

Секція 14. МЕНЕДЖМЕНТ  
І ГОТЕЛЬНО-РЕСТОРАННИЙ БІЗНЕС

**L. Maliuk**, PhD in Techn. Sciences, Professor (*KSUFT, Kharkiv*)

**O. Varypaiev**, PhD in Philosophy, Professor (*KSUFT, Kharkiv*)

**L. Varypaieva**, Associate Professor (*KSUFT, Kharkiv*)

**SERVICE STRATEGIES IN THE HOSPITALITY INDUSTRY**

The specificity of the service is, above all, that the service can be provided at any time and anywhere. A person who provides an individual service should be oriented by the needs and wishes of the client. The variability in the quality of service delivery results worsens the performance of service and guarantees its quality. The next value of the service is its human-dimensionality. Most of the services are mostly performed by people, so the buyer and the person who sells the service are forced to interact.

In the restaurant business, the main problem is the matching of the demand for the service with the scope of activity of their firms. The unshakable quality of the work done by the people who provide the service, as well as the differences in the perception of consumers, create significant problems for managers working in the restaurant business. From our point of view, service organizations exist in order to provide services to the consumer. It is their mission, strategy and politics. Today, successful companies and service firms understand that consumers are their the most valuable asset. For an efficient and optimal operation, a company operating in the service area must have a developed and implemented service strategy. Under the strategy of economic research understanding the search for a plan of action for a plan to develop a competitive position in the market.

Western researchers define a service strategy as “the precise knowledge of which clients you want to serve, and an understanding of what kind of service will open their wallets for you”. To do this, you need to analyze and thoroughly examine the needs and requests of your customers, and make it possible to transfer them to potential customers. Potential customers can be considered the massive of all people whose needs can be satisfied by the proposed product or service. The function of the service is to preserve existing customers, attract new ones and create the need for all customers to continue their cooperation. Quality service is an effective tool of sales, it provides a steady competitive advantage.

Consequently, we can conclude that in a situation where the most companies offer the same product at similar prices, the service becomes the main competitive advantage that helps companies to stand out and take the

leading position in the market. Service strategies are of particular importance to the hospitality industry, since studying the problems of the integrated satisfaction of the physical and spiritual needs of people from Ukraine weren't given sufficient attention in the past.

Recently, in the works of foreign and native researchers, the understanding of the category of "hospitality" as one of the important and fundamental dimensions of human civilization has spread. The task of creating a positive image in the field of hospitality should be addressed through the full use of hospitality resources, which can be considered as an integrated service that has certain consumer properties. The technology of hospitality is realized through taking into account the whole complex of physiological, social and spiritual needs of a person, is improved, using socio-psychological elements and laws of a market economy. After analyzing a number of studies, we consider it expedient to determine the following main goals of the restaurant service: to enhance the health of customers in unity with the culture of food; maintaining a stable social mood; formation of effective ways of life; improvement of incentives for knowledge of types of food in accordance with costs and outcomes.

Thus, an idealized model of restaurant service e foresees adequate satisfaction of a wide range of rationally-assembled services offered, where the service should be considered as a marketing asset of the hospitality industry, which should be distinguished by an enterprise in the field of hotel and restaurant business. From our point of view, the strategy of service in the hospitality industry should be based on the conclusion that the modern consumer is looking for goods and services adapted to his needs, requires full information and seeks to fulfill their desires. Thus, linking the needs of people with the services provided in the field of service for their satisfaction can be defined as a general strategy of service of the enterprise, as well as an integrated strategy for the development of hospitality and hotel and restaurant business. In our opinion, for the development of this sectoral strategy, we should use both theoretical generalizations that are available in philosophy, psychology and economics, that can confirm or refute the effectiveness of a general strategy for the development of hospitality industry.

A comprehensive study of the theory of needs and its mutual correlation with the system of services offered, from our point of view, will allow to build both a comprehensive service strategy in general and a service strategy for use in the hospitality industry, in the hotel and restaurant business. This service strategy should take into account both general issues of personnel motivation, understanding of the functioning of the service (its intangibility, provision for a short period of time), and the specifics of the forms and means of satisfying the needs of customers in the restaurant business (dishes, waiters, etc.).