Versatile Hospitality Industry Across the Globe A Case study on Modernisation & Modification in Hospitality Standards in 'Germany'

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Abstract: *Maintaining systems and standards is very important in the hotel industry. Having the right systems in place and maintaining high standards is a direct reflection and creation of your brand, and how people will experience and remember your hotel. In the hospitality industry, providing amazing guest experiences is priority number one. But as technology heightens guest expectations, hospitality executives can no longer afford not to modernize their business operations. Systemic adoption of any kind of technology comes with its risks, but as long as you keep your business goals in mind, you will discover technology is a driver of your key performance indicators. ISO 9001: ISO 9001 is the leading quality management systems standard and is the most widely used of its kind in the world. It outlines a framework and set of principles that hospitality companies can use to manage their organization practically. As a result, you can gain effective employees, processes and services. Branding in the hospitality industry can build your credibility, giving your customers a valid reason to consider you above your rivals. Research also tells us that people prefer to associate with organizations with a credible, reputable brand than those that don't. The article presents the results of a study on the development of the service sector business management modernization concepts in the form of real practical measures in general and in relation to the corporate planning, programming, design their development. An algorithm for implementation of adaptive management as a priority the modernization tool in this area. Our study was based on the assumption that the management of the modernization and maintenance of technology in enterprises of hotel services will allow to fully realize the goals of the strategic stability of the enterprises of sphere of services, will contribute to the attainment of a new quality of development, to mobilize potentially available resources in the field of hospitality and the involvement in it of effective market mechanisms, convincingly proved that the modernization of the service sector - the update of the existing forms and methods of management, the implementation of new features companies within predictable limits. Under the modernization tools flexible management system now should be understood a process-functional management system to ensure the achievement of targets in different periods of organizational development of the company, without degradation of the resource potential, by adapting to the changing conditions of the hotel business..*

Keywords: Hospitality, Food , Changing, Business

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