

# IMPROVING THE ADMINISTRATIVE MANAGEMENT OF THE HOTEL BY IMPLEMENTING THE INTERNATIONAL QUALITY STANDARD ISO 9001

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A significant shift in the development of hotel business in Ukraine is possible only by resolving the systemic problems in the domestic hospitality industry. This requires a radically changing of principles of management at hotels and similar accommodation, i.e. improving the administrative management of the company, which is the basis for enterprise management. The administrative management aims to establish fixed principles of the organization, which form internal standards and regulations. It is advisable to use existing standards in order to accelerate the process of improving the management of the hotel. In the article, an algorithm of using of ISO 9001 standard is shown. The requirements of ISO 9001 are general in nature and do not cause to ensure uniformity in the structure of quality management systems or uniformity of documentation. This standard is applicable to the activities of any organization, regardless of type, size and services that the company provides.

Administrative hotel management is effective only if it is directly aimed at getting a high quality hotel product. In this case, the quality management system should be fully integrated in the administrative management system. Implementation of a new model of the hotel management should begin from the approval the activities program. All activities can be divided by the field of application specified in ISO 9001. These tasks have the strategic direction and cannot

be achieved in the short term. At the same time, the hotel has to gradually achieve maximum results every year. It is recommended to start with updating the organizational structure of the company. The program of activities often involves tasks, which solving requires specialists who are not yet in the list of staff. Each position has to play its function in improving the administration. The next step is the development of key documents, including the passport of the hotel and the quality guide.

All activities and actions related to the improvement of hotel management should take into account financial capacity of the organization, as expenses aimed at improving the management do not exceed the planned economic effect. Based on studies of existing methodologies for assessing the efficiency of administrative management, we defined main indicators that can be used to analyse the effectiveness of the existing and redesigned administrative management system of the hotel. Implementation of the administrative management system in accordance with the international standard ISO 9001 causes an increase of the degree of formalization of hotel management, which is aimed at providing a comprehensive quality control of all hotel operations.

This should result into improving the customer service and because of this increase the attractiveness of Ukrainian hotels for domestic and foreign tourists.