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**Е.Д. ШЕЯНОВА****ЕКОНОМІЧНА ЕФЕКТИВНІСТЬ ПІДПРИЄМСТВ ГОТЕЛЬНО-РЕСТОРАННОЇ СПРАВИ В ХАРКІВСЬКОМУ РЕГІОНІ**

Стаття присвячена аналізу економічної ефективності на підприємствах готельно-ресторанної справи. У статті досліджено та узагальнено теоретичні підходи до визначення сутності ефективності діяльності підприємств. Економічна ефективність – досягнення найбільших результатів за найменших витрат праці. Економічна ефективність- конкретна форма вияву закону економії часу, їх зв'язок здійснюється через зростання продуктивності праці її підвищення означає зростання ефективності сукупної праці, збільшення ефективності всього виробництва, зумовленої насамперед прогресом продуктивних сил. У статті було розглянуто особливості готельно-ресторанної галузі в Україні як вид економічної дослідження. У статті було досліджено сутність понять «організаційна структура готелю», «менеджмент готельного господарства», «економічна ефективність» і «критерій економічної ефективності». Надано характеристику основних підходів до оцінювання економічної ефективності діяльності підприємств готельно-ресторанної справи. Запропоновані напрями вдосконалення оцінки якості обслуговування в готелях в Харківському регіоні. Запропоновані основні шляхи вдосконалення стратегії і тактики управління цінами на підприємствах сфери послуг гостинності та ресторанної справи в Харківському регіоні. У статті було досліджено формування сучасного вітчизняного туристського ринку, поглиблення спеціалізації і кооперації в роботі туристських підприємств, забезпечення умов для розвитку різних видів внутрішнього і в'їзного туризму, інтеграція України до системи світового туристичного ринку, розвиток міжнародного співробітництва в сфері туризм, а також вирішення цілого комплексу завдань в сфері кадрів в готельно-ресторанній галузі. Розглянуті проблеми ринку готельної справи. Надано характеристику основних підходів до оцінювання економічної ефективності діяльності підприємств; досліджено зв'язок між ресурсами і результатами виробництва. Розглянуто місце готельно-ресторанних послуг в індустрії туризму та підприємства готельного господарства, як важлива складова індустрії туризму.

**Ключові слова:** ефективність, результативність, раціональне використання, управління, економічні відносини, рішення, переваги, сутність.

**Э.Д. ШЕЯНОВА****ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ ПРЕДПРИЯТИЙ ГОСТИНИЧНО-РЕСТОРАННОГО ДЕЛА В ХАРЬКОВСКОМ РЕГИОНЕ**

Статья посвящена анализу экономической эффективности на предприятиях гостинично-ресторанного дела. В статье исследованы и обобщены теоретические подходы к определению сущности эффективности деятельности предприятий. Экономическая эффективность - достижение наибольших результатов при наименьших затратах труда. Экономическая эффективность- конкретная форма проявления закона экономии времени, их связь осуществляется через рост производительности труда ее повышение означает рост эффективности совокупного труда, повышение эффективности всего производства, обусловленной прежде всего прогрессом производительных сил. В статье были рассмотрены особенности гостинично-ресторанной отрасли в Украине как вид экономического исследования. В статье были исследованы сущность понятий «организационная структура гостиницы», «менеджмент гостиничного хозяйства», «экономическая эффективность» и «критерий экономической эффективности». Охарактеризованы основных подходов к оценке экономической эффективности деятельности предприятий гостинично-ресторанного дела. Предложенные направления совершенствования оценки качества обслуживания в гостиницах в Харьковском регионе. Предложены основные пути совершенствования стратегии и тактики управления ценами на предприятиях сферы услуг гостеприимства и ресторанного дела в Харьковском регионе. В статье было исследовано формирование современного отечественного туристического рынка, углубление специализации и кооперации в работе туристских предприятий, обеспечение условий для развития различных видов внутреннего и в въездного туризма, интеграция Украины в систему мирового туристического рынка, развитие международного сотрудничества в сфере туризм, а также решения целого комплекса задач в сфере кадров в гостинично-ресторанной отрасли. Рассмотрены проблемы рынка гостиничного дела. Охарактеризованы основные подходы к оценке экономической эффективности деятельности предприятий; исследована связь между ресурсами и результатами производства. Рассмотрены место гостинично-ресторанных услуг в индустрии туризма и предприятия гостиничного хозяйства, как важная составляющая индустрии туризма.

**Ключевые слова:** эффективность, результативность, рациональное использование, управление, экономические отношения, решения, преимущества, сущность

**E.D. SHEIANOVA****ECONOMIC EFFICIENCY OF COMPANIES OF HOTEL AND RESTAURANT BUSINESS IN KHARKOV REGION**

The article is devoted to the analysis of economic efficiency at the enterprises of the hotel and restaurant business. The article analyzes and generalises theoretical approaches to the definition of the essence of the efficiency of enterprises. Economic efficiency - achievement of the greatest results at the least labor costs. Economic efficiency is a concrete form of manifestation of the law of time saving, their connection is through the growth of labor productivity, its increase means the increase of the effectiveness of cumulative labor, the increase of the efficiency of all production, conditioned primarily by the progress of productive forces. The article considered the features of the hotel and restaurant industry in Ukraine as a kind economic research. The article explored the essence of the concepts of "organizational structure of the hotel", "hotel management", "economic efficiency" and "criterion of economic efficiency". The main approaches to assessing the economic efficiency of the hotel and restaurant business are described. The proposed directions of improving the quality of service evaluation in hotels in the Kharkiv region. The main ways of improving the strategy and tactics of price management at enterprises of the sphere of services of hospitality and restaurant business in the Kharkiv region are proposed. The article examined the formation of a modern domestic tourism market, the deepening of specialization and cooperation in the work of tourist enterprises, provision of conditions for the development of various types of domestic and inward tourism, integration of Ukraine into the system of the world tourism market, development of international cooperation in the field of tourism, as well as solutions of the whole a complex of tasks in the field of personnel in the hotel and restaurant industry. The problems of the hotel business market are considered. The main approaches to assessing the economic efficiency of enterprises' activities are described; The relationship between resources and production results has been investigated. Considered the place of hotel and restaurant services in the tourism industry and enterprises of hotel industry as an important component of the tourism industry.

**Keywords:** efficiency, effectiveness, rational use, management, relations, solutions, advantages, essence.

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**Introduction.** Development of the tourism industry today is extremely important as tourism is one of the important factors in our economy's exit from the crisis, stable and dynamic increase in budget revenues, positive impact on the state of affairs in many sectors of the national economy, increase of employment, development in market relations. Tourism plays an important role in the implementation of large-scale tasks for the development of Ukrainian statehood, the entry of Ukraine into the world community, the cultural and spiritual revival of the nation. After all, Ukraine has rich tourist opportunities, developed a network of aviation, rail, road, sea and river routes, has a tourist-friendly location at the crossroads between the West and the East. That is why Ukraine has all the conditions for becoming a world-class tourist country [1].

Meanwhile, the hotel industry is becoming more profitable, and the construction of hotels is mainly based on commercial goals. Such a solution is promoted by the development of tourism. The hotel business and tourist business are inextricably linked. The development of the tourist industry has caused unprecedented growth of the hotel industry. In this regard, many countries began to invest heavily in the development of this branch of the economy. Consequently, in terms of business, the hotel is a commercial production, which offers its marketable product in the market as a service (a set of services). The army of tourists served by hundreds of thousands of hotel workers. In many countries, the hotel industry is becoming one of the most important areas of occupation. At present, the hotel industry in the whole world has become an industrial base and represents an industry that provides significant foreign exchange earnings through the development of foreign tourism. Hotel and restaurant services occupy a huge niche in the tourism industry, and they directly affect the overall quality of travel services.

**The problem is presented in general terms and its connection with important scientific or practical tasks.** An important element in the maintenance of tourists - hotel and restaurant services. Enterprises of the hotel and restaurant industry serve a rather diverse contingent of tourists visiting both domestic and foreign, both organized and individual. For each category of consumers, you need special methods, receptions of service. This interesting and wide theme is dedicated to my work.

In the process of servicing tourists, the restaurant industry plays a particularly important role and acquires specific features, which allows us to consider restaurant economy in the resort and tourist centers as part of the tourism industry. A characteristic feature of the service of tourists in hotels is to provide them with a full range of services (breakfast, lunch, dinner).

There are two main ways to meet demand - for organized and individual tourists.

Organized vacationers are known to pay money for meals in advance when buying a ticket. However, the costs of organized holidaymakers are not limited to the purchase of a trip. They additionally buy fruits, ice cream, drinks, etc. The satisfaction of these needs is largely contributing to the expansion of the network of restaurant enterprises, the level and quality of service they have.

Unlike organized holidaymakers, tourists-individuals have a need not only for the main services of restaurant enterprises, but also for additional ones, that is, holidays for dinners, dinners to the house, as well as tourist packages of these dishes in a special package suitable for consumption in the bosom of nature and in a car, buying semi-finished products of the maximum degree of readiness, etc.

Enterprises of restaurant management in hotels help to attract the share of incomes of tourists from different regions. Thus, there is a transfer of purchasing funds from one region to another, from one country to another. In addition, meeting needs outside of the permanent residence transforms the costs of consumer funds, in particular, the cost of purchasing goods is replaced by the cost of services. And this helps to mobilize free cash resources of the population.

Restaurant economy creates conditions for the achievement of public goals of tourism development. The restaurants meet and meet people from different countries, creating a favorable environment for mutual understanding, useful, business contacts, development of social and cultural life.

**Analysis of recent research.** Today there are more than 300 hotel chains in the world. The share of 13 largest of them accounts for 78% of the total number of hotel chains. And each of them covers many countries of the world. But the spread of chains can not meet all the various demands of tourists due to some kind of impersonality, standardization of service, which creates the basis for the development of small independent hotels, which rate the uniqueness and uniqueness. These hotels are considered by the experts as prototypes of the XXI century: comfortable, built in rural style, offer services at a reasonable price and have everything you need for work and relaxation, where customers can get refined personalized service. The uniqueness of such a hotel is the main instrument of market policy. In the struggle for the client, the goals of the group of hotel enterprises and each hotel separately, constantly expanding the range of services, placing on the market new original offers [2].

The rapid development of information technology and software in the sphere of hotel and tourist is due to the effect that can be obtained with their proper use. Only the computer is able to provide the hotel owner with the level of services that is necessary for the activity in the modern market. Due to access to various databases, their correct use and management of hotel lounges have a unique opportunity to attract a person to a specific profile and, as a result, to provide their clients with more personalized services. Technologies also enable access to global databases, browse international websites and Internet pages. Thanks to newer technologies, access to which small lenders is largely due to cooperation with large corporations within the autonomous enterprise, improving the ability to communicate promptly with potential customers in the world market and simplifying the procedure for reserving cities ahead, processing preliminary orders, etc. And this gives the opportunity to send the relevant product to the appropriate customer and the appropriate time at the appropriate price.

Today, the world's hotel economy has about 350 thousand comfortable hotels more than 14 million rooms (26 million seats). At the same time, the number of rooms in the last 20 years annually increases by an average of 3-4%, which indicates a significant dynamics of growth of facilities for tourists. Moreover, the structure of the world hotel industry adequately reflects the tourist flows and the regional principle: the more domestic tourists and foreign visitors in a particular region of the world, the more facilities available to this region [3].

**Presentation of the main research material.** One of the directions of the hotel industry development is the creation of small hotels. As the foreign experience shows, recently, small hotels with a capacity of 20-30 seats are more popular among tourists. They are usually located in resort areas, where a small influx of tourists allows them closer to nature, and along the most saturated highways.

The construction of small hotels on the routes is due to the fact that 2/3 of tourists in recent years and in the future will travel on road transport. Small hotels provide similar infrastructure. In particular, it can be restaurants for 20-30 places, and for some - "family cuisine". Almost all hotels will have bars that work around the clock.

For example, in the Donetsk region, marketing studies conducted to expand the market of hotel and tourist services, allowed to justify the construction of small hotels in the village of Sedovo and in the district of the transport branch near Donetsk, as a model of integrated services for tourists in small resort areas during travels. They have a specific motivation. During the last summer season, more than 400 thousand people rested in the village of Sedovo, including 10 thousand unorganized. As the questionnaire showed, in the settlement rested up to 90% of people with average income. Of this number, 83.2% indicated a desire to use a small hotel, if the accommodation and food in it did not exceed 25-30 UAH. day. For the guests, a small hotel project for 30 people has been developed. It has a restaurant and bar for 50 people. The restaurant is supposed to realize the complexes of breakfast and lunch. According to the calculations, the profitability of the complex of food companies is 19.5%, and it pays off for 2 years.

The construction of hotels for 30 seats in the transport branch near Donetsk is due to the presence of: the international route Russia-Ukraine-Transcaucasia-Turkey, the republican-Kyiv-Zaporozhye-Donetsk, and the regional-Donetsk-Mariupol.

Studies have shown that about 1200 units of vehicles, including 100 cars and 600 cars, pass through this transport solution for a day. Total passenger traffic - more than 700 people. Nutrition and accommodation for this passenger traffic is not organized.

A small hotel with a total of 40 seats with a complex of food companies, which will include a restaurant, a bar and fast service enterprises, must solve this problem.

Thus, the development data will contribute to the further development of the hotel-tourist complex of Ukraine.

The program of tourism development in Ukraine until 2005 includes the construction of 78 new hotels and other facilities for 15.7 thousand seats, as well as reconstruction of 61 objects for 21.5 thousand seats.

It is not easy to find state funds to solve these issues. The matter is not in place if the managers take care of the proceeds to the local and state budgets. Take at least Kiev, where the funds were found and the reconstruction of the hotels "Dnipro", "Rus" was carried out. By 2010, the capital is scheduled to build five five-star hotels, twenty four stars, four forty three stars.

In general, in 1999, 75 million hryvnias were invested in the development of the material and technical base of tourism in the state, including: from the local budget of Khmelnytsky region. - 4.4 million, time investments in the hotel Dnipro - 6.7 million, Crimea - 3 million, investments from Russia - 6 million, own funds of enterprises - 54.4 million. Of course, this is very modest the numbers for such a country as ours. Construction and reconstruction of the hotel building requires large investments. For example, the cost of reconstruction of the Moscow hotel "Intourist" is \$ 120-150 million.

Standards presuppose the presence in hotels, starting with the category of three stars, stationary emergency generator for the constant provision of electric power of hotel services (elevators, refrigerators, etc.). This is especially true for Ukraine in connection with energy supply problems in the regions.

Particular attention is paid to issues of service of disabled tourists [4]. Hotels must have enough wheelchairs, a certain number of special rooms with toilets, baths, equipped for disabled tourists.

WTO recommendations put forward high standards for drinking water quality in hotels. Tourists are not recommended to use water from cranes, so hotels should have special installations to ensure the quality of drinking water. Ice in hotels and restaurants is made only of high-quality drinking water, and we have, as a rule, ice agenerates.

#### **Calculation of raw material costs**

Classification of services is a rather serious problem solved in a different way. For example, in OECD countries and UNCTAD publications, services are divided into five categories:

- 1) financial;
- 2) information (communication);
- 3) professional (production);
- 4) tourist;
- 5) social.

In practice, the classification of services offered by the IMF is widely used today:

- 1) sea transportation;
- 2) other types of transport;
- 3) travel;
- 4) other private services;
- 5) other official services.

The market of services is an extensive system of highly specialized markets, in particular the market of transport services, communications, public utilities, catering, tourist and recreational services.

Hotel business, advertising and consulting services, insurance and financial services, agency and brokerage services, law services, real estate services, franchising, trade in licenses and patents, know-how, industrial designs and utility models, engineering, leasing services,

etc. form a complex of services that are offered in the mentioned market [5]. International statistics indicate that the services market is one of the fastest growing sectors of the world market.

The value of the services market in recent decades has grown - both in the domestic economy and in the world. The service sector in developed countries has reached at least half of the profits earned.

The total market of services in 2003 amounted to 2,10 trillion. USD equivalent to 25% of world exports.

**Conclusions.** In the non-productive sector, a promising and investment-attractive type of business is the hotel business whose main purpose is to provide accommodation for the servicing of tourists and visitors traveling to meet the cognitive, recreational needs, solving commercial and service affairs.

In recent years, the hotel industry has not been prepared for effective functioning in a market economy. This is due to a number of problems: insufficient legislative and legal framework, high tax rates, insufficient organization of tourist accidents in Ukraine, insufficient investments in hotel business. The main reason behind the lagging behind the hotel industry from the world is the outdated material base of hotels. Hotels were built on projects that are outdated today. The hotels have virtually no modern communications and communication facilities, conference rooms and audiences with audiovisual equipment and technical equipment for simultaneous interpretation. At the same time, tariffs for accommodation in hotels of Ukraine, as a rule, are not lower, and in many cases and do not exceed the tariffs in European hotels of similar discharges.

In order for the hotel base of Ukraine to meet international standards, it is necessary to modernize and reconstruct it. By 2010, it is planned to reconstruct institutions accommodating tourists and vacationers with a capacity of about 28 thousand seats and build a new 20.5 thousand seats. The first steps in this direction have already been made. Thus, in 2018, the enterprises of the branch for the reconstruction and modernization of the material base were used 120 million rn. Construction, repair and finishing works were carried out on 118 objects of the branch. Of these, direct investments amounted to 44.4 million UAH, payables and own funds 55.4 million UAH.

Also, in order to bring the existing material base to the requirements of the WTO, certification of tourist, hotel and catering services is carried out. The certification includes 86 hotels, 67 campuses, 25 sanatoriums, 44

boarding houses and holiday homes, 15 clients, 6 motels, 472 food places.

The development of tourism, industry, trade, economics, as well as culture and sports, leads to increased mobility for people to establish contacts, exchange experiences, recreation and rest. The lack and poor material base of hotels complicates all these processes, but the development of the hotel industry leads to the development of adjacent types of entrepreneurial activity and promotes the revival of all socio-economic contacts, enhances the economic potential of the state.

The proper level of development of the hotel industry will help to enter our country to the leading tourist countries of the world.

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