

## SUMMARY

**Subject matter of the dissertation** is organizational and management aspects of adoption of technological innovations in the hotels (the hotel chain «Marriott International»).

**Author of the master's dissertation** is a fourth year student, Vera Kim.

**Scientific supervisors of the master's dissertation** are: the candidate of the pedagogic science, the head teacher of the innovation, management and law department Mikheeva G.A., and the professor of the practice of intercultural communication department Akopyants I.M.

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**Topicality of the research.** In the new century many companies will be ephemeral and will be established in order to create new innovation technologies and software products to each individual by turning customers and giving them the technology to design and demand exactly what the customers want. And the process of development, transmission and adoption of innovation technologies is the core element of hotel business, where a big competitive power makes common men do uncommon things. The power, prestige and money will flow to the hospitality industry with indispensable intellectual property - automatic control systems; software products; technological innovations

**Objective** is analysis of the development and adoption process of innovation technologies on the basis of researches of the leading international hotel chains, in particular the hotel «Marriott Tverskaya». This goal achievement needed the tasks solution: analysis, positioning and projection of new technology application in the sphere of hotel management and hospitality industry, taking as a principle the international experience of hotel brands. According to researches of organization and management aspects of adoption of technological innovations in the leading

hotel chains the new technology is the core of social and economical development on the basis of automatic control systems and advanced software products.

**Tasks** of the dissertation are:

- to examine the definition, concept and nature of the term innovation technologies;
- to explore the up-to-date tendency of development and adoption of technological innovations;
- to characterise the peculiarities of innovation management in the hotel industry;
- to study the international experience of development and implementation of innovation technologies in leading hotel brands;
- to describe the process of innovation technologies adoption in the hotel «Marriott Tverskaya»;
- to analyse the prospects of progressive development and trends of upgrading of the process of innovation technologies in the hotel «Marriott Tverskaya».

**Theoretical significance** consists in the present research and analysis of the process of adoption of technological innovations; automatic control systems; software products; innovation management; computer reservation systems; communication chains in the hotel industry. As for the **practical significance of the research**, we can underline that the results of our research can be implemented by the leading Moscow hotel «Marriott Tverskaya» for increasing the range of the high-qualified services and sophisticated products, based on the innovation technologies and offered in the hotel.

**Results of the research.** We have examined the peculiarities of innovation management, which includes renovation of all the hotel departments in the spheres of technological innovations; automatic control systems (Fidelio FO, Opera, Amadeus Multiproperty); software products; innovation management; computer reservation systems (GDS and ADS); restaurant automatic systems («eMenuBoard

TouchMenu», Micros Fidelio), communicative systems (IP-telephony and media-servers AVAYA S8500) and ecotrends according to the following classification:

- interactive technologies;
- communicative technologies;
- information technologies;
- conceptual technologies.

The hotel «Marriott Tverskaya» during its activity managed to create a positive external image as the innovative hotel brand. The hotel has a successful future and huge possibilities and we are confident that the services of the company will be in popular demand among the residents and foreigners.

To sum up it is important to notice that the one thing is new idea-based assets in a frame of software product or automatic programme: the success and the failure depend greatly on the reputation of the hotel on the international market. Nowadays a positive corporate image becomes an essential condition for achieving a steady and prolonged business success of the organisation.

**Recommendations.** In the result of our research we have offered some of the offered trends for the hotel «Marriott Tverskaya», taking into consideration the innovations in the following spheres:

- ecological design and up-to-date ecological architectural trends;
- high-qualified security systems with chips and detector-systems with infrared sensors;
- communication lines equipped with IBM's Mastor integrated translator and IP-technology «NTT Contactless IC Chip-equipped Mobile Phone»;
- multimedia technologies with interactive table tops «Microsoft surface».