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INNOVATIVE ACTIVITIES IN THE HOTEL AND RESTAURANT BUSINESS

The features of implementing innovations in the hotel and restaurant business are considered. The description of the “Khimik” hotel, which belongs to the category of two-star accommodation establishments, which provides a wide range of services of average comfort at affordable prices, is provided. It has been established that the organizational structure of the “Khimik” hotel is formed in accordance with the needs of a medium-sized enterprise and includes the main functional units that ensure effective management and guest service. Innovative activities in the “Khimik” hotel are implemented through the introduction of modern technologies aimed at improving service, effective management, saving resources and improving the quality of service. The hotel demonstrates a practical approach to innovation, focused on specific results. The innovative technologies implemented in the activities of the “Khimik” hotel are considered, which contribute to improving the quality of service, management efficiency and safety. It was observed that innovative activities at the “Khimik” hotel are an important component of the development strategy, allowing it to adapt to rapid market changes, increase the efficiency of internal processes and strengthen its position among competitors. Continuous improvement of the technological base and implementation of new innovative solutions opens up prospects for expanding the range of services, improving the level of service and meeting the growing needs of modern customers.

A SWOT-analysis of the innovative activities of the “Khimik” hotel was conducted, identifying key internal advantages that ensure the effective implementation of modern technologies, in particular automated accounting systems, CRM and energy-saving equipment. At the same time, there are certain weaknesses, in particular, budget constraints and insufficient level of IT competence of the staff, which require attention for further development. External opportunities include the potential for expanding digital services, the introduction of new energy-saving technologies, and the growing demand for environmentally responsible service. At the same time, the hotel must consider threats in the form of increased competition, technical risks, changes in legislation, and economic instability.

Based on the analysis, it is recommended to focus on improving staff skills, modernizing equipment, developing environmental initiatives, and strengthening cybersecurity. This will strengthen the hotel's position in the market, improve the quality of service, and ensure the sustainable development of innovative activities.

Key words: innovative activity, hotel and restaurant business, innovations, hotel “Khimik”, SWOT-analysis.

Горожанкіна Н. А., Разінькова М. Ю., Сабіров О. В., Муленко К. О. Інноваційна діяльність в готельно-ресторанному бізнесі

Розглянуто особливості впровадження інновацій у готельно-ресторанному бізнесі. Надано характеристику готелю «Хімік». Встановлено, що організаційна структура готелю «Хімік» сформована відповідно до потреб підприємства середнього масштабу та охоплює основні функціональні підрозділи, що забезпечують ефективне



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управління і обслуговування гостей. Інноваційна діяльність у готелі «Хімік» реалізується через впровадження сучасних технологій, спрямованих на покращення обслуговування, ефективне управління, економію ресурсів та підвищення якості сервісу. Готель демонструє практичний підхід до інновацій, орієнтований на конкретні результати. Розглянуто впроваджені інноваційні технології в діяльності готелю «Хімік», які сприяють підвищенню якості обслуговування, ефективності управління та безпеки. Простежено, що інноваційна діяльність у готелі «Хімік» є важливою складовою стратегії розвитку, що дозволяє адаптуватися до стрімких змін ринку, підвищувати ефективність внутрішніх процесів та зміцнювати позиції серед конкурентів.

Проведено SWOT-аналіз інноваційної діяльності готелю «Хімік», визначено ключові внутрішні переваги, які забезпечують ефективне впровадження сучасних технологій, зокрема автоматизовані системи обліку, CRM та енергозберігаюче обладнання. Водночас існують певні слабкі сторони, зокрема обмеженість бюджету та недостатній рівень IT-компетенцій персоналу, що потребує уваги для подальшого розвитку готелю. Серед зовнішніх можливостей варто виділити потенціал розширення цифрових сервісів, впровадження нових енергозберігаючих технологій та зростаючий попит на екологічно відповідальний сервіс. Водночас готель має враховувати загрози у вигляді посилення конкуренції, технічних ризиків, змін у законодавстві та економічної нестабільності.

Рекомендовано зосередитися на підвищенні кваліфікації персоналу, модернізації обладнання готелю, розробці екологічних ініціатив та посиленні кібербезпеки. Це дозволить зміцнити позиції готелю на ринку, підвищити якість обслуговування та забезпечити сталий розвиток інноваційної діяльності.

Ключові слова: інноваційна діяльність, готельно-ресторанний бізнес, інновації, готель «Хімік», SWOT-аналіз.

Problem statement. Innovation is a key factor in the competitiveness of enterprises in the modern hotel and restaurant business. Changes in consumer needs, technological development and globalization require rapid adaptation and implementation of new solutions. In conditions of fierce competition, innovations provide a high level of service, increase efficiency and create additional value for customers.

Analysis of recent research and publications. The introduction of new technologies and approaches increases the quality of service, reduces costs, improves the company's image and expands the market. The problem of innovations was studied by V. Baev, V. Borodata, G. Gorina, A. Zayets, V. Kazak, K. Lebedynska, K. Palamarek and others [1; 2; 3; 5; 7; 8; 9], who consider them in the context of technological development, service culture, economic efficiency, sustainable development, organizational environment, psychological readiness of personnel and customer-oriented marketing. However, a significant number of enterprises face difficulties in implementing innovations, which requires a deeper study of theoretical and practical aspects.

Purpose of the article: research into the implementation of innovations in the hotel and restaurant business using the example of the "Khimik" hotel.

Presentation of the main material. The introduction of innovations in the hotel and restaurant business is a key factor in maintaining competitiveness and sustainable development in today's conditions of globalization and dynamic changes in the market environment. This process includes measures aimed at updating services, increasing customer satisfaction, optimizing internal processes, as well as applying the latest technologies to ensure the effective operation of enterprises. The features of the implementation of innovations are determined by the specifics of the industry, which is associated with the quality of service, an individual approach to customers and adaptation to changes in consumer demands [8]. In the process of researching the innovative activities of hotel enterprises, an important stage is the choice of scientific methods that allow for a comprehensive and objective assessment of the effectiveness of the implemented innovations. It should be noted that in the context of the hotel industry, innovations are manifested in the use of modern reservation systems, automation of check-in and check-out processes, and intelligent room management systems. The innovative approach involves expanding the range of services: electronic platforms for communication with customers, personalized offers based on analysis of guest behavior, and the use of big data to forecast demand. Attention is paid to eco-technologies, sustainable tourism, and energy-efficient solutions that reduce costs and create a positive image of companies [4]. The features of implementing innovations in the hotel and restaurant business are presented in Table 1.

In the restaurant business, innovations include new food concepts, integration of quick service technologies, online ordering, smart kitchens, and contactless payment. Alternative formats such as dark kitchens and ghost restaurants, which operate on a delivery basis without a physical location, occupy a special place. The success of innovation depends on management flexibility, team creativity, and the ability to respond to gastronomic trends. An important area is the use of artificial intelligence for sales forecasting, inventory optimization, and marketing personalization [7].

The process of innovative transformation of the hotel and restaurant business involves overcoming a number of challenges. Among them, it is worth highlighting the high cost of implementing new technologies, the need for constant staff training, risks associated with the security of customer data, as well as the difficulty of changing the corporate culture to make innovative decisions [2]. Businesses that seek to succeed in this environment should focus on a systematic approach to innovation, which involves strategic planning, market analysis, trend monitoring, experimentation, and rapid scaling of effective solutions [1].

Let's move on to the characterization and consideration of innovative solutions implemented at the "Khimik" hotel.

Table 1

Features of implementing innovations in the hotel and restaurant business

Innovation implementation area	Example of innovation	Expected effect	Implementation features
Service technologies	Electronic self-check-in system	Shortening queues, convenience for guests	Requires integration with PMS and staff training
Culinary technologies	Molecular cuisine, 3D printing of dishes	Unique experience, attracting new customers	High cost of equipment, qualification required
Process automation	CRM systems, cloud order management	Improvement of efficiency, personalization	Requires setup and technical support
Environmental innovations	Energy-efficient equipment, zero waste	Saving resources, improving image	Requires changes in logistics and procurement
Design and spatial solutions	Modular rooms, flexible zoning	Comfort, adaptability to customer needs	Depends on architectural possibilities
Innovations in service	Robot waiters, voice assistants	Guest experience, staff optimization	Need for maintenance and control
Marketing tools	Augmented reality in advertising, NFT bonuses	Creating the wow effect, engaging young people	Technical partnership needed

Source: [5]

Hotel “Khimik” belongs to the category of two-star accommodation establishments, which provides a wide range of services of average comfort at affordable prices. Located in a relatively remote part of the city of Pavlograd, the hotel is favorably distinguished by its proximity to the water sports complex and the Pavlograd Chemical Plant, which makes it convenient for accommodating employees and guests of the enterprise, as well as visitors to sporting events.

The organizational structure of the “Khimik” hotel is formed in accordance with the needs of a medium-sized enterprise and includes the main functional units that ensure effective management and guest service [3].

The “Khimik” hotel has 50 rooms spread over four floors. Among them are 13 standard single rooms, 9 single rooms with increased comfort, 3 standard double rooms, 22 junior suites and 3 suites [6].

This choice of rooms allows the establishment to accommodate a variety of guests – from single travelers to corporate clients. By offering rooms of different categories, the hotel can effectively compete with others on the market, providing guests with the best value for money. The diversity of the room stock contributes to a high level of occupancy at different times of the year, which allows for a flexible approach to pricing and to meet the needs of guests with different financial capabilities and comfort requirements. This approach not only increases customer satisfaction, but also has a positive impact on the hotel’s financial stability, creating favorable conditions for further development and implementation of new solutions.

Innovative activities at the “Khimik” hotel are implemented through the introduction of modern technologies aimed at improving service, efficient management, saving resources and improving the quality of service. The institution demonstrates a practical approach to innovation, focused on specific results.

The use of innovative technologies in the activities of the research institution “Khimik” is presented in Table 2.

Table 2

The use of innovative technologies in the activities of the “Khimik” hotel

Technology name	Scope of application	Year of implementation	Expected effect	Achieved result
Electronic customer accounting system	Administrative management	2022	Customer service optimization	Registration time reduced by 40 %
CRM-system	Marketing management	2023	Communication personalization	Increasing loyalty of regular customers
Wireless Internet	(Wi-Fi) Guest comfort	2022	Increased convenience and comfort	Ensured coverage of the entire territory
Air conditioning and heating systems	Material and technical base	2022	Increased comfort	Improved climate in rooms
Security Systems	Security	2023	Protecting guests and property	Reducing incidents, improving control

Source: compiled by the authors

Each of the implemented technologies has its own characteristics and purposes, which contribute to increasing the efficiency of the institution. Their brief description allows us to more fully understand the functional significance of innovations in various areas of the enterprise’s activity. This allows us to assess not only the technical level of

implementation, but also the impact of innovations on the quality of service, resource optimization, and overall competitiveness of the hotel. Such analysis is important for determining further directions of development and improvement of the institution's innovation policy [3].

The "Khimik" hotel has already implemented a number of innovative technologies that help improve the quality of service, management efficiency, and safety.

The characteristics of innovative technologies implemented in the activities of the "Khimik" institution are presented in Table 3.

Table 3

Characteristics of innovative technologies implemented in the activities of the institution "Khimik"

Technology name	Characteristics
Electronic customer accounting system	Automated system for guest registration, data storage, booking and payment management. Integration with online platforms. Reduces service time, increases accuracy and personalization of service
CRM system	Customer relationship management system: stores guest profiles, automates marketing, monitors staff work, integrates with payment systems. Increases loyalty and repeat bookings
Wireless Internet (Wi-Fi)	Stable and fast internet in all rooms and public areas, ensuring guest comfort and supporting mobile devices
Air conditioning and heating systems	Modern climate systems with automatic temperature control and energy saving, providing comfortable conditions and reducing energy costs
Security systems	A complex of video surveillance, access control, alarm and emergency notifications that ensures the protection of guests, staff and hotel property

Source: compiled by the authors

One of the important innovations is the electronic customer registration system, which automates the registration and room reservation processes, stores detailed information about guests, their preferences and order history. This system is integrated with popular online booking platforms, which allows you to effectively manage customer flows and reduce service time. This has reduced the time for guest registration by approximately 40 %, which significantly increases the efficiency of the reception and the comfort of visitors [9].

To improve customer engagement and effectively manage marketing activities, the hotel implemented a CRM system. It allows you to store detailed guest profiles, automate personalized offers, monitor staff performance, and analyze customer behavior. This significantly increases customer loyalty and increases repeat bookings, which positively impacts revenue stability [9].

Guest comfort is a priority, so the hotel has provided stable and fast wireless Internet (Wi-Fi) coverage throughout the entire territory. This allows guests to stay connected, work remotely and use modern digital services without restrictions, which enhances the overall impression of their stay at the establishment.

Another important area of innovation is the introduction of modern air conditioning and heating systems that ensure a comfortable microclimate in rooms and public areas. These systems have automatic temperature control and energy saving functions, which allows not only to create comfortable conditions for guests, but also to reduce energy costs.

The safety of guests and staff is a priority for the hotel, which is why a complex of modern security systems has been implemented, including video surveillance, access control, alarm systems and emergency notifications. This significantly reduces the risk of incidents, ensures property protection and creates an atmosphere of peace and trust among visitors.

In general, innovative activities at the "Khimik" hotel are an important component of the development strategy, allowing it to adapt to rapid market changes, increase the efficiency of internal processes, and strengthen its position among competitors. Continuous improvement of the technological base and implementation of new innovative solutions opens up prospects for expanding the range of services, improving the level of service, and meeting the growing needs of modern clients.

Innovative solutions also contribute to the formation of a positive image of the hotel as a modern, technologically equipped and customer-oriented establishment. In the long term, this allows not only to retain regular guests, but also to effectively attract new target audiences.

Innovative activities at the "Khimik" hotel are an important component of the institution's development strategy, aimed at improving the quality of service, optimizing management processes, saving resources, and ensuring competitiveness in the hotel services market. The introduction of modern technologies allows not only to improve guest comfort, but also to increase staff efficiency and reduce operating costs.

The SWOT analysis of the innovative activities of the "Khimik" hotel is presented in Table 4.

The SWOT analysis of the innovative activities of the "Khimik" allows us to identify key internal advantages that ensure the effective implementation of modern technologies, in particular automated accounting systems, CRM

and energy-saving equipment. At the same time, there are certain weaknesses, in particular, budget constraints and insufficient level of IT competence of the staff, which require attention for further development [2].

External opportunities include the potential for expanding digital services, the introduction of new energy-saving technologies, and the growing demand for environmentally responsible service. At the same time, the hotel must consider threats in the form of increased competition, technical risks, changes in legislation, and economic instability.

Based on the analysis, we recommend focusing on improving staff skills, upgrading equipment, developing environmental initiatives, and strengthening cybersecurity. This will strengthen the hotel's position in the market, improve the quality of service, and ensure sustainable development of innovative activities.

In general, the average level of innovative activity reflects the current state of the hotel, which corresponds to the trends in the development of the hotel business in Ukraine. For further growth, we recommend improving technical equipment, improving staff qualifications, and expanding the range of innovative services.

Table 4

SWOT-analysis of the innovative activities of the “Khimik” hotel

		External environment	
		Opportunities	Threats
		1.Expansion of digital services. 2.Introduction of new energy-saving technologies. 3.Staff training. 4.Cooperation with technological partners. 5.Growing demand for environmental services	1. Increased competition. 2. Risks of technical failures and cyberattacks. 3. Changes in legislation. 4. Economic instability. 5. Rising energy prices
Internal environment	Strengths	Strengths and opportunities	Strengths and threats
	1.Automated customer accounting system. 2.CRM system for personalization of service. 3.Stable Wi-Fi. 4.Modern air conditioning and heating systems. 5.Comprehensive security systems	Use CRM and electronic accounting to launch a mobile application with personalized services. Expand the implementation of energy-saving technologies to reduce costs	Strengthen cybersecurity to protect data and systems. Meet new legal requirements for security and privacy
	Weaknesses	Weaknesses and opportunities	Weaknesses and threats
	1.Limited budget for innovation. 2.Insufficient level of IT competence of personnel. 3.Partially outdated equipment. 4.Dependence on suppliers. 5.Lack of environmental initiatives	Organize staff training to improve IT competencies. Engage partners to upgrade outdated equipment. Develop environmental programs and implement relevant initiatives	Develop a disaster recovery plan for systems. Optimize the budget to overcome economic crises

Source: compiled by the authors

Such a comprehensive approach will contribute to increasing the competitiveness and sustainable development of the hotel.

Conclusions. In summary, the main recommendations for achieving the goal of our research are as follows. Hotel “Khimik” actively implements innovative technologies that contribute to increasing management efficiency, optimizing service processes, saving resources and improving service quality. However, the level of innovation application can still be assessed as average, which is due to limited funding, insufficient level of staff qualifications and the lack of a comprehensive strategy for innovative development. To increase competitiveness, it is recommended to develop a clear plan for implementing innovations, invest in training and advanced training of employees, and modernize the material and technical base. This approach will not only improve the quality of services, but also ensure the stable development of the hotel in the face of growing competition. At the same time, it is important to monitor global trends and adapt the best practices of innovation to achieve maximum effect.

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