lot. He was the first to arrange the maintenance of motorists right in the parking lot, where they could have a snack without leaving the car. He arranged gala performances in his Hot Shoppes, inviting the best orchestras and showmen. He sent his employees to busy intersections, where they poked the advertising cards of his institution in the open windows of cars stopped by a red light [2, p. 23-24].

Innovations in the hotel business R. Hitz. Hitz was a genius of marketing, which introduced innovations that in our day have become the norm in the hospitality industry. He was the first to create a database of his guests. This file he used, in particular, to order for the guests the local press. Imagine the pleasant surprise of a man who saw in his issue fresh newspapers appearing in his native city. In addition, Hitz created a special file for 3000 regularly convened congresses and conferences. Using this database, he sent weekly bulletins of expected mass events to his hotels. In the cities in which he had hotels, he maintained direct communication with the local branches of the trade unions and helped them persuade representatives in the corridors of power that it was expedient to conduct events of this kind in their cities. He opened three special institutions studying the national hospitality industry market, and had two advisers on these issues.

Hitz was a genius in matters of the marketing policy of hotel services. He used the internal radio network the way the hotel administration uses the cable TV channel for its own advertising. In the morning, afternoon and evening, his guests could hear on the radio announcements advertising evening entertainment programs, as well as meals served in their restaurant for breakfast and lunch. In restaurants, he introduced a special post of "praising" a specialty dish, the process of preparation of which is put on stream and therefore can be afforded by any guest. Guests appreciated a good dish, and Hitz made a good profit.

This is an example illustrating his philosophy: give the visitor something valuable, convince him of the value of this - and in return receive a brisk sale of his goods.

Hitz sent gifts to all his employees when they had children, and developed extensive training programs.

He established a special club for his employees with experience of 5 years and more. Its members had the privilege of addressing directly to the genealogy director if they were threatened with dismissal [2, p. 22-23].

Innovative hotels include Rixos Almaty. Luxury hotel of premium class Rixos Almaty, an area of 52.000sq.m. built in the traditional style of Rixos, is located in the center of Almaty, at the intersection of Kabanbai Batyr and Seifullin Streets. Number of rooms: 262 suites, 2 Presidential Suites, 34 Duplex Deluxe, 18 Deluxe Corner, 6 Suites and 2 rooms for disabled guests. Rixos Almaty shown in Figures 1 - 5.



Figure 1. Rixos Almaty

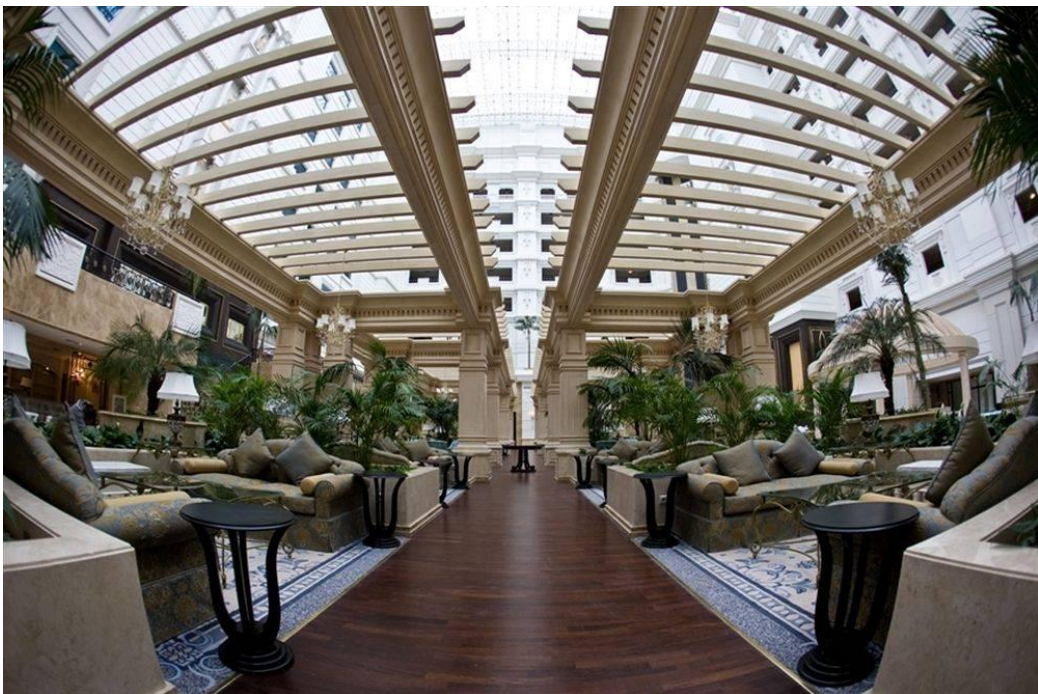


Figure 2. The Lobby of the hotel Rixos Almaty



Figure 3. The main Central entrance of the hotel Rixos Almaty



Figure 4. The indoor pool of the hotel Rixos Almaty



Figure 5. The bath-house of the hotel Rixos Almaty

Innovative activity is understood as the intensity of the implementation by economic entities of activities to develop and involve new technologies or improved products into economic circulation. Indicators characterizing the innovative activity of the organization:

- costly;
- temporary;
- renewability;
- structural.

Expenditure indicators:

- 1) unit costs for R & D in sales volume, which characterize the indicator of science-intensive production of the firm;
- 2) unit costs for the acquisition of licenses, patents, know-how;
- 3) the costs of acquiring innovative firms;
- 4) the availability of funds for the development of innovative developments.

Indicators characterizing the dynamics of the innovation process:

- 1) the index of innovativeness;
- 2) the duration of the process of developing a new product (new technology);
- 3) duration of preparation for the production of a new product;
- 4) the duration of the production cycle of the new product.

Update:

- 1) the number of development or implementation innovations of products and innovations-processes;

- 2) indicators of the dynamics of the renewal of the product portfolio;
- 3) the number of acquired (transferred) new technologies (technical achievements);
- 4) the volume of exported innovative products;
- 5) the volume of new services provided.

Structural indicators:

- 1) the composition and the number of research, development and other scientific and technical structural units (including experimental and test complexes);
- 2) the composition and number of joint ventures engaged in the use of new technology and the creation of new products;
- 3) number and structure of employees engaged in R & D;
- 4) the composition and number of creative initiative temporary brigades, groups.

The most frequently used indicators reflect the company's specific costs of R & D in the volume of its sale, the number of scientific and technical units.

To achieve relevant results in the innovation sphere, it is of great importance to stimulate the work of workers engaged in this field. Motivation is a position that predisposes a person to act in a specific, purposeful way. This is an internal state that determines the behavior of a person.

From the point of view of the selection of factors - motivators of interest is the theory of human needs, proposed in the 40-ies. Abraham Maslow. He pointed out that after meeting the next need, her influence on human behavior is stopped. At the same time, in order for the next higher level of the hierarchy of needs to begin to influence human behavior, it is not necessary to satisfy the need for a lower level completely. People begin to seek their place in the community long before their security needs are met or physiological needs are fully satisfied. Primary needs are often met with money. But the money is motivated by actions (according to Western experts) 30-50% of employees. Others are driven to action by more exalted needs: in knowledge, authority, creativity. People are motivated by moral ideals, great goals, moral convictions, habits, traditions, fashion, etc. The latter factors are often of decisive importance for scientists[3, c.78 - 79].

However, the role of money should not be understated. Especially in the case when wages are excessively low and constitute a small part of the subsistence minimum. In this case, money encourages more workers to act and becomes one of the main factors of motivation, while other factors of motivation play a certain role only for a narrow circle of scientists. A sharp change in the economic situation in our country, the emergence of market relations have affected the change in the value system. Thus, the emergence of new and wider opportunities leads to an increase in the role of money. Obviously, this could not but affect the set of motivational attitudes of scientists when the material needs come to the fore, and professional interests occupy secondary places. Abroad, it is also noted that material needs play an important role among scientists among other needs. So, for example, the management of the Italian firm "Oli-Vetti"

emphasizes that it is a deadly mistake to believe that creative people do not worry about wages. Therefore, science-intensive firms develop different systems of posts and titles for scientific and technical personnel. Western European firms are increasingly using American experience in distinguishing scientific and administrative functions of employees in the field of R & D. In this regard, specific career development schemes for staff with appropriate salary systems are used. One can single out the following ways of stimulating work in the innovation sphere:

- participation in profits from the use of innovation;
- the level of current wages of employees engaged in R & D should be slightly higher than the average for the organization;
- Considering that the implementation of the IP is associated with a high level of uncertainty, the most important incentive for effective work will be a guarantee of the safety of those employed in this IP;
- ensuring the possibility of conducting research in the region of interest to the researcher;
- Flexible working hours;
- the possibility of combining scientific growth and promotion through the career ladder;
- development of one IP by several groups in conditions of severe competition [3, c.80 - 81].

List of Literature:

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Annotation

The hotel business, being one of the most personal sectors of the economy, is a highly saturated innovation industry. The introduction of innovative technologies has become a prerequisite for improving the competitiveness of the hospitality enterprise, and also contributes to improving the quality of service at the same time as staff reduction.

Аннотация

Экономиканың жеке секторларының бірі болып табылатын қонақ үй бизнесі - өте жоғары қаныққан инновациялық индустрия. Инновациялық технологияларды енгізу қонақжайлық кәсіпорынның бәсекеге қабілеттілігін арттырудың алғышарты болды, сонымен қатар қызметкерлердің жұмысын азайту сияқты қызмет сапасын жақсартуға ықпал етеді.

Аннотация

Гостиничный бизнес, являясь одной из самых личных сфер экономики, является высоконасыщенной инновационной индустрией. Внедрение инновационных технологий стало обязательным условием повышения конкурентоспособности предприятия гостеприимства, а также способствует повышению качества обслуживания одновременно с сокращением персонала.

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