

THE IMPORTANCE OF HIGH LEVEL SERVICE IN HOTEL

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Introduction. It is known that the service sector dominates in the global economy, especially in developed countries. In the service sector, where hotel and restaurant business occupies a leading position, nearly three quarters of revenue and about 85% of the jobs are created and most of the new jobs are created in this area.

Modern hotel management industry tends to focus on the customer's needs and wishes and tries to maximize a satisfaction of guests' demands. That is why each manager provides his own innovations in service. We must say the hotel owners attract clients not only with new technology` products but they use a variety of new ideas.

One of the problems, which slow down a development at this branch, is insufficient staff, which offers a low quality services. The current situation on the Ukrainian hotel service market can be characterized as a constantly growing demand for high-quality services that makes potential internal tourists search the way to satisfy it abroad.

Also, such issue as mismatch of some procedures (for instance, incorrect work of booking system) still stays unsettled, while European hotels have already been registered in the International Booking Systems, which eases manager's work a lot.

Solving these problems is possible through the formation of a national concept of high-quality trainings for the specialists in the tourism industry, investing large capitals in the education for the staff by the hotel complex owners. Ellsworth Statler, who was an innovator in the hotel industry and a great hotel keeper and whose ideas still influence the work organization in the hotel, realized the importance of staff qualification and made up his own Statler's employee code. The aim of this document is topical nowadays, too. It suggests serving its guests better than it can be done in any other hotel in the world.

Conclusions. To sum up, it must be said that nowadays hotel industry in Ukraine is on a quite low level and is uncompetitive compared with foreign representatives of this sphere. That is why national hotel management should try to align with European hotels or hotels in the USA and learn from the experience of the successful hotel keepers, such as Ellsworth Statler, etc. Concerning a constant staff skills development, employers are interested in investing different trainings for employees and to keep staff motivated in doing their duties on the high level as in future it will form an image of the hotel like a provider of quality services.

References:

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