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PROSPECTS AND INNOVATIONS**



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Editor

Komarytskyy M.L.

Ph.D. in Economics, Associate Professor

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e-mail: liverpool@sci-conf.com.ua

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**HOTEL AND RESTAURANT BUSINESS IN WARTIME: FLEXIBILITY
AND ABILITY TO RESPOND QUICKLY**

Рогова Наталія Володимирівна,

к.т.н., доцент

Белозьоров Євгеній Олегович,

Аспірант

Полтавський університет економіки і торгівлі

м. Полтава, Україна

The post-war recovery of the hotel and restaurant business in Ukraine requires careful analysis and identification of key measures for the effective recovery and strengthening of the industry.

Given the restrictions on international travel, the acceleration of domestic tourism could be a key factor in the industry's recovery. By encouraging local tourists through advertising campaigns, discounts, and package offers, you can stimulate demand for hotel and restaurant services.

Businesses can consider opportunities to expand their range of services, such as organizing events, conferences, cultural events, etc., that can attract not only tourists but also locals.

Integrating digital technology into every aspect of the hospitality business can facilitate booking, guest service, inventory management, and marketing processes. This can include developing mobile apps, implementing AI systems for personalized service, and using data analytics to manage the business.

Government programs and financial support can be an important incentive for hotel and restaurant businesses during the recovery period. This may include financial assistance, tax benefits, crisis management training and counseling, and other forms of support.

Instead of mass layoffs, businesses can consider strategies aimed at retaining key personnel and using innovative methods to optimize work processes.

Taking into account these and other measures will help the hotel and restaurant business of Ukraine to successfully adapt to the new reality and ensure stable development in the post-war period.

The economic and political situation in the country has a significant impact on the functioning of the hotel and restaurant business and its success, especially in the context of a military conflict.

A military conflict can pose a danger to tourists and the local population, which can lead to a decrease in the tourist flow and demand for hotel and restaurant services.

Military conflict often leads to economic instability, lower investment, and rising unemployment, which can affect buying and consumer opportunities, including spending on hotel and restaurant services.

Under martial law, various restrictions and regulations may be introduced that may affect the operation of the hotel and restaurant business, such as restrictions on opening hours, restrictions on public events, etc.

The conditions of war can lead to changes in tourism infrastructure, including the destruction of hotels and restaurants, the displacement of populations, and changes in tourist routes.

In such difficult conditions, it is important that the hotel and restaurant business has flexibility and the ability to respond quickly to changes in the environment. The development of risk management strategies, the search for new markets and marketing strategies, as well as ensuring the safety of guests and staff are important components of successful functioning in the conditions of military conflict.

Fluctuations in the number of temporary accommodation facilities in the hotel industry under martial law can be complex and difficult to predict. A military conflict can lead to significant changes in the demand for hotel services due to changes in tourism activity, security, and the country's economy.

A decrease in the tourist flow due to the military conflict can lead to a significant decrease in demand for hotel services. Tourists may refrain from traveling in conflict areas due to security risks. A military conflict can also lead to changes in

market segmentation. For example, the demand for hotels for the military, journalists, and humanitarian aid may increase. Hotels may be forced to adapt their pricing policies to changes in demand and changes in the country's economic situation. In the context of a military conflict, the need for specialized hotel services, such as support for evacuees, military missions, etc., may increase.

Hospitality businesses must also consider security risks in the face of military conflict, ensuring the necessary safety measures for guests and staff.

In such circumstances, anticipating and responding to changes in the hotel industry can be challenging. Flexibility, rapid response, and careful planning can help hospitality businesses thrive in a wartime conflict.

The situation in the hotel and restaurant industry of Ukraine, especially in the context of the military conflict and the COVID-19 pandemic, is difficult and requires comprehensive measures to restore and support business.

The government can provide financial support to hotel and restaurant enterprises affected by the military conflict and the pandemic. This may include assistance in the restoration and reconstruction of damaged facilities, the provision of loans or subsidies to ensure financial stability.

To support the hotel business, it is important to stimulate the recovery of the tourist flow, both internal and external. Marketing programs, investor attraction, and other activities can all contribute to this.

Paying attention to the development of new markets and segments can help the hotel and restaurant business find new sources of income. For example, the development of eco-tourism, medical tourism or business tourism.

The use of modern technologies and innovative approaches in the hotel and restaurant business can help enterprises increase efficiency and attractiveness to customers.

Collaboration with local authorities, community organizations, and other stakeholders can help develop and implement strategies for the recovery and development of the hotel and restaurant business.

These measures can help the hotel and restaurant business in Ukraine resume

its activities and strengthen its position in the face of military conflict and pandemic.

Among the main problems faced by the hotel and restaurant business with the beginning of martial law are: panic, outflow of personnel (up to 60%), logistics, termination of contracts for the supply of goods, communication support at all points. Hotel and restaurant establishments, which are relatively remote from shelling, suffer from problems with logistics and a significant shortage of raw materials.

This is an extremely difficult situation, and you need to respond to it quickly and thoroughly. Immediately create a crisis management team that will be responsible for responding to the negative effects of martial law. This team should develop action plans for each of these issues.

Develop workforce support programs to reduce employee churn. This may include salary increases, welfare packages, psychological support, and other incentives.

Work on improving logistics processes and find alternative ways to supply raw materials and goods. Consider switching suppliers or using different shipping routes.

Review contracts for the supply of goods and services and try to reach agreements on changing conditions that would take into account the conditions of martial law and logistical difficulties.

Ensure effective communication and interaction between all departments and divisions of the enterprise in order to quickly respond to changes in the situation and coordinate actions.

Work to find new sources of raw materials and goods to reduce dependence on certain suppliers and ensure the stability of supply in times of crisis. Provide psychological support to staff to reduce panic and stress reactions to a difficult situation.

These measures will help the hotel and restaurant business overcome the difficulties caused by martial law and ensure its stable functioning in times of crisis.

Many hotel and restaurant enterprises have shown great solidarity and responsibility in the most difficult times. Their actions testify to the important place they occupy in society and their willingness to carry out a social mission.

Cooperate with local authorities, NGOs and other parties to coordinate efforts and optimize assistance to displaced persons and victims.

Engaging volunteers and fundraising from donors can help ensure that there is enough humanitarian aid and support for those affected.

They are considering the possibility of developing and improving infrastructure for the provision of humanitarian aid, such as warehouses, kitchens for preparing hot meals, etc.

Special attention is paid to ensuring the safety and comfort of displaced persons staying in hotels. This includes providing adequate living conditions, access to medical and psychological support, and providing information support.

Don't forget the support of hotel staff and their families, who may also need help and support during this difficult time.

These actions help hotel and restaurant enterprises not only to provide the usual level of service and safety for their guests, but also to fulfill an important social mission in supporting victims.

The use of information technology in the hotel and restaurant business is really key, especially in the context of a military conflict, when traditional methods of marketing and service may be limited or unavailable.

The use of social networks, online advertising and search engine marketing to attract new customers and promote the hotel or restaurant among potential guests.

Development and maintenance of an informative website that contains all the necessary information about the services and facilities of the hotel or restaurant, as well as the possibility of online booking.

Creation of virtual tours of the hotel or restaurant, as well as video presentations, which will allow potential guests to get acquainted with the premises and services remotely.

Development of mobile applications for convenient and quick access to information about a hotel or restaurant, as well as for making reservations and orders.

Using specialized software products to automate hotel or restaurant management, including booking, guest service accounting, inventory management,

and financial transactions.

Using data analysis and reporting systems to study and analyze the market, demand, and performance of marketing campaigns.

These technological tools will allow the hotel and restaurant business to effectively adapt to changing conditions and remain competitive even in the face of a military conflict.

Conclusion: The hotel and restaurant business is a key segment of the economy, especially in the context of post-war recovery, when creating new jobs and supporting economic growth becomes especially important. When developing a plan for the post-war recovery of the hotel and restaurant industry, it is indeed useful to take into account the experience of other countries that have successfully suffered losses as a result of hostilities or crisis situations.

One of the key aspects of this concept is the development of budget formats of hotel and restaurant establishments. This will ensure affordable housing and food for the population, especially those who need support after hostilities. Such institutions can be aimed at providing quality services at affordable prices, which will contribute to the economic recovery and social stabilization of the country.

In addition, it is important to take into account innovative approaches and technologies in order to optimize the work of hotel and restaurant enterprises and increase their efficiency. This can include implementing hotel management systems, online booking, using data analytics for planning and marketing, and other innovative practices.

In general, the development of budget formats of hotel and restaurant establishments and the use of innovative approaches and technologies can contribute to the preservation of economic potential and post-war recovery, providing high-quality and affordable housing and food conditions for the population.

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