

Львівський державний університет фізичної культури імені Івана Боберського



WYŻSZA SZKOŁA
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ІННОВАЦІЇ, ГОСТИННІСТЬ, ТУРИЗМ: НАУКА, ОСВІТА, ПРАКТИКА

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У тезах доповідей IV Всеукраїнської науково-практичної конференції молодих учених висвітлено результати досліджень пріоритетів і перспектив розвитку підприємств готельно-ресторанного бізнесу; сучасні тенденції та регіональні пріоритети розвитку туризму в умовах глобалізації; соціально-економічні засади менеджменту та маркетингу індустрії гостинності; актуальні проблеми модернізації готельно-ресторанного господарства.

Матеріали будуть корисними для студентів, викладачів, науковців і працівників індустрії гостинності.

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ANALYSIS OF THE HOSPITALITY INDUSTRY IN THE CONTEXT OF THE HORECA SYSTEM

Introduction. The HoReCa industry in Ukraine is one of the most dynamically developing sectors. The domestic HoReCa market is a market that reflects the Ukrainian food service industry, which is quite saturated and competitive. Most HoReCa outlets in Ukraine are opened by restaurateurs who are already well known in the country or abroad, or through a franchise, which have proven themselves in the market. Therefore, the analysis and development of the HoReCa sector in today's conditions is an important and relevant area of research. The focus on the restaurant business is driven by the growing popularity of small, authentic, cozy establishments with beautiful interiors, which encourages Ukrainian investors to realize their entrepreneurial potential.

The purpose of this study is to analyze the peculiarities of the HoReCa sector in modern realities and to identify the main principles of HoReCa development in the hospitality industry.

Results. The abbreviation HoReCa describes the structure of the hospitality industry, which includes hotels, restaurants, cafes and other catering establishments. This term consists of the first syllable of popular establishments in this category: HOtel + REStaurant + CAfé (or CAtering) [1].

The HoReCa system contains a number of structural elements that have much in common. For example, one of the concepts is that in practice, hospitality establishments should attract the attention of the target group while maintaining a high level of service.

Establishments with a «twist» will better stand out among competitors and attract potential visitors. Therefore, it is appropriate to emphasize the overall concept of the establishment with originality and uniqueness. For example, unusual interior elements (antique figurines, atypical lamps, cartoon paintings, etc.) that complement the style and idea will set the ZRG apart from other establishments focused on creative visitors. A well-thought-out concept always works more efficiently and guarantees a positive result [1].

Employees of the institution do not form the entire staff of industry representatives. For example, the people who work directly to create a good atmosphere and provide quality service to guests are the staff of the establishment. They are employees of the catering company, but the HoReCa industry involves many other professionals: textile manufacturers and suppliers, tableware suppliers, furniture manufacturers (ranging from designers to distributors who work exclusively with the HoReCa industry), decorators, and others.

The final stage of creating a successful catering project is a quality team - people who are in direct contact with the consumer. The key success factor is the unification of individuals into a single team of professionals, which, through joint efforts, will immediately create a positive impression of the institution and consolidate it with the quality of service. However, it is not enough to simply gather specialists with many years of work experience, it is important to provide them with appropriate training from all possible directions.

In the HoReCa sector, it is necessary to remember that the customer pays not only for the product, but also for the environment in which he is. After all, the important elements of HoReCa are appropriate service, harmonious design, polite staff, availability of modern certified equipment [2].

An important factor in the development of the HoReCa system is the development of an effective business building system with the help of special marketing rules, advertising materials, personnel training programs, uniforms, design.

Even in the conditions of martial law, the HoReCa sector continues to gain momentum, helping domestic hospitality enterprises to increase production several times. However, there is also a negative impact from today's conditions. In large cities, there is a noticeable lack of qualified

personnel in the hotel and restaurant industry market due to the increased migration status and the unsatisfactory level of wages. To restore the HoReCa sector in Ukraine and return to the pre-war level of the hospitality industry, large-scale support of the international community and large investments in Ukraine, the application of various innovations, and the return of Ukrainians from abroad are required.

For Ukrainians who worked in the field of hospitality before the full-scale invasion, the HoReCa Angels project was created, the purpose of which is to help them find suitable work both abroad and in the western regions of Ukraine. Thanks to the international contacts established in the HoReCa industry, it became possible to connect employers with potential employees. The name of the project "angels" speaks for itself - it is a symbol of providing assistance to the needy in wartime.

Conclusions. The further development of the HoReCa system in today's conditions consists in the introduction of a modern approach to planning and programming of the hospitality sector with the mandatory involvement of business experts. In order to support the strategic direction of the development of HoReCa, a new model of the Ukrainian hospitality market is being formed, focused on innovative development, international and competitive advantages of the market.

Key words: HoReCa systems, the field of hospitality, martial law, strategic development, innovations.

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