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**HOTEL  
ASTORIA**

**XV INTERNATIONAL SCIENTIFIC  
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**INNOVATIVE  
TECHNOLOGIES  
IN HOTEL,  
RESTAURANT  
AND TOURISM  
BUSINESS**

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## ЗМІСТ

### *Section 1 «The hospitality Industry of Ukraine: Experience of Adaptation to Today's Conditions, New Challenges and Opportunities, Prospects for Post-War Recovery»*

#### *Секція 1 «Індустрія гостинності України: досвід адаптації до умов сьогодення, нові виклики та можливості, перспективи повоєнного відновлення»*

1.	<b>Марченко Б., Люлька О.</b> Вдосконалення автономності роботи готельно-ресторанного комплексу.....	14
2.	<b>Посухова Д.О., Бондар Н.П.</b> Характеристика закладів ресторанного господарства м. Умані.....	16
3.	<b>Антоненко І.Я., Суркова Н.</b> Готель як інвестиційна екосистема в Україні.....	18
4.	<b>Бреус Д.В.</b> Управління якістю обслуговування на підприємстві сфери туризму.....	20
5.	<b>Лук'янець А.В.</b> Методи просування українського туристичного продукту на міжнародному ринку	22
6.	<b>Мате К.В.</b> Організація взаємодії туристичного підприємства з міжнародними партнерами в сучасних умовах.....	24
7.	<b>Сорока М.А., Лук'янець А.В.</b> Розвиток готельно-ресторанного бізнесу в умовах сьогодення.....	26
8.	<b>Yaroshevych N. V., Ivakhiv M. M.</b> Prospects for attracting German inbound tourism to Ukraine in the current context.....	28

### *Section 2 «Hotel and Restaurant Business and Catering: Current Trends, Management Innovations, Successful Cases and Sustainable Development Strategies»*

#### *Секція 2 «Готельно–ресторанна справа та кейтеринг: актуальні тренди, управлінські інновації, успішні кейси та стратегії сталого розвитку»*

1.	<b>Zdrilko O.P., Hubenia V.O., Liulka O.M.</b> Acoustic-assisted freezing technology for ready-to-eat culinary products from plant-based raw materials.....	31
2.	<b>Шлиушок А.У., Шаран Л.О.</b> Improvement of meat filling technology for PIZZA.....	33
3.	<b>Levchenko V., Sylchuk T.A., Polovyk V.V.</b> Modern aspects of service organization in the restaurant.....	34
4.	<b>Ozarkiv T.M., Tyshchenko O.M., Tsyrunnikova V.V.</b> Implementation of nutrition principles for healthy longevity in the hospitality industry	35
5.	<b>Подольян А.В., Шаран Л.О.</b> Формування оновленої сервісної концепції готельного підприємства в умовах сьогодення.....	36
6.	<b>Дулька О.С.</b> Перспективи застосування відходів закладів ресторанного господарства в біотехнології ферментованих напоїв.....	37
7.	<b>Прядка С.А., Пушка О.С.</b> Удосконалення організації івент-заходів у готельно-ресторанному комплексі.....	38
8.	<b>Nikitina T.A.</b> Global trends of hotel and restaurant industry operation in the conditions of sustainable development.....	40

## MODERN ASPECTS OF SERVICE ORGANIZATION IN THE RESTAURANT

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The restaurant industry is an important component of the service sector and one of the most promising areas for the development of Ukraine's economy. In today's competitive environment, restaurant establishments must not only provide customers with high-quality products but also ensure a high level of service and comfortable conditions for guests. The quality of service largely determines the competitiveness of an enterprise, shapes its image, and influences customer satisfaction.

The object of the study is the process of organizing customer service in a restaurant establishment. The subject of the study is the directions for improving service organization in the restaurant "Lepsza Sadiba." The relevance of the topic lies in the fact that under modern conditions of restaurant business development, consumers place increasing demands on service quality, speed of service, staff professionalism, and the comfort of staying at an establishment. The high level of competition among restaurant establishments forces enterprises to continuously improve work organization and implement modern service methods. Improving the service system will contribute to increasing the efficiency of enterprise operations, expanding the number of regular customers, and strengthening the competitive position of the establishment. As a result of the conducted research, it was established that the restaurant "Lepsza Sadiba" is a modern multifunctional restaurant establishment that combines restaurant, hotel, and conference services. The main advantages of the enterprise include its favorable location, a wide assortment of Ukrainian and Polish cuisine dishes, a high level of service, and the availability of additional services. During the analysis of the service organization, a number of shortcomings were identified, including uneven staff workload during peak hours, an insufficient level of service process automation, the need to update the menu, and inadequate use of modern marketing tools. To improve the establishment's performance, the following measures were proposed: implementation of an automated order-taking system, enhancement of the employee motivation system, intensification of marketing activities on social media, and introduction of loyalty programs for regular customers. The implementation of the proposed measures will make it possible to reduce service time, increase guest satisfaction, attract more visitors, and strengthen the enterprise's competitiveness.

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