

Our work has led us to the conclusion that the modern reality is characterized by an increase in the number of events and events in business and public life, increasing their social significance, so the value of event management in the efficiency of management is steadily increasing.

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УДК 640.43(477)=111

THE PROSPECTS OF DEVELOPING CATERING SERVICES IN UKRAINE

Melkumova D., 11 ГРС
Suprun O.M., language adviser
Tavria State Agrotechnological University

e-mail: dzhulettamelkumova13@gmail.com
e-mail: olena.suprun@tsatu.edu.ua

Modern trends in restaurant business are largely intangible – this type of activity is rapidly developing and creates new unique features. Recently, the trend has begun to shift the services of organizing consumption of products and servicing consumers from catering halls to other places. One of the newest branches of restaurant industry is catering.

The development of the sphere of hotel and restaurant business provides new jobs for Ukrainians, creates additional revenues to the budget, allows to maintain the positive image of individual regions and the country as a whole, therefore the analysis of trends in the development of catering services in Ukraine is relevant today.

The aim of this article is to consider the role of catering in general, to analyze the broad concept of “catering”, to describe its types and to reveal the prospects for off-premise catering in Ukraine.

Hospitality is one of the most profitable branches of the world economy nowadays, becoming the main direction of economic and social development of Ukraine.

Catering is defined as the business of providing food and drink, typically at social events and in professional capacity either on-site or at a remote site [3].

Catering industry has been well developed in Europe for more than 130 years [4]. However, in Ukraine, this sphere is still very young. Catering services in Ukraine began to develop in the mid-90's, with the opening of borders and the arrival of foreign companies. This can be attributed to the fact that in Ukraine the culture of public catering itself is not developed. [1].

The volume of event catering, that is, all events that take place outside restaurants and hotels, in 2014 was estimated at UAH 85 million. By the end of 2015, this figure was UAH 72 million (according to the All-Ukrainian Advertising Coalition). The indicators were influenced by the political situation in the country and the crisis. In general, the size of the Ukrainian catering market is only 5% of that in France [2].

The concept of catering includes quite a lot of types of services. It depends on the venue of events, the amount of money that the client is willing to pay, the purpose of the event. The following types of catering are distinguished:

- Depending on the status of the consumer: VIP-catering; Mass catering.
- Depending on the place of production of food: on-premise catering; off-premise catering.

- Classification of catering by type of clients: office catering; b&b catering (bed & breakfast catering); bar & buffet catering; hotel catering; residential catering; building site catering; social catering; event catering; transport catering [1].

The most popular forms of catering include cocktail; buffet, or smorgasbord (“sandwich table”); coffee breaks; picnic or barbecue; banquet [2].

Among the advantages of catering for the client the following can be named: 1) mobility; 2) saves time and money; 3) a wider range of services; 4) a varied menu (cuisine at the choice of the client); 5) the possibility of any stylistic design of the event; 6) high professionalism; 7) unlimited number of guests [5].

We conducted a survey among the citizens of Melitopol of different age groups (18-40). The participants were asked to answer questions concerning their experience of using catering services and their willingness to use them in future. The poll found that only 44% have used catering services. Among the forms of catering most of the respondents would like to use are off-premise catering - 32%, organization of birthday, wedding - 27%, cocktail bar - 21%, office catering - 20%.

In conclusion, catering has a huge potential in Ukraine because the demand is growing continuously. The Ukrainian consumer isn't interested in simply having a delicious meal, he wants to get an interesting concept of serving dishes in accordance with the world standard of service. But the best thing about the catering industry is how creative you can be.

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УДК 640.41(477)=111

TRENDS IN HOTEL INDUSTRY IN UKRAINE

Sukbasov K., 11 ГПС

Suprun O.M., language adviser

Tavria State Agrotechnological University

e-mail: kira.kind.kid@gmail.com

e-mail: olena.suprun@tsatu.edu.ua

The sphere of hotel business in Ukraine is characterized by dynamic development, so it becomes an important factor in the country's cultural and economic progress. The trends in the current development of the economic situation in Ukraine are characterized by positive dynamics, intensification the services sector, fiercer competition. The main tasks in the sphere of hotel business, in accordance with international standards, should be the creation of competitive advantages, the search for new ways of development, updating of own policy taking into account the specifics of the market of hotel services.