

## MANAGEMENT OF THE SERVICES QUALITY IN HOTEL BUSINESS

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With the transition of our country's economy to market relations, the quality has become the most significant indicator of the competitiveness of the enterprises. Especially for survival in modern market conditions, the main task for the enterprises of all types of activity is providing the consumers with an appropriate quality of goods and services. The hotel business is quite promising for Ukrainian market, because it develops every day and is able to bring a good income to the state budget and entrepreneurs. Strict competition in the hotel services market forces the company's managers to create or improve the existing quality system of hotel services. Therefore, the problem of the quality of services in the hotel business is very relevant.

The quality of hotel services is affected both by the external and internal environment of the enterprise. The factors of the external environment at the macro level include technological, historical, cultural, organizational, legal, social, political and international factors. At the micro level, these factors include suppliers, competitors, intermediaries and consumers. The marketing policy of the enterprise, the availability and condition of the material and technical base, the nature and condition of human resources, the management of personnel at the enterprise, the information factor are among the internal factors that affect the quality of hotel services.

Before developing a quality system of the hotel business, it is necessary to assess the state of the quality of services at the enterprise. The hotel management must appoint a commission to assess the quality of services. The great importance is the assessment by the consumer: his reaction, claims and suggestions. To assess the quality of hotel services we use a multi-criteria method. Its essence is to identify the criteria that characterize the object of evaluation and evaluate the most important criteria. An integral criterion in the evaluation of hotel services is the quality of the hotel service. The criteria for the quality of the hotel services are such characteristics as the cost profile of the service, the content of the service, professional services and the provision by material and technical resources.

Certification of hotel services is a documentary confirmation of the conformity of the services, which are provided, to certain requirements, specific standards and technical conditions. On the territory of Ukraine, there is mandatory and voluntary certification. Authorized certification bodies carry out mandatory certification. Voluntary certification, as a rule, is conducted on the initiative of economic entities for the conformity of products to a number of requirements that are not mandatory.

**Conclusion.** The evaluation of the quality of hotel services will determine the level at which the quality of the provided services is in a particular hotel. Based on its results, a quality management system is being developed in the hotel, the purpose of which is to improve the level of service quality. Such an assessment makes it possible

to identify shortcomings in the quality of hotel services. Absence of defects is the main step on the way to achieving high quality.

#### **References**

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