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## **THE RATIONALE OF THE INTRODUCTION OF SELF CHECK-IN KIOSKS IN HOTELS**

It is well-known that technological development does not stay away from the hospitality industry. With the mass computerization of the workplace and the introduction of property management software the performance of hotels has increased significantly. However, there is still something that can increase the effectiveness of hotels. Thus, the object of this research is innovative technologies in the hotel industry. The subject of the research is the introduction of self check-in kiosks in the hospitality industry. The main aim of the following research is to assess the rationale of self check-in kiosks in the hospitality industry. To achieve the aim of the research, the following tasks are set: to analyze statistics relevant to the research and study the possible advantages of using self check-in kiosks in hotels.

In fact, self-service check-in is growing in popularity, especially among business travellers. They prefer to stay with the same hotel brand whenever they are on the road, and they do not need front desk managers to explain the property's policies and available services every time they check in [1].

Kiosks simplify the check-in process and help travellers reach their rooms faster. As Hotel News Now claims, in CitizenM hotels the average check-in time using the self-service kiosk takes less than 2 minutes, and the average check-out time is 30 seconds [2]. At the same time, according to guests' experience, the check-in time at the check-in desk lasts from 5 to 40 minutes depending on the occupancy of the hotel.

Actually, the time the hotels save with the kiosks may be spent on creating better service. At first sight it may seem that self-service can

prevent interaction between staff and guests. Instead, it works together with traditional channels of customer service, such as face-to-face interaction, so that guests get a satisfying experience before, during, and after their stay. Somewhat surprisingly, the introduction of self check-in kiosks can help front office managers establish genuine connections with guests. Such self-services as automated check-in, room selection, check-out, and payment excludes the routine part of the job for front office managers and leaves more opportunity for human interactions.

Self check-in has another great advantage — guests can choose the time of checking-in at their convenience. For a hotel it means that it gets extra time to present their services and upsell or cross-sell by offering upgrades, extra services and amenities. And while it may be difficult for front desk staff to follow a consistent upsell policy, the self check-in kiosk will always do the job thus leading to an increase in revenue [3].

It is also worth mentioning that there are new generations of travellers (millennials) who have a more do-it-yourself mentality: they feel like they can handle things on their own, so they easily go in and check in using the kiosk. Surely, new generations successfully perceive the technological changes and are ready to embrace them.

In conclusion, with new generations of travellers and technological changes, the capability of hotels to provide modern services can help them remain competitive. With the help of self check-in kiosks the staff have more time for providing good service, the accuracy of routine operations increases, costs reduce, and guest overall experience improves.

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## BRAND IN MODERN ECONOMY

For several years the concept of «brand» has been widely used in our business vocabulary. «Brand» has a lot of definitions and meanings.