



**УНІВЕРСИТЕТ
ГРИГОРІЯ СКОВОРОДИ
В ПЕРЕЯСЛАВІ**

**ВІТЧИЗНЯНА НАУКА НА ЗЛАМІ ЕПОХ:
ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ**

**Матеріали Всеукраїнської науково-практичної
інтернет-конференції
(18 квітня 2024 року)**

№97

Переяслав – 2024

УНІВЕРСИТЕТ ГРИГОРІЯ СКОВОРОДИ
В ПЕРЕЯСЛАВІ

Рада молодих учених університету

Матеріали
Всеукраїнської науково-практичної інтернет-конференції
**«ВІТЧИЗНЯНА НАУКА НА ЗЛАМІ ЕПОХ:
ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ»**

18 квітня 2024 року

Вип. 97

Збірник наукових праць

Переяслав – 2024

УДК 001(477)«19/20»
ББК 72(4Укр)63
В 54

Матеріали Всеукраїнської науково-практичної інтернет-конференції
«Вітчизняна наука на зламі епох: проблеми та перспективи розвитку»: Зб. наук.
праць. Переяслав, 2024. Вип. 97. 168 с.

ГОЛОВНИЙ РЕДАКТОР:

Коцур В. П. – доктор історичних наук, професор, академік НАПН України

РЕДАКЦІЙНА КОЛЕГІЯ:

Воловик Л. М. – кандидат географічних наук, доцент

Євтушенко Н. М. – кандидат економічних наук, доцент

Кикоть С. М. – кандидат історичних наук (відповідальний секретар)

Носаченко В. М. – кандидат педагогічних наук, доцент

Руденко О. В. – кандидат психологічних наук, доцент

Скляренко О. Б. – кандидат філологічних наук, доцент

Солопко І. О. – кандидат фізико-математичних наук, доцент

Юхименко Н. Ф. – кандидат філософських наук, доцент

Збірник матеріалів конференції вміщує результати наукових досліджень наукових співробітників, викладачів вищих навчальних закладів, докторантів, аспірантів, студентів з актуальних проблем гуманітарних, природничих і технічних наук.

Відповідальність за грамотність, автентичність цитат, достовірність фактів і посилань несуть автори публікацій.

©Рада молодих учених університету
©Університет Григорія Сковороди
в Переяславі

ТУРИЗМ І РЕКРЕАЦІЯ

UDC 340. 670.1

*Natalia Rogova, Olena Kutova, Anastasia Naumenko
(Poltava)*

TASKS OF THE RECEPTION AND ACCOMMODATION SERVICE

Tourism can really become an effective tool for promoting socio-economic growth in Ukraine. Our country has significant potential in this direction, thanks to its rich cultural heritage, natural beauty and historical monuments.

The priority task in the development of tourism is to create a favorable infrastructure, improve the quality of services, increase tourist safety and comfort for visitors. In addition, it is important to improve marketing strategies and promotion of tourism products of Ukraine at the international level.

Tourism development can also contribute to increasing investment in regions, creating new jobs and supporting small and medium-sized enterprises. It can become a source of additional income for local residents, especially in rural areas where tourism can provide alternative sources of income from traditional agriculture.

However, to achieve success in this direction, active support of the state, the development of effective policies aimed at the development of tourism, and cooperation between the government, the public and the private sector are also necessary.

This fact is still confirmed by a significant amount of statistical data both for a single region, country, and for the whole world. Taking into account that the tourism sector "is becoming one of the main sectors that affects the general state and trends of the world economy" and recognizing its high profitability for the national economy, the Cabinet of Ministers of Ukraine approved the "Strategy for the Development of Tourism and Resorts for the period up to 2026" [1]. In it, the main development objectives are provided [1]:

- creation of a competitive national tourism product;
- directing activities to clear positioning of different types of tourism products, adapted to the requirements and expectations of consumers;
- improving the quality of infrastructure of resorts and recreational areas;
- ensuring the conformity of price and quality of tourist products by creating conditions for optimizing the organizational and economic structure of activities and developing national standards for the provision of tourist services in accordance with international standards.

The hotel distinguishes between front of the house and back of the house plans. Foreground service workers actively interact with guests and are directly engaged in the production of services (services). These include reception and accommodation services, service desk, room operation service, reservation service and other services for the provision of additional services (if any). Employees of the background services have virtually no direct contact with guests and perform administrative functions; Such services usually include engineering and technical services, economic service, accounting, commercial service, personnel department, etc.

The service that the consumer primarily encounters is called the reception and accommodation service. It is the employees of this segment who are constantly in direct contact with the client, forming his opinion about the hotel.

The main tasks performed by the reception and accommodation service are: booking, registration, distribution of rooms, providing guests with various information services, charging for accommodation, maintaining documentation.

The reception service also maintains a database with information about guests and the status of the number of rooms. This service works around the clock, with day, evening and night shifts.

The main employees of this unit are administrators, receptionists, telephone operators, reservation service managers, luggage carriers.

Reception service specialists must be able not only to be well versed in the issues of booking rooms and participate in the settlement of guests, but also to be able to resolve conflicts with customers, to be diplomatic in cases where the eccentricity of the client goes beyond common sense.

In the structure of reception and accommodation services, it is customary to distinguish the Front Desk (reception and accommodation desk, reception desk, receptionist, reception) and Front Office. Reception and accommodation managers (receptionists, administrators on duty), night auditors work at the reception and accommodation desk, there may be concierges, but, as a rule, a separate concierge desk is provided. This service is the main information node of any hotel, since the current one is located here. Information about consumers of services staying at the hotel, as well as about those who arrive or leave, about the state of the room fund, about current organizational measures in the hotel, accounts of consumers of services. This information is processed, distributed and is the basis for coordinating the activities of other services engaged in service (maid service, engineering department, restaurants and bars, etc.).

The reception service (Front Office) most often contacts and interacts with guests throughout the entire service process, from the moment of the first visit of the consumer of the guest's services to the hotel and until his discharge. This service performs a large number of the most important functions, and its staff usually accounts for 10-15% of all hotel employees. The service is managed by the manager of the reception and accommodation department (Front Office manager).

For this service, there is an unofficial age limit – up to 30 years, but it remains at the discretion of the administration.

The reception and accommodation staff interacts with customers and has the longest contact with them. According to the assessment of the quality of service and its support system adopted in the hospitality industry, the reception and accommodation service is the main "point of contact", by which the entire hotel as a whole is evaluated.

Negative impressions of the consumer of services from this service can develop into a negative impression of the hotel. Tactless question,

"Wrong", from the point of view of the client, intonation can cause his negative reaction much more strength than the satisfaction that he was simply well served.

It is important that all information about room reservation is at the receptionist reception (cost and type of room, payment method, room availability).

The functions of the reception and accommodation service are:

- the process of guest registration, distribution and sale of rooms;
- processing reservation orders when the hotel does not have a special unit or when it is closed;
- coordination of all types of customer service;
- providing guests with information about the hotel, local attractions and other information;
- providing hotel management with accurate data on the use of rooms (report on the status of rooms);
- preparation and issuance of payment documents (invoices) for services rendered and final settlements with consumers.

The receptionist service controls the hotel rooms, maintains a card index of room occupancy, availability and serves as an information center.

The process of servicing guests in hotels of all categories can be represented as the following steps:

In accordance with the "Rules for the use of hotels and similar means of accommodation and provision of hotel services", the contractor must ensure round-the-clock clearance of consumers arriving at and leaving the hotel, which determines the variable nature of the work of the reception and accommodation service.

According to the "Rules for the use of hotels and similar means of accommodation and provision of hotel services", approved by the Order of the State Tourist Administration of Ukraine of March 16, 2004, hotels are obliged to provide the client with the necessary, objective, accessible and timely information about hotel services [2]. It is at the stage of registration of the client that the

information is brought to his attention in an accessible, visual form and should be placed in the reception service and accommodation (reception) in a convenient place for inspection and contain:

- regulatory documents, according to the requirements of which hotel services should be provided;
- rules for the use of hotels and similar means of accommodation and provision of hotel services;
- certificate of assignment of the hotel to the category;
- a copy of the certificate for services subject to mandatory certification;
- a copy of the license, if this type of activity is subject to licensing;
- price list for rooms (places);
- list of basic services included in the price of the room (place);
- list and price of additional services provided for a fee;
- information on the form and procedure for payment for services;
- list of categories of persons entitled to use services on preferential terms in accordance with the law;
- information on the work of restaurants, trade, communications, consumer services and other establishments located in the hotel. If they are absent – information about the location and mode of operation of the nearest catering, communication and consumer services enterprises;
- information on bodies engaged in consumer protection.

The reception and accommodation service should ensure maximum occupancy of the hotel, avoiding unreasonable downtime.

Employees of the reception and accommodation service must be neatly dressed, have an impeccable appearance. Reception and accommodation staff should behave properly and be as open and friendly as possible. Guests should only be talked to while standing. And most importantly, you can't make people wait.

Reception and accommodation staff have the closest contact with hotel guests and should have the following qualities:

- professional behavior;
- Sociability;
- hospitable attitude;
- neat appearance: clothes, hairstyle;
- diligence, tact, goodwill, attentiveness.

Yes, of course, the professionalism of the hotel staff includes much more than just cleanliness, courtesy and attentiveness. A high service culture involves a deep understanding of guest needs, the ability to effectively interact with diverse personalities and solve problems that arise during a hotel stay.

Hotel employees must have not only technical skills, but also knowledge of the psychology of communication in order to provide guests with maximum comfort and satisfaction. This may include the ability to effectively listen and respond to guests' needs, demonstrate empathy and compassion, and mastery of verbal and non-verbal communication.

Knowledge of international etiquette is also an important aspect of hotel staff professionalism, as guests may be from different cultures and have different expectations of service. The ability to meet these expectations and behave in accordance with international standards of etiquette can improve the overall experience of guests at the hotel and contribute to the establishment's positive reputation.

REFERENCES

1. Decree of the Cabinet of Ministers of Ukraine "On approval of the Strategy for the development of tourism and resorts for the period up to 2026" [Electronic resource] / Ordinance of 16.03.2017 No 168-p. URL: <http://zakon5.rada.gov.ua/laws/show/168-2017-p>
2. Krul G. Ya. Fundamentals of hotel business K. : Center of educational literature, 2017. 367 p.

ЗМІСТ

БІОЛОГІЧНІ НАУКИ

Лідія Мош

ДЕРЕВА МАЙБУТНЬОГО: ЯК НОВІТНІ БІОТЕХНОЛОГІЇ
ЗМІНЮЮТЬ «ОБЛИЧЧЯ» ЛІСІВ?

3

ЕКОЛОГІЯ

Андрій Сабо

ЗАСТОСУВАННЯ ПРИРОДОСУМІСНОЇ МАЛОБЮДЖЕТНОЇ УСТАНОВКИ
ДЛЯ УТИЛІЗАЦІЇ ОРГАНІЧНИХ ВІДХОДІВ ЛЮДИНИ
У МІСТАХ В УМОВАХ КРИЗОВОГО СТАНУ ЖКГ

5

ТУРИЗМ І РЕКРЕАЦІЯ

Natalia Rogova, Olena Kutova, Anastasia Naumenko

TASKS OF THE RECEPTION AND ACCOMMODATION SERVICE

9

Natalia Rogova, Daria Ryazanova, Yaroslava Horechko

THE MAIN TOOLS AND STAGES OF PLANNING AND IMPLEMENTING SMM

12

ДЕРЖАВНЕ УПРАВЛІННЯ

Олександра Починок

ОРГАНІЗАЦІЯ І ПРОВЕДЕННЯ НАРАД, ЇХ ДОКУМЕНТАЛЬНЕ ЗАБЕЗПЕЧЕННЯ

14

ЕКОНОМІКА

Natalia Rogova, Sofia Lytvyn, Daria Serbina

IMPROVEMENT OF ADDITIONAL HOTEL SERVICES

16

Natalia Rogova, Kateryna Rota, Luisa Syvuha

COMPETITIVENESS OF HOTEL ENTERPRISES

17

Natalia Rogova, Elyzaveta Sokhatska, Olga Krohmal

INCREASE OF WORK EFFICIENCY OF THE HOTEL STAFF

20

Natalia Rogova, Inna Chub

IMPROVEMENT OF ADDITIONAL HOTEL SERVICES

23

МЕНЕДЖМЕНТ І МАРКЕТИНГ

Денис Бубняк

ЗАСТОСУВАННЯ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ
В СИСТЕМІ УПРАВЛІННЯ ОРГАНІЗАЦІЄЮ

26

Юлія Войтюк

ОСОБЛИВОСТІ ОФОРМЛЕННЯ ДОКУМЕНТІВ ПРО ПРИЗНАЧЕННЯ ПЕНСІЙ
(НА ПРИКЛАДІ ГОЛОВНОГО УПРАВЛІННЯ ПЕНСІЙНОГО ФОНДУ УКРАЇНИ
У ВОЛИНСЬКІЙ ОБЛАСТІ)

29

Світлана Губарь

МОТИВАЦІЯ ПЕРСОНАЛУ В СУЧАСНИХ УМОВАХ ГОСПОДАРЮВАННЯ

32

Тетяна Леонова

РОЛЬ БІБЛІОТЕК В ПОПУЛЯРИЗАЦІЇ ЧИТАННЯ СЕРЕД ДІТЕЙ ТА МОЛОДІ

36

Ірина Міцах

ПРАВИЛА СКЛАДАННЯ ТА ОФОРМЛЕННЯ РОЗПОРЯДЧИХ ДОКУМЕНТІВ

39

Аліна Немиткіна

ОРГАНІЗАЦІЯ АНТИКРИЗОВОГО УПРАВЛІННЯ ПІДПРИЄМСТВОМ

41

Ольга Савчук

ВИКОРИСТАННЯ СОЦІАЛЬНОЇ МЕРЕЖІ В БІБЛІОТЕКАХ ДЛЯ ЗБІЛЬШЕННЯ
ЗАЛУЧЕННЯ АУДИТОРІЇ ТА ВЗАЄМОДІЇ З КОРИСТУВАЧАМИ

44

Єлісей Селешій

ОЦІНКА ДІЯЛЬНОСТІ ПЕРСОНАЛУ НА ПІДПРИЄМСТВІ
В СУЧАСНИХ УМОВАХ

47

Марія-Вікторія Смолярчук

ОРГАНІЗАЦІЯ ТА ПРОВЕДЕННЯ КУЛЬТУРНИХ ПОДІЙ
В БІБЛІОТЕЦІ: АНАЛІЗ КЕЙСІВ

49