

THE IMPORTANCE OF HIGH LEVEL SERVICE IN HOTELS

Kateryna Osypova, Larisa Yanenko

National university of food technologies

Introduction. Modern hotel management industry tends to focus on the customer's needs and wishes and tries to maximize a satisfaction of guests' demands. It is very important to provide new technologies in hotel and catering industry. It is not only for income, but for improvement and development of tourism and culture. France and USA are the biggest tourist's centers in the world. For this reason these countries has the biggest income to the economic. The people who involved in this business scope are near 11% in over the world. That is why each manager provides his own innovations in service.

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.

Also, such problems 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.

Conclusion. 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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