

COMPETITIVENESS OF HOTEL AND RESTAURANT BUSINESS ENTERPRISES

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Demands of consumers of goods and services in Ukraine have increased significantly over the past 10 years, given the ability to compare the quality of domestic hotel and restaurant businesses with foreign counterparts.

In view of this, the issue of ensuring the competitiveness of enterprises in these areas has changed dramatically. Today, the client does not have a set of basic services. This range is significantly expanded, taking into account the needs and capabilities of business clients (for example, the organization of business events, rental of meeting rooms, etc.).

Given these features, the activities of hotel and restaurant businesses should be considered in terms of process-oriented management.

The transition to process-oriented management of the enterprise and in particular the management of competitiveness in the hotel industry, provides a technological and methodological basis for in-house "know-how" of the organization, as well as increasing the level of resource management of the organization through quality formalization of regulations [1, p. 216].

This approach allows for a complete decomposition of processes, to identify "bottlenecks", possible sources of growth, and accordingly - to form areas for increasing the competitiveness of enterprises.

In order for management processes to be effective, it is necessary to conduct a full survey of available resources of all kinds, as well as the possibility of attracting additional resources in case of need.

The next step is the accumulation of information about the characteristics of the competitive environment of the enterprise. It is necessary to analyze not only direct competitors, but also indirect ones, ie those that offer alternative solutions to the client's problem (for example, the hotel alternative - private housing for rent, restaurant - shopping malls that sell food "takeaway" or for consumption within the center).

It is equally important to constantly monitor the changing requirements of potential and existing customers and take them into account when developing new products or services, because competition in the market is quite fierce, and customer commitment in this area is the key to sustainable competitiveness.

References:

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