

# Innovative risk management in the hotel and restaurant business: Scientific and practical aspect

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strategic adaptation; group organisation association; economic-mathematical modelling; internal risk minimisation system; forecasting analysis

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The purpose of the study is to develop and test methods for assessing and minimizing risks aimed at strengthening and sustainable development of enterprises in the hotel and restaurant business. Using abstract-logical analysis and a systematic approach, the study classifies enterprises depending on the level of risk. The results of this study demonstrate a comprehensive understanding of innovative management methods in the hotel and restaurant sector. The results obtained indicate that enterprises from the initial cluster are less vulnerable to risks, which confirms the effectiveness of cluster analysis in assessing risks in the hotel and restaurant sector.