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PERSPECTIVE APPROACHES TO THE FORMATION OF THE PRODUCT RANGE OF HOTEL AND RESTAURANT BUSINESS

Recently, there has been a tendency to popularize the service sector and strengthen its position in the global economy. There is an expansion of the range of services offered, and the share of employment in this area increases. For industrialized countries, demand for products in the hospitality industry exceeds demand in the area of goods production. Similar tendencies are also characteristic for a number of developing countries, where the rates of hospitality services are even more significant [15].

In particular, the development of the hotel and restaurant business in the economy of any country is one of the indicators of the quality of life of the population and the state as a whole.

Domestic hotel and restaurant business has for a long time been at the stage of institutional formation and the formation of intra-industry, inter-branch, interregional and foreign economic relations, but despite on it, this type of business is actively developing. In particular, in the capital of Ukraine, by 2017, the number of hotel enterprises increased by 14.5% in comparison with last years, so, there is an increasing concentration of hotel and restaurant sectors, progressive accommodation facilities that meet the requirements of international standards, operate stably, steadily, constantly improve the range of basic services, extend additional, and pay special attention to the formation of a strategy for its development.

Despite the positive dynamics of the development of industry hospitality, there is a high liquidity of capital and, at the same time, high competition in the sphere of hotel and restaurant business,

which requires entrepreneurs to follow the trends of the market of innovation in the hotel and restaurant business (Fig.1.1) to ensure competitiveness.

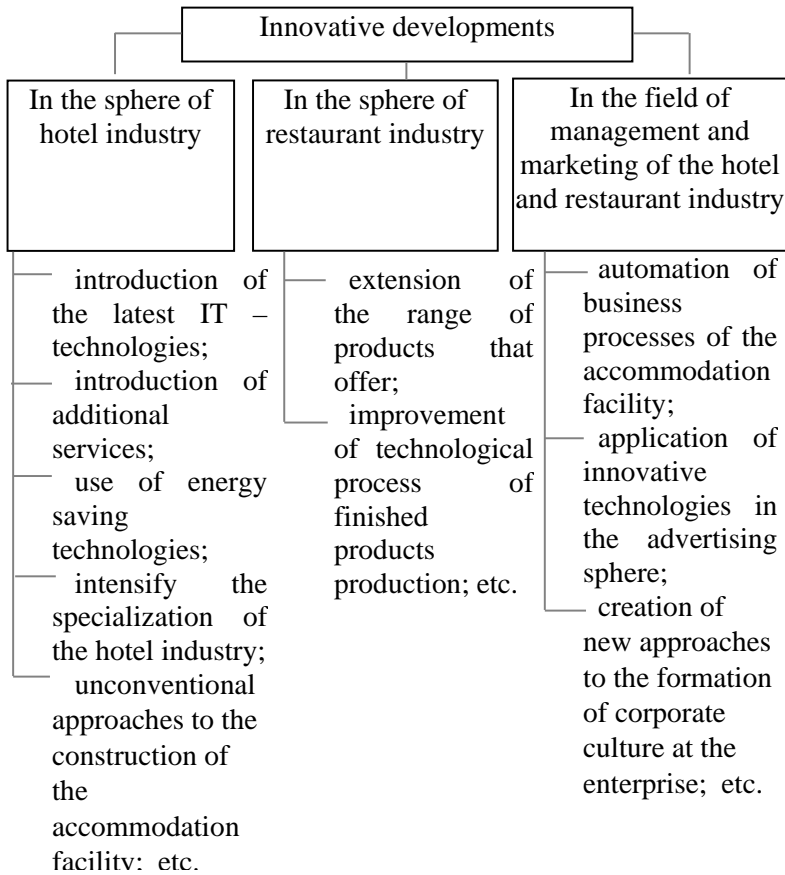


Fig. 1.1. Trends in the market of innovation activity

By the scheme above, one can conclude that placement of establishment must pay particular attention to innovations, to experiment, to search for new unexplored segments to provide competitive advantages on the market.

The range of services and products offered by hospitality industry companies is a key factor in achieving competitiveness, the breadth

and depth of the range of products places the enterprise at a higher position and is the main argument when awarding a higher class hotel or restaurant. Moreover, a wide range of offered services and products contributes to the increase of direct and indirect revenues of the hotel and restaurant, which makes the research put forward to the problem particularly relevant and practically significant.

As the world experience shows [1], leadership in the competition accepts is the one who is the most competent in the assortment policy of the enterprise, possesses methods of its implementation and can operate it as efficiently as possible.

Assortment policy defines the specialization of the hotel and restaurant business enterprise; it is a key factor in attracting consumers. As the experience of domestic enterprises [5] shows, by expanding the range of products offered by the hospitality industry, the ways of providing services, etc., it is possible to achieve the main objectives of the assortment policy (Figure 1.2). So, a well-designed assortment policy allows the following goals to be achieved:

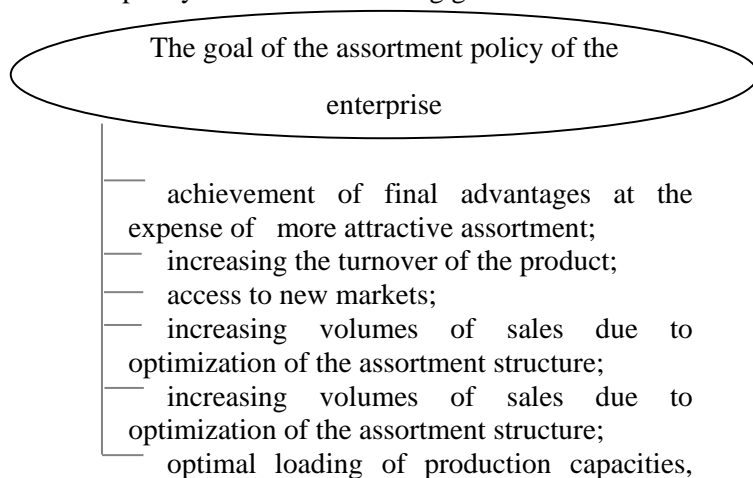


Fig. 1.2. The goal of the assortment policy

Objectives of the assortment policy indicated in Fig. 1.2, make it possible to understand the expediency of extending and updating services or food products in hotel and restaurant establishments.

It is known that the enterprises of the restaurant and hotel industry are classified according to various features, including the range of products offered to a consumer [11], which significantly affects the competitiveness of the enterprise.

It is important that today in the hospitality industry is particularly popular specialty restaurants, as a separate operation, and at the hotel. By the way, the total number of restaurant facilities in Kyiv (Figure 1.3), every year, is growing rapidly, not taking into consideration the public food at hotels.

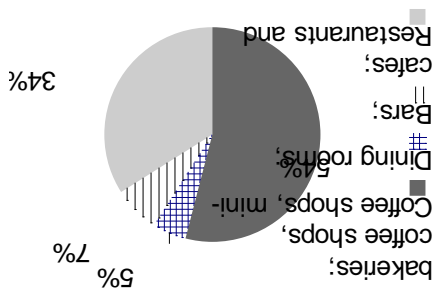


Fig.1.3 The structure of restaurants in Kyiv by types

Today, coffee shops are a large proportion of all restaurants in the restaurant industry (Fig. 1.3). Studies show that the demand for mini-coffee shops is significant and will grow every year. According to [14], the coffee market in Ukraine has increased by 8.9% since 2017, as compared to last years, due to the fact that the culture of consumption of coffee, flour confectionery and bakery products is particularly popular, with the acceleration of the pace of life and the fashion generated by Western countries, the use of food and drinks in motion "(street, car, park). Every year, the number of coffee shops, mini-bakers (bakery or confectionery with own production at hotel and restaurant enterprises) increases by 7.8%, and this number only increases in recent years [13]. In addition, this market segment still has free niches and is very prospective in the future.

Particularly popular in the hotel industry is the provision of breakfast both for visitors to the accommodation facility, as well as for other enthusiasts. Usually, breakfast at the hotel's restaurants has a simple, nutritious menu with egg dishes, dairy and fermented milk products, as well as flour confectionery.

Indeed, one can conclude that in Ukraine, almost every restaurant and hotel restaurant has a choice of flour confectionery and bakery products because of the fact that this type of product is commonly used.

In general, the range of flour confectionery products is diverse and it is classified according to many features, in particular: by size, method of design, conditions of implementation and in most cases depending on the technological process and the raw materials used (products made from wheat or rye flour, from sand, puff, or fresh dough, etc.).

For example, we consider puff pastry products, analyze the experience of using the innovative developments in the market and suggestions to improve and extend the range of flour confectionery products (puff pastry).

So, recently, good nutrition has become popular, therefore, many scientific developments were devoted to reducing the content of fats in puff pastry, saturation with its dietary supplements, to eradicate the deficiency of macro- and micronutrients [10]. The market is known by the innovative technologies for the establishment of non-traditional vegetable raw materials - cellulose, pectin, gum, food fibers, etc. As a result, new technologies of flour confectionery products were developed, where various vegetable supplements were used, namely, products of fruit and berry processing, which containing natural antioxidants (polyphenols, carotenoids) and a significant amount of vitamins, minerals, organic acids, food fibers, etc. Such innovative researches have made it possible only to enrich the flour products of puff pastry with valuable elements, to extend the range of finished products, but the developed products do not have a functional purpose.

Many scientific developments were carried out namely, with the addition of secondary products with a high content of food fibers (seeds, broom and copra oil and technical culture, fruit and vegetable powders, pastes, concentrates, beet pulp) for puff pastry

semi - finished products [10]. It is also important that the secondary products of plant material contain a significant amount of food fibers, rather than the raw material itself. For example, it was investigated [12] that beet pulp contains 7.0 ... 9.0% protein and 43.0% barley. The research on the enrichment of flour confectionery products with beet pulp processing and wheat germs allowed the complex increase of amino acid fast, respectively, to improve the biological value of puff pastry products, but the total amount of useful nutrients and valuable biologically active substances in the finished product is not satisfactory to provide a daily norm of useful nutrients.

Improvements in the protein content of flour confectionery products can be achieved through the use of dairy products in their formulations. Among such developments it is possible to allocate the technology of sweet puff pastry using whey milk, which is the source of essential amino acids. This technology allows you to improve the elasticity of the dough, its resilience and organoleptic characteristics. It should be noted that the use of dairy products in the production of puff pastry products can not only positively affect the chemical structure, food and biological value of the product, but also improve the plasticity of the dough.

To improve the quality and nutritional value of puff pastry products and to reduce their caloric content, a study was carried out using dextrin from potato, molasses and sago [8], carboxymethylcellulose dilution [9], microbial polysaccharide, in particular xanthan gum [6]. These studies allowed to solve the problems of complex development of the food and biological value of the product - dextrin has improved the elasticity and resilience of puff pastry, consequently increasing the organoleptic characteristics of products, but such a scientific study had no effect on the biological value of the finished product. Carboxymethylcellulose has reduced the energy value of the product by reducing the egg product's formulation. The xanthan polysaccharide also had its own rationale that it reduced the energy value of the products and increased their structural and mechanical properties. However, this technology made it possible only to extend the range of sold products.

Expansion of the range of puff pastry products may also be due to the use of other types of flour. Alternative types of flour, in particular soy and flour of other legumes, also have a positive effect on improving the nutritional value, in particular the mineral and vitamin content [4].

The development of the technology of cooking of rye flour based products [7] has an important social significance, given the high biological value of this type of raw material due to the content of essential amino acids (lysine, threonine), vitamins and minerals of the group B. The proportion of rye flour of rye and wheat of first grade (70:30), the amount of dry wheat gluten (7% to the mass of flour), the complex use of ferment preparations with hemicellulose 2700 PXi / Mg (0,006% by weight of flour) and amylolytic 10,000 MAIi / g (0,003% by weight of flour) activity contributes to the formation of the properties of the dough necessary for the operation of the layering and the receiving operation of the puff pastry products on the basis of the best quality rye flour. It was also investigated that the fat-retaining ability of rye flour is 35% lower than, wheat flour of the first grade. With different dosage of rye flour rendering, the fat-forming ability of the mixture is practically unchanged and is close to the fat-retaining ability of the flour of the first grade of wheat, which made it possible to prove the amount (25% by weight of flour) of fat for layering of dough based on rye flour. The use of rye flour in the formulation of pulp products has allowed to increase the nutritional value, due to enrichment of the finished product with mineral substances with vitamins and food fibers. The market also proposes developments of using topinambur powder [2], moringa and sweet potatoes to improve the consumer properties of flour confectionery products [3].

Scientific developments on improving the consumer properties of flour confectionery products are quite various but the multifactorial influence of non-traditional oils, fruit - berry and fruit -vegetable raw materials on the formation of food and biological value of products is not sufficiently studied. In this connection, the search of the new non-traditional raw materials for improving the protein, fatty acids, vitamin and mineral content of puff pastry products is relevant for today.

Therefore, nowadays, it is reasonable to carry out scientific developments of flour confectionery products for its health (functional) purpose. Enrichment of food products by useful nutrients can positively affect the physiological processes of the human body.

Accordingly, on the example of research of the products of puff pastry, it is possible to extend the assortment of any products (snacks, desserts, drinks, meat, fish, branded products, services of a living, organization of leisure activities, planning and planning decisions, etc.), It is important to follow the order of actions for constructing a competent assortment policy at the hotel and restaurant business enterprises:

- to identify the products that are most in need among all population;
- to establish a potential contingent of consumers;
- to analyze the world experience of innovative developments to extend the assortment of products in hotels and restaurants, and to develop innovative products;
- to test the developed innovation;
- to take measures for the popularization of the developed products;
- to optimize the structure of the assortment.

Taking into account the above sequence of actions and creation of an innovative product, it is possible to achieve all the goals of the assortment policy of hotel and restaurant enterprises, which will increase the turnover of services and products in the service sector, and the realization of which will enable the company to bring the world's hospitality industry.

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