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RAISING OF ECONOMIC SECURITY OF HOTEL AND RESTAURANT BUSINESS

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Introduction and objective of the research. Successful functioning and development of services, including the activities of organizations of hotel and restaurant services largely depends on effectively developed, reliable and high quality system of economic security, which is an integral part of the overall security of its operations and reputation, and contains all the elements of security: the safety of customers and staff, the quality of services, security mode, the corresponding information and analytical support, availability of services. The necessity and importance of economic security of hotel and restaurant service is caused by the existing diversity of interests of the service sector, because of the desire of companies to increase their profitability, exacerbated their competition, which requires the development and implementation of the most effective technologies and methods for providing these services. The above requires the creation and maintenance of a reasonable economic policy and deliberate system of economic security.

The concept of economic security has recently become more and more important in studies and publications of such renowned scientists as: A. Golovko, N.S. Kampov, N.S. Machliniec, H.V.Symochko [1], C. Reverchuk [2], M. Zubok [2], A.B. Kozachenko [5]. However, a number of issues concerning the improvement of the system of economic security, hotel and restaurant business service requires clarification and development of new approaches.

The aim of the study. The aim of the article is to study the concept of economic security of hotel and restaurant service and strategic directions of development to enhance their economic security.

Results: Proposed strategic directions of improvement of economic security of hotel and restaurant business and measures for the implementation of the conceptual foundations of economic security.

Keywords: security service industries, economic security in the hotel and restaurant business

The main material of the research. The development of the global financial crisis that started in the banking sector affected the agricultural sectors between which at present a close connection. Therefore, methods need special attention to ensure economic security, scientific and methodical approaches to form a comprehensive system of economic security of enterprises in the hotel and restaurant service.

The essence of the security service is that the data of the security of companies primarily serves as quality characteristic, as hotels and restaurants are places of rest and as a result of increased congestion. Administration is committed not only to provide a comfortable stay and guarantees a wonderful holiday, but also guarantees the safety of people living in a hotel, their life, health, property, in other words provides state in which no danger. At the same time, safety, as a good concept exists only in relation to a specific display, area of interest, activities and more.

Experience shows that this kind of business has a significant disparity in needs and demands of consumers volume and quality of services, in other words insufficient security, which limits the attractiveness.

In terms of the concept of "economic security", hotel and restaurant business has the following components: financial, human, social, information, power.

Considering the financial security of these businesses is worth noting that financial security is realized as the ability of the financial system to ensure the implementation of financial interests, missions and objectives and to ensure the effective and sustainable development of the company. To ensure the appropriate level of financial security, hotel and restaurant business must perform the following steps: continuous monitoring of financial performance, promotions to attract customers and improve services to increase profits and more.

Personnel security enterprise is the selection of qualified staff and appropriate educational level of acquired qualifications, and ensuring employees adequate level of income (subsistence level wages matching skills, motivation wages on the work), and acceptable conditions of work and rest.

Social security provides social needs, of personnel, and of persons living in the hotel. These needs include: the ability to apply knowledge and skills; training, participation in international programs, retraining; create safe working conditions and accommodation; ensuring confidence in the future, job security, stability; career opportunity; ensuring participation in management; opportunity for self-fulfillment and creativity.

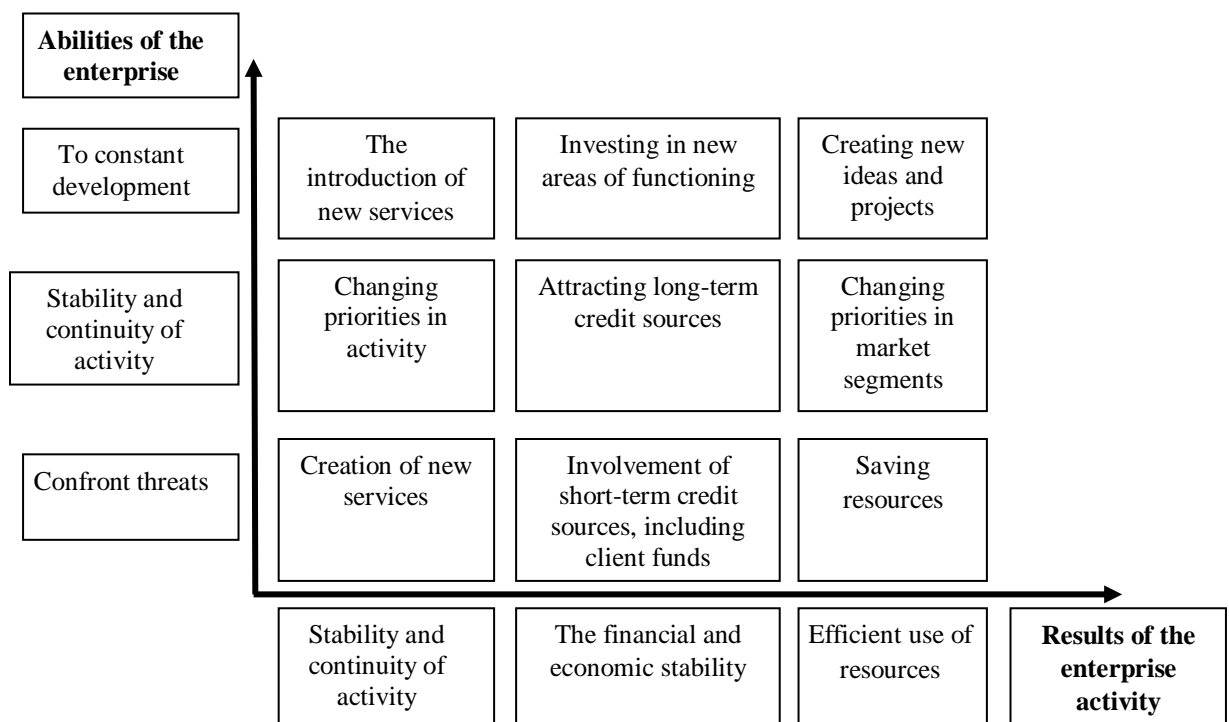
Information security of hotel and restaurant business is characterized by confidentiality, integrity, availability and authenticity of the information used by staff and that is available to consumers (clients). This businesses has to work with the data of bank cards and other sensitive information of their customers, because this business is one of the most vulnerable to data leakage threats and hacker attacks.

The power security – a state of protection of vital interests of the company from threats originating from criminal (unauthorized) actions of the people (abusers) with the use of force. Prices for hotel and restaurant business is characterized by elevated levels of theft, so to ensure power security should be provided centralized security system with the use of video surveillance.

The effective resolution of safety problems at the system requires an approach based on the analysis of the object, identifying the most vulnerable areas and especially dangerous threats, compiling all possible scenarios and to develop adequate measures to counter risks. An integrated approach provides an optimum combination of organizational, technical and physical measures to prevent and timely response to any hazardous situation. The key importance is the right choice of means and safety systems, their proper design, installation and maintenance.

From the stage of the life cycle, management depends largely on dynamic changes in its economic security. At each stage the enterprise is faced with different kinds of threats to economic security and its various problems that must be resolved through the creation and implementation of appropriate strategies and action system.

Besides taking into account the life stages of enterprise development is crucial to ensure strategic management of economic security that takes into account the current level of economic safety of the entity and its ability to ensure its future. Figure 1 proposes strategic directions to ensure the effectiveness of the safety of economic entities, according to the achieved level of development.

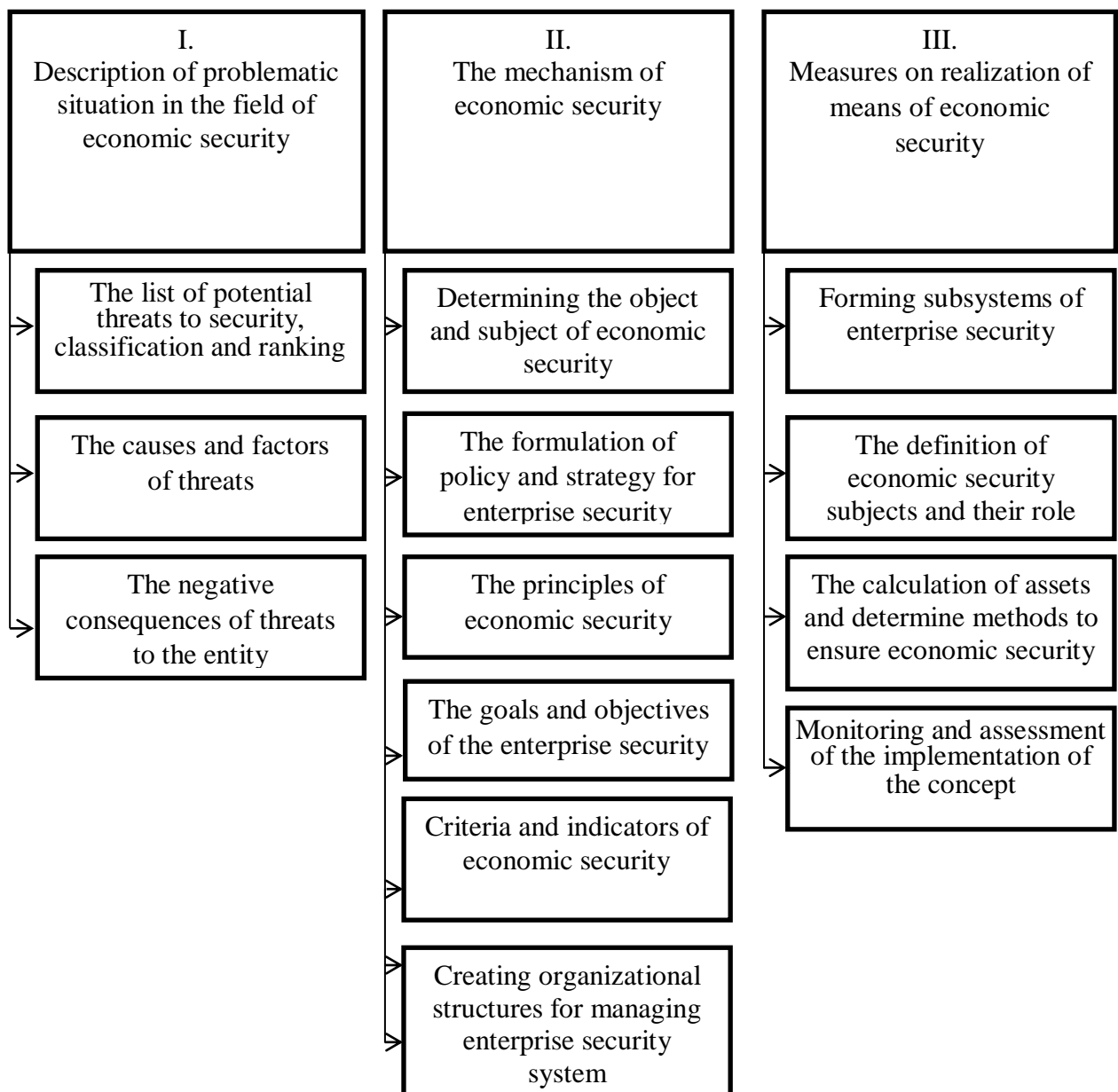


Proposed by the author

Figure 1. **Strategic directions of enhancing economic security**

The main objectives of economic security is economic security units participation with other departments to achieve maximum stability of the enterprise and the creation of favorable conditions for further development by preventing possible risks and negative impacts on financial and economic activities of the company.

The conceptual foundations of economic security of hotel and restaurant service was the proposals in Figure 2.



Proposed by the author

Figure 2. Conceptual foundations of economic security of hotel and restaurant service

Practice efficiency of modern enterprises shows that the highest levels of strategic economic security systems use innovations. Facility management can maintain its leadership and competitive advantage without renewal and development, if it is part of the higher structural organization. Update equals strategy. Another important step in ensuring an effective system of economic safety of the management is to make right concept. The concept of economic security defines the objectives, principles and methods, subjects and objects, and a set of organizational and practical measures for early detection and prevention of both external and internal threats to the financial and economic activity of the enterprise, protect its interests in cooperation with other business entities.

Thus, in order to ensure economic security, should be sustainable and maximized operation of the business and provided a high potential of development in the future. Achieving the necessary level of economic security by preventing possible threats to the negative impact of base and achieving the goals of economic security, namely providing high financial performance of the company and its financial stability and independence; ensuring technological independence of the company and achieve high competitiveness of its technological capabilities; achieve high efficiency of enterprise management and optimal effectiveness of its organizational structure; ensuring a high level of staff of the enterprise, using his intellectual capacity, the efficiency of corporate R & D; a high level of environmental performance of the enterprise, minimize the devastating impact of the results of industrial activity on the environment; providing legal protection for all aspects of the enterprise; to protect enterprise environment, high level of information support of all its services; security of personnel, its capital, property and commercial interests.

Conclusion: Therefore, the instability of the economic situation and the drastic changes encouraged the company to be ready to work hard, and sometimes even in crisis situations with a high degree of risk that requires the creation and maintenance of a reasonable economic policy and deliberate system of economic security. Special significance of economic security service becomes a modern environment where competition is growing and, if necessary, carry high responsibility to clients. To strengthen the economic security of hotel and restaurant business, should be done a number of important steps to ensure its successful economic development and stability of the activity, ensure the protection of financial and material resources, the ability to adequately respond to changes in the internal and external situation without incurring substantial losses. Effective planning and implementation of comprehensive measures to ensure the economic security of hotel and restaurant business, it is required a stable activity and development to ensure the competitiveness and profitability of its operations.

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