

## МАРКЕТИНГ

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### ANALYSIS OF DEMAND FOR PRODUCTS AND SERVICES OF RESTAURANTS IN THE RESORT AREA OF THE KHERSON REGION

### АНАЛІЗ ПОПИТУ НА ПРОДУКЦІЮ ТА ПОСЛУГИ ЗАКЛАДІВ РЕСТОРАННОГО ГОСПОДАРСТВА У КУРОРТНІЙ ЗОНІ ХЕРСОНСЬКОЇ ОБЛАСТІ

**Urgency of the research.** In recent year headily internal tourism collects turns and a requirement is sharply tested in development of industry of hospitality. One of its important components is the restaurant economy, which affects the growth of the socio-economic level of the country. In connection with this, there is a need to study the demand for products and services of restaurants.

**Target setting.** Quality of restaurant services abandons the most proof emotional impression in memory of tourist. Therefore the analysis of demand on products and services of establishments of restaurant economy must help to de fine basic problems and educe ways for upgrading.

**Actual scientific researches and issues analysis.** The results of the study of various aspects of the development of the restaurant industry are described in the works N. V. Smirnova, N. O. Pyatnitskaya, I. V. Scavronskaya, O. D. Timchenko, T. I. Tkachenko, G. V. Chernov, E. Gheribi, E. Kwiatkowska, G. Levytska, etc.

**Uninvestigated parts of general matters defining.** Without regard to considerable scientific works from this range of problems, her separate aspects, in particular the modern state, demand on services and progress of restaurant economy of Ukraine trends constantly change and need a further scientific study.

**The research objective.** The aim of the article is–research of demand on services of establishments of restaurant economy, that placing in there sort zone of the Kherson area.

**The statement of basic materials.** With the aim of determination of actual development of restaurant business on Kherson by us a study of demand was undertaken on services of establishments of restaurant economy. Factors that influence on a decrease in demand and basic problems of enterprises of feed and possible ways of their removal are certain.

**Conclusions.** A market of sanatorium-resort services of Kherson is potentially attractive, but there are considerable defects that need correction.

**Keywords:** establishments of restaurant economy; sanatorium-resort zone; service; demand.

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**Актуальність теми дослідження.** В останні роки стрімко набирає обертів внутрішній туризм і гостро відчувається потреба в розвитку індустрії гостиності. Однією із вагомих її складових є ресторанне господарство, яке впливає на зростання соціально-економічного рівня країни. У зв'язку з цим виникає потреба у вивченні попиту на продукцію та послуги закладів ресторанного господарства.

**Постановка проблеми.** Якість ресторанних послуг залишає в пам'яті туриста найбільш стійке емоційне враження. Тому аналіз попиту на продукцію та послуги закладів ресторанного господарства має допомогти визначити основні проблеми та виявити шляхи для підвищення якості.

**Аналіз останніх досліджень і публікацій.** Результати дослідження різноманітних аспектів розвитку ресторанного господарства висвітлено у працях Н. В. Смірнвої, Н. О. П'ятницької, І. В. Скавронської, О. Д. Тімченко, Т. І. Ткаченко, Г. В. Чернвої, Е. Гхерібі, Е. Квіатковська, Г. Левітська.

**Виділення недосліджених частин загальної проблеми.** Незважаючи на значні наукові напрацювання з цієї проблематики, окремі її аспекти, зокрема сучасний стан, попит на послуги та тенденції розвитку ресторанного господарства України постійно змінюються і потребують подальшого наукового вивчення.

**Постановка завдання.** Метою статті є дослідження попиту на послуги закладів ресторанного господарства, що розміщені в курортній зоні Херсонської області.

**Виклад основного матеріалу.** З метою визначення фактичного розвитку ресторанного бізнесу на Херсонщині нами було проведено дослідження попиту на послуги закладів ресторанного господарства. Визначено фактори, що впливають на зниження попиту і основні проблеми підприємств харчування та можливі шляхи їх усунення.

**Висновки.** Ринок санаторно-курортних послуг Херсонщини є потенційно привабливим, але існують значні недоліки, які потребують корегування і виправлення.

**Ключові слова:** заклади ресторанного господарства; санаторно-курортна зона; обслуговування; попит.

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**Urgency of the research.** Over the last years, the domestic tourism is rapidly gathering momentum and the hospitality industry is attuned to these needs. One of its integral parts is the restaurant industry influencing the country's social and economic growth. The developed restaurant business is a profitable economic sector of the country. It not only serves the customers but represents the country on the international market. Dining outlets in the therapeutic facility areas serve various groups of tourists for both natives and foreigners, package and independent tours. In this connection there is a need in the study of demand on products and services of establishments of restaurant industry.

**Target setting.** Quality of restaurant services leaves in the memory of the tourist the most stable emotional impression. In the process of servicing tourists, the restaurant industry plays a particularly important role and acquires specific features, which allows us to consider restaurant industry in sanatorium and resort centers as part of the tourism industry. Modern development of restaurant business is based on the construction of such system of service, which is needed for the grant of high-quality services the clients which answer demand. Therefore, one should keep in mind the strategic importance of solvable tasks: not only organizational and managerial, economic, technical, production-consumer problems, but also moral, social aspects. An analysis of the demand for food and catering services should help identify key issues and identify ways to improve quality.

**Actual scientific researches and issues analysis.** Many native and foreign scientists emphasize different aspects of the hotel business development: N. V. Smirnova, N. O. Pyatnitskaya, I. V. Skavronskaya, O. D. Timchenko, T. I. Tkachenko, G. V. Chernova, E. Gheribi, E. Kwiatkowska, G. Levytska. Mentioned above authors research different segments of the restaurant business, determine upcoming trends and negative and positive factors influencing the restaurant business. Although this area of service is important and plays an important role in the system of the economy, most experts believe that the restaurant business in our country is in its infancy. Accordingly, the problem of finding ways to develop and improving the efficiency of restaurant enterprises is acute.

**Uninvestigated parts of general matters defining.** In spite of some remarkable works in this field, there are some aspects such as hospitality industry modern state, its demand for services and progress trends are a topic for further scientific investigation.

**The research objective.** The purpose of the article is to study the demand for services of restaurants in the resort area of the Kherson region.

The object of the study is the demand for restaurant services.

**The statement of basic materials.** One of the priority directions of development of the state in economically developed countries is the market of sanatorium and resort services. Kherson Region is unique in the variety of natural-health factors in the region of Ukraine. Sanatorium and resort area of the region is about 4% of the total Ukrainian (state stat).

According to the State Statistics Service, the sanatorium and resort complex is represented by about 700 enterprises that can receive more than 50,000 people (state statistics). As a result, there is a need for the development of restaurants.

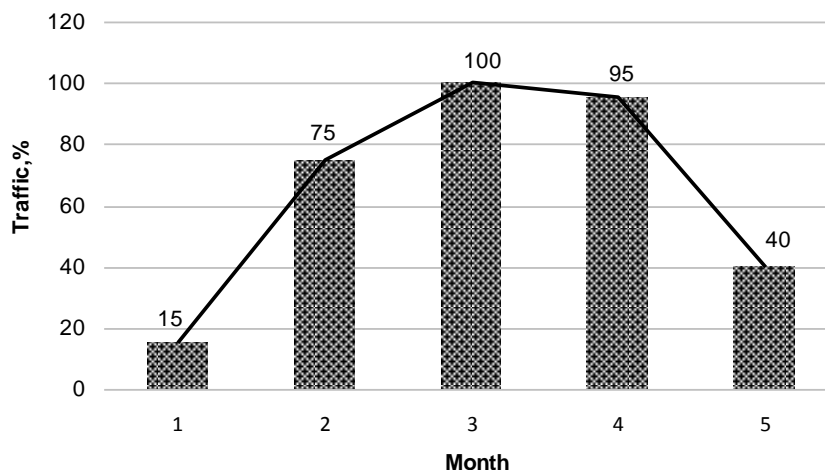
In order to determine the actual development of restaurant business in the Kherson region, we conducted a study on the demand for services restaurant facilities located in the resort area of the Kherson region.

In the south of the country, the important factor for restaurant business is seasonal fluctuation as the duration of the swimming season is 3-3.5 months on average. The holiday season opens on May 20 and finishes at the end of September. By polling and monitoring, it is determined that the number of available bed spaces (urban-type settlements Zaliznyi Port and Lazurne, the city of Skadovsk) are flexible; the traffic at private accommodations, hotels, and other facilities is changeable (Fig. 1). Accordingly, the demand for goods and services is varies.

As can be seen from Fig. 1. The maximum growth is in the middle of July and August. It is connected with such factors: school holidays, vacations, favorable weather conditions. There were conducted some researches among tourists of different age, sex, etc. to define the demand for goods and services of restaurants businesses (urban-type settlements Zaliznyi Port and Lazurne, the city of Skadovsk). Four hundred respondents took part in the questionnaire survey (max traffic period). The age of the respondents from 18 to 65 years old.

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It was found that the overwhelming number comes to the coast for recreation purposes (young people aged 18 to 23 years old) and children's health. By means of a questionnaire survey, the percentage of average age of holidaymakers was determined, the largest share belongs to children and teenagers under 18 years - 24.34%; youth of 18-23 years - 20.67%; 24 - 29 years - 31.24%; 30-40 years -12.1% and 41 and more years-10.44%. About 2% did not answer the question. Among respondents there were people of different professions and different material abundance. More than half of the respondents (68.95%) in older age groups, namely 23, were women.



**Fig. 1. The dynamics of hotel and restaurant business traffic in Kherson region's resorts (1 – May, 2 – June, 3 – July, 4 – August, 5 - September)**

Food services in the resorts can be divided- into three groups:

- 1) full board – 3-4 meals a day (breakfast, lunch, dinner, dinner);
- 2) half-board – 1-2 meals a day (breakfast, dinner);
- 3) individual – kitchen, kitchenette or other facilities for cooking by yourself.

Among the respondents about 35% had a rest in the facilities of hotel and catering business where they were able to have a meal in the canteens, cafes (full or half-board), the rest had accommodations in private houses (65%) and had to look for eating facilities by themselves.

It is found out that among those who live in the private accommodations, the majority of the respondents (79%) use the facilities of hotel and catering business (canteens, cafes, etc.), and others (21%) prefers homemade food and cooks by themselves. We determined the factors influencing a sales slowdown for goods and services of the hotel and catering business in resorts. Essential factors are the following: high prices, improper working hours, poor choice and quality, bad service.

The majority of respondents negatively evaluate the work of the majority the facilities of hotel and catering business but the most negative opinions are about pricing (42%), poor choice (33%), goods and services quality (25%), and improper working hours (3.5%).

The customers evaluated service culture using the following parameters: wait time, cleanliness of premises, staff neatness, staff attitude towards customers, kitchen sanitation.

As you can see at the Fig. 2 the most negative opinion is about street food stalls selling fast food. The absence of sanitation, bad food technology, and poor food quality cause some negative effects in most cases (food poisoning, digestive disorders, etc.). The only advantage is a quick service. The average rate is 2.94.

The situation cannot be considered better with canteens and cafes. The average rate for canteens and cafes is 3.68 and 3.92 correspondently. Here the challenge is staff attitude toward customers and kitchen sanitation. The majority of customers do not satisfy with the crockery and cutlery cleanliness. They complained about food leftovers on the crockery and cutlery, dishwashing liquid spots on the cutlery, greasy dishware, coffee and tea stains on mugs, etc. These violations are pretty critical as they do not meet sanitation requirements for dining outlets.

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**Fig. 2. Customer service culture parameters**

Unskilled staff and seasonal job cause incompetence and poor service in dining outlets. That’s why the management of these establishments should change an approach while recruiting: hire employees carefully and thoughtfully, do training, cooperate with educational institutions which train future specialists in the customer service sphere.

Equally important is the range of dishes sold and their quality. According to the survey, about 33% of respondents are dissatisfied with the uniformity of the range.

A wide range of cold appetizers, first courses and other dishes are characteristic only for enterprises with a full production cycle, which provide a full-fledged meal, but there are a limited number of such establishments, mainly dining rooms at recreation centers, sanatoriums, etc., and restaurants (cafes) with large hotel and restaurant complexes. These facilities serve a limited contingent, that is, those who live in their territory. The overwhelming majority of enterprises are pre-cooked and have no opportunity to organize a balanced, rational food. Possible solution of this problem is the organization of enterprises by type of factory-kitchen, or the opening of a network of fast-moving institutions with a wide range of dishes.

Our research shows that 74% of the respondents wants to get one of the meals: 17.2% needs breakfast, 64.3% – lunch and 3.5% – dinner. About 15% has no opinion; 16.2% of the respondents wants to get 2 meals a day: breakfast and lunch or lunch and dinner.

Based on the above factors that influence the formation of demand for products and services of restaurants, the main problems of the food companies at the resorts, which are given in Tab. 1, were highlighted.

*Table 1*

**Critical issues for dining outlets and their solution**

Critical issue	Solution
Low restaurant traffic	Mature work schedule : 1) advertising; 2) location; 3) pricing; 4) cuisine; 5) service; 6) interior design.
Poor quality	Restaurant performance diagnostic, standardization of goods and services.
Old restaurant concept	Find out a new concept and approaches, use of innovative technologies
Unskilled staff without knowledge of foreign languages	Training, study programmes, internships for students of educational institutions preparing specialist in the customer service sphere.
Labour turnover	Depends on a human factor; creation of favorable conditions, employees' motivation

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All mentioned above tells us about main problems of the fluctuation of consumer's demand for goods and services of dining outlets in resorts. Certain groups of customers do not satisfied with the quality level and the choice of services offered such as poor choice (33%) and food palatability (25%), poor services (25%), lack of set menus (74%), etc.

**Conclusions.** Today the sphere of services of the resort zone of the Kherson region is represented by a wide range of establishments specializing in various types of services. Restaurant establishments serve different groups of tourists and that's why it is necessary to use individual and specific methods and techniques of services. But there are also obvious disadvantages being corrected and changed. In spite of this fact the market for health resorts services is potentially attractive therefore it is necessary to provide a number of approaches to improve it and to maximize its benefits.

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