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IMPROVEMENT OF THE MANAGEMENT OF HOTEL COMPANY BASED ON INFORMATION TECHNOLOGIES

In a market economy the problem of information support of hotel business is becoming increasingly urgent. The current state of the hotel services market is characterized by a high level of competition, diversity of species of basic and additional services, improvement of the level of service. Growth of management complexity and the need to maintain control over all activities of the hotel enterprise calls for the introduction and use of information technologies that can accelerate the process of creating and selling packages of services to consumers, implement marketing planning, financial accounting and business activities and others. In this regard, the process of automation of enterprises of hospitality industry is relevant for any hotel.

In modern conditions of economic development information is a strategic resource that has a direct im-

pact on the capabilities and competitiveness of the hotels.

In terms of organization and management of hotel complexes it is expedient to use complex systems that include a variety of related services. To organize the work of the hotel complex with maximum efficiency and in accordance with the requirements of the modern world is only possible with the use of modern computer technology.

Ukrainian enterprises of the industry use foreign software products, as well as domestic developments.

Implementation of an automated control system in the activities of the hotel provides: the achievement of competitive advantage; increasing productivity; the maximum use of available resources of the hotel.

In today's market it is impossible to provide a quality hotel service without the use of advanced information technologies.