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MARKETING AND INFORMATION TECHNOLOGIES AS TOOLS TO ENSURE FINANCIAL AND ECONOMIC SECURITY OF HOTEL AND RESTAURANT BUSINESS

МАРКЕТИНГОВІ ТА ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ ЯК ІНСТРУМЕНТ ЗАБЕЗПЕЧЕННЯ ФІНАНСОВО-ЕКОНОМІЧНОЇ БЕЗПЕКИ ПІДПРИЄМСТВ ГОТЕЛЬНО-РЕСТОРАННОГО БІЗНЕСУ

Problems of urban passenger transport functioning are revealed. The analysis of passenger traffic in January-June 2017 was carried out. The ideas of leading scientists concerning the solution of existing problems are researched. The ways of improvement of functioning of city passenger transport are offered.

Розглянуто регіональні та корпоративні ризики, їх вплив на діяльність металургійних підприємств та конкурентоспроможність української металопродукції, оцінка та способи зниження ризиків.

Keywords: city passenger transport, public transport, passenger traffic, automated system of payment of fares, Transport strategy of Ukraine

Ключові слова: ризик, невизначеність, елементи ризику, економічні ризики, регіональні ризики, корпоративні ризики, зниження ризику

INTRODUCTION

Some facts indicate the negative trends in the development of enterprises in the restaurant industry. Over the past year, some establishments such as «the Coffee House», «Shokoladnica», «Pidkova», «Gourme» «La Rums», and «Baskin Robbins» have come out of the market in the capital of Ukraine.

Although there is no mass closure of restaurants, but businesses operating in rented premises and not paying much attention to managerial activity, operate with minimal profitability and may eventually close down. A positive signal for the development of public catering is the lack of saturation of the Ukrainian market of restaurant services, which, in conditions of declining demand, means only reducing the number of visitors and the average cost of one order and does not lead to closure [1; 2].

THE PURPOSE OF THE WORK

The purpose of the article is to study modern marketing and information technologies and their suitability for enterprises of hotel and restaurant business.

RESEARCH METHODS

Methodological and informational basis of work are scientific works, materials of periodicals, Internet resources.

RESULTS

An important direction in the management of the development of enterprises in the restaurant business is the introduction of modern information technology. In modern conditions, the development and effective management of any business are associated with innovative

approaches and automation of all types of activities. The most popular information systems aimed at automating the managerial processes of restaurant enterprises in Ukraine can be attributed to the R-Keeper restaurant management system. It is able to provide high-tech cash service to customers of the restaurant with the support of any form of payment [3]. The R-Keeper™ software system is a professional automation system for catering companies: restaurants, cafes, bars and other institutions, both single and networked.

The R-Keeper™ restaurateur has all the necessary tools for managing the restaurant, warehouse and production, as well as innovative technological solutions for organizing efficient restaurant staff and guest loyalty management: Apple iPod Touch-based mobile waiter terminals, virtual guest card, electronic menu on the tablet iPad, cash desk with an additional screen for the visitor, intelligent system of event video control at the cash zone, automatic reservation system, CRM system, remote monitoring system you restaurant, delivery system automation system, warehouse automation system and others.

To automate stock control system R-Keeper software used StoreHouse, allowing full control of the process of production management in restaurants, cafes and fast food restaurants. Compatibility of StoreHouse with the accounting system 1C: Accounting allows the user based on the documents StoreHouse automatically generate in 1C: Accountancy transaction log and posting log. A dedicated OLE server provides 1C: Accounting the direct access to StoreHouse data, which simplifies the interaction between these two programs.

The R-Keeper system works on various cash registers and waiter's terminals (stations), which are integrated into

the local network. Stations according to their purpose and functional capabilities are divided into four types: station cashier; waiter's station; bartender station; computer manager.

Also recommended for the introduction by specialists is the system РСТЪ: Рестораторъ, which is intended to automate the work of the restaurant and contains such modules for automation of the main business processes [4; 5]:

- module "Waiter", intended for automation of work with orders;
- module "Fast Food", which implements a simpler form of order management than the "Waiter" module;
- module "Leader" – to automate the work of restaurant manager;
- module "Warehouse" – for automation of management of logistics processes and work of warehouse capacities.

Other software products are available on the market for information support, including:

- system РСТЪ: Магнатъ, is intended for automation of management of network enterprises of the sphere of hospitality and restaurant business;
- system ASTOR: a restaurant designed to automate restaurant service and staff control.

The use of information technologies and relatively new methods of customer service by enterprises in the restaurant economy of Ukraine fulfills important functions of their development through promoting the quality of services, attracting customers, increasing profits, gaining competitive advantages in the market.

One of the effective functions of management of the development of enterprises of the restaurant economy of Ukraine is the integration of the participants of the recreational complex, which will allow establishing a comprehensive service of tourists, holidaymakers or ordinary consumers. For restaurant business enterprises, cooperation with hotels, sanatorium and resort establishments, travel or transport companies is an opportunity to attract additional visitors and increase profits [6]. The same situation can be observed in case of reciprocal interaction, the effect of which can also be manifested in the exchange of experience with non-competitive organizations regarding the methods and technologies of customer service, which will create additional impulses for improving the effectiveness of the management business development initiative.

Implementation of the latest technology services has positive features for both consumers and restaurant management. For the consumer they are as follows:

- time is released, which is related to the choice of the dish and its order;
- the guest may have partial control over the process of food production and make some adjustments;
- the visitor can count on his time in the restaurant and determine his future rest;
- it can be calculated using an electronic card without using paper money;
- and may also express their complaints and dissatisfaction or wishes on the site of the restaurant about their visits.

For the management of a restaurant, the positive features are as follows:

- constant control over the work of the institution through the system of observations from the cabinet;
- there is an opportunity to intervene promptly in any process or stage of service;
- if there is a delay in the production of food, the manager can make appropriate conclusions about increasing the number of chefs or replacing some of them;
- waiter does not deal with paper money and does not receive so-called "tip" (which is then tax-free).

This is especially important, because if you take the customer service process comprehensively, then the corresponding part of the reward should also be received by a cook who directly produces a dish, a dishwasher and other workers of the main production; simplifies the accounting system when calculating using an electronic card; there is an opportunity to analyze not only the quality of dishes and products, but also the level of consumer service [7; 8].

Having analyzed the foreign experience in organizing restaurant business, one can distinguish in completely new approaches of the industry in Ukraine, including such ideas as:

- the emergence of conceptual, unique enterprises in the restaurant industry;
- application of automated and robotic service;
- placement of presentations and show-windows with dummies of the finished dish's menu in the shopping halls for the visual selection of the position and irritation of the taste recipients of the consumer;
- the concept of "free flow", characterized by the lack of waiters, open kitchen, the free placement of visitors in the thematically isolated zones of trade halls, cocktails, beer, with hot dishes, snack bars;
- application of methods of molecular cuisine;
- introduction of eco-technologies and popularization of the idea of healthy food;
- unusual combinations and flavor accents (combination of cold and hot, sweet and salty, etc.) in the technology of the restaurant industry.

CONCLUSION

Thus, in order to improve the competitiveness of restaurant enterprises, it is necessary to carry out activities in the following areas: improving the quality of manufactured restaurant products, increasing productivity, optimizing the structure of enterprise management, introducing new technologies, equipping workplaces with modern innovative and information technologies, progressive equipment, etc. necessary for implementation of innovation activity.

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