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**MODERN APPROACHES TO THE USE OF TRAINING TECHNOLOGIES IN THE HOTEL AND RESTAURANT BUSINESS FOR PERSONNEL MANAGEMENT**

Currently in Ukraine, strategic human resource management is developing rapidly, employers have begun to invest very intensively in human capital. Vacancies in enterprises are often filled exclusively by internal candidates.

In Ukrainian practice, the main channel of personnel search is the recommendations of acquaintances, colleagues and employees, and the decisive criteria are age and technical special skills. In order to improve the Ukrainian practice of personnel selection, it is necessary to create various developments and apply innovative methods in the future.

The current situation in the labor market requires the use of new technologies in the hotel and restaurant business. The employee must quickly adapt to the conditions, which is why training is an ideal tool for improving the professional level and staff development, an opportunity to constantly improve the level of professional competence. An important step in working with staff at any company is the quality of personnel selection. How well recruited staff directly affects the results of the organization as a whole: miscalculations in recruitment can lead to economic losses for the company, while effective recruitment will be a successful investment. Recruitment is considered effective if as many applicants as possible are involved at the lowest cost.

Modern training programs on personnel management in the hotel and restaurant business include a set of specialized programs on: systematic training and solve important issues and problems in training staff of the hotel and restaurant complex, contribute to the formation of human resources, motivate employees to quality professional work , reduce staff turnover.

The staff training program should provide individual training of staff using multimedia tools that can help maintain continuous feedback and adjust the training process, significantly increasing its effectiveness, which includes a set of forms and methods of selection, recruitment and hiring, which is integral. part of the development strategy of the hotel and restaurant complex and the system of interactions between departments.

The structure of the training should allow to make flexibility and adjustments in the management of the operating system of the hotel and restaurant complex in connection with changes in methods, tasks, goals, scope of activities, the emergence of new types of services. That is why the use of modern teaching methods for employees of the hotel and restaurant complex when using training technologies is relevant and is used to form an effective personnel policy of enterprises in this field.

**The purpose of the article.** An effective model of personnel management in the hotel and restaurant business must meet international standards and requirements, and thus ensure the provision of high quality services to consumers and guarantee their safety. That is why the use of training technologies to manage the hotel and restaurant business requires strategically new approaches to consolidate their position in the market of our country and abroad.

To achieve this goal, the following tasks were outlined: to substantiate the reasons for ensuring the quality of professional development in the hotel and restaurant business that require significant improvement. Consider the main types of training programs that should be the training of staff of the hotel and restaurant complex. Investigate the characteristics of training methods for employees of the hotel and restaurant complex in the application of training technologies.

**Methodology.** Scientific works of economists on the problems of research of the education system, professional development, development of innovative methods and teaching methods, including staff. To study the goal set in the work used a wide range of methods: system (in the study and generalization of the main types of training programs for training of hotel and restaurant complex, substantiation of the reasons for quality improvement in hotel and restaurant business that require significant improvement) ; theoretical generalization (when determining the characteristics of training); analytical grouping (in determining the characteristics of training methods for employees of the hotel and restaurant complex when using training technologies).

**Results.** Today, professional training of employees has become one of the main tasks of effective personnel management in many large hotel and restaurant complexes. A continuous approach to effective staff training is formed on the basis of the needs of the hotel and restaurant complex, and hence the need for employees to perform their duties. The very specifics of the hotel and restaurant business determine the need for them to know the traditions, culture and behavior of consumers, as well as trends in the global hotel market. Today, staff is the most important resource of the enterprise, it must be able to manage competently. One of the modern approaches to the training of managers is the concept of lifelong learning through the creation of a training center. Modern management makes it possible to say that lifelong learning leads to continuous improvement of professionalism and makes it possible to assess the effectiveness of the training of employees.

Practical consequences. In modern practice, training of employees in the hotel and restaurant business is carried out using trainings, which offer to use a variety of training methods, such as on-the-job training, internal and external training outside the workplace. Consider the characteristics of training methods for employees of the hotel and restaurant complex in the application of training technologies.

**Value / originality.** Training of management managers should be carried out in such a way that management can understand the principles of building a quality system, familiarize with the criteria for assessing the effectiveness of such employees and learn the tools and methods that ensure its full functioning of the quality system in hotel and restaurant complex. Staff training should be designed to assess the contribution of each employee to the work of the enterprise, and further to promote a more complete and effective implementation of service or support processes.