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SERVICE ACTIVITIES IN THE HOTEL AND RESTAURANT BUSINESS
СЕРВІСНА ДІЯЛЬНІСТЬ В ГОТЕЛЬНО-РЕСТОРАННОМУ БІЗНЕСІ

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Abstract. *The article examines the scope of service activities of hotels and restaurants, which determines the type and direction of the strategies of these institutions in the context of the crisis in the industry. In turn, the service activity of hotels and restaurants allows for the construction of appropriate economic and management mechanisms, as they are determined precisely by the type of service implemented and the chosen strategy.*

Keywords: *hotel and restaurant business, service activity, competitiveness, service process, innovations.*

Introduction.

In the conditions of quarantine existence and martial law in Ukraine, the enterprises of the hotel and restaurant business require the implementation of measures to ensure survival and existence at the present time, as well as action plans with strategies for exiting the crisis, which consider improvements, or service activities: quality and safety of services, introduction of new services, innovative technologies, improvement of marketing activities, or strategic management: entering new markets, changing the organizational form of management, in order to remain a competitive player.

Despite the significant achievements in this field, the issues of the consequences of the world crisis caused by the pandemic and war on the hotel and restaurant business, in particular, the search for solutions for a gradual exit from the stagnation of the industry, the identification of problems and prospects for the development of this business in the country remain unresolved, debatable, need clarification and further development, which determines the need for this scientific research.

Main part.

In the conditions of fierce competition on the services market, the service activities of hotel and restaurant business enterprises are aimed, first of all, at increasing the competitiveness of both services and institutions as a whole.

Only those institutions remain in the market environment that are able to satisfy the traditional or new needs of target consumers in a way that was not used before, widely introduce modern service into the process of serving consumers.

For enterprises of the hotel and restaurant business, the service approach manifests itself, first of all, in the improvement of information support for the activities of accommodation facilities. To ensure the necessary level of



competitiveness, there is an obvious need to use the latest information technologies when introducing new types of basic and additional services, as well as expanding the use of new communication channels for hotel or restaurant promotion.

The sources of modern service in hotel and restaurant enterprises are the changing requests and demands of consumers, changes in the needs of the production process (outdated equipment, technologies), changes in the structure of the industry or market, and demographic changes. The service activities of hotels and restaurants are most often concentrated in two areas of services [1]:

- provision of material and technical conditions for providing services to consumers;
- expansion of the range of related and, even more importantly, additional services.

Currently, the hotel and restaurant development strategy should be the basis for service processes. The service process can be divided into the following stages [2]:

- 1) determining the potential of the hotel and restaurant;
- 2) mandatory setting of goals and objectives for service implementation;
- 3) generation, analysis and selection of ideas;
- 4) creation of service concepts based on the best ideas;
- 5) launching the process of introducing a new service;
- 6) integration of the service into the corporate culture of the hotel and restaurant.

In the modern practice of the hotel and restaurant business, there are several directions in which service is possible or necessary: conceptual service; information service; security; PR activity; association of hotel and restaurant establishments.

The service provided in the hotel and restaurant business can be classified according to a number of criteria, distinguishing four groups (table 1).

Table 1 – Areas of application of service activities in the hotel and restaurant business

№	Classification sign	Content of the service
1	Service innovations in the field of strategic capital	Strategic resources, new technologies, human resources, management methods. These can be innovations in the form of a new method of training employees, faster integration of new employees into the team, which increases the efficiency of the hotel and restaurant
2	Service management in hotel and restaurant operations	Measures to increase labor productivity, improve the quality of guest service
3	Service activity in the field of relations with consumers and the market	Increasing guest loyalty, implementation of incentive programs, development of the hotel and restaurant brand on the market, new marketing strategies, pricing
4	Service activity in the field of financial efficiency	Measures to reduce costs and increase hotel and restaurant revenues. Management of liquidity, assets, costs of institutions

Author's development

Hotel and restaurant services related to customer service, built on the basis of already created products, are the most widespread due to the lower complexity of implementation and reduced risks of failure. One of the most striking trends of recent



years is the convergence of development processes of communication and automation, computerization, telecommunications and software [3, 4].

In general, service in the hotel and restaurant business can be classified according to the following characteristics: by facilities; by the level of manufacturability; according to the management method.

According to the service objects used in the hotel and restaurant business, we distinguish such directions as technological, ecological, managerial, and security (table 2).

Table 2 – Types of service activities in the hotel and restaurant business by service objects

№	Types of service	The essence of the service
1	Application of a wide range of modern information technologies	From automated hotel and restaurant service management systems to online room reservation programs. The presence of such a system allows institutions to maintain rapid interaction with tour operators and travel agents, to enter the market of booking services for individual tourists, as well as to integrate into global reservation systems through specialized portals
2	Ensuring the safety of consumers	The presence of a video surveillance system not only on the territory of the hotel and restaurant, but also on the adjacent territory. Electronic locks on room doors and programmable safes as means of consumer protection
3	Ecological environment	Implementation of ecological innovations in the hotel and restaurant business

Author's development

According to the method of management in the hotel and restaurant business, such areas of innovative management as benchmarking and software complex in the management of the hotel and restaurant complex are distinguished (table 3).

Table 3 – Service activities in hotel and restaurant business management

№	Types of service	The essence of the service
1	Benchmarking	A continuous process of evaluating the level of products, services and work methods based on comparison with the strongest competitors or those institutions that are recognized as leaders
2	Program complex in management of hotel and restaurant establishments and management	Aimed at performing accounting, control and statistical processing of information

Author's development

Information availability of modern means of accommodation and food leads to two results: on the one hand, the hotel and restaurant becomes as open and accessible as possible to the potential consumer, on the other hand, such openness leads to rapid copying of innovations in the management of competitors. In a similar situation, the competitive struggle can be won only by hotel and restaurant establishments that constantly apply an innovative approach to management.

Conclusions.

Thus, the conditions determining the vector of effective development of the



modern hospitality industry lie in the service plane. It is clear that now the need for service for the further economic growth of the service sector is more important than ever. It has been proven that services with a higher degree of service contribute to the growth of consumer satisfaction and, as a result, to an increase in the financial indicators of enterprises. Today, consumers pay special attention to the service of hotel and restaurant enterprises at the stage of choosing an establishment. Accordingly, the availability of the service leads to an increase in demand, which means their effectiveness. Service activity not only increases their turnover, but also has a positive effect on their liquidity. So, at the current stage, the implementation of service offers of hospitality industry enterprises becomes one of the significant competitive advantages that needs to be studied and implemented in hotel and restaurant management.

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Анотація. У статті розглянуто сфери застосування сервісної діяльності готелів та ресторанів, що визначає тип і спрямованість стратегій даних закладів в умовах кризи у галузі. У свою чергу, сервісна діяльність готелів та ресторанів дозволяє конструювати відповідні економічні та управлінські механізми, оскільки вони визначаються саме типом впроваджуваного сервісу та обраної стратегії. При цьому будь-який заклад в процесі реалізації системного підходу до визначення своєї стратегії розвитку, розглядає свою сервісну діяльність з урахуванням принципів і аспектів класифікації, отримує можливість точніше позиціонуватися на ринку, визначити форми просування і реалізації своїх послуг і пропозицій на ринок, які для різних типів сервісу різні. Сервісна діяльність підприємств готельно-ресторанного бізнесу охоплює якість та безпечність послуг, впровадження нових послуг, впровадження інноваційних технологій, удосконалення маркетингової діяльності закладів розміщення.

Ключові слова: готельно-ресторанний бізнес, сервісна діяльність, конкурентоспроможність, сервісний процес, інновації.