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**ACTIVITIES OF HOTEL AND RESTAURANT BUSINESS
ENTERPRISES: CURRENT STATE AND DEVELOPMENT
PROSPECTS**

The disadvantage of the development of hotel and restaurant business and tourism enterprises is their rapid construction, especially before major events of an all-Ukrainian format, for example, the European Football Championship or the Eurovision Song Contest. But at the same time, some miscalculations were made. The location of the hotel and restaurant business and tourism enterprises did not take into account the development of the city infrastructure, the development of the transport network, targeting the potential consumer, the high cost of the service price, etc. was immediately offered. In general, this has led to the fact that now such enterprises are gradually becoming uncompetitive and have significant losses, also due to low occupancy by potential service consumers.

Hotels also lack new customer service technologies, insufficient automation of most processes, including check-in and payments, service to hotel residents, etc. The number of services provided to hotel residents in Ukraine is very limited compared to other countries of the world. This affects the high level of expenses, which reduce the amount of profit received. The high price for a hotel room significantly reduces the competitiveness of domestic hotels, significantly reduces the number of domestic consumers who can use Ukrainian hotels. The demand of foreign tourists is decreasing due to the limited amount of services provided and their low quality, inconvenient location and underdeveloped infrastructure.

Today, the services of the hotel and restaurant business and tourism are in great demand and require improvement in the quality of service at a high level and variety, in order to attract more customers. The modern development of the hospitality industry is aimed at creating innovative technologies that will contribute to obtaining as many customers as possible, the maximum number of sales, gaining the trust of the guest, and forming a positive image of the company. And this requires improving the quality of services and improving technologies.

Therefore, in the conditions of continuous economic changes, innovations become the main factor contributing to dynamic development and increasing the effectiveness of the operation of hotel and restaurant enterprises.