

### Quellen:

1. Нагорняк Т.Л. Брендинг територій у сучасних політичних практиках. *Політологія*. 2014. №3. С. 53-58.

2. Середа Н. М. Маркетинг і брендинг у туризмі: стратегії просування та конкурентоспроможність туристичних напрямків. *Економіка та суспільство*. 2023. № 57. DOI: 10.32782/2524-0072/2023-57-100

3. Вдовічена О. Г., Шупрудько Н. В., Вовк С. В. Розвиток регіональних брендів (практика областей України). *Економіка та держава*. 2020. № 11. С. 69–74. DOI: 10.32702/2306-6806.2020.11.69

## USING GOOGLE ASSISTANT IN THE HOSPITALITY BUSINESS

VIKTORIA PECHERYTSIA, student

OLENA ANISENKO, Senior Teacher, Language Adviser

*O. M. Beketov National University of Urban Economy in Kharkiv*

MARTIN HORN, Language Instructor

*South-Moravian Educational Center (Brno, Czech Republic)*

Technology is changing how businesses operate, and the hospitality industry is no exception. Google Assistant is a smart tool that can help hotels, restaurants, and other hospitality services improve guest experiences, save time, and increase efficiency. Using Google Assistant, businesses can provide better customer service, automate routine tasks, and attract more clients.

**1. Improving Guest Experience.** Google Assistant makes accessing information and controlling their environment easier for guests.

**Room Control:** Guests can use voice commands to adjust room settings like lights, temperature, or curtains. For example, saying, “Hey Google, turn off the lights,” offers a hands-free and convenient way to manage their space.

**Information and Recommendations:** Google Assistant can be a virtual concierge, answering common questions like “What time is breakfast?” or “Where’s the nearest pharmacy?” This saves guests from waiting at the reception desk.

**Language Support:** Google Assistant can translate or provide answers in multiple languages for international guests, improving communication and service quality.

**2. Helping Staff Work More Efficiently.** Google Assistant can also make daily operations easier for hospitality staff.

**Task Automation:** Staff can use Google Assistant to set reminders for cleaning schedules, manage bookings, or answer basic guest questions automatically. This saves time and allows employees to focus on more important tasks.

**Inventory Management:** Google Assistant can help track supplies and alert staff when stock is low in restaurants or hotels. For example, a chef can say, “Hey Google, add tomatoes to the shopping list.”

Staff Communication: Google Assistant can send quick reminders or notifications to team members, improving coordination between departments.

**3. Supporting Marketing and Customer Engagement.** Google Assistant can also help businesses connect with customers.

Voice Search Optimization: As more people use voice search, businesses can increase their visibility by optimizing their websites for common voice queries like “best hotel near me” or “family-friendly restaurants.”

Promotions and Offers: Hotels can use Google Assistant to inform guests about discounts, special events, or available services.

Post-Stay Follow-Up: After guests leave, Google Assistant can send reminders for reviews, loyalty programs, or future booking discounts.

**4. Gaining Valuable Insights.** Google Assistant can track frequently asked questions and guest preferences. This information helps businesses improve their services by understanding what guests need most.

For example, if guests often ask for vegan meal options, a hotel might expand its menu to meet this demand.

**Conclusion.** Google Assistant is a valuable tool for the hospitality industry. It improves guest experiences, supports staff, and helps businesses connect with customers. This technology allows hospitality providers to improve service quality, save time, and stay competitive in a growing market.

#### References:

1. Google Assistant for Business. *Google Support*. <https://support.google.com/assistant>
2. “How Smart Technology is Changing Hospitality.” *Hospitality Net*, 2024.
3. “The Rise of Voice Search in the Hospitality Industry.” *Hotel Tech Report*, 2023.

## INNOVATIVE APPROACHES IN MARKETING SUPPORT

DMYTRO PYGYDA, PhD student

OLENA UHODNIKOVA, Associate Professor, Scientific Adviser

*O.M. Beketov National University of Urban Economy in Kharkiv*

Innovation has become a key driver of marketing development in the era of digital transformation. Modern companies are shifting their approaches to promoting products and services, focusing on personalized customer engagement. The use of Big Data allows for deeper analysis of consumer preferences. Artificial intelligence automates communication processes through chatbots, recommendation systems, and dynamic pricing. CRM systems have become essential tools for building long-term customer relationships. Mobile marketing, using geolocation, enables targeted advertising. Content marketing is evolving into an interactive format, aimed at audience engagement. Video marketing and streaming services have become popular platforms for promotion. Influencer marketing helps reach niche target audiences. Social media are not only communication channels but also platforms for e-commerce.