

Features of State Regulation of the Hotel and Restaurant Business in the Digital Economy

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Abstract

The main purpose of the study is to determine the features of state regulation of the hotel and restaurant business in the digital economy. Particularly relevant are the processes of digitalization of the service sector. Trade and transport companies, enterprises in the hotel and restaurant industry, catering got the opportunity to expand the target audience, improve the quality of service, develop at an accelerated pace, take into account that in the global digital economy, victory will go to those whose arsenal will involve a large number of high-quality digital platforms. As a result of the study, key aspects of state regulation of the hotel and restaurant business in the digital economy were identified.

Keywords:

1. Introduction

For enterprises of the hotel and restaurant business, both common features of enterprises as legal entities and certain features associated with their industry specialization are characteristic. Such specialization assumes that the hotel and restaurant business enterprises operate in the field of providing services to different categories of consumers and are subjects of the service market. These features must be taken into account by the owners of hotel and restaurant establishments when organizing a business, since they ultimately affect the main indicators of the financial performance of the enterprise and the efficiency of doing business.

The development of the the hotel and restaurant business has a social purpose to meet the nutritional needs of customers. The paid basis of services requires restaurant business enterprises to comply with the requirements for doing business to ensure relations with government agencies. For the the hotel and restaurant business, a socially oriented economic model does not impede free competition and at the

same time can create a favorable legal framework for doing business, controlling the quality of services provided, and, accordingly, ensuring the safety of life and health of consumers of restaurant business products, providing social guarantees to employees and employees in this business. In market conditions, state intervention in the economy is due to the need to correct the imperfect market mechanism. The lack of an effective economic mechanism caused a deterioration in the service sector, including the restaurant business.

State programs for the development of tourism consider tourism as a highly profitable sector of the national economy and provide significant support, in particular, through the introduction of financial and economic development mechanisms, stimulating entrepreneurship in this area, creating an effective investment policy model, improving the organizational structure of the industry, which will ultimately contribute to the growth of the authority of Europe as a tourist state and strengthen the country's economy. However, unfortunately, not a single program takes into account the fact that in order to maintain the status of a tourist state in the world market of hotel services, it is necessary to create modern highly comfortable specialized hotel enterprises with the appropriate infrastructure that meet international standards. A feature of state regulation in our country is that there are a large number of legal acts regulating the service sector, but almost all of them are either ineffective or do not have a mechanism for their implementation. It should also be noted that at the moment there is no single comprehensive legal act regulating the scope of activities of the subjects of the hotel and restaurant business [1-3].

In today's changing conditions, the further development of the hotel and restaurant industry requires an increase in the competitiveness of these enterprises in the domestic and world tourism markets, both on the part of the enterprises themselves (their owners) and on the part of the state. However, it is impossible to develop proposals that are uniform for all hotel and restaurant enterprises, which would ensure guaranteed success.

2. Methodology

The theoretical and methodological basis of the work was the results of scientific research by scientists on the state regulation of the hotel and restaurant business in the digital economy. To achieve the goal, a complex of general scientific and special methods was used: induction and deduction, terminological analysis, the method of systematization and comparison, the semantic method, the abstract-logical method - to determine and generalize the theoretical and methodological foundations for the formation and functioning of the processes of state regulation of the hotel and restaurant business in conditions of the digital economy; systematization method, systematic approach - to determine the effectiveness of the system of state regulation of the hotel and restaurant business in the digital economy; graphical method - for visual visualization of research results data.

3. Research Results and Discussions

Under the influence of globalization trends in the modern economic environment, the dynamic digitalization of market relations has led to the emergence of new prerequisites for effective transcontinental and interregional cooperation, which implies the creation of extensive partner networks. Being an integral part of tourism, the hotel industry and restaurant business play a fundamental institutional role in the development of socio-economic, cultural and educational ties at the macro and micro levels. This difficult task can be reduced to the responsibility of state bodies, since their activities are aimed at ensuring the economic prosperity and well-being of the population by protecting the personal and professional interests of citizens and

guests of the city. That is, this issue largely depends on the role and development of the national policy for the development of the hotel, restaurant and tourism business. Therefore, the issue of a comprehensive analysis of the legal regulation of the restaurant business is relevant, which will help ensure the long-term financial stability of the tourism industry.

A separate element of the price of a public catering enterprise is the margin, which is not limited in modern conditions, and therefore is independently set by the main body of the industry in accordance with the type of enterprise, category of enterprise, product range, production process efficiency and competitive environment. Due to markups, the hotel and restaurant business includes not only operating costs, but also such costs as wages, heating, lighting, social contributions, management fees, etc. Given the particular importance of margins, we can say that the calculation of product prices in the restaurant industry is carried out by a method very different from the industrial one. With lower profit margins, restaurants can cut prices ahead of closures as hygiene regulations prohibit selling food made the day before. When optimizing the process of purchasing raw materials, there is also a large reserve in reducing the prices of home-cooked meals. We are talking about the purchase of quality raw materials at lower prices, which will ensure a reduction in food prices. However, in this case, the price will include additional costs associated with the purchase of such raw materials on their own.

The impact of Industry 4.0 on the hotel and restaurant business is presented in Table 1.

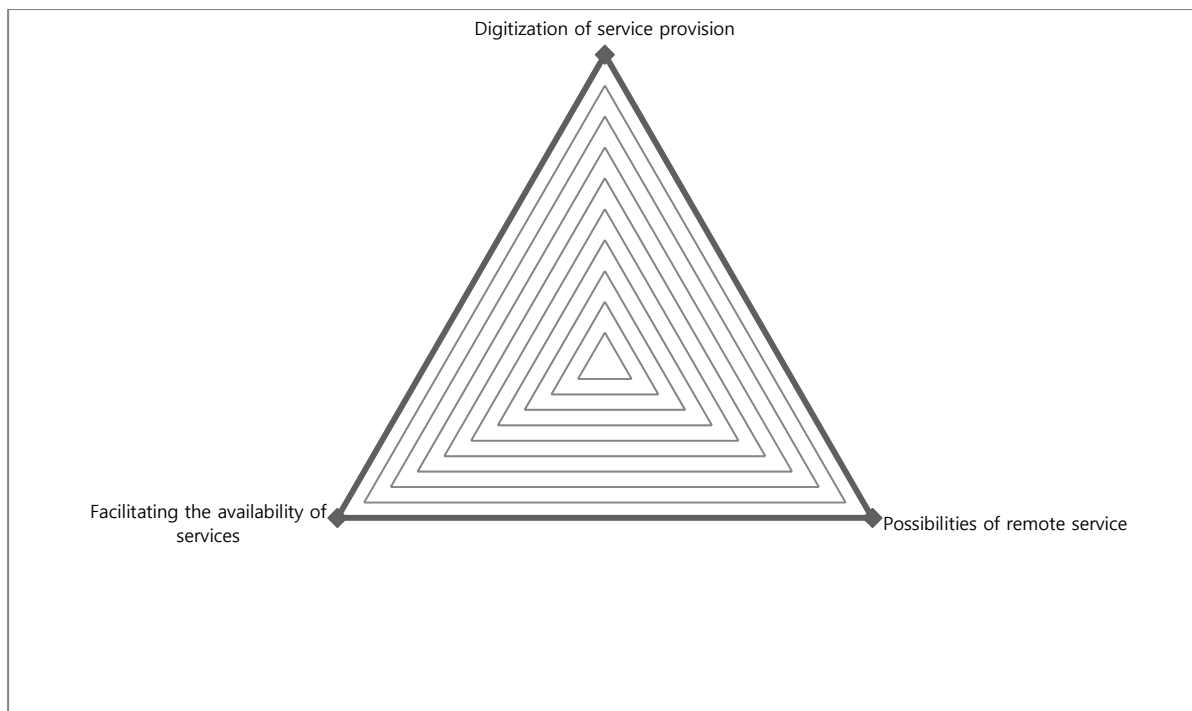


Figure 1. The impact of Industry 4.0 on the hotel and restaurant business

Accounting for these factors, which form the retail price (offer price) of one's own goods, may lead to the fact that such a price level will be very high and does not correspond to the demand price in the current market conditions. To prevent this from happening, the hotel and restaurant business should develop a flexible pricing policy. As part of this policy, different pricing approaches can be taken based on factors such as seasonal factors, holidays and weekends, tourist traffic and specific opening hours of the establishment, which together constitute the demand for the industry's products. Today, the intensification of business processes in hotels, restaurants and tourism is influenced by numerous internal and external factors that exacerbate existing problems and hinder the development of the hotel industry, requiring the use of effective specific tools adapted to modern business conditions. Therefore, there is a need to improve the legal and regulatory framework for the activities of the hotel, public and tourism business, primarily on the basis of a factor analysis of the intensification of the corporate development of the hotel industry.

Licensing and accreditation procedures are the main administrative means of state regulation, the

use of which determines the possibility of improving the work of restaurant and tourism enterprises. The purpose of introducing licensing in the hotel and restaurant industry is to protect the rights and interests of service consumers, guarantee a certain level of service and prevent its decline, and comply with hygienic, environmental and other norms and rules. Setting parameters and defining clear standards that will indicate the need to purchase a license will create an effective licensing system.

The national policy in the context of the development of hotel and restaurant enterprises as a service sector is aimed at raising the quality standards of their activities. Identification of the issues of regulation of corporate activities and assessment of their importance in socio-economic conditions can show that one of the most important ways to implement state policy in the current conditions of business development of hotel enterprises is state support in this area. That is, we can say that the hotel and restaurant industry performs the mission of an institutional association in the system of economic and social relations. Therefore, in this context, the legal and regulatory framework of the technical, organizational,

technological and institutional basis for the service delivery process is one of the main prerequisites for strengthening activities, partnerships and meeting the needs of the population in the service sector.

The hotel and restaurant industry is a key and most capital-intensive element of the tourism infrastructure, reflects the level of recreational and tourist development of the territory, the positive dynamics of the development of enterprises in this sector has a multiplier effect on a number of other sectors of the economy and the country's tourism complex as a whole.

The purpose of the legal regulation of activities for the provision of hotel services is to create favorable conditions for improving the quality criteria for the functioning of accommodation facilities, adapting them to the characteristics of a market economy and international competition; formation of the basis for the civilizational organization of the hotel industry according to the international standards of the industry; protection of the rights and legitimate interests of participants in the hospitality industry, etc.

The hotel and restaurant business is the main component of the tourism and hospitality industry, where a range of services for tourists is provided, the

prerequisites for the development of tourism and socio-cultural services are formed. This reflects the urgent need for high professional training for the hotel and restaurant service and the formation of strong competitive positions of enterprises.

At the present stage, the tourism industry is one of the most profitable sectors of the world economy. The tourism industry is rapidly progressing and occupies a leading position in the country's economy and stimulates the development of other infrastructure elements. For example, the development of the hotel industry, the restaurant industry and other commercial enterprises. An important economic function of the tourism industry is to increase the income of the population, increase business activity, expand the production of goods and services, provide jobs, etc. [4-6]. The tourism industry accounts for about 12% of the world's gross domestic product, 11% of world consumer spending, 7% of total investment, and 1/3 of world trade in services [7-11].

The main tasks of state regulation of the hotel and restaurant business are presented in Figure 2.

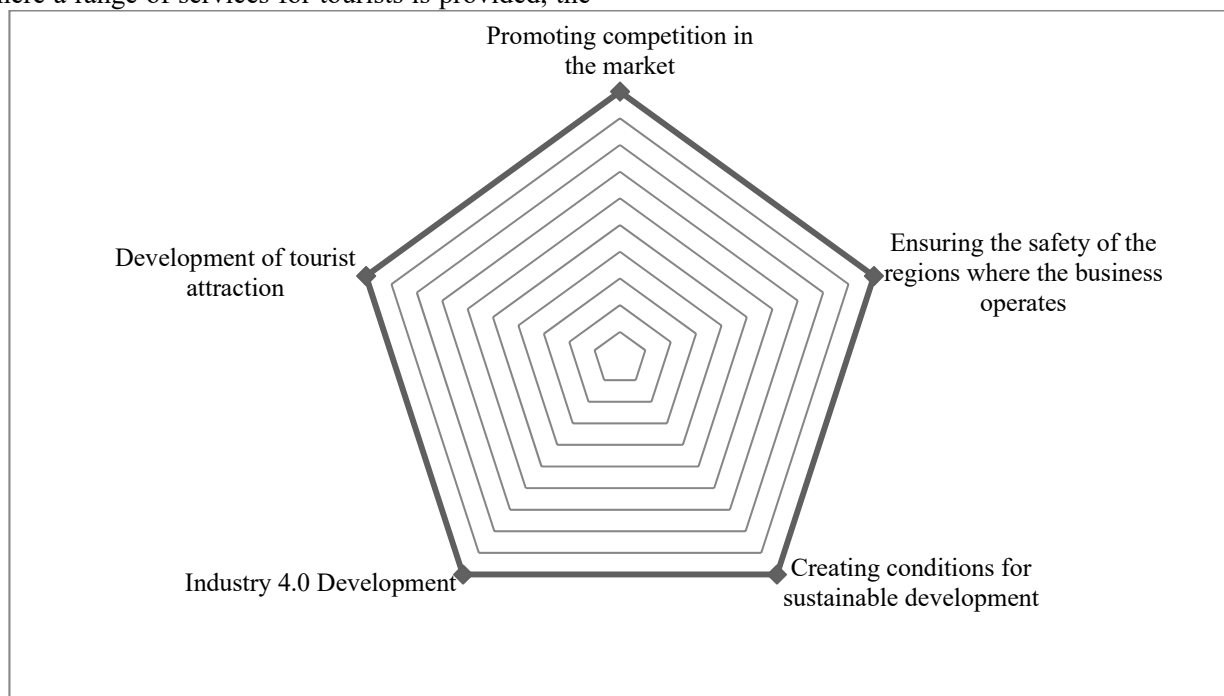


Figure 2. The main tasks of state regulation of the hotel and restaurant business

Given the importance of the tourism industry in the country and the world as a whole, investing in this industry is an important factor in the development of the industry and the country's economy, respectively. Investment contributes to the development of the tourism industry, given the peculiarity of the rapid growth rate and the emergence of innovations in this area. The development of modern tourism for the most part depends on the introduction and development of something new, which is aimed at improving the service offered, maintenance and generally expanding tourism opportunities. Given the huge competition for tourism services, innovation is the key to success in the toughest market conditions. The degree of development of innovation in the industry is determined by many factors, but the most common are: productive innovations, technological innovations, marketing innovations, organizational and managerial innovations, service innovations and logistics innovations [12]. Most of the tourism industry is made up of the hotel and restaurant industries. Huge competition is the main problem in the hotel and restaurant business. It is difficult for hotels and restaurants to defend their interests, because supply outstrips demand. In this situation, only the offer of special services and a high level of service can save the situation. Thus, the development of the hotel and restaurant industry is impossible without new technologies and modern equipment [13-14].

Technology in the hotel and restaurant business is developing very quickly. This trend is the result of the fact that enterprises are facing two main tasks: to attract more customers and make them regular customers. These tasks are impossible without innovative implementations. This requires the enterprises of the hotel and restaurant industry to modernize in technology, save energy, money and time [15-16].

The need for innovation in the tourism and hotel and restaurant industry is due to competition and high consumer demands. The use of innovative technologies and tools is necessary at any stage of the enterprise. This is due to the attraction of the majority of customers; providing the best conditions, products for services; sales maximization; image formation; gaining the trust of the client and the end result - leadership and success.

4. Conclusions

Today, the hotel and restaurant industry is developing at a high speed and introducing new trends in the field of construction, service, and catering for vacationers. To attract more tourists, hotel managers and hotel chains go to great lengths to make their facility as attractive as possible. There is no longer such a guest for whom it would be impossible to choose a hotel that suits his specific taste. For lovers of extreme sports - a hotel on top of a cliff, in the middle of the ocean, in a cave, in the snow, under water, in the air. If a guest is looking for hotels that do not pollute the environment - the fate of the eco-hotel market is at his service, if he wants to relax with children - family hotels, without children - love hotels and childfree hotels. Today, few people will be surprised by an unusual concept. This also applies to service - the concierges of many hotels are ready to do anything to fulfill even the most whimsical whims of the guest, to get the rarest and most expensive product for breakfast. Nothing is impossible for the hotel staff. The next trend, which is gaining momentum every second, is the development of IT technologies, which can cover almost all areas of the hotel business. On the one hand, this is a positive phenomenon - many processes that people used to spend time and effort on are now performed by computers in a matter of minutes. A person's free time is a form of social wealth. Given this, many hotel and restaurant enterprises have begun to use automated devices that facilitate the work of a person.

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