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FEATURES OF MANAGEMENT OF ENTERPRISES OF RESTAURANT BUSINESS

The problems of organization and efficiency of business activities of enterprises of restaurant business are considered in many works of famous domestic and foreign scholars. The aim of this study is a generalization and systematization of existing approaches to business management of restaurant economy based on the consideration of specific entities and their functional significance.

A review of a list of references showed that in control theory, there are many opinions and concepts to define the essence of "management". Along with the definition of control, a definition of management of companies in the restaurant industry is widely used. Some scientists equate the term "management" and "administration", others – consider the need to differentiate them, and others – to identify at the micro level and differentiate at the macro.

In our view, the definition of "management of restaurant industry enterprises" should take into account the specific characteristics of performance of their business.

Summarizing the results, the most appropriate in the formation of definition of the essence "administration" of restaurant business establishments is to comply with process-functional approach that allows taking into account the individual and the general characteristics of the functions of restaurant business establishments. Consequently, management of enterprises of restaurant industry – is a complex of measures, methods, and tools to ensure effective cooperation processes of production, sale and consumption of culinary products in order to achieve their current and strategic goals.

So, the need for research on the problems of management of restaurant industry establishments is caused by a significant social and economic value of the sector. Current economic conditions encourage entrepreneurs to seek and implement new approaches to management, which will help meet social and individual needs of all market participants. Found that management institutions of restaurant industry would be considered from the standpoint of complex combined approach that involves a combination of functional and process management con-

cepts. Further research needs to clarify and generalize theoretical and methodological tools of effective management of enterprises of restaurant industry.

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