

Challenges and Their Solutions in the Hotel and Catering Industry

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Introduction. It is well known that every type of business activity within any known industry is challenging and sometimes crucially difficult to perform. But the ways to face those challenges and difficulties is what makes a certain business a success or a failure. The purpose of this work is to study certain challenges that arise in hotel and catering industry and how to overcome them.

Materials and methods. After research statistical reports and a number of scientific publications on the issues of hotel and catering business we can claim that hospitality industry is known for its high failure rate, especially in the catering sector.

Results and discussion. It is well known that management is at the top of the food chain within any business. If the management is failing, one can expect the entire business to fail. A good manager must be able to handle all the staff as well as everything that takes place at any given time during an event. It's a lot to juggle being a hotel and/or catering manager, and, at the same time, it needs high qualification.

The important challenge within the hospitality industry is staff turnover too. The National Restaurant Association claims that the turnover rate tops 70% for the second consecutive year in 2019. It is explained that people either leave looking for higher-paying jobs, or they move up through the ranks. When employer invests more in their staff, it usually pays back. Some extra time aside for training and one-on-one sessions with each of the staff members is sometimes vitally necessary in order to prevent the staff from turnover.

Customers are also the most important part of the hotel and catering industry just as of any other business. Dealing with customers properly is one of the biggest factors in having a good business.

In addition, in hospitality industry special stress is put on the procedures aimed at maintaining compliance with sanitary and epidemiological standards. In this case, the most of work will be devoted to providing the highest quality services, and that creates certain obstacles.

Additionally, there is some controversy over whether competition is a problem in the hotel and catering business. The opinions concerning this aspect are usually divided into two opposite points of view. Some researchers believe that certain specifics do not allow such competition to become a special challenge. If a hotel or a restaurant provided the service that would fully or at least partially meet customer's needs, the competition would not play a particularly important role in luring away a given client. However, there is another quite popular opinion that the specifics of the hospitality industry, on the contrary, increase the influence of competition, especially unfair, when any attempts to denigrate and brand the business of competitors, as well as increased attention to advertising and social media could prevent a certain hotel and restaurant business from developing.

All the above-mentioned aspects must be thoroughly studied when considering the challenges and solutions of the hotel and catering industry. Moreover, such industry can indeed be tough one to work in. It takes a lot of time and a lot of effort to make this industry successfully running. Nevertheless, it is one of the most dynamically evolving and developing industries in the world that can be very interesting to own one or to work in.

In conclusion, it would be essential to add that the problems of studying the hotel and/or catering businesses are rather complicated. The problems considered in this work and methods for eliminating them are only variations on the general issue of studying the functioning principles of such industry and can be helpful in the further development.