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SMART-SPECIALIZATION OF HOTEL SERVICES

□□□□□□□□□□ *Goal*. The main goal is the process of forming the smart specialization of hotel services as one of the elements of the concept of intelligent integration for the management of

hotel infrastructure.

Method. In researching the smart specialization of hotel services, quantitative and qualitative methods of evaluation were used. One of them is a naïve-forecast assumption that the future value of the indicator will correspond to last year's same period of time with an adjustment of $\pm 5\%$. Naïve-forecast was adjusted by distinguishing the factor of seasonality, which is typical for hotel business in the modern economic environment.

Results

The study of the availability of hotel establishments for tourists, transitists, businessmen of the region in the system of smart specialization of hotel services, which can become the basis for creating a special image of the region and provide him with certain competitive advantages.

Scientific novelty. The foreign experience in using Smart City has been analyzed. Based on elements of Smart City, the priority directions of development of smart specialization of hotel services have been formed. The analysis of the stakeholders in the region (local state administrations, travel agencies, sports organizations, regional development agencies, politicians, residents of the region, consulting companies, representatives of creative professions of the region, chambers of commerce and industry, trade and economic missions in the diplomatic missions of Ukraine abroad)) from the effect of introducing the smart specialization of hotel services.

The forecast for the development of smart specialization of hotel services on the basis of naïve approach is carried out. For the first time, smart specialization was adapted to the sphere of hotel services in view of future achievements. The offered approaches will promote increase of efficiency of introduction of smart specialization of hotel services by increase of profit of hotel establishments, index of satisfaction of clients from use of hotel services.

Practical significance. The offered approaches will promote increase of efficiency of introduction of smart specialization of hotel services by increase of profit of hotel establishments, index of satisfaction of clients from use of hotel services. The use of advanced automated systems will increase the number of hotel guests, and will encourage initiative groups and organizations that act as developers of innovative models of functioning of the modern hotel space and the creation of a comprehensive strategy and data platforms for the implementation of development projects for smart specialization in the region.

Key words: hotel institution, smart specialization, client, experience, tourist, transit, businessman.

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