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THEORETICAL SUBSTANTIATION OF SECURITY FEATURES OF HOTEL INDUSTRY ENTERPRISES

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Abstract. *The article deals with the issues of substantiation of the conceptual apparatus of security of hotel enterprises and shows the relationship between the established hotel security system and the efficiency of the enterprise. To solve the tasks, the article uses general scientific research methods: analysis and synthesis. It analyses the works of scientists from the standpoint of economic security of the state, region and enterprise; financial component of economic security of the state and enterprise. The existence of an insufficient number of works on the peculiarities of security in the hotel industry has been determined. The interpretation of the concept of "security" in both scientific sources and laws and regulations is shown. The article offers different points of view of scientists on the issues of social security of hotel enterprises. It is established that hotel security systems can act as components of the hotel image. The expediency of introducing a comprehensive security system in hotels is substantiated and the reasons for this need are shown. The practical significance of the research results lies in the implementation of the proposals for an integrated hotel security system. Further research is envisaged to develop a strategy and programme for integrated security in the hotel industry.*

Keywords: *hotel, hotel management, hotel security, information security, physical security, economic security, financial security, social security, psychological security, integrated security system, risks, staff, guests, property.*

General statement of the problem and its connection with the most important scientific or practical tasks. Recent studies show that in the hotel industry there is a problem of mismatch between the needs and demands of consumers and the volume and quality of services offered. Most scientists attribute this situation to the insufficient level of their security. This, in turn, affects the investment component of hotels, significantly reducing their attractiveness in the service market [1].

Any hotel company faces risks associated with its production, commercial, intermediary and other activities. The risk factor forces their managers to save financial and material resources and calculate the effectiveness of new projects and commercial transactions. It also determines the danger of losing resources or not receiving income compared to the rational use of resources.

Only a clear organisation of the security of hotel industry enterprises will ensure the efficiency of their operations and the personal safety of staff and consumers of hotel services.

Analysis of recent research and publications. Many scientists dealt with the security of the state and enterprises of various sectors of the economy at different times. Scientists V.T. Shlemko and I.F. Binko in their works investigated the essence and directions of ensuring the economic security of Ukraine [2].

Geets V.M., Kyzym M.O., Klebanova T.S. devoted their works to modelling the economic security of the state, region and enterprises [3]. Vasylytsiv T.G. studied strategies and mechanisms for strengthening the economic security of Ukrainian enterprises [4]. The issues of managing the economic security of foreign economic activity of an enterprise (in particular, accounting and analytical aspects) were studied by Maliarevskiy Y.D., Tabunskaya S.V., Prokopishyna O.V. [5]. The financial component of the economic security of the state and enterprise, its role in the development of the Ukrainian economy and methodological foundations of the financial security of the enterprise and its management are studied in the works of Yermoshenko M.M., Horiacheva K.S. [6]. Zubko T.L. in his scientific papers considered the theoretical and practical foundations of the formation of economic security of the enterprise and the main factors of influence on it [7].

Despite the diverse range of studies on the issue of enterprise security, especially in the hotel sector, in most scientific works, researchers do not focus on it sufficiently.

In the course of studying the essence of the category "economic security of an enterprise" in the works of scientists, the authors have revealed the lack of a single point of view on the interpretation of both the concept itself and the allocation of its functional

components. Despite a significant number of studies, the problem of integrated security of hotel enterprises remains the focus of the attention of scientists and requires in-depth research.

Formation of the objectives of the article (task statement). The article is aimed at substantiating the conceptual framework for the security of hotel business enterprises, defining the features of an integrated security system for enterprises in the hotel industry.

Presentation of the main research material with full justification of the scientific results obtained. Risks accompany the constantly competitive business environment. This, in turn, requires the organization of an effective security system at each hotel enterprise.

In scientific sources, laws and regulations, the term "security" is interpreted in different ways and is considered to have multiple meanings. Firstly, it is a state of protection of the vital interests of an individual, community, society, and the state from internal and external threats. Secondly, it is the property of objects, phenomena, and processes to persist under destructive influences [8].

The Constitution of Ukraine states that security is the highest social value alongside a person, his or her life, health, honour, dignity and inviolability (Article 3, part 1) [9]. The State Standard of Ukraine 2293-99 defines the term "security" as a state of protection of a person and society from the risk of harm [10].

The study of the term "security" by scholars is discussed quite actively and is closely related to the development of a particular industry.

In our opinion, each of the scholars tries to highlight some specific aspects of the conceptual and categorical apparatus of the security foundations to the fullest extent possible and to fill their justifications with knowledge in a particular field.

For example, V. Mikhailov, based on the theoretical and methodological substantiation of scientific works of scientists on the essence of the concept of "security", considered it from the standpoint of pedagogical discourse [11].

V. Zaplatynskyi provided a universal formulation of the concept of "security". From his point of view, the term represents a system that can change in its characteristics and has both theoretical and practical interest in any field of knowledge [12, p. 80].

The literal translation of the term "security" means "to be in control of the situation". In a generally accepted sense, security is "the protection of natural and physiological, socio-economic, ideal-spiritual and situational needs for resources, technologies, information and moral ideals necessary for the life and development of an object" [13, p. 68].

The Financial and Economic Dictionary edited by A.G. Zavorodnyi gives the following definition of "enterprise security" – a state of protection of vital interests of an enterprise from imperfect legislation,

unfair competition, incompetent management, mafia and shadow structures, as well as its ability to withstand these threats" [14].

Novikova O.F. understands the concept of "economic security" as the state of protection of the economic interests of an individual, society, and the state from economic threats and other threats to national security [15, p. 247].

Hladchenko T.N. believes that economic security is a state of security that is dynamic in nature; a threat coming from within the enterprise is no less dangerous than from outside; the system of economic security of an enterprise should interact on a legal basis with the state system of economic security [16].

Kovalenko K.V. identified the main five approaches to determining the economic security of an enterprise, namely: the state of efficient use of resources or potential, the presence of competitive advantages, the state of protection against internal and external threats, the realization and protection of economic interests, protection against economic crimes [17].

Along with economic security, scientists consider the issue of the financial security of an enterprise, the object of which is financial activity, the security of which must be ensured. Blank I.O. believed that the financial security of an enterprise as a quantitatively and qualitatively determined level of financial condition ensures stable protection of its priority balanced financial interests from identified real and potential internal and external threats, the parameters of which are determined on the basis of enterprise's financial philosophy and create the necessary prerequisites for financial support for sustainable development in the current and future period [18].

According to A.O. Yepifanov, financial security is the state of an enterprise that: makes it possible to ensure stability, solvency and liquidity in the long term; provides sufficient financial independence; meets the needs of the enterprise in financial resources for sustainable expanded reproduction; can withstand existing and emerging dangers that seek to cause financial damage to the enterprise or change the structure of equity capital against the wishes of the enterprise, or to forcefully liquidate the enterprise; provides sufficient flexibility in making financial decisions [19].

Hotel security covers a wide range of different areas: physical security, information security, psychological security, economic security, sanitary and hygienic security, terrorist security, social security and others.

Physical security includes measures to protect guests and property of the hotel premises from physical threats (hostile acts, fires, natural disasters, accidents, etc.). That is why hotels have fire safety systems, video surveillance cameras, access control systems, etc.

Ensuring the protection of guest and hotel information from unauthorized access to data is referred

to as information security and is an important component of a comprehensive security system.

Psychological security of a hotel includes ensuring the comfort and safety of guests from a psychological point of view. Hotels develop procedures to resolve conflicts, uphold rights and create a friendly and non-discriminatory environment.

An important part of hotel security is economic security, which combines measures to prevent financial fraud, money accounting and other financial aspects of the hotel business.

The structure of economic security of an enterprise includes internal production components (financial security, intellectual security, personnel security, social security, technical and technological security, legal, information, environmental security, power, energy and innovation security). Non-production components combine market and interface security [20].

The study of the social security of hotel business enterprises indicates the existence of different opinions on the essence of the concept of "social security".

Thus, B. Kupchak [21, p. 334] and S. Omelchuk [22, p. 208] consider social security as an integral part of the economic security of an enterprise. The authors agree that the social security of an enterprise consists precisely in providing employees with an adequate level of income, as well as appropriate working and leisure conditions. According to V.M. Luhova and T.V. Holubieva, this approach is narrow, as it does not take into account such components as social interactions between employees in the team and management [23, p. 69]. Ribun M.V. also agrees with them [1, p. 208], because the point

of view of Kupchak B. and Omelchuk S. does not take into account the level of social interaction between employees and management, as well as between service workers and their guests.

The authors Luhova V.M. and Holubieva T.V. [23, p. 70] propose to consider social security from two positions: ensuring the proper level of remuneration of hotel staff and meeting the social needs of staff. They include: "the possibility of using knowledge, skills and abilities; advanced training, participation in international programmes and trainings, retraining; creation of safe working and living conditions; ensuring confidence in the future, employment guarantees, stability; career development; ensuring participation in management; opportunity for self-realisation and creativity, etc. Thus, scientists agree that social security in hotel business enterprises should be considered "as the creation of a system of mutually beneficial partnerships between staff and hotel management, as well as between staff and customers, which is ensured by meeting material and intangible needs and realizing the interests of the enterprise" [23, p. 70].

Hospitality enterprises have their own peculiarities in contrast to security systems formed at enterprises of other industries, which is associated with the sectoral aspects of the hotel services sector (the special role of service consumers and the peculiarities of the relationship between guests and the hotel).

The security system of hotel enterprises involves solving the following tasks (Figure 1).

Hotel security systems not only eliminate existing threats to guests and staff, but also serve as components of the company's image. The elements of

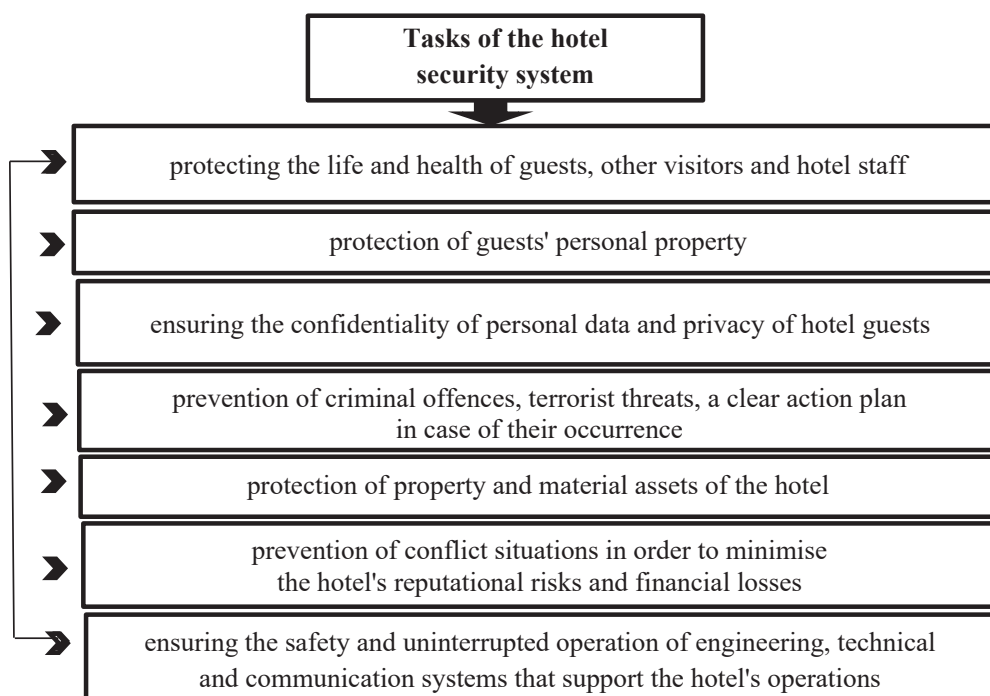


Figure 1. Hotel security system and its tasks

Source: built by the authors according to [24]

a hotel's integrated security system (ISS) were developed with the aim of creating its image in mind. This is because, according to a survey of foreign tourists, more than 67% of them consider security to be a top priority when choosing a place to stay. For this reason, modern hotel companies apply advanced methods, tools and approaches to their security systems (a complex of automated control systems with technical infrastructure, various alarm, access control and management systems, video surveillance, information security, etc.).

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In hotel practice around the world, there are unique examples of using the entire security system or its individual elements as a feature of the hotel or as a business card. For example, the President Wilson Hotel in Geneva has a comprehensive security system. This made it possible to create the safest hotel rooms in the world, which are full of high-tech equipment. Therefore, modern hotels cannot do without an effective access control and management system (ACS) aimed at preventing unauthorised access to various facilities. The installation of electronic door keys, room safes, and high-security facilities and equipment is almost mandatory for hotels with a high level of service. The availability of a certain list of elements of the hotel security system that meets the requirements of consumers of hotel services influences the choice of a hotel and the formation of future visitors and regular customers [24].

In our opinion, the justification for the introduction of an integrated security system in hotel enterprises can be multi-type threats, interaction with other systems, completeness of protection, ensuring compliance with regulations and responding to unforeseen situations (Figure 2).

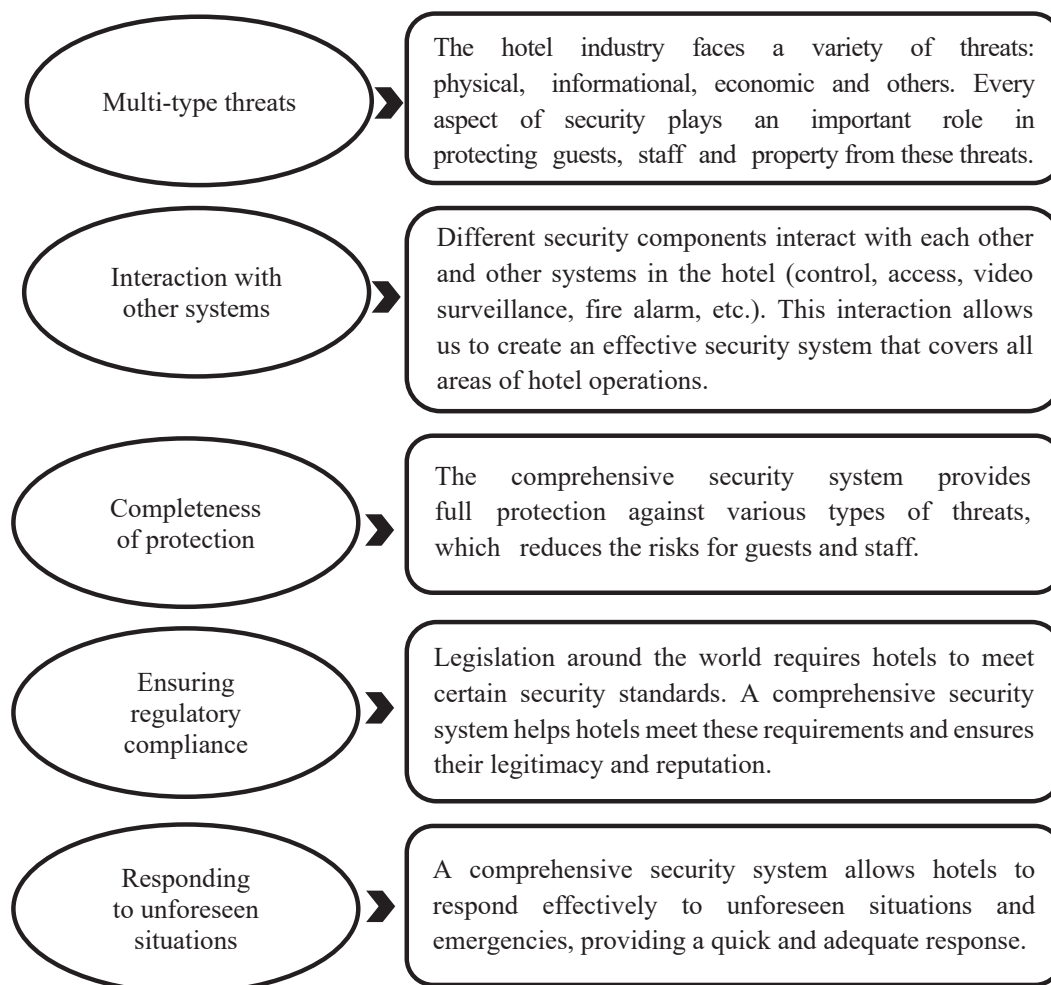


Figure 2. Reasons for implementing an integrated hotel security system

Source: author's development

As you can see from Figure 2, a comprehensive hotel security system is essential to ensure comprehensive protection of guests, staff and property, compliance with regulations and the successful operation of the hotel business. At the same time, for a hotel, it includes a wide range of measures, procedures and technologies aimed at ensuring the safety of guests, staff and property in various aspects:

– physical security includes access control systems (card keys, biometric systems, combination locks, etc.); video surveillance systems (CCTV cameras in common areas, on lifts, in corridors, at entrances, etc.); alarm and intrusion detection systems (fire alarms, intrusion alarms, motion sensors, etc.); evacuation plans and procedures (training of staff and guests on emergency procedures);

– information security: cyber security (protection of the hotel network from cyber-attacks, protection of confidential information of guests); protection of electronic payment systems (encryption and other measures to protect guests' financial data); personal data protection (compliance with the requirements of the legislation on the protection of personal data of guests);

– economic security: measures to prevent financial fraud (monitoring of financial transactions, security checks of payment systems, etc.); protection of financial assets (means to prevent theft, hotel account payments, cash flow accounting, etc.);

– sanitary and hygienic safety: compliance with sanitary norms and standards (regular disinfection, cleaning, ventilation, water and food quality control); food safety procedures (quality and safety control of

food, food storage and handling, use of hygiene products, etc.);

– psychological safety: maintaining psychological comfort (creating a friendly and safe environment for guests and staff, developing conflict resolution and stress management procedures);

– terrorist security: systems and procedures for detecting and responding to terrorist threats (staff training, warning and evacuation systems, cooperation with law enforcement agencies, etc.).

A comprehensive hotel security system, including all of these elements, will ensure comprehensive protection of guests, staff and property and compliance with regulatory requirements and security standards.

Conclusions from these problems and prospects for further research in this area. The authors of the article have analysed the existing points of view of scholars on the definition of the term "security", offered the author's definition of the term related to the complexity of the security system, and substantiated the peculiarities of security in the hotel industry enterprises. It is determined that for hotels the introduction of a comprehensive security system will contribute to their effective operation. It is found out that among the reasons for implementing an integrated security system are multitypical threats, interaction with other systems, completeness of protection, ensuring compliance with regulations, and responding to unforeseen situations. Further research will be aimed at improving and developing a comprehensive programme of security systems for hotel industry enterprises and step-by-step plans for their implementation.

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Анотація. У статті розкриті питання обґрунтування понятійного апарату безпеки підприємств готельного господарства, показано залежність між налагодженою системою безпеки готелю і ефективністю діяльності підприємства. Для вирішення завдань у статті використано загальнонаукові методи дослідження: аналіз і синтез. Проаналізовано праці вчених з позицій економічної безпеки держави, регіону і підприємства; фінансової складової економічної безпеки держави, підприємства. Визначено наявність недостатньої кількості робіт щодо особливостей безпеки в готельній галузі. Показано трактування поняття «безпека» як в наукових джерелах, так і в законах нормативних актах. Автори статті наголошують, що кожний з науковців намагався найбільш повно висвітлити питання безпеки підприємств певної галузі. Безпека в готелі забезпечує багато напрямів діяльності (фізична, інформаційна, психологічна, терористична, соціальна та інші). Особливості її полягають в забезпеченні умов від загроз і ризиків як окремих груп населення (споживачів послуг, персонал), так і майно. У статті запропоновано різні точки зору науковців в питаннях соціальної безпеки готельних підприємств. Встановлено, що системи безпеки готелю можуть виступати як складові іміджу готелю. Обґрунтовано доцільність впровадження комплексної системи безпеки в готелях, показано причини, що обумовлюють таку необхідність. **Практична значущість результатів дослідження** полягає у впровадженні запропонованих пропозицій щодо комплексної системи безпеки готелю. У подальших дослідженнях передбачено розробку стратегії і програми комплексної безпеки в підприємствах готельної галузі.

Ключові слова: готель, готельне господарство, безпека готелю, інформаційна безпека, фізична безпека, економічна безпека, фінансова безпека, соціальна безпека, психологічна безпека, комплексна система безпеки, ризики, персонал, гості, майно.