

**Tetiana Kolisnychenko, Candidate of Technical Sciences,
Associate Professor**

*Dmytro Motorny Tavria State Agrotechnological University
Zaporizhzhia, Ukraine*

**Liudmyla Kiurcheva, Candidate of Agricultural Sciences,
Associate Professor**

*Dmytro Motorny Tavria State Agrotechnological University
Zaporizhzhia, Ukraine*

DOI: <https://doi.org/10.30525/978-9934-26-398-9-24>

STRUCTURAL FEATURES OF STATE REGULATION OF THE QUALITY OF RESTAURANT SERVICES IN UKRAINE

СТРУКТУРНІ ОЗНАКИ ДЕРЖАВНОГО РЕГУЛЮВАННЯ ЯКОСТІ РЕСТОРАННИХ ПОСЛУГ В УКРАЇНІ

Even during the period of martial law, restaurant businesses in Ukraine are actively engaged in creating favorable conditions for consumers of various products and services. In this regard, the state regulation of the quality of restaurant services in Ukraine is becoming increasingly important, because at this stage there is a combination of not only the conditions for ensuring safety for visitors and employees of establishments, but also the solution of issues during the aggravation of the situation with energy and other resources of the restaurant business, the need to implement innovative measures and coordinate actions in the direction of quality assurance in accordance with international standards.

To study the State regulation of the quality of restaurant services in Ukraine in the current economic environment, it is not enough to analyze the theoretical framework and the basic conceptual foundations for the formation of a State regulation system. An important area of research is the structuring of the theoretical and methodological basis for the creation of this system and the practical implementation of its tasks throughout the life cycle of restaurant services. This led to the directions of this scientific research.

In order to reveal the essence of the state regulation of the quality of restaurant services in Ukraine, it is necessary to analyze the current legislation relating to the organization of these processes at the level of central, regional and local authorities, as well as the organization and operation of restaurant services and the quality management system. In order to clarify the essence of the quality management system, it is advisable to consider the category of quality based on an understanding of the attributes of the attributive apparatus [1].

Adherence to the principles of the quality management system allows the restaurant business enterprise to manage the interaction of processes and resources necessary to create value and achieve results for stakeholders. At the same time, top management is able to optimize the use of resources, taking into account the short-term and long-term consequences of their decisions. The State Standard for Quality Management requires that these principles be applied by all identified stakeholders, including those who pose a significant risk to the organization's stability if their needs and expectations are not met.

The State Standard of Ukraine on the Quality Management System takes into account the important role of employees in an organization and their impact on the efficiency of the system. According to this standard, one of the quality criteria is the competence of the staff, including their skills, training, education and experience necessary to perform their duties. The standard also stipulates that staff should have the awareness that comes from understanding their responsibilities and ability to contribute to the achievement of the organization's objectives.

The process of information exchange is of great importance, which implies its planning as an effective internal (throughout the organization) and external (with relevant stakeholders) [1]. At the same time, information exchange contributes to the involvement of personnel and an increased understanding of the organization's environment, the needs and expectations of customers and other relevant stakeholders, as well as the quality management system itself [1].

In connection with the implementation of the state policy to support the restaurant industry in Ukraine and current challenges, the main risk to the country's economy is the Russian-Ukrainian war and all the consequences of armed Russian aggression. However, even during martial law, the restaurant business demonstrates its capabilities and potential to stabilize its sector of the country's economy and meet the needs of society. It is worth noting that state support for the restaurant business under martial law is minimal and is aimed primarily at meeting the needs of the military or humanitarian needs of the civilian population. However, it is in such conditions that the restaurant business has the opportunity to demonstrate its best qualities in terms of entrepreneurial talent, adapt to the challenges of the times and find the most favorable solutions in accordance with the needs of the state and its urgent tasks. At the state level, the experience of enterprises operating even during martial law encourages generalization of the main problematic issues and at the level of state authorities of Ukraine to analyze all the causes and consequences of certain actions and measures in business activities, to develop regulatory documents that are the most optimal and will contribute to solving not only immediate but also long-term plans.

Ukrainian restaurateurs face certain obstacles to entering the global market, which is primarily due to the inconsistency of Ukrainian legislation regarding the process and technology of manufacturing products and services with international standards, norms and rules. Currently, a number of instruments can be used to help solve these problems. For example, "international stakeholders in the hospitality industry of Ukraine focus on the availability and regulation by restaurant companies, in the manufacture and sale of products and services, of an effective food safety management system based on HACCP principles". Thus, the issue of mandatory implementation of these principles is becoming increasingly relevant for the compliance of products and services of Ukrainian restaurant establishments with European standards [2].

Given the international experience of providing restaurant services, it is worthwhile to assert that it is possible to ensure the effective operation of a restaurant based on the clear implementation of a quality management system (QMS) and the aforementioned HACCP. Guaranteeing the quality of food products and services is possible only if all stakeholders in the food chain are jointly involved in compliance with the quality system. It is worth noting that scientists recommend that managers of restaurant business establishments, in order to gain a larger share of the restaurant services market, increase the financial stability of the restaurant establishment, expand the range and quality of services, consider the problem of determining the criterion of efficiency of services in this area in three aspects: at the level of the national economy as a whole, the region, and the individual restaurant [3].

Thus, it can be concluded that running a restaurant business, implementing a development policy and strategy requires taking into account a set of conditions that are necessary for stable economic growth, affect performance, and are caused by the evolution of the business environment. The formation of a favorable business environment for the development of the restaurant industry is an essential prerequisite for the growth of economic development of business entities and the country as a whole, as well as integration into the global space. Therefore, a comprehensive analysis of the legal regulation of the restaurant business can help ensure the long-term financial stability of the hospitality industry [6], and identify priority areas for the development and implementation of appropriate measures to improve the quality of goods and services of restaurant establishments.

References:

1. Systemy upravlinnia yakistiu. Osnovni polozhennia ta slovnyk [Quality management systems. Basic provisions and vocabulary] (2016). DSTU ISO 9000:2015 (ISO 9000:2015, IDT). Kyiv: DP «UkrNDNTs» [State Enterprise «Ukrainian Research and Training Center for Standardization, Certification and Quality»]. 49 p. [in Ukrainian].

2. Matviychuk L., Chepurda L., Chepurda G. (2022) Prospects for the implementation of a system for managing the safety and quality of restaurant products. *Innovations and technologies in the field of services and nutrition*. № 2 (6). P. 9–14. DOI: [https://doi.org/10.32782/2708-4949.2\(6\).2022.2](https://doi.org/10.32782/2708-4949.2(6).2022.2)
3. Obozna A. O., Shabelnyk N. M., Plakhotnyi V. S. (2019) Directions for improving the restaurant service system. *Electronic scientific professional edition "Effective Economy"*. № 1. DOI: 10.32702/2307-2105-2019.1.58.
4. Kolisnychenko, T. (2021) Structural features and factors of effective management of the restaurant business. *Herald of Lviv University. Economic series*. Issue 61. P. 245–253
5. Pavlova S. (2021). Managing the quality of restaurant services through mechanisms for implementing internal service standards. *Economy and society*. № 34. DOI: <https://doi.org/10.32782/2524-0072/2021-34-18>
6. Petrenko N. O., Polishchuk O. A., Kovalenko L. G. (2022) Legal regulation and aspects of pricing in the field of hotel, restaurant and tourism business. *Electronic scientific professional edition "Effective Economy"*. № 5. DOI: 10.32702/2307-2105-2022.5.6.