

INFORMATION TECHNOLOGY IN THE HOTEL AND RESTAURANT BUSINESS

The restaurant business is one of the branches of the hospitality industry, it is developing promisingly in the world and in Ukraine in particular. People come to the restaurant not only to taste delicious dishes, but also to relax, get aesthetic pleasure and just chat with each other. Achieving success in the development of any business, including a restaurant business, depends on many factors, one of which is the use of information technology.

In recent decades, nothing has contributed to the successful development of the economy around the world as various technological innovations. Today, information technology is used everywhere in the hospitality industry. With the advancement of computer technology, information systems have become accurate, reliable and functional. Computers and various computer systems can improve the efficiency of the control system, increase the safety of guests and solve a number of marketing problems.

The globalization of social processes, as well as the integration of Ukraine into the world economic system, necessitates the use of progressive information systems in its innovative development. In the field of hotel and restaurant business, the use of information infrastructure is a prerequisite for the successful promotion of a product to the national and international service market.

With the development of information and computer technologies, there is a wide range of specialized hardware and software tools for automating the activities of restaurant facilities, provides for fast and high-quality customer service, efficient running of the restaurant business, and the like.

In connection with the active development of the restaurant industry, with increased competition, interest in management automation is constantly growing.

Automation of a restaurant establishment allows you to optimize the workflow, to ensure order in the warehouse. All data is stored in a single electronic database, which is easy and convenient to use. Automation of a restaurant establishment is a necessary solution in order to overtake competitors and make your establishment the best.

The modern restaurant automation system is a professional restaurant management system, multifunctional and easily upgraded.

The purpose of automation is to improve the efficiency of restaurant management, speed up service. A large part of the success consists of excellent service and responsive work of the staff.

Advantages of an automated restaurant: high quality of service and speed of customer service; no errors when placing orders; processing and transmission of the order in automatic mode; absolute control of all processes (from the moment of order acceptance to its execution) the ability to continuously monitor the financial results of the institution's work.

A modern restaurant, cafe, bar, club, hotel is, first of all, a beautiful and comfortable way of spending time, one of the main elements of leisure. The organization of such a process is extremely complex in its content and content and requires: compliance with sanitary and technological standards, control over the style and culture of behavior of the service personnel,

according to the accounting process, analysis of transactions, accounting for the receipt of products, the formation of the cost of dishes and semi-finished products, procedures for writing off products. The requirement to automate all these processes follows, first of all, from the need to take into account a large number of details; let us generalize to the impossibility of visual control by managers of each technological process in the context of diversification and isolation of technological processes; the need for quick decision-making and high mobility of human personnel.

Convenience of automation and informatization of processes in restaurant facilities is obvious not only from the point of view of "doing business", but also from the point of view of clients, since information systems allow more efficient settlements with visitors, the order of service, the provision of the proposed menu with all the necessary ingredients.

For example, the introduction of payment systems by plastic cards and deposit-accounting systems, allows to dramatically expand the possibilities of establishing a restaurant industry, together with the organization of joint actions with leading banks. The systems not only support a non-cash form of payment, but also keep records of regular and corporate customers, allow you to manage the system of discounts and bonuses, maintain remote customer access to form applications and orders. All sorts of programs to increase customer loyalty (discounts, bonuses, special offers, etc.), and the formation of a permanent customer base receive great potential.

The goal of automating the restaurant business is to improve the efficiency of managing a catering enterprise, accelerate the speed and quality of guest service, and minimize staff abuse.

Restaurant automation software should be multifunctional systems to increase profitability and reduce enterprise costs, easy to implement and easy to maintain.

The aim of this work is to study the application of modern information computer technologies in the restaurant business.

Modern information computer technologies, developed specifically for restaurant establishments, can significantly simplify, optimize and accelerate a number of routine operations specific to this business. At present, such automation systems as «R-Keeper», «IikoChain», «1C-Rarus», «B52», «TillyPad», «DND Self-assembled Tablecloth», «SHTRIKH-M: Restaurant», are used to automate catering establishments «Libra F&B» and others.

Automation of a restaurant using the programs of the «1C-Rarus» company allows you to optimally combine all the functions necessary for the effective management of a restaurant, providing high reliability and quality.

The «R-Keeper» program is designed to automate sales, customer service, kitchen and bar operation, accumulation and analysis of sales and service data for different periods of time at restaurants and entertainment centers. The accumulated data is used in warehouse accounting and accounting systems.

The «IikoChain» software product is a solution for the successful management of both an individual restaurant or cafe, and a restaurant chain and a corporation as a whole. This program allows you to carry out reporting in the context of restaurants and general reporting of the restaurant chain for sales, production, personnel and finance, as well as management of balances and warehouse stocks at the level of all departments.

Integrated automation «B52» - these are modules for stationary and mobile stations of waiters, bartenders, cashiers. Electronic menu for restaurant guests. Material, financial,

personnel records. Hierarchical costing cards, dynamic and static production, processing, costing, stocktaking. Employee tabulation. Loyalty systems.

«TillyPad» is an automation system for a restaurant, cafe, bar or chain of restaurants and entertainment services. Automation of establishments with the help of Tillypad solves a set of tasks related to the administration and optimization of business processes, production, personnel and management accounting, reducing costs and increasing the profitability of the restaurant business of any type and scale.

The software product «Skatert-Samobranka» allows you to automate the workplaces of cashiers, waiters, bartenders and hall managers. And also, provide operational information to the manager of the enterprise.

The software product «SHTRIH-M: Restaurant» is intended to: provide a tool to the executive employees of the enterprise for making management decisions; establish control over the movement of inventories at catering establishments; streamline, simplify and standardize the workflow in the enterprise; provide reporting information on the work of the enterprise; delimit the functions of employees.

The «Libra F&B» power management system is designed to automate the production process, warehouse accounting and control in restaurant enterprises. «Libra F&B» system is fully integrated with epitome POS restaurant management system and is compatible with epitome PMS hotel management system, which greatly simplifies data analysis and processing.

Automation of the restaurant business allows you to eliminate the loss of profit due to the human factor, increase the speed of customer service and even develop a marketing strategy for the business.

Despite the cumbersomeness, as it may seem at first glance, each software product uses a minimum of resources, since already at the first design stage it is completely directed to use on a low-power PC. Thus, this advantage allows ordinary users to quickly and conveniently master a certain software package for their own purposes.

Thus, only with the formation of a well-developed concept and consistent integrated implementation of all components of the restaurant business, one of which is information technology, guaranteed success in the development of the activities of restaurant enterprises.

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