

**Секція 2.**

**Комплексне забезпечення функціонування інноваційних структур та трансферу технологій**

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**MAN AND ENVIRONMENT - PRODUCT INNOVATIONS IN TOURISM MARKET. CASE STUDIES**

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Today is impressive changes in almost all spheres of socio-economic development. Changes are the result of the constantly increasing needs and expectations of potential customers. Thus, market players across all industries, including the tourism industry, want to meet the expectations of buyers and in order to achieve this they take challenges in technological, product, and above all marketing innovations. The advantageous fact is that these changes occur in the full awareness, which actually allows them assessed as positive and even desirable today.

The article presents two examples of recent innovative developments which are of great importance for the development of the global market for hotel and catering services.

Japan, known for its developed robotics, is getting more and more willing to use its machines in customer relations. Recently, one of the Japanese banks started using robots. Currently they announced the opening of a hotel, where staff would be fully robotic.

Such idea is implemented by the company 'Huis Ten Bosch', which is engaged in designing theme parks. In its proposed hotel called 'Henn na Hotel' (from Japanese Strange Hotel), guests would be supported by humanoid receptionist. The investment now is called the most futuristic, cheap hotel in the hospitality industry. The hotel arises in the park Huis Ten Bosch - most Dutch site in Japan. The park is located in Sasebo, Nagasaki Prefecture. It is full of copies of the Dutch buildings that you can feel like in the Netherlands while in distant Asia. Those who wish to remain in the park for longer, soon will have the opportunity to spend the night in a two-storey 'Henn na Hotel'. But this is not the hotel, which is known from the Dutch offer. Almost everything in it will be dealt with robots confusingly similar to humans. They will be responsible, among others, a concierge service and room cleaning. The Japanese recognize that, thanks to machines they will save, and in addition they will ensure the comfort of guests. By the way, they decided to abandon the traditional keys - guests will enter the room with the innovative face recognition system [4].

In the first phase of construction, in July 2015, a complex with 72 rooms is to be completed, and in the second half of the year 2016 - twice as much. The building will be energy efficient and environmentally friendly. The energy will come from solar collectors, and instead of manually controlled air-conditioning, the system will check the body temperature of guests in the rooms, and on the basis of its readings automatically will adjust a temperature in the rooms. Room prices are pre-set in the range of \$ 60 US per night for a single room to \$ 153 for a triple room. The head of the company says he wants to minimize the costs of living, to offer customers the lowest prices. He hopes that he could ensure 90 per cent of hotel services with robots [1].

Another example of innovation is the use of product innovation in the catering market, which has a completely different character than the current offer of McDonald's network.

The fast food giant, McDonald's, last week opened The Corner, a cafe come food laboratory, next to Royal Prince Alfred Hospital in Camperdown, Sydney (Australia), without fuss or fanfare. Amid the shiny white tiling the only way you would know it was Maccas is the tiny McCafe logo on the sign and the Ronald McDonald cookie jar on the counter [3].

The inside design is totally different. The yellow espresso machine, chambray staff uniforms and white-tiled walls are typical of many inner-west cafes, but the large space, with tables and chairs bolted to the floor in neat rows, is reminiscent of a canteen. A self-serve fridge with items packaged in plastic sits to one side of the counter. McDonald's is, reliably, the place you can walk into anywhere in the world to eat a hamburger that tastes

largely the same. Not at The Corner. In a radical departure from a formula that has served it well for decades, this McCafé looks [5] – from the façade to the menu – nothing like its brothers and sisters.

Most people are familiar with the company's attempts to add healthier offerings to its menu, introducing salads, chopped fruit and the like. It's easy to assume the same thinking drives The Corner, but variations on the word "health" have been carefully avoided. When asked if the new concept is about healthy food, Chris Grant, corporate communications manager of McDonald's Australia, says, "It's just different food, different to what you can order in other McDonald's restaurants. We're testing new products to see which ones our customers will love, and we may offer them at other McCafés." [2]

Is it the beginning of a larger change, a new marketing strategy? No. Grant says it is a lab for McDonald's to test new products, and the concept will not be rolled out across Australia. If that's what it's not, then what it is, is a sign of the times. Over the past decade, Australian café culture has become one of the world's most sophisticated. The influence of Australian cafes can be seen in cities worldwide, so perhaps it's not surprising that the world's most recognisable restaurant is trying to co-opt that culture.

Just like the original McCafé idea, The Corner is an Australian concept, but reflects worldwide marketing innovation initiatives put in place to counter declining sales across the board. These initiatives include giving away free coffee, and the Create Your Taste program, which lets customers build their own burgers using a touchscreen. A McDonald's restaurant in Melbourne's Craigieburn is among the first to install the system, and now offers table service and burgers served on wooden boards. The question of whether McDonald's will adopt elements from The Corner in its US restaurants is an interesting one. The McCafé concept was created by a Melbourne licensee in 1993, and quickly spread across Australia before being adopted worldwide. While it took eight years for the first McCafé to open in the US, the continuing influence of Australian café culture in the States means there's no doubt McDonald's America will be watching The Corner closely [2].

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2. <http://www.broadsheet.com.au/sydney/food-and-drink/article/mcdonalds-opens-the-corner-cafe>

3. <http://www.dailytelegraph.com.au/news/nsw/new-health-food-cafe-run-by-mcdonalds-opens-in-sydney/story-fni0cx12-1227168326189>

4. <http://www.japantimes.co.jp/news/2015/01/28/business/huis-ten-bosch-theme-park-get-hotel-staffed-robots/#.VTyFV0M3-MZ>

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