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HOTEL BUSINESS IN THE CONTEXT OF GLOBALIZATION

Globalization has covered all areas of the economy, and the hotel business is no exception. Modern hotels are no longer limited to the local market - they compete for customers in the international space, implement the latest technologies, adapt to changes in tourist flows and cooperate with global booking platforms.

This process opens up many opportunities for the hotel business, but at the same time creates serious challenges. Globalization has affected the hotel sector in several key aspects:

1. Increased tourist flows – thanks to the development of air transportation, visa-free regimes and growing incomes in different countries, more people are traveling.
2. Global online platforms - Booking.com, Airbnb, Expedia and other aggregators have become the main channels for attracting customers.
3. International hotel chains - Hilton, Marriott, Hyatt and other brands are expanding their presence in different parts of the world.
4. Digitalization – mobile applications, online booking, chatbots and artificial intelligence improve guest service.
5. Environmental standards – international trends require hotels to reduce their negative impact on the environment.

The dominance of international hotel chains in the world. Global hotel chains

have huge advantages:

- standardized services;
- high level of trust among tourists;
- profitable partnership programs with airlines and travel agencies;
- a wide range of loyal customers through bonus programs [1].

The opportunities for independent hotels are very large, but local hotels can compete with international giants using the following strategies:

- Authentic experience – unique design, national cuisine, personalized service.
- Flexibility in decision-making - independent hotels are faster to implement new trends.
- Exclusive offers - individual packages for tourists, corporate clients or event organizers.
- Technological changes in the hotel business.
- Online booking and mobile applications.

Today, 70 – 80% of reservations are made via the Internet. Hotels must adapt to this trend by developing convenient mobile applications and websites. A vivid example of this approach is the Maidan Palace Hotel –<https://www.maidanpalace-hotel.com>

The use of artificial intelligence and personalization in the hotel business. AI technologies help to predict guest needs, analyze their preferences and offer personalized services.

Smart hotels. Many hotels are implementing:

- contactless check-in systems;
- in-room voice assistants;
- automated lighting and temperature control [2].

Challenges for hotels in a globalized world.

1. High competition. Hotels have to compete not only with each other, but also with services like Airbnb, which offer unique alternatives to traditional accommodation.

2. Environmental requirements. Global trends are forcing hotels to implement environmental initiatives, such as reducing plastic waste, energy-efficient systems, etc.

3. Human resources management. Due to globalization, many professional staff emigrate to developed countries, which creates a shortage of personnel in regional hotels.

Prospects for the development of the hotel business in the world.

1. Investment in technology. Hotels that actively implement digital solutions gain a competitive advantage.

2. Cooperation with local tourism companies. Developing partnership programs with local tour operators allows you to attract more guests.

3. Attention to sustainable development. Hotels that focus on environmental friendliness receive greater support from tourists and international organizations [3].

Globalization has opened up new opportunities for the development of the hotel business, but at the same time has increased competition. Hotels that use modern technologies, adapt to changes in tourism flows, offer unique experiences for guests and implement environmental initiatives, gain an advantage in the market. In the future, those hotels that can combine global hospitality standards with local authenticity, using modern digital solutions to increase comfort and personalize service, will be successful. Therefore, globalization is an integral element of modern hotel business management, providing international hotel chains with a competitive advantage in a growing market.

References:

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