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PRINCIPLES OF CONSTRUCTION AND IMPLEMENTATION OF ADAPTIVE SYSTEM OF SANITARY, HYGIENE, SAFETY AND ELECTRICAL SAFETY MANAGEMENT IN THE HOSPITALITY INDUSTRY

The paper considers the problem of improving the quality of service provision and competitiveness of hospitality enterprises. It is defined as one of the main tasks to ensure the proper level of sanitary-hygienic condition, safety and electrical safety at enterprises. The developed structure and algorithm of the complex adaptive system of management of a sanitary-hygienic condition, safety and electrical safety of the hotel and restaurant enterprise, providing safety of vital activity of the personnel and guests is described.

Keywords: hotel and restaurant enterprises, human life safety, management, sanitation, hygiene, electrical safety, competitiveness, economic efficiency.

Introduction

The hotel and restaurant business, hospitality enterprises are one of the important structural elements of the system of providing tourist needs of the population. In addition to solving this important socio-cultural task, this type of business can provide a stable flow of funds into the budget of the country. The main component of this type of business is the hotel and restaurant economy, as the hospitality enterprises are entrusted with such important functions to serve tourists as providing them with temporary accommodation, meals, and household services. At the same time, statistical data determine that in the total amount of tourists' expenditures the costs of paying for the services of hotel and restaurant enterprises make up from 30% to 50% of all expenditures [1].

In Ukraine, the development of hotel and restaurant enterprises is characterised by the logical direction of their adaptation to market conditions, solving a set of urgent problems and tasks, the main of which include increasing efficiency and competitiveness in the market of hotel services. The solution of such problems requires approximation of hospitality services to international standards. The need to hold a leading position on the market of hotel and restaurant services is currently reinforced in Ukraine not only by increased demands of guests, but also by the fact that international hotel chains operate on the market of hotel business: Rixos (Turkey), Rezidor Hotel Group (Belgium) and Hyatt Hotels (USA) [1, 2, 3]. In the list of such important tasks, an integral component is to ensure an appropriate level of safety of accommodation, guest catering and staff activities. These indicators of production activity of hospitality enterprises currently in

Ukraine and foreign countries in a number of cases do not meet the established requirements [4–7].

Analysis of recent studies and publications

In the future, the tourism industry in Ukraine is expected to intensify its development, with both realistic and optimistic and pessimistic forecasts (Figure 1) [1, 2].

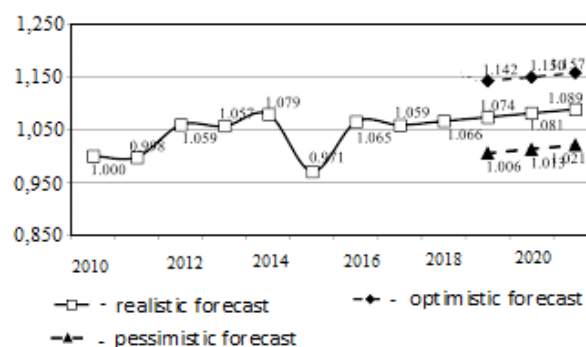


Fig. 1. Evolution and forecasting of the number of hospitality businesses in Ukraine according to realistic, optimistic and pessimistic forecasts

Obviously, this situation will form higher requirements for each hospitality enterprise and will also increase the level of competitiveness in the market of hotel services provision in Ukraine. Over the last period of time the issue of improving sanitary-hygienic conditions, safety and electrical safety, i.e. ensuring life safety of both guests and staff, has received considerable attention at hotel and restaurant enterprises. However, the publications presented are mainly focused on the implementation of the regulatory parameters for hygiene, safety and electrical safety for

the individual departments within the company's structural units. In other words, local tasks are solved to normalize the level of lighting, microclimatic conditions, ventilation of production facilities. A number of publications give recommendations for improvement of some other components of these important indicators of production activity of enterprises [4, 8–12]. As a result of the analysis, it follows that the published research results refer to local solutions to the complex task under consideration in the field of hotel and restaurant business. That is, the developments are not aimed at its comprehensive solution with the provision of dynamic adaptation to changes in both technological processes, equipment used in the hospitality enterprise, and in the provisions of regulations.

Statement of research objectives

The aim of the study is to analyse and systematise the published domestic and foreign results on the tasks of ensuring such a state of sanitation, hygiene, occupational safety and electrical safety in the hospitality enterprises, regulated by the relevant normative and legal acts.

Purpose of the article and research objectives

The aim of the work is to develop principles of construction and ways of implementation of adaptive management system of sanitary-hygienic condition, safety and electrical safety in hotel-restaurant enterprise, which will allow to provide and support these characteristics of production activity of the enterprise at the proper level. This will significantly improve its competitiveness and economic performance.

Presentation of the basic material

In our country, the hospitality industry is increasingly developing, but the operation of the hospitality industry is complicated by a number of problems and challenges. These include ensuring an adequate level of sanitary and hygienic conditions, safety and electrical safety both in hotel and restaurant enterprises and in the entire hotel complex for rendering services to the population. In other words, an indispensable condition for the successful functioning of hotel and restaurant enterprises is the strict observance of norms and rules established at the level of regulations to ensure safety, sanitation and hygiene of each individual [12, 13]. Sanitary and hygienic conditions and the combination of the other above-mentioned characteristics are important components of the system "man - hotel and restaurant industry". The state of this system has a direct impact on the physiological and psychological state of the individuals who both use the

services of this sphere and are personnel of the enterprises [14].

The relevance of solving this problem is confirmed by the rather extensive information provided by the media regarding the most significant consequences of the lack of management of the considered structure in the hotel complex – food poisoning of people, electrocution, etc. [6, 7].

Solving the problem of the proper functioning of this component in the enterprises of the industry in question is rather complicated, as it involves a rather significant list of tasks determining its complexity. The main tasks on the whole list include the following: - planning and maintenance in proper condition of buildings, constructions, room stock, etc.; - observance of technological regimes in processes of food preparation, developed taking into account certain norms; - provision of proper quality and safety of foodstuff; - provision of sanitary culture of guests and their service; - provision of personal hygiene rules for employees; - organization of effective labour process of personnel, which ensures proper safety level; - ensuring electrical safety both in the use of technological equipment in the hospitality enterprise and in the use of electrical appliances of the residents (guests), etc.

The significant list of tasks set and the fact that national regulations on hygiene, occupational health and safety and electrical safety are revised quite frequently and foreign experience is borrowed to address these issues, requiring a systematic and comprehensive approach to their proper implementation. Such an approach can be realised by implementing an adaptive management system in this area of the hospitality industry. In this case, in addition to improving the safety and quality of hotel and restaurant services and the attractiveness of the tourist products offered, the enterprise will also receive an economic effect due to the increase of its competitiveness. This indicator is formed as a result of reducing the number of accidents and illnesses among employees and guests.

According to Ukrainian legislation, the management of a hotel and restaurant establishment must organise and monitor compliance with the requirements of the legislation on sanitation and hygiene, health and safety at work, and electrical safety. To this end, depending on the number of employees, the company must set up an occupational safety and health service that is responsible for ensuring compliance with the above-mentioned requirements.

The list of basic routine work of the occupational health and safety service and the personnel of the hotel and restaurant establishment to be monitored for the above items includes the following: - a set of works on cleaning of accommodation rooms; - works on cleaning of internal premises and common use areas; - works on cleaning of sanitary facilities of individual and common

use; - carrying out preventive sanitary and hygienic and sanitary-epidemiological measures; - control over the quality of foodstuffs during their production, transportation, storage and sale; - ensuring health safety of personnel during the execution of works and services provided by the hotel; - ensuring the safety control of electrical equipment for general and production and technical purposes; - control over the timely updating of normative legal acts on hygiene, occupational control over timeliness and quality of regulatory medical examinations of certain categories of staff; - control over training and development of staff in occupational health and electrical safety.

Obviously, the effective solution of such a complex task, the control of compliance with sanitary and hygienic conditions and other regulations on labour protection causes the necessity of implementing a management system. Moreover, taking into account the above-mentioned peculiarities of forming provisions, in general concept, on labour protection causes the necessity of developing an adaptive management system, which should function in the enterprise of hospitality in real time. The implementation of such a direction is possible on the basis of computerization of the process, which in this case determines the necessity to create a toolkit of appropriate software. Such a toolkit should include the following main elements:

- a database – a list of laws and regulations on hygiene, industrial sanitation, occupational safety and electrical safety required for the activities of a particular hotel and restaurant facility;
- a database – a list of facilities, technological processes subject to control of their condition from the perspective of sanitation and hygiene;
- results of current control of hygiene and sanitary condition at controlled facilities;
- a database of regulated periodic training and knowledge testing of personnel on;
- results and status of medical examinations of personnel of certain categories;
- elaboration and implementation of necessary management actions.

A generalised software algorithm for the developed adaptive health, safety and electrical safety management system in a hospitality enterprise is shown in Figure 2.

The design and creation of this level of software is inexpensive and will be an effective means of ensuring an adequate level of health, safety and electrical safety, but it will also make a significant contribution to the competitiveness of the company.

Conclusions

The hotel and restaurant business is one of the most promising and economically efficient businesses. This is determined by the fact that in the economies of

highly developed countries such as Italy, Spain, Switzerland, France, Austria, Belgium, this type of business occupies one of the leading places. In order to realise Ukraine's hotel and restaurant potential and achieve the desired indicators of competitiveness, it is necessary to improve the level of sanitation, hygiene, safety and electrical safety of both guests and service personnel in a number of other measures.

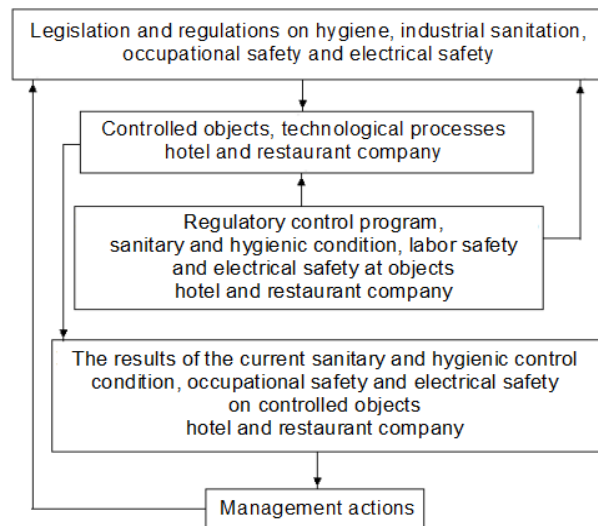


Fig. 2. Generalised software algorithm for an adaptive health, safety and electrical safety management system in a hotel and restaurant enterprise

An effective way to solve this problem is the introduction of an adaptive management system of this direction of economic activity of the hospitality enterprises. When implementing the developed structure of adaptive management system according to the given algorithm, it is possible to provide a systematic approach in solving the problem in question.

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ПРИНЦИПИ ПОБУДОВИ Й РЕАЛІЗАЦІЇ АДАПТИВНОЇ СИСТЕМИ МЕНЕДЖМЕНТУ САНІТАРІЇ, ГІГІЄНИ, БЕЗПЕКИ Й ЕЛЕКТРОБЕЗПЕКИ В ІНДУСТРІЇ ГОСТИННОСТІ

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Результати досліджень свідчать про перспективу активізації розвитку туристичної галузі, готельно-ресторанних підприємств в Україні. Досвід зарубіжних економічно розвинених країн свідчить, що на додаток до соціально-культурного значення, ця галузь забезпечує й достатньо значне надходження коштів до бюджету країни. За підрахунками витрати туристів на послуги підприємств гостинності становлять від 30% до 50% усіх витрат. На ринку готельної індустрії України працюють і міжнародні готельні мережі. Тому, з метою забезпечення конкурентоздатності готельно-ресторанних підприємств, таке положення визначає необхідність підвищення якості готельних послуг. До основних важливих показників, що визначають якість готельних послуг, відносяться санітарно-гігієнічний стан на підприємстві, рівень безпеки й електробезпеки. Причому, ці показники є важливими для забезпечення безпеки життєдіяльності як для персоналу, так і гостей. Очевидно, що рівень цих показників є важливим і при формуванні конкурентоздатності підприємства. Опубліковані результати досліджень стосовно розглядуваних показників діяльності підприємств гостинності показують на недостатню увагу, що приділяється для їх покращення. Причому, цей висновок стосується як до України, так і зарубіжних країн. Як свідчать публікації, у результаті такого положення це призводить до випадків харчових отруєнь, нещасних випадків, електротравм, що стаються як з гостями підприємств гостинності, так і з їх персоналом. Наявні опубліковані результати досліджень, що відносяться до вирішення розглядуваної проблеми, спрямовані, як правило, на вдосконалення стану санітарії, гігієни, безпеки чи електробезпеки на локальних ділянках виробничої чи організаційно-культурної діяльності підприємства. До проблеми забезпечення належного стану розглядуваних показників діяльності підприємства входить значний перелік завдань. Тому для її вирішення необхідний системний комплексний підхід з використанням принципів менеджменту, а для її реалізації - застосування спеціалізованого програмного забезпечення.

Ключові слова: готельно-ресторанні підприємства, безпека життєдіяльності людини, менеджмент, санітарія, гігієна, електробезпека, конкурентоздатність, економічна ефективність.