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IMPACT OF ADMINISTRATIVE MANAGEMENT ON THE COMPETITIVENESS OF HOSPITALITY INDUSTRY ENTERPRISES

Summary

In the period of economic globalization changes, competitiveness becomes a mandatory criterion for the effective development of the market of hotel and restaurant services. In the process of competition, hotel and restaurant business (HRB) enterprises are looking for ways to satisfy consumer demand, taking into account the optimal use of resources. Determining the optimal algorithm for building management processes of a strategic and operational nature is currently one of the most urgent and complex business problems for the facilities of the hospitality business. The stabilization of the favorable competitive position of organizational units will depend on the timeliness and clarity of the solution to this issue. Therefore, having economic independence and being fully responsible for the results of their economic activity, hotel and restaurant structures should form management systems that would be able to act as a guarantor of high efficiency, competitiveness, as well as a stable position on the market of hospitality services.

Competitiveness in modern market conditions must be considered both from the point of view of the consumer and the enterprise itself, therefore, management activity is an important stage of increasing the competitiveness of the firm. First of all, it manifests itself in the organizational structure that is built at this enterprise, the location of management personnel by levels and management links, the distribution of work and management methods. The quality of managerial decision-making is determined by the level of professional skill of the managers of the enterprise and its divisions. Therefore, today's personnel management procedure consists of a set of innovative elements created around the interaction of employees, activation of the creative potential of personnel, integration of their desire for results and set goals. As a matter of fact, the formation of creativity and innovative thinking of the personnel of modern hotels and restaurants will be the basis of their competence and a condition for survival in a competitive war.

The high-quality provision of services by HRB enterprises directly depends on the quality of work of each employee of the organization, that is, the success of the organization directly depends on the cohesion of the collective or team. If the team has a general focus on the result, is subject to a single company policy, knows how to competently divide work and act harmoniously, then it is able to withstand the competition with dignity. The task of administrative management is the development and adoption of management decisions, the distribution of tasks among executors and control over their quality performance. The competitiveness of the enterprise will depend on how the problems of the quality of products and services will be solved by HRB enterprises using administrative management methods.

The purpose of the article is to study the influence of administrative management on the competitiveness of the hotel and restaurant business.

The theoretical and methodological foundations of the research are fundamental provisions of management, international economy and world economy; formal logistics; general scientific theoretical methods of grouping and generalization, comparison, expert evaluation, which involves a consistent and structural analysis of terms and concepts (when researching the content of administrative management, competitiveness); a combination of methods, systematic and logical-sequential analysis for evaluating the researched processes (when classifying factors that affect the competitiveness of HRB enterprises); analysis

and synthesis. The methodological basis of the article is the application of the principle of the unity of theory and practice.

The article describes the essence of the competitiveness of the enterprises of HRB. The main factors affecting the competitiveness of the enterprises of the Republic of Belarus are given. The importance of administrative management for the enterprises of HRB is substantiated. The impact of administrative management on the competitiveness of HRB enterprises has been revealed.

The practical significance of the results obtained is determined by their relevance, the validity of the proposed provisions and recommendations. The conducted research creates a theoretical and methodological basis for the implementation at the level of hotel and restaurant business enterprises of a complex system approach to the development of measures aimed at the effective performance of management functions to improve the quality of services of HRB enterprises, an internal economic mechanism that provides for the regulation of the main subsystems of HRB enterprises, which contributes increasing the competitive capabilities of firms in the development of ways to improve the quality of services of HRB enterprises.

The need for further research into the impact of various management methods on the competitiveness of hotel and restaurant business enterprises is due to the intensifying competition in the hospitality industry. The stable development of HRB enterprises will depend on how the problems of competitiveness, quality of products and services will be solved.

Keywords: administrative management, competitiveness, private enterprise.

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