

to find the points of contact between East and West civilizations. And the third one is Okakura Kakuzō, a Japanese scholar who contributed to the development of arts in Japan; his main treatise *A Book of Tea* shows the differences between two grand types of culture and interprets features of the relationships. The two last authors were writing their fundamental works in English trying to explain the most valuable points of Japanese culture reflected in practice of the Tea Ceremony.

The Tea Ceremony has become a practice that plays the main role in the problem of the cross-cultural communication. Because in the fundamental tenets of this practice there are primary standards of judgement which is used by your business partners. The knowledge of these tenets not only gives you an ability to look better in the partners' eyes but also capabilities to navigate and speak in terms of the another cultural system, which provides a wider opportunity to maneuver in the conversations and, as a result, the successfully achievement of your goal.

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## NEW HOTEL TECHNOLOGIES

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Definition of technology is machinery and equipment developed from the application of scientific knowledge.

Technology is advancing at a faster pace than ever before. The relevance of innovative technologies have been proved by rapid globalization of the world market and a reduction in product life cycles, as well as by the need of a strategic approach to upgrade the quality characteristics of products and services. In the hotel businesses innovations involve technological aspects of the production of hotel services and marketing tools. Increasingly competitive hotel enterprises are forced to look for new ways to improve.

### Mobile communication and automation

In many airports, it's no longer necessary to stand in a queue to check in and people are expecting the same kind of easy, technology-driven check-ins at hotels. Guests want to be able to do everything from checking in at a venue's automated kiosk to ordering room service with a digital device instead of standing in queues and moving around the hotel premises to order food.

Thanks to digital innovation and social media, guests also expect digital interactions with the hotel to be personalized. That's why hotel operators are investing in systems and technologies that can personalize the experience for

guests, including a guest's name being displayed on the welcome desk at a digital check-in station; their food preferences or past purchases being displayed in a digital room-service order system; and similar[1].

#### Smart room keys

Hotels will increasingly install smart room access systems that allow guests to unlock their doors by simply swiping their phones across a keyless pad on the door. The mobile technology used with radio frequency ID electronic locks delivers a more personalized and interactive guest experience – from check-in and informing guests of hotel amenities to securely accessing their room. This technology will mean that guests don't have to worry about picking up keys and front desk staff won't have to issue new keys in case a guest loses it [2].

#### Robots and infrared sensors

Some hotels are already offering more futuristic experiences, with robots delivering any items ordered through room service to a guest's door. If you are staying at Aloft Cupertino, a boutique hotel near Apple's headquarters, and order room service, you may get it delivered from their newest employee, a three-foot tall Botlr robot.

To minimize disruptions, infrared scanners are now being used to tell whether a room needs cleaning or it's engaged. The tradition of hanging 'engaged' signs on the doors for a cleaner to know that a room needs attendance later is changing. Now, you don't even have to use a phone or knock to alert for room service anymore. The scanners use infrared to detect body heat in a room and tell whether a cleaner can enter a room or not.

#### Near field communication (NFC) technology

Near field communication (NFC) technology is short-range, high-frequency wireless enabled communication that gives you, your staff, and guests the ability to exchange data between devices in the hotel. This is good for mobile payments, which are also secure and instant. The guests can use the advantage here to check in, and it contributes to a new trend in smart room keys. In addition to this wireless technology, something has been added and that is personalizing your experience as a guest in a resort or hotel. Now guests can get advertisements depending on their age and gender. An attendant can also check a guests' loyalty by how he or she uses the facilities in the hotel. It's an opportunity for those hotels that want to personalize their guests' experience[3].

#### Mirror Televisions

Imagine watching TV in the bathroom mirror during your stay. This is already a reality at several luxury hotels across the globe, where guests can watch high-definition TV in mirrors, usually while enjoying a bathroom, sauna, or swimming pool. In this context, Mirror TVs can have a surprise effect on guests, bringing technology and interior design together. [4]

These technology trends give to marketing, management and hotel developers the opportunities, tools and solutions they need to create memorable experiences that can lead to positive change and growth in the industry.

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## ICELAND AS A FUTURE TOURISM DESTINATION. ITS HISTORY OF TOURISM DEVELOPMENT

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Tourism in Iceland has grown considerably in economic significance in the past 15 years. As of 2016, the tourism industry is estimated to contribute about 10 percent to the Icelandic GDP; the number of foreign visitors is set to exceed 2,000,000 by the end of 2017; tourism is responsible for a share of nearly 30 percent of the country's export revenue.

Services provided to foreign tourists were for a long time an insignificant part of the Icelandic economy, rarely contributing more than 2 percent to GDP, even long after the advent of international air travel. Until the early 1980s, the number of foreign visitors to Iceland increased slowly and erratically, never exceeding 80,000 in a single year, and for many years after that only barely kept pace with the increase in the number of Icelanders traveling to and from the country. This situation lasted until the turn of the century, when the annual number of visitors exceeded the total resident population for the first time, at around 300,000.

A few years later the Icelandic tourism industry started to experience a boom which to this day shows no signs of abating, as witnessed by the fact that the number of foreign visitors grew on average by 6 percent per year between 2003 and 2010, and by some 20 percent per year on average between 2010 and 2014. In 2015, this rapid increase has continued, with the number of foreign visitors already exceeding 1 million in the period January to October. According to the Icelandic Tourist Board, the total number of overnight stays by foreign visitors to Iceland grew from 595,000 in 2000 to 2.1 million in 2010.

Bearing in mind that the total population of Iceland is 334,252, the total number of visitors to the country last year was more than six times the number of people living here.