

SCIENTIFIC LETTERS
OF ACADEMIC SOCIETY OF MICHAL BALUDANSKY



ISSN 1338-9432

4 $\frac{6}{2016}$

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TO OUR READERS

Dear Reader,



this journal, the "Scientific Letters of Academic Society of Michal Baludansky", has been conceived by the founders of the Michal Baludansky International Academic Society as a printed platform for exchanging knowledge between university scholars and experts of different countries who take a keen interest in the life and activity of the outstanding scientist, educationalist and statesman Michal Baludansky. The fifth issue of «Scientific Letters of Academic Society of Michal Baludansky» in 2016 includes the work of staff and post-graduate students of the Volodymyr Hnatiuk Ternopil National Pedagogical University and the members of the All-Ukrainian Union of Economists.

Volodymyr Hnatiuk Ternopil National Pedagogical University is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers.

Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality "Gold Fortuna".

The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 full-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs.

The University provides opportunities for professional mastering specialities and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

The All-Ukrainian Union of Economists – is a Ukrainian social organization, which counts more than 400 doctors and candidates of sciences by the state on December, 1 of 2010 and has regional organizations in all Ukrainian regions.

The Union was created on the principles of economic patriotism by the Ukrainian scientists.

The main aim of the Union is a maximum assistance of the Ukrainian social and economic development.

One of the major priorities of the Union is a popularization of advanced innovative ideas of domestic economic science, development of economic offers for quality increase of the Ukrainian social life, independent examination of the Ukrainian economic legislation.

The Union has conducted a lot of conferences and round tables, which were devoted the most actual economic questions.

The Union created its own project of the Strategy of socio-economic development of the country "The New Economy". The practical realization of this project will provide intense economic increase, high life level of the population and leads Ukraine to the forward positions of the world economy.

The social organization "The All-Ukrainian Union of Economists" is entered by the Ukrainian Department of Justice into the accounting book of social organizations.

Michal Varchola, editor

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INFLUENCE OF THE HOTEL AND RESTAURANT INSTITUTIONS IMAGE ON THEIR ATTRACTION FORMATION

Poplavska Inna

Annotation

Influence of the hotel and restaurant institutions image on the formation of tourism attraction in the region. The competitiveness of the hotel or restaurant depends on the competitiveness of the hotel and restaurant services. Image creation - is an active practical activity of hotel and restaurant enterprises, aimed at preserving and strengthening the company's position in the market, a variety of marketing techniques. In the formation of the hotel image all forms of advertising and PR take part, but the main mean of creating and maintaining an image is a corporate style and design. A huge impact on the hotel or restaurant image has a corporate culture.

Keywords: competitiveness; image; corporate style; internal image.

ВЛИЯНИЕ ИМИДЖА ЗАВЕДЕНИЯ ГОСТИНИЧНО-РЕСТОРАННОГО ХАРАКТЕРА НА ФОРМИРОВАНИЕ ТУРИСТИЧЕСКОЙ ПРИВЛЕКАТЕЛЬНОСТИ РЕГИОНА

Поплавска Инна

Аннотация

Конкурентоспособность гостиницы или ресторана напрямую зависит от конкурентоспособности гостиничных и ресторанных услуг. Создание имиджа – это активная практическая деятельность гостиничных и ресторанных предприятий, направленная на сохранение и укрепление позиций предприятия на рынке, разновидность маркетинговых технологий. В формировании имиджа отеля участвуют все виды рекламы и PR, но главное средство создания и поддержания образа – фирменный стиль и дизайн. Огромное влияние на имидж отеля или ресторана имеет корпоративная культура.

Ключевые слова: конкурентоспособность; имидж; фирменный стиль; внутренний имидж.

Formulation of the problem in general

The modern hospitality sphere requires increased attention to the competition, which is embodied in the formation of a positive image for promoting their own product. In case of the correct image policy the companies do well and are popular in the market, taking corresponding market niche.

Analysis of recent researches and publications

The most famous foreign scientists, whose interests are focused on the process of forming the image of enterprises of restaurant and hotel business include such scholars as B. Ji [1] F. Kotler, J. Bowen, J. Maykens [3] G. Dowling [2]. Among national scientists, who studied the impact of style and image in the business are Z. Shershneva, O. Osnach, V. Nemtsova, H. Tkachuk, K. Radchenko, L. Dovhan.

Purpose of the article

The aim of the study was to evaluate the impact of the image as a competitiveness factor in the enterprises of the hospitality sphere.

Exposition of main material of research

The question of competitiveness deserves more and more attention with growing competition in the hotel and restaurant industry. The service ability of effective and efficient satisfaction of customers needs, domination of certain types of services at a minimum cost, providing commercial success to a particular field of activity is very important.

MA. Panferov offered the following definition of "the hospitality industry competitiveness" – the ability of the organization to carry out its activities in the provision of hotel and restaurant services in market conditions and to withstand competitors, gaining a profit sufficient for the development of the organization and quality of customer service [6, p. 6]. Thus, the role image formation increases.

In the world literature the concept of "company image" is popular – the image of the company in the eyes of individuals and society as a whole. For this purpose special system of measures takes place, whose ultimate aim is to develop services of good quality, implement traditions of serving and ability to remain competitive.

Addition of creating and maintaining the image of a hotel or restaurant establishment is a corporate style – a set of colour, image, word, typographic and design elements that

provide visual and semantic combination of services, information that comes from the company, its internal and external design [3]. Corporate style is the main mean of image formation. The components of corporate style help consumer to navigate the flow of information, causing him having subconsciously positive attitude to the institution of hospitality. Beautiful corporate style indirectly guarantees high quality service. It proves that a hotel or restaurant establishment maintains high standards of service quality.

The elements of corporate style are such internal standards as speed of service, quality of service, attitude to the customer, health and safety characteristics. Most of the corporate style carriers are designed for visual perception. Furnishing, decoration and design of the building are direct carriers of corporate style, and their perception is not only visual. Texture and quality of the ornamentation are also very important, when it comes to this.

In marketing services sphere, which is part of the image building, there are four characteristic features of hotel and restaurant services.

1. *Impalpability.* Unlike material goods, services before their direct consumption can not be tasted, touched, seen nor heard.

The staff can not previously introduce the hotel room into the market to demonstrate their "product" while sales. Moreover, in fact, they sell not the hotel room itself, but only the right to rent it for a while. When the guest leaves the hotel nothing is left after him except from the paid bills. Robert Lewis once claimed that the one who bought the service may go empty-handed, but with new experience. Every person has memories of how he was served, which he can share with others. To reduce the uncertainty associated with intangible services, customer looks for something important, which can help to estimate realistically the quality of these services. Arriving at the hotel, the first thing the customer sees is the external design of the hotel. Well kept territory around the hotel and the general external design of the building give an opportunity to form the first attitude about the management of this institution. In other words, we estimate the quality of intangible services by many factors of material character.

2. *Inseparability of source and service object.* In the hospitality industry providing services usually requires the presence of the one who gives and the one who receives. Personnel, who have contact with customers are part of the

offered product. The indivisibility of the service means that the client acts as a part of it. Another aspect of the concept of "indivisibility" is that not only the staff, but also customers need to know the conditions under which a specific service can be given.

3. *Variability of quality.* Hospitality areas services have a high degree of variability. Their quality depends on who provides them, when and under what conditions. Several reasons can explain such a parameter instability of services. The services are provided and consumed simultaneously, which limits the ability to control their quality. In addition, fluctuations of demand make it difficult to support quality of service at the same level, especially at peak times when demand is high. Finally, it should be specially noted that the quality of customer service largely depends on the current state of the employee, who directly provides the service. The same person may serve you well today and bad – tomorrow. In the hospitality industry the main reason for dissatisfaction, is instability of quality.

4. *Failure of services postponing. Services can not be stored.* Losses from empty rooms or unoccupied seats at the restaurant are irreparable. Because of hotels and restaurants selling such a "perishable" product, they have to take charge from guests booking rooms or tables even when they do not have to use them. To increase the incomes from their services to maximum, the company has to manoeuvre between its capabilities and the current demand, because losses can not be offset due to the current lack of services demand.

The external design of the hotel or restaurant is very important in creation of the institution's image. It should meet its specific needs. This is an integral part of the general attitude, which should remain in the memory of the client. Branded products, which stimulate sales, should accentuate the style and market position of the institution. All elements of the exterior must be analyzed in terms of their accordance to the advantages, they can provide.

One of the attributes, which give an opportunity to judge the quality of hospitality establishments, is the appearance of staff. Naturally, the hotel and restaurant establishments, whose employees have their own clothing uniform, combined with single style, colour, decoration and characteristic features give a pleasant impression to the customer.

Staff is the most important component in forming the enterprise image and marketing tools to influence the market in the hospitality industry. Marketing department should cooperate with personnel service. It is worth noticing, that the marketing department deals not only with traditional marketing, oriented on selling goods on the market, but also the development of all workers mentality focused on the customer.

Today customers are becoming more and more demanding when it comes to service. And service is one of the most important factors in creating a positive image of the hotel and restaurant establishments.

Furniture also often play a great role in forming the image. It often determines the level and class of the hotel or restaurant in the customer's mind.

Recently a group of experts and consultants conducted a research. It showed that the client, when choosing a hotel, pays attention to such parameters as the price of the room and location of the hotel (about 70 %). There are other important factors, such as providing high-tech services (especially Internet access), memory discounts for regular customers, personalization service.

Many hotels often struggle for the client. Recently, they began offering their customers new services. New motivation elements are very different – from booking through the Internet and the availability of high-speed Internet access from rooms, to specialized programs for customers and expansion packs of traditional services.

Conference room that must meet all modern requirements is also an important element that forms a favourable image of the organization.

Generally, the share of hotel amenities, services and the availability of additional facilities helps in choosing a hotel (20-30%). Facilities inside the room (such as bathroom and toilet, and interior design, as well as mini-bar, etc.) affect the choice of guest only 5% of cases.

Transfer is the most important for business customers; then availability of game rooms and other facilities for children, swimming pool, fitness centre, and quick access to the Internet - this was described as the most important high-tech service in 54% of respondents.

Swimming pool and children's room are the most important for tourists. The availability of transfer is not so important for this category of customers.

For business customers compensation program for regular customers of the hotel are almost three times more important than for ordinary tourists. Most of all they appreciate such compensation as flight mileage and bonuses for purchases. Hotel bonuses are the most attractive method of compensation for tourists.

Let's take food into consideration. Those, who go on business trips, appreciate the availability of the restaurant in the hotel, traditional tourists - the availability of a free breakfast. The opportunity to prepare food by themselves is almost as important for such tourists.

There was a survey conducted on the safety issue in the hotels. Out of four security tools – metal detectors, armed guards, video surveillance and round the clock availability of documents on the photograph – the vast majority of respondents chose surveillance and photograph. The rest spoke in favour of electronic surveillance and armed guards.

Working with image - is quite laborious and delicate work, which affects many levels of the company, but this thing, can not be avoided, because of constant competitiveness.

Our research helps to make some conclusions about dining establishments of Ternopil, which are reflected in the table.

Conclusion

Regardless of price, service, serving category, visitor of the restaurant or resident of the hotel, wants to see a stylish design as a confirmation of his right choice. Standardization of design and technological process reduces costs and then makes the growth more intensive and creates an attractive image of a chain of restaurants and hotel industry. Formation of a decent image is an art that requires long and laborious work. What is important, is the pursuit of image correspondence to reality. In addition, the requirements and standards of society should be considered, as well as visitors' opinion about the restaurant and hotel industry. Due to these factors you can control the emotions of the consumer, which is an important action of the modern market.

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Image characteristic of the restaurant business in Ternopil

№ з/п	Name of the restaurant	Style	Interior	Cuisine
1	«Classic»	Classicism	The exquisite antique interior, comfortable and beautiful furniture, china. Harmoniously combined colours	European, Ukrainian
2	«Nika»	Modern	Solid interior, with pale walls, wooden furniture and various zones with latticed partitions	European, Italian, French
3	Khutir	Ethnic style	National coloring of Ukrainian house, decorated with antiques, pottery	National Ukrainian cuisine
4	Den inich	Ethnic style	Interior with national motifs. There is a separate banquet hall with elements of romantic style with fireplaces and china	Traditional Ukrainian and European cuisine
5	Edem	Classicism	Sophisticated and elegant interior, classic furniture, a large number of flowers compositions	Ukrainian and European
6	«Cherchi» Pub	Classicism	Many elegant interior items with a massive version of production, with paintings and photos of British species of the mid-twentieth century	European and English
7	«Mayak» pizza	Hi-tech	The stylish interior with painted brick walls, colourful tables	European and Italian pizza, fast food menu
8	«Bachus»	Modern	Greek motifs in the interior create light and relaxed atmosphere	European and Greek



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