

## INNOVATIVE POTENTIAL OF ENTERPRISES OF HOSPITALITY INDUSTRY OF THE REGION

**Milashovska O.I.**

Doctor of Economic Sciences,  
Professor at Department of Hotel  
and Restaurant Business,  
Mukachevo State University

**Gryanylo A.V.**

Assistant Lecturer at Department of Hotel  
and Restaurant Business,  
Mukachevo State University

**Udut M.M.**

Student,  
Mukachevo State University

The development of enterprises of hotel and restaurant business is impossible without the implementation of innovation. In the world innovation is the factor, by which the hotel and restaurant business adapts to changes in the micro- and macroenvironment, and may make changes to them, the purpose of which is to strive for leadership. An ability of an enterprise of hotel and restaurant business to use innovation helps to create new and occupy existing market segments, improve competitiveness and create opportunities to raise the business to a new level. That is, to introduce innovative activity for a hotel and catering enterprise is now possible not only due to the availability of financial and other resources, but also the ability of personnel to adapt to new conditions and needs of the organization. And this adaptability is formed only by the presence of incentive measures for the personnel in the company of hotel and restaurant business.

The article is devoted to the disclosure of the content of innovation potential of hotel and catering industry in the region, identifying factors that contribute to the development of innovative potential of hotel and

restaurant business in the region, creating measures for improving innovation facilities of hotel and restaurant business in the region.

For this writing used methods of observation, comparison, analysis and synthesis.

Regarding innovation potential of hotel and restaurant business in the region there is implemented the following – identified factors that contribute to the development of innovative potential of the enterprise of hotel and restaurant business in the region, identified the problems and the effective use of innovative potential of hotel and restaurant business.

The study noted areas of improvement of innovation of hotel and restaurant industry in the region in modern conditions, formed measures to improve innovation facilities of hotel and restaurant business in the region.

The development of innovation for the future is not possible without improving innovation efficiency of the company and its staff, because innovation should be seen as the application of scientific and technical means for activities to create new competitive services.