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PECULIARITIES AND MODERN TRENDS IN THE ORGANIZATION OF HOTEL SERVICES

The article examines the specific features and components of the service process organization in hotel establishments, as well as the current trends in its development that contribute to enhancing the quality and efficiency of hotel services. The objective of this article is to analyze and characterize the main elements involved in the organization of hotel service processes and to identify innovative directions for its development in the present-day context.

The study investigates the stages of organizing the hotel service process and outlines their essential content. The factors influencing the quality of hotel services are identified and described, including staff training, hotel infrastructure and equipment, management efficiency, personalized customer service, implementation of new technologies, effective communication, partnerships, and feedback mechanisms. Based on the conducted analysis, the article highlights contemporary directions in organizing hotel service, such as the integration of new information and communication technologies (ICT), optimization via popular media platforms, the efficient role of a Social Media Marketing (SMM) manager, and the establishment of barter agreements. These contemporary approaches allow accommodation facilities to minimize advertising costs while significantly enhancing brand awareness and attracting new clientele. Using the experience and skills of an SMM manager ensures the successful implementation of a marketing strategy and a positive impact on the organization of the customer service process.

The introduction of ICT innovations, characterized by the use of media platforms such as Facebook, Instagram, LinkedIn, and TikTok, the development and implementation of SMM manager responsibilities, and the formation of barter agreements with celebrities and influencers for promotional purposes represent current trends in hotel service organization that impact the growth of service quality and operational performance of hotel enterprises. The factors that influence the quality of service to consumers of hotel services have been identified, as well as modern directions for organizing the service process and approaches to improving its efficiency and quality have been established. They can be used in further research for planning activities on a progressive basis and for developing strategies for hotel establishments.

Key words: *service organization, hotel, modern trends, social networks, media platforms, information and communication technologies, SMM manager, enterprise, service quality, efficiency.*

Юдіна О. І., Небаба Н. О., Сайгак Є. Л., Татаренко Д. К. Особливості та сучасні напрями організації готельного обслуговування

Розглянуто особливості та складові організації процесу обслуговування в закладах готельного господарства, а також сучасні напрями його розвитку. Метою статті є аналіз та характеристика основних складових організації процесу обслуговування споживачів готельних послуг, визначення прогресивних напрямів його розвитку в сучасних умовах. Розглянуто етапи організації процесу готельного обслуговування, розкрито їх основний зміст. Визначено та описано фактори, що впливають на якість обслуговування споживачів готельних послуг, до яких відносяться: професійна підготовка персоналу, стан та обладнання готелю, ефективність управління готелем, індивідуальний підхід до споживачів, застосування нових технологій, ефективна організація комунікацій, співробітництво з партнерами, зворотний

зв'язок. Виявлено сучасні напрями організації готельного обслуговування: впровадження нових інформаційно-комуні-каційних технологій, їх удосконалення шляхом використання популярних медіа-платформ, забезпечення ефективної роботи SMM-менеджерів та укладання бартерних угод. Сформовано цільові групи споживачів для роботи в соціальних мережах, а також перелік завдань та план робочого дня SMM-менеджера, що дозволяє закладам готельного госпо-дарства мінімізувати витрати на рекламу, при цьому значно посилювати пізнаванність бренду та залучати нових клієнтів. Використання досвіду та навичок SMM-менеджера забезпечує успішну реалізацію маркетингової стратегії та позитивний вплив на організацію процесу обслуговування споживачів. Впровадження інформаційно-комунікаційних нововведень, що характеризуються використанням популярних медіа-платформ, розробка функцій SMM-менеджера та їх реалізація у процесі управління, а також укладання бартерних угод являють собою сучасні напрями організації готельного обслуговування, які впливають на зростання рівня якості послуг та ефективності діяльності готельних підприємств, зміцнення їх конкурентних позицій. Визначені фактори, що впливають на якість обслуговування спожи-вачів готельних послуг, а також встановлені сучасні напрями організації процесу обслуговування та підходи до підви-щення його ефективності й якості можуть використовуватися у подальших дослідженнях для планування діяльності на прогресивній основі та стратегії розвитку закладів готельного господарства.

Ключові слова: *організація обслуговування, готель, сучасні напрями, соціальні мережі, медіа-платформи, інфор-маційно-комунікаційні технології, SMM-менеджер, підприємство, якість послуг, ефективність.*

Problem statement. Today, hotel operations are aimed not only at providing temporary accommodation and comfortable living conditions for guests but also represent a complex set of economic, organizational, and techno-logical processes. The strengthening of competitive positions and sustainable development of accommodation facil-ities are largely influenced by the effectiveness and quality of customer service. These are driven by technical and technological updates, innovation implementation, service individualization, and the availability of professionally trained personnel, which altogether characterize the features of hotel service organization.

Analysis of research and publications. Issues related to hotel service organization, its directions and devel-opment aspects in a modern market environment have been explored by numerous researchers. L. Chepurda and L. Ivashyna have studied the challenges in organizing the activities of domestic hotel enterprises under crisis conditions [1]. A. Diakonova, F. Trishin and others have explored the implementation of reengineering based on innovative technologies and management information systems, which enhances service quality and efficiency [2]. V. Kifyak's and others research identifies factors significantly influencing the development and effectiveness of the hotel and restaurant business, including internal aspects such as staff training, establishment of a favorable moral and psychological climate, adaptability to market dynamics, innovative approaches, investment policy, and service quality [3]. However, the identification of differentiated approaches to improving service technologies and the man-agement of functional units, as well as determining innovative development directions, remains relevant.

The aim of the article is to analyze and characterize the main elements of organizing hotel service processes and determine innovative directions for their development under current market conditions.

Main content presentation. Hotel service is a type of business that is developing very rapidly and, therefore, is characterized by a high level of competition. The process of providing hotel services is regulated by quality stand-ards, is cyclical in nature, and is divided into several business processes that are carried out in a certain sequence. An important parameter for assessing hotel service is the hotel rating, which is formed based on consumer reviews on booking websites, in social networks, and on other web resources. The collection of operational information using information and communication technologies and media platforms enables accommodation facilities to promptly identify and eliminate shortcomings in their operations and to improve service quality. The quality of the ser-vice process organization depends on the precise and highly professional execution of technological operations in accordance with a defined algorithm that characterizes the main stages of hotel service organization, and begins with the reception and registration of guests through various communication channels (online booking, social networks, telephone networks, and direct contact within the facility). The subsequent stages include: guest accommodation services within the room inventory, provision of food services, core and additional services, and the final stage involves the organization of guests' departure from the hotel (Fig. 1).

Thus, the organization of the service process in an accommodation facility consists of a set of stages, each of which plays a significant role in creating a convenient, comfortable, and pleasant environment for guest stay and in ensuring a high level of hotel service quality. The quality of guest service depends on a range of factors that influ-ence this process (Table 1). Key factors include: professional training of personnel, the condition and equipment of the hotel, efficiency of hotel management, personalized approach to consumers, implementation of new technolo-gies, effective communication management, cooperation with partners, and feedback mechanisms.

In the current context of socio-economic instability in the country, there is a growing need to ensure the eco-nomic resilience of enterprises, which is aimed at meeting dynamic needs through the implementation of advanced technologies and the improvement of management systems. These measures, in turn, contribute to enhancing finan-cial and economic efficiency, improving goal-oriented activities of business entities, and increasing the quality of service provision [4, p. 162].
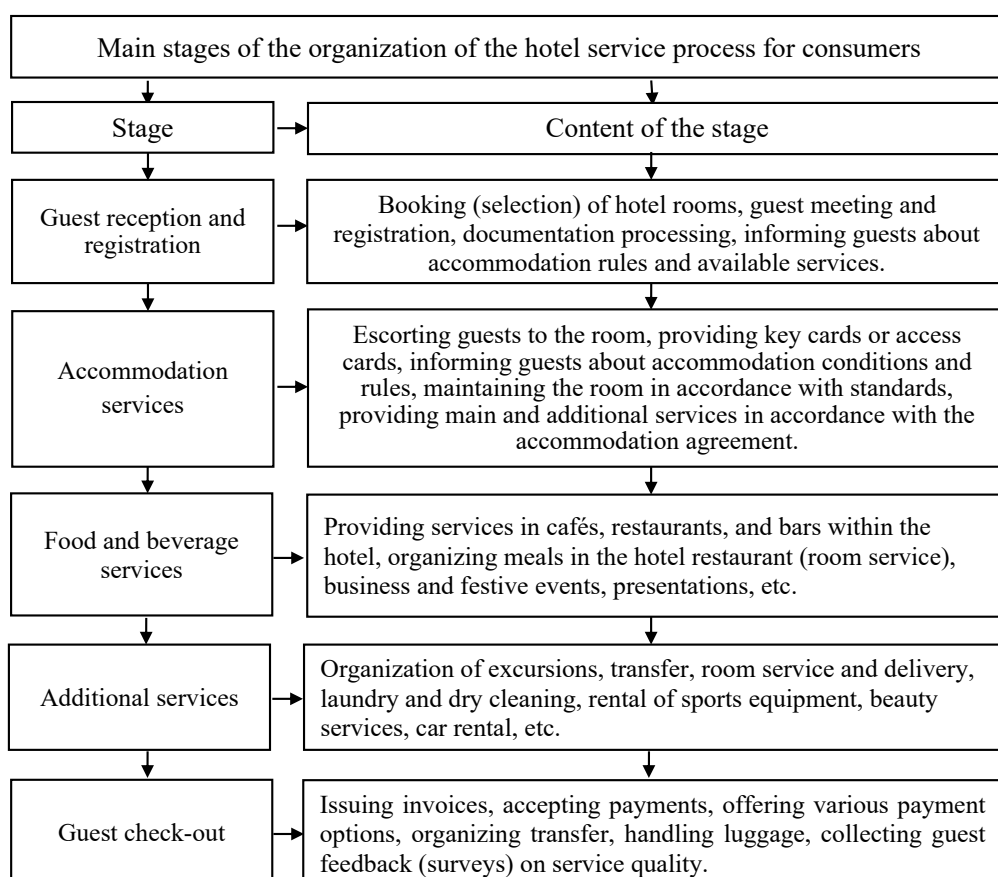
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│      Main stages of the organization of the hotel service process     │
│                          for consumers                                 │
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Stage	Content of the stage
Guest reception and registration	Booking (selection) of hotel rooms, guest meeting and registration, documentation processing, informing guests about accommodation rules and available services.
Accommodation services	Escorting guests to the room, providing key cards or access cards, informing guests about accommodation conditions and rules, maintaining the room in accordance with standards, providing main and additional services in accordance with the accommodation agreement.
Food and beverage services	Providing services in cafés, restaurants, and bars within the hotel, organizing meals in the hotel restaurant (room service), business and festive events, presentations, etc.
Additional services	Organization of excursions, transfer, room service and delivery, laundry and dry cleaning, rental of sports equipment, beauty services, car rental, etc.
Guest check-out	Issuing invoices, accepting payments, offering various payment options, organizing transfer, handling luggage, collecting guest feedback (surveys) on service quality.

Fig. 1. Main stages of the organization of the hotel service process for consumers

Source: compiled by the authors

Table 1

Factors influencing the quality of hotel services

Factor	Description
Professional staff training	The qualification level and skills of hotel personnel, their knowledge of service procedures and standards, communication competencies, and ability to interact effectively with guests.
Condition and equipment of the hotel	The condition of the building, furniture, and equipment; cleanliness and order in the hotel; availability of necessary amenities and services for guests, such as wireless Internet, parking, gym, pool, etc.
Efficiency of hotel management	The effectiveness of the hotel's management system, including the distribution of duties and responsibilities, development and adherence to service standards, quality control, and continuous process improvement.
Personalized approach to consumers	The ability of the hotel to provide personalized service, taking into account the individual needs and preferences of each guest, and responding to their requests and complaints attentively and promptly.
Use of new technologies	The use of modern information and communication technologies to facilitate and automate service processes, as well as to ensure guest access to necessary information and services through IT tools.
Communication organization	The quality of communication between hotel staff and guests, as well as among different hotel departments; the ability to resolve conflicts effectively and interact with clients considering their needs and expectations.
Cooperation with partners	Collaboration with other providers and partners such as travel agencies, restaurants, and transport companies to offer additional services and ensure comprehensive guest satisfaction.
Evaluation and feedback	Collection of guest reviews and evaluations regarding their stay experience, and the hotel's ability to use this information to improve service quality and respond to specific customer needs.

Source: compiled by the authors

Modern tools and directions in the organization of hotel service that contribute to enhancing the economic resilience of enterprises, as well as the quality and efficiency of service provision, include the Internet and information and communication technologies. These tools help reduce costs, facilitate consumer access to various types of accommodation establishments, promote their visibility, and ensure leading competitive positions in the hotel services market.

An important role in the development of information and communication technologies and in improving the service process within a hotel belongs to the SMM manager (Social Media Marketing Manager). The SMM manager is responsible for brand promotion and the advancement of products or services on online platforms. This specialist develops and implements strategies aimed at attracting and retaining consumers, enhancing the hotel's reputation, shaping a favorable image of the accommodation facility, and maintaining stable communication ("feedback") with the target audience. The manager analyzes the behavior and interests of both existing and potential consumers of the hotel product, their influence on the service process, and fosters interaction with various user communities on media platforms.

The functional responsibilities of the social media manager are formulated depending on the development directions required to increase the efficiency of automated information processing systems and the quality level of hotel service. Promotional activities for a business entity's brand and services on social networks are tailored to the target audience that the business intends to reach. According to the conducted analysis, the media platforms and the age categories of their users have been identified, which show specific preferences when choosing hotel products. This enables the identification of target audiences and the organization of the SMM manager's work in accordance with targeted directions (Table 2).

The presented evaluative characteristics of the functioning and use of modern computer technologies in the process of organizing hotel service make it possible to formulate a set of tasks for the SMM manager and to define the ways of their implementation (Table 3).

Table 2

Characteristics of the target audience of hotel product consumers for organizing the activities of the SMM manager

Age group	Key characteristics of the target group	Communication channels	Potential interests and needs
18–24 years	Young, active individuals; frequent users of social media and mobile applications	Instagram, TikTok, Facebook, YouTube	Active recreation, adventures, traveling with friends, budget-friendly accommodation
25–34 years	Young professionals and couples; interested in comfortable leisure	Instagram, Facebook, LinkedIn, YouTube	Romantic getaways, luxury vacations, sports events, convenient conditions for both work and rest
35–44 years	Families, often travel with children; interested in high-quality service	Facebook, Instagram, LinkedIn, YouTube	Family vacations, child-friendly amenities, wellness and relaxation programs, quality dining
45–54 years	Experienced travelers; interested in comfort and exclusive services	Facebook, LinkedIn, YouTube	Comfortable and peaceful vacations, cultural events, gastronomic tourism, wellness programs
55+ years	Retirees; looking for calm and safe leisure experiences; interested in high-quality service	Facebook, YouTube	Peaceful vacations, wellness and medical programs, cultural and historical excursions, elder-friendly amenities

Source: compiled by the authors

Table 3

List of tasks for the hotel SMM manager regarding the development of information and communication technologies and the service process

№	Task	Task description	Implementation methods
1	2	3	4
1	Studying the target audience	Conduct an analysis of existing and potential consumers to identify the main demographic groups and their needs	Use of analytical tools, conducting surveys, analysis of user feedback and behavior on social media
2	Developing a content strategy	Create a detailed content plan for social media that considers seasonality, audience specifics, and key events	Development of a monthly content plan including text posts, photos, videos, stories, and other content formats
3	Content publication and audience interaction	Regularly publish content and actively engage with followers by responding to comments and messages	Planning and implementing posts across various social networks, monitoring user activity, and responding to inquiries

Table 3 (Continued)

1	2	3	4
4	SMM performance analysis	Continuously analyze the outcomes of SMM activities and adjust the strategy accordingly	Use of analytical tools to monitor performance indicators such as user engagement, reach, number of followers, interactions, and conversions
5	Managing advertising campaigns	Create and manage targeted advertising campaigns to attract new consumers and promote special offers	Setting up and launching ad campaigns via Facebook Ads, Instagram Ads, Google Ads; analyzing their performance and optimization
6	Conducting contests and promotions	Organize contests and promotions on social networks to increase follower engagement and activity	Development of contest terms and conditions, announcement publication, result monitoring, and winner determination

Source: compiled by the authors

To ensure the effective execution of the assigned tasks, it is necessary to develop a work schedule for the SMM manager (Fig. 2).

08:00 - 09:00
Monitoring news and trends on social media; analyzing competitor activity

09:00 - 10:00
Daily content planning: selecting content, writing texts, preparing visual materials

10:00 - 11:00
Publishing content on social media (Facebook, Instagram, LinkedIn, TikTok) according to the content plan

11:00 - 12:00
Interaction with followers: responding to comments and messages, monitoring activity on social media

12:00 - 13:00
Preparing and launching targeted advertising campaigns: audience targeting, budgeting, creative development

13:00 - 14:00
Lunch break

14:00 - 15:00
Analyzing the effectiveness of publications and advertising campaigns: collecting and analyzing statistics, report preparation

15:00 - 16:00
Developing the content plan for the following week: idea generation, team discussions

16:00 - 17:00
Organizing promotions and contests: drafting terms and conditions, creating publications, coordinating with other departments

17:00 - 18:00
Training and development: studying new SMM tools and methods, participating in webinars and training sessions

18:00 - 19:00
Interaction with followers: evening monitoring of user activity, responding to comments and messages

Fig. 2. Daily work plan of a hotel SMM manager

Source: compiled by the authors

As a result of identifying the most popular media platforms and segmenting their users based on consumer preferences, specific directions are outlined for organizing the work of the SMM manager. These directions support the development of information and communication (computer) technologies and contribute to improving the quality of hotel service provision (Table 4).

Table 4

Areas of SMM manager activity based on the media platforms Instagram and TikTok

Media platform	Criterion	Areas of activity
Instagram	Age categories	Developing content for young adults (18–34 years); publishing stylish photos, reviews, and promotional campaigns.
TikTok	Age categories	Creating entertaining content for youth (10–29 years); using challenges and dance videos.
Instagram	Growth rate	Investing in the platform to ensure steady audience growth; implementing targeted advertising campaigns.
TikTok	Growth rate	Active use to attract a new, younger audience; launching viral marketing campaigns.
Instagram	Average time spent on the platform	Engaging the audience through Stories, Reels, IGTV, interactive polls, and Q&A sessions.
TikTok	Average time spent on the platform	Creating dynamic videos; engaging through comments and live streams; participating in trending formats.
Instagram TikTok	Popularity trends	Analyzing trends to adapt content strategy; monitoring user engagement and adjusting campaign performance accordingly.

Source: compiled by the authors

Another modern direction in the organization of hotel service and an important function of the SMM manager in the hospitality industry, which contributes to the improvement of this process, is the conclusion of barter agreements. These serve as an effective tool for brand promotion, expansion of the target audience, enhancement of communication quality, and improvement of interaction with consumers. The most common form of barter in the hotel business is providing complimentary stays to celebrities and influencers in exchange for advertising and promotion of the accommodation facility. The organization of such interactions under barter conditions consists of several stages.

The first stage is goal setting, during which conditions are created to attract new consumers, promote the brand, and increase the number of bookings. The second stage–partner selection–involves identifying influencers, celebrities, and bloggers whose audiences match the hotel's target market, as well as reviewing their previous promotional campaigns and feedback. The third stage includes negotiation and agreement of barter terms, under which influencers are offered complimentary accommodation and services in exchange for advertising posts, stories, and reviews on social media. The final, fourth stage entails discussion of the agreement details and formalization of the contract. The agreement typically specifies the duration of stay, quantity and type of promotional content, key messages, and hashtags to be used.

Organizing cooperation with influencers requires the SMM manager to carry out the following tasks:

1. Identifying and selecting influencers, including profile analysis, initiating contact, and verifying their audience demographics.

2. Conducting negotiations to agree on the terms of cooperation and drafting written agreements.

3. Coordinating the influencer's visit, which includes arranging arrival and ensuring a comfortable stay.

4. Monitoring the execution of the agreement by collecting analytics, verifying publications, and compiling performance reports.

5. Evaluating effectiveness based on analysis of the impact on booking numbers, social media follower growth, and overall brand recognition.

Barter agreements represent a contemporary direction in hotel service organization, an effective communication mechanism for engaging with the market environment, and a marketing method for promoting the hotel product. They enable accommodation establishments to minimize advertising expenses while significantly enhancing brand recognition and expanding their customer base. This, in turn, improves the quality and efficiency of the service process. Enhancing two-way communication via digital platforms increases consumer awareness about the hotel, provides insight into their preferences and needs, and thus allows for business process optimization and service quality improvement based on the obtained information. Leveraging the experience and competencies of the SMM manager ensures the successful implementation of the marketing strategy and has a positive impact on the organization of consumer service processes.

Conclusions. Thus, the implementation of information and communication innovations characterized by the use of popular media platforms, the development of SMM manager functions and their integration into management

processes, as well as the conclusion of barter agreements, represent modern trends in the organization of hotel service. These factors contribute to improving the quality of services and the operational efficiency of hotel enterprises, thereby strengthening their competitive positions. The identified factors influencing the quality of consumer service, along with the established modern directions of service process organization and approaches to enhancing its effectiveness and quality, may be applied in further research to guide strategic planning and progressive development of accommodation establishments.

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