

## СЕКЦІЯ 2

### МОДЕРНІЗАЦІЯ ОСВІТНІХ ПРОГРАМ У ВІДПОВІДНОСТІ ДО ВИМОГ СУЧАСНОЇ ПАРАДИГМИ ВИЩОЇ ОСВІТИ

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**L. Maliuk**, PhD in Techn. Sciences, Prof. (*KSUFTT, Kharkiv*)

**O. Varypaiev**, PhD in Philosophy, Prof. (*KSUFTT, Kharkiv*)

**L. Varypaieva**, Associate Prof. (*KSUFTT, Kharkiv*)

#### METHODOLOGICAL AND THEORETICAL CONSIDERATIONS OF SERVICEOLOGY IN THE HOSPITALITY INDUSTRY

The purpose of the methodological and theoretical considerations of serviceology in the hospitality industry is to analyze the processes of formation and functioning of the “service society”, the analysis of the transformation processes occurring in it, the research of human needs that arise and are modified in a such society, and the development of a comprehensive service strategy that aims at the formation of quality services to meet the needs of the consumer.

The research methodology consisted in a combination of historical-sociological and comparative methods, and a method of theoretical, economic-statistical and logical analysis is also used.

The scientific novelty of the article lies in an attempt to develop a typology and classification of human needs that would allow, in the intercocommunication with the relevant services, to develop a scientifically grounded service and service strategy, in particular in such areas as hotel and restaurant business, to create and develop common service strategy criteria in hospitality industry, which include a perception of consumer values and norms governing consumption, a cross-correlation of the consumer needs and services aimed at its satisfaction, to improve service quality and motivation of the personnel in the field of service activities.

Problems of the formation of the so-called “service society” are associated with the radical transformation of both the economic and spiritual sphere of human existence from the priorities of production and the producer to meet the needs and development of the intangible service sector, the development of which forms a new culture of behavior and the type of being.

Understanding the properties of the formation and functioning of a “service society” is important for economic and social development, since the reorientation to the interests and demands of the consumer is generally recognized in recent economic, sociological and philosophical studies.

Changes in understanding of the service sector importance have led to the fact that in theoretical developments, and in mass consciousness perception of service spreads as a positive social technology relying on human possessing properties. The essence of social space created by service activities performs the search for effective ways of implementing and satisfaction of aspirations and needs of each person.

Researchers have recently defined the current state of economic and cultural development as “service society”, the problems of research in this area are becoming the priority in the United States, Western Europe, Japan, where in 2013 and 2014, an International Congress on serviceology took place, and a scientific journal was published.

According to the law of raising the needs in the modern world, so high demands on the quality of life generate that the entire service sector permeates all hierarchy of needs. The service sector focuses not on the material side of life and everyday household, but on social and spiritual needs. Understanding of service and service activity as important cultural characteristics of social existence is developing in scientific researches of serviceology as a science about the essence, principles and methods of servicing that accounts an individual as an integral moral personhood.

Serviceology is a theoretic background for service activity, marketing, and management in hospitality industry. The research of the complex of human needs is the main factor for the science because the services sphere activity is directed towards the satisfaction of human needs.

“Service” is understood as the basic category of service sector, it is the basis of the service reality that surrounds the modern person, is the most profitable industry in the world.

One of the most important categories of service is quality, so much attention is paid to the issue of the impact on the quality of service, the development of transparent customer service criteria, customer satisfaction or dissatisfaction.

From our point of view, in order to develop scientific services as a complex field of scientific knowledge about human needs, principles and methods of their satisfaction, it is not necessary to mechanically transfer from psychology, economics or marketing the idea of a psychological, individualized type of customer service, and develop a typology and classification of human needs that would allow interactions with the relevant services to develop a scientifically based strategy of service and service activities spine, particularly in areas such as hotel and restaurant business in the hospitality industry.

Creating normal, comfortable living conditions, forming and raising the level and quality of life, meeting the needs of the population is one of the most important tasks of the service sector. The concept of “sphere of service” should be interpreted expanded, since it includes a significant number of industries, spheres of activity and objects.