

JEL Classification: M12,M59,Z39,O32

DOI: <http://doi.org/10.34025/2310-8185-2023-3.91.14>

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IMPLEMENTATION OF INNOVATIVE SOLUTIONS IN HOTEL STAFF MANAGEMENT

Summary

To date, the hotel business of Ukraine is in a state of crisis: many enterprises have ceased operations, some are located in the occupied territories or have suffered destruction, the lack of tourists and the mass outflow of qualified personnel, all this negatively affects the tourism industry and the economy of the country as a whole. In this regard, hoteliers need to introduce new services, attract consumers of hotel services and find innovative solutions for managing accommodation.

In the field of service, the human factor is the main factor in the provision of services, therefore, for the effective management and operation of a hotel enterprise, it is necessary to conduct training and professional development of personnel. The research methodology was based on the use of methods of systematic and theoretical analysis, analysis of sources of information on the research problem, and the method of comparison. The article discusses the concept of personnel management in hotels, as well as classical and modern management methods. Taking into account that time does not stand still and new strategies in education are emerging, innovative solutions for training specialists in the hotel sector have been researched. The most popular currently are: e-learning system, onboarding, training programs, coaching and motivation programs. All of the above methods are effective, but their combination is the most successful for management.

The adaptation of newly hired personnel is of particular importance in the crisis period, in this regard, the stages of the employee onboarding process are considered. Training programs are very popular among hoteliers, so the most popular types of them were investigated as part of the article.

The need for systematic training of hotel employees as a basis for increasing the efficiency of their activities and improving the quality of hotel service has been proven. The use of the proposed methods of management and training of hotel employees will accelerate the adaptation of newcomers, professional development of their skills and knowledge, improve communication with visitors and management, increase motivation and reward, care for the well-being of employees, and systematic monitoring and evaluation will help ensure the

successful future of the hotel enterprise. The results of the conducted research create a basis for further study of the problem of implementing innovative hotel management solutions, and also require practical implementation in hotel enterprises.

Keywords: hotel enterprise, management, innovative solutions, staff, training.

Number of sources – 14, number of tables – 2, number of drawings – 2.

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