

**Название публикации:**

Innovative quality improvements in hotel services

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**Аннотация:**

The paper is devoted to the development of approaches for the improvement of quality of hotel services on innovative basis. It has been established that in the market of hotel services, innovations are being introduced successfully for the purpose of attracting as many customers as possible. All this ensures development of new technologies of constructing hotels, appearance of new market segments satisfying a diverse demand of visitors. It has been proved that to improve the quality of hotel services, it is necessary to develop a strategy and tactics of development of hotel business on innovative basis. It has been determined that introduction of innovations must be realised both at the level of the state and at the level of separate hotels. Further innovative growth will allow improving the quality of hotel services in the world market of hotel real estate. However, this is possible in case of normalization of the economic and political situation in the country and creation of conditions for investment attractiveness in hotel business. © 2018 International Strategic Management Association.

**Ключевые слова:**

Capital, Effectiveness, Hospitality, Hotel business, Investment attractiveness, Policy, Quality