

Відмінності у практичній дозвілєвій діяльності проявляються за ознакою статі. Так, наприклад, майстрування, будівничі роботи, садівництво в основному практикуються чоловіками; шиття, плетіння, гаптування, кулінарія, як правило, – сфера жіночого дозвілля [3]. Вчені підраховали: людина на дозвіллі може вибрати собі предметну діяльність з 600 видів, типів і форм. Це розширює, як ми бачимо, межі домашнього дозвілля, але й ускладнює діяльність установ культури, які самі можуть запропонувати до 200 різних форм культурно-дозвілєвої діяльності.

Пояснюючи своє розуміння соціокультури, один з теоретиків «культурної демократії», французький вчений Ж. Дюмазед'є, пише: «активісти в галузі соціокультури спрямовують свої зусилля на перетворення людей». Функція соціокультури в суспільстві – сформувати у громадській думці повагу до гідності кожної особи, забезпечити право кожної людини на самореалізацію засобами культури [2].

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THE MAIN TENDENCIES OF HOTEL AND RESTAURANT BUSINESSES HIGHER MANAGEMENT SECTOR IN UKRAINE

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Hotel business is one of the most promising and successful business areas in Ukraine. Orientation toward European service standards and vigorous transition to such standards make up the distinctive feature of this sector. Similarly to any other economic activities, the hotel business aims to increase its income and seeks tools and efficient ways to achieve the desired financial results.

Active development of hotel real estate segment was highly influenced by the European football championship held in 2012 due to the requirements of the cities-organizers which hosted matches (Kyiv, Kharkiv, Donetsk, Lviv) to have

certain number of hotel rooms of different categories. However, we can say the hotel business is experiencing hard times now. The acute political and economic crisis led to a decline in tourist flow both from abroad and inside the country. Hotel owners are forced to cut costs as it is almost impossible to impact the increase in the number of customers. Also, the low occupancy of hotels can be explained not only by the unstable situation in the country but by the fact that for several years in Ukraine market of shady services has been actively developing. Speaking about the prospects of increasing the flow of tourists, they are still vague, as it will depend on the «speed» with which the political and economic situation in the country will stabilize.

The higher management sector of the hotel and restaurant business consists of three professional categories: «hotel management», «cafe and restaurant management» and «chef». The first category most often includes vacancies for managers, administrators and directors of hotels, as well as for those who will be engaged in their promotion – marketers, business development manager, etc. Large pension, recreation centers and hostels fall into this category. In the second category, job offers are most often placed for directors, managers and administrators of restaurants, cafes and bars. Chefs relate to the separate category, as they are often the most highly paid HoReCa employees. In general, job offers in the higher sector account for 30% of all vacancies in the hotel and restaurant business. For comparison, the desire to work in senior positions in this area is expressed by more than 60% of applicants. There is an obvious disproportion.

The top-sector of the HoReCa has a clear regional peculiarity that is not similar to other professions. Most of the vacancies traditionally fall on the capital, but tourist regions constitute decent competition. It is natural that the rating of regions changes seasonally – closer to summer, Crimea and Odessa dominate, closer to autumn – Lviv and Ivano-Frankivsk. HoReCa is one of the most dynamic areas of the labor market. As a rule, this industry responds quickly to crisis in the economy, but it also recovers quickly. The number of vacancies in this area exceeded the pre-crisis level in 2010, while other areas were recovering much longer. The peak of growth in all the «top specializations» was in 2011, when the number of job offers increased sharply by 2 – 3 times. After this, a period of relatively slow but steady growth began. The same trend is observed in the current year. The number of vacancies in each month is increased by 5 – 10% compared with the previous one. The situation with the number of summaries looks somewhat different – here the leap occurred in 2012, and in previous and subsequent years there was a relatively stable positive trend. All the trends mentioned above are true for each of the three categories which have been identified: «hotel management», «cafe and restaurant management» and «chef». The most active growth in the number was in 2011 for chefs, next year the growth rate fell sharply. Great dynamic was observed in the management of restaurants. Although compared to the other two categories, 2012 was not so active, but in 2012 and next years there was also a significant increase in the

number of vacancies. Nevertheless, if the number of job seekers of chefs is increasing, slowly but steadily, the number of resumes from managers has been increasing significantly every year. In the hotel and restaurant business there is a shortage of competent specialists. However, as elsewhere, the number of job seekers is greater than the number of offers on the market. In total, in the HoReCa profsphere ratio of resumes to vacancies is two to one. But the higher the position, the greater the competition. The average for the upper segment of this profession is three employees for one vacancy.

The highest competition is in the hotel business management. The competition for some management positions can reach 7 people per seat, an average of 4-5 people per seat, as well as in restaurant management. Exceptions are chefs. Here, despite the high salaries and status, employer need to fight for an employee. And the higher the requirements, the less competition – high-class specialists in the market are in great shortage.

Requirements for candidates. Most often, employers are looking for experienced or very experienced middle-aged employee with work experience, steady job, full-time employment. Obviously, the specifics of the profession makes its own adjustments. So, for example, here there are more seasonal vacancies than in other specializations, the term «full time» often means a working night or working evening, depending on the specifics of the vacancy.

In this profession, there is almost an equal number of men and women, who are looking for a job. And if both men and women are ready to manage the restaurant business, then the chef is, rather, male work (70% of applicants are men, 30% are women), and the hotel is female (65% of applicants are women). In HoReCa, as in all other professional spheres, the labor market clearly shows a tendency towards lowering the requirements for experience. More than 2/3 vacancies in the whole sphere – for beginners or those with 1–3 years of experience. In the upmarket, experience is still needed. But over the past 4 years, the number of vacancies for compulsory professionals for more than 6 years has decreased from 14% to 5%. At the same time, the number of job offers for specialists with the experience of 1–3 years increased from 40 to 49%. The largest number of very experienced professionals among the chefs – 58%, and among hotel managers there are more beginners.

Features of the requirements of reputable brands. As a rule, experience is the main requirement of most respected employers for candidates for leadership positions. In most cases, such employers are ready to train staff for themselves, therefore, there are no special requirements in vacancies. In most cases, advertised brands expect that the candidate will describe all their qualities and skills in the resume, because the brand and the features of its work is already known enough. Requirements for managers of hotels in vacancies are written symbolically, the main selection takes place at the interview. The higher the status of the hotel, the more often experience is required in a large hotel chain of a similar position (as a rule, three or four years of managerial experience). In addition, high-level knowledge of English is almost always required (especially if the specialist is responsible for

working with clients) and specialized higher education. The manager of a restaurant or bar should also first be an experienced specialist who is able to coordinate the internal work of the restaurant and organize the external: permits, certification, procurement, passing inspections, etc. As in previous cases, premium restaurants are interested in applicants with experience in similar institutions. Requirements for chefs - it is more than 3 years of work in the specialty, almost always higher education (especially when it comes to the premium segment), experience in kitchen management. Most often they require knowledge of Ukrainian and European cuisine, less often Eastern or Italian. Premium class restaurants often specify in their requirements that necessary is work experience in restaurants of a similar level. If the cuisine is "national", then the brand name restaurant may indicate internship requirements in a country whose cuisine will be presented to the client, or look for a foreign chef.

In conclusion, the number of existing hotels in Ukraine is far from being enough to satisfy the demands of the country with high investment attractiveness, rich history and diversified tourist opportunities. To achieve the goals and objectives in the domestic hospitality industry, founders and owners of the company must first understand that their management should provide a clear organizational structure and the work within this structure should be divided among all the employees on the basis of professionalism. It is also necessary to attract foreign professionals and companies to effectively transform the key functions of employees, to determine their accountability and whether there is appropriate effort from the staff and to establish strategy of network development.

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ІНТЕРНЕТ-МАРКЕТИНГ У ТУРИСТИЧНИХ ОРГАНІЗАЦІЯХ

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Інтернет-маркетинг – це новий напрям в сучасній концепції маркетингу, це теорія і методологія організації маркетингу в гіпермедійному середовищі Інтернету, що володіє унікальними характеристиками, що значно відрі-