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THE CURRENT APPROACHES TO QUALITY MANAGEMENT IN THE HOSPITALITY INDUSTRY INSTITUTIONS

The relevance of considering quality management in the hospitality industry in Ukraine is due to a number of reasons, among which it is worth emphasizing the following. On the one hand, there is a significant increase in the number of institutions in the hospitality industry, although uneven in territorial terms. On the other hand, there is reason to believe that the issue of quality management in the service sphere is not given due attention. Thus, obviously, the level of service quality of domestic institutions in the hospitality industry is much lower than foreign institutions, and the domestic certification system is under development. It is also important to point out the insufficient efforts of hospitality industry institutions to develop and implement the requirements of internal standards of customer service, etc. Note that as Ukraine's popularity as a tourist attraction increases in the near future, these problems will become more acute without making the appropriate decision.

The above-mentioned problems determine the study of quality management in the hospitality industry in terms of existing approaches to it as a necessary element in the study of experience in the field.

The aim of the study is to analyze the current approaches to quality management in the hospitality industry.

The results of the study of professional sources on the existing issues [1–3] allow us to identify the following main approaches to quality management:

1. Production (or technological) approach. Its essence is to properly establish production processes in the hospitality industry institutions, which provide services to consumers.

2. Approach based on the implementation of quality management of international standards ISO 9000 series.

3. Consumer approach. It emphasizes the benefits for the consumer from consuming the service.

Consider in detail the latest approach, which includes: the SERVQUAL method, chart design method, touchpoint method, consumer scenario method, reengineering method, Mystery Shopping method, balanced scorecard system, etc [3].

The SERVQUAL method gives a general idea of service quality and is a multi-dimensional research instrument designed to capture consumer expectations and perceptions of a service along five dimensions that are believed to represent service quality:

1. Reliability. The ability to perform the promised service dependably and accurately.

2. Assurance. The knowledge and courtesy of employees and their ability to convey trust and confidence.

3. Tangibles. The appearance of physical facilities, equipment, personnel, and communication materials.

4. Empathy. The provision of caring, individualized attention to customer.

5. Responsiveness. The willingness to help customers and to provide prompt service.

The SERVQUAL method was developed on the basis of the concept of service quality, created in 1985 by A. Parasuraman. The basis of this method is the algorithm "Expectation-Perception" (P-E). Perception in the methodology is regarded as a measured attitude of the consumer to the service he received.

The chart design method. It is a schematic representation of all stages of the service delivery process, taking into account their division into visible and invisible areas for the client.

The touchpoint method. The process of interaction of the company's staff with consumers at the time of service is called "point of contact". This moment is considered to be controlled, and therefore there is a possibility to model the process of service provision and, accordingly, its control.

The consumer scenario method. It is based on the fact that, in addition to the manager and marketer, service consumers can also participate in the design process.

The reengineering method. In essence, it is similar to the chart design method. However, the difference is that the analysis, control, and adjustment of the process of providing services are all departments of the enterprise.

The Mystery Shopping method. The purpose of this method is to assess the quality of services. Its essence is that representatives of companies under the guise of a buyer visit commercial establishments, and then receive "services". The advantage of this method is unexpected control, secrecy, and direct observation.

Thus, based on the analysis of approaches to quality management in the hospitality industry, we can conclude that currently there is a wide range of methods that take into account the specifics of the service sector and have both advantages and disadvantages. We believe that the issue of quality management in this service sphere needs further research.

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