1,000 inhabitants, which is a very low indicator. The hotel industry has become an unprofitable industry, often existing on government and departmental subsidies. Modern technology, in particular computer technology, was introduced very slowly, and the degree of mechanization of labor was low.

The beginning of the 90s marked a new stage in the development of the hotel industry in independent Ukraine. It started with a number of problems. Due to the cessation of proper funding, hotel construction is also stopped. After the collapse of the USSR and its monopoly structures, problems arose in the management of the hotel base. The regulatory framework of hotels is repealed.

Since the early 1990s pp. there was a tendency to reduce the hotel base. Since 2005, there has been an increase in the number of hotels in the country: 1,232 hotel enterprises were already operating in Ukraine.

The ownership structure in the hotel industry has changed compared to the Soviet period, which was facilitated by the processes of corporatization and privatization of state property that took place in Ukraine during the second half of the 1990s.

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SMART ROOM TRENDS IN THE CONSTRUCTION OF MODERN HOTELS

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Technologies are becoming more and more sophisticated, and with their rapid development, new spheres of business start to adopt and adjust them to the needs of customers. A hotel room is viewed nowadays not just as a place to sleep, but as an interactive environment created to satisfy the demands of clients and make them feel at home.

The term "smart room' has recently been associated mostly with the Internet access provided in the hotel, as well as video and audio technologies used for entertainment. However, this term has been extended, as there are lots of different devices which make it possible to send and receive digital information, and their functionality is rapidly growing.

One of such trends is to use LED and digital image projection technology. For example, it could be a set of screens fitted to walls or ceilings creating an interactive digital light sculpture in the hotel plaza. This helps create a unique atmosphere, show the sights situated around the hotel during different seasons or tell the visitors some historical facts. One of such hotels is situated on Queen Mary Island in Long Beach, California, showing visitors the history of this place, state and life near the sea in general.

Other popular trend is connected with the customization of rooms according to the preferences of customers. Before entering the room, all guests have an opportunity to change the settings via a tablet or a touch-screen in the lobby, including temperature, aroma, light, music or video projecting on the walls. However, the most convenient variant is to have all these settings in your mobile phone to change them instantly. For this reason, Amazon has recently designed a special voice helper called Alexa for Hospitality which receives commands and changes the atmosphere in the room to make it comfortable.

Eco-friendly technologies are also closely connected with modern smart rooms. They are designed to control the level of light, both for creating relaxing environment and saving up electricity, and also shutting down all the devices when the customer leaves the room.

Using AI and robots is also an important step forward. Although they have recently been used only as an attraction and had little functionality, nowadays there are hotels the staff of which mostly consists of robots. For example, personnel in Japanese Henn-na Hotel in Tokyo are robots only, with few people working in cases of emergency. This helps customers avoid social contacts, especially if they want to rest after a difficult business meeting. AI usage is also connected with providing hyper-personalized service, as their self-educating system enables them to remember the names of customers or their preferences in food, drinks and service.

Modern room trends provide us with numerous benefits such as personal settings and high quality service. They allow hotels to increase room rates and optimize the revenue, but at the same time they help the owners to save money by controlling all the resources used.

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