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ЕКОНОМІЧНА ЕФЕКТИВНІСТЬ ПІДПРИЄМСТВ ГОТЕЛЬНО-РЕСТОРАННОЇ СПРАВИ В УКРАЇНІ

У статті досліджено динаміку змін кількості та склад суб'єктів господарювання, що займаються тимчасовим розміщенням та організацією харчування. Також згруповано підприємства, що займаються тимчасовим розміщенням й організацією харчування, за розміром та проаналізовано їх обсяги реалізованої продукції (товарів, послуг). У статті здійснений огляд сучасних підходів до трактування поняття «готельно-ресторанний бізнес» як виду економічної діяльності та сектор економіки, окреслено власне поняття готельно-ресторанного бізнесу як галузевої господарської системи. Визначено домінуючі особливості функціонування готельно-ресторанного бізнесу та особливості державного регулювання його розвитку. У відповідності до переважаючих інструментів та засобів державного управління визначені головні механізми державного регулювання аналізованої галузі. У статті було розглянуто особливості готельно-ресторанної галузі в Україні як виду 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 Україні. Запропоновані основні шляхи вдосконалення стратегії і тактики управління цінами на підприємствах сфери послуг гостинності та ресторанної справи. 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 туризму, а також вирішення цілого комплексу завдань в сфері кадрів в готельно-ресторанній галузі. Розглянуті проблеми ринку готельної справи. Розглянуто місце готельно-ресторанних послуг в індустрії туризму та підприємства готельного господарства, як важлива складова індустрії туризму.

Ключові слова: діяльність, готельно-ресторанний заклад, послуга, категорії закладу, ефективність, результативність, раціональне використання, управління, економічні відносини, рішення, переваги, сутність.

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ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ ПРЕДПРИЯТИЙ ГОСТИНИЧНО-РЕСТОРАННОГО ДЕЛА В УКРАИНЕ

В статье исследована динамика изменений количества и состав субъектов хозяйствования, занимающихся временным размещением и организацией питания. Также сгруппированы предприятия, занимающиеся временным размещением и организацией питания, по размеру и проанализированы их объемы реализованной продукции (товаров, услуг). В статье осуществлен обзор современных подходов к трактовке понятия «гостинично-ресторанный бизнес» как вида экономической деятельности и сектор экономики, определены само понятие гостинично-ресторанного бизнеса как отраслевой хозяйственной системы. Определены доминантные особенности функционирования гостинично-ресторанного бизнеса и особенности государственного регулирования его развития. В соответствии с превосходящих инструментов и средств государственного управления определены главные механизмы государственного регулирования рассматриваемой отрасли. В статье были рассмотрены особенности гостинично-ресторанной отрасли в Украине как вида экономического исследования. В статье были исследованы понятия «организационная структура гостиницы», «менеджмент гостиничного хозяйства», «экономическая эффективность» и «критерий экономической эффективности». Охарактеризованы основные подходы к оценке экономической эффективности деятельности предприятий гостинично-ресторанного дела. Предложены направления совершенствования оценки качества обслуживания в гостиницах в Украине. Предложены основные пути совершенствования стратегии и тактики управления ценами на предприятиях сферы услуг гостеприимства и ресторанного дела. В статье было исследовано формирование современного отечественного туристского рынка, углубление специализации и кооперации в работе туристских предприятий, обеспечение условий для развития различных видов внутреннего и въездного туризма, интеграция Украины в систему мирового туристского 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. Рассмотрены место гостинично-ресторанного услуг в индустрии туризма и предприятия гостиничного хозяйства, как важная составляющая индустрии туризма.

Ключевые слова: деятельность, гостинично-ресторанное заведение, услуга, категории заведения, эффективность, результативность, рациональное использование, управление, экономические отношения, решения, преимущества, сущность

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ECONOMIC EFFICIENCY OF COMPANIES OF HOTEL AND RESTAURANT BUSINESS IN UKRAINE

The article examines the dynamics of changes in the number and composition of business entities engaged in temporary accommodation and catering. Also, enterprises engaged in temporary accommodation and catering are grouped by size and their sales volumes (goods, services) are analyzed. The article reviews modern approaches to interpreting the concept of "hotel and restaurant business" as a type of economic activity and economic sector; the concept of the hotel and restaurant business as a sectoral economic system. Defined dominant features of the hotel and restaurant business and features of state regulation of its development. In accordance with the superior tools and means of government, the main mechanisms of state regulation of the industry in question are defined. The article examined the features of the hotel and restaurant industry in Ukraine as a type of economic research. The article explored 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 have been characterized. The proposed directions for improving the assessment of quality of service in hotels in Ukraine. The main ways of improving the strategy and tactics of price management in hospitality and restaurant business enterprises are proposed. The article explored the formation of a modern domestic tourism market, increased specialization and cooperation in tourism enterprises, providing conditions for the development of various types of domestic and inbound tourism, Ukraine's integration in the system of the world tourist market, the development of international cooperation in the field of tourism, as well

as solving a whole range of tasks in the field of personnel in the hotel and restaurant industry. The problems of the hotel market are considered. Considered the place of hotel and restaurant services in the tourism industry and the hotel industry, as an important component of the tourism industry.

Keywords: activity, hotel and restaurant establishment, service, category of the institution, efficiency, effectiveness, rational use, management, relations, solutions, advantages, essence.

Introduction. The restaurant business in Ukraine is represented now by public enterprises of different types, classes, formats, concepts that offer consumers a restaurant product with a wide range of value variations.

The market dictates the conditions, which is implemented the main commandment of marketing - the right product at the right time and in the right place.

An important direction in the development of modern production and trading enterprises in the conditions of consolidation of competition and constantly changing market conditions is the formation and implementation of an effective assortment policy.

For the sub-optimal structure of the range there is a decline both potential and so the real level of profit, the loss of competitive positions on promising consumers and commodity markets. As a result, there is a drop in the economic efficiency of the enterprise. Consequently, the formation of the range, which contributes to the growth of profits.

It is actual for restaurant enterprises, which aspire to be competitive. [1]

The problem is presented in general terms and its connection with important scientific or practical tasks. Management of the assortment of production commercial enterprises has always caused interest in researchers.

Formulation of the goals of the stat (statement task). The purpose of the study is to study the nature of capturing consumers certain types of products and process optimization of assortment policy taking into account the main management principles assortment of institutions catering.

Analysis of recent research. The economic activity of the restaurant is prevailing in the market competitive strategy struggle and specific tactics of the business entity. Comprehensive they are directed to increase the competitiveness of the restaurant product and improve its conditions circulation through the mechanism of pricing, advertising, innovation, investment, well-formed assortment etc.

According to the marketing concept, attention to the market of sales, its study, clarification the real needs of customers are considered primary, and the production of products - a secondary, aimed at meeting these needs. Marketing tools are created conditions under which the consumer can "vote" for the product he needs his money that forcing the company to do what the buyer wants, as she receives information about needs of buyers and adjusts its production the program.

The experience of foreign firms shows that an entrepreneur can successfully penetrate the market with a new product than the already well-known, therefore the condition of successful business activity is permanent updating of goods and expanding assortment your product.

Assortment is a set of goods offered by the enterprise on the market. It includes various types of goods, which, in turn, are divided into assortment groups that are characterized by functional features, price, quality. Each group consists of assortment positions The assortment of the enterprise is characterized by the breadth, that is, the quantity of

assortment groups, the depth-number of positions in each assortment group and the connection between different assortment groups.

A set of measures for the formation of an optimal assortment structure in order to meet the needs of the market provided it is secured the economic efficiency of the enterprise is its assortment policy.

The range of products is influenced by scientific developments in the industry, product updates range of firms-competitors, changes in demand for products, development of trade for social orders, purely productive needs (desire to avoid unloading capacity, waste production).

In the process of assortment management, you need to be guided by certain principles of its construction, one can distinguish the main ones.

The principle of systemicity (complexity, synergy) - all assortment management measures should be considered in a relationship.

The principle of flexibility is the efficiency in responding to the changing market conditions.

Principle of scientific knowledge - managerial decisions regarding assortment should be based on objective, complete and accurate information about the state and prospects of the development of needs, on the one hand, and possibilities for its satisfaction, on the other hand [2].

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. The principle of the effectiveness of assortment formation is based on the expected profitability and profit margin.

Formation of the range of goods sold by the trading company, involves such stages of work.

Stage I Determine the list of main groups and subgroups of goods sold on the go from the selected commodity specialization of the enterprise and the needs of its potential customers.

Stage II Distribution of individual groups and subgroups goods between consumer complexes of permanent and seasonal nature. When doing this work, consider the size the trading floor area of enterprises, as well as the specialization of competitor companies located in the area of activity of this enterprise, especially highly specialized.

Stage III Determination of the number of types and varieties of goods within individual consumers complexes, that is, the depths of the product range. The basis for this work is the size of the trade area and the state of supply of goods in the regional consumer market.

Stage IV Development of a specific assortment of products offered to the implementation of the contingent of customers servicing the company.

You can optimize the assortment by spending analysis of the contribution of a specific product or group in the final result. It may be the amount of revenue or sales. Revenue is available more indicative criterion. Some market

representatives believe that the main purpose of the assortment strategy is to provide the greatest possible variety restaurant product and provide the consumer the widest choice [3].

However, it should only help consumer find a restaurant product that best suits his taste. Consumers should be able to maximize to meet their needs, as the restaurant business is not only a means to meet the physiological needs of the consumer in the diet, most likely he is also a powerful factor in meeting the intellectual and social needs of the fashionable and an obligatory attribute of everyday life. Comprehensive analysis of population needs has allowed to form a hierarchy of needs of consumers of restaurant business, including such needs:

- basic (physiological nutritional needs);
- needs for leisure activities;
- communicative;
- the need for education, the need for confirmation consumer status.

The peculiarity of consumers in the market of a restaurant product is that consumers do not always approve of a great variety of them suggestions. Some, meeting the excess of a restaurant product, are experiencing a feeling of confusion and anxiety and at the same time difficult guided during the selection. Ukrainian restaurateurs are doing now bet on the national (Ukrainian), Italian kitchen, dishes on the grill. According to the analysis conducted, out of 14 thousand domestic restaurants almost 80% offer Ukrainian national cuisine, about 73% have a menu Italian cuisine and another 45-50% - grill and dishes on the grill. Approximately 20% offer the most popular Georgian cuisine in Ukraine. 16% restaurants oriented to Japanese cuisine, 4% of institutions are authored and the same offer exotic dishes for our country - Cuban, Chinese, Asian, American kitchen and vegetarian menu. The crisis so far dictates the universality conditions for restaurants and the presence of the most demanded items: Ukrainian cuisine, as well as pasta, grill, pizza, which do not require expensive ingredients.

The niche of exotic cuisine is narrow and complex. No one does not know how much demand will last for similar ones establishments, besides the specifics require higher education costs than traditional cuisine. European and Ukrainian dishes are familiar, which guarantees stable demand, the restaurateur has an opportunity conduct a flexible pricing policy using locally produced products, pick up local chefs rather than hiring foreigners. At this most restaurants also face with a problem of skilled labor.

It is hard to find a qualified waiter who would be able to serve a foreigner, therefore, workers should be sent to the internship or temporarily hiring a foreigner to teach cook Ukrainian.

Actual, in our opinion, is the popularization of the national cuisine and its division in the regions of the country with elements of innovation and originality as in the preparation. The orientation of restaurants will be good Podilsk, Carpathian, Bessarabian cuisines with dishes for original recipes, collected by the population (old-timers), by local products. In Ukrainian restaurants foreign tourists (and Ukrainian ones) must get local flavor and a stable one identity (canonical Poltava dumplings, Hutsul banosh, Podilsky dumplings) get to know the traditions and technology the preparation of dishes, the features of the eating of the feast,

the attitude to food, while demonstrating its own authenticity [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. The range of products made by restaurants in the restaurant industry is very diverse; Various types of raw materials are used for its preparation. The variety of manufactured products makes it possible to more fully satisfy the demand of consumers, however complicates the organization of production: many types of raw materials require special storage conditions, various premises for mechanical and culinary processing.

Optimization of the range of the trading company is an essential condition for its successful functioning. In a changing macro environment timely adjustment of the range may give the enterprise is able to keep a share on the market, reduce costs and improve sales returns. Specialists note that due to the large number of restaurants and low solvency the customers between the market participants is extremely a sharp struggle for visitors.

The main strategy of assortment policy is the introduction of the menu of novelties and branded dishes and drinks of own cooking in combination with classical dishes and drinks and elements of national cuisine. Only such the institution will be able to meet the needs and attract not only interested tourists, but also feed a hungry local resident and even create a base of regular guests. 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 order to successfully develop the hotel and restaurant business of the region we offer a series of coordinated activities, namely: the development of a concept for the development of recreation and tourism in the territory of accommodation; development of sectoral infrastructure, including transport communications, and attracting investors for this purpose; strengthening competitive advantages by improving the quality of the tourism product; expanding the range of services and using innovative technology to work with individual clients; Further deepening marketing research in the field hotel and restaurant activities; improvement of the organizational structure management of hotel and restaurant enterprises, development of corporate principles and forms of management; intensification of investment policy in the hotel industry; comprehensive information, advertising and exhibition activity on the domestic and international market; conservation and rational use of resources; preservation and development of production potential; saving and increase of personnel potential of hotel and restaurant business specialists; development systems of training and retraining of personnel in the sphere of hotel and restaurant business; further capitalization of hotel and restaurant enterprises and corporatization of their management, etc.

To sum up, we note that taking into account the processes of decentralization, which takes place in Ukraine, requires a holistic management system that meets the modern and perspective requirements of dynamic development and implemented at different levels - state, regional, individual businesses and enterprises.

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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