

부분 III.
PUBLIC ADMINISTRATION AND ECOLOGY

DOI 10.36074/22.12.2019.v1.19

**PERSPECTIVES R-KEEPER USING FOR ECOLOGIZATION
OF RESTAURANT ACTIVITY**

Ihor Lapyga

National M.P. Dragomanov Pedagogical University

UKRAINE

Current conditions of the Euro integrational developing tourism industry in Ukraine, there is a tendency of slow computer facilities implementation for automating the management of restaurant personnel. Wherein the ecologist's level of restaurant activities, customer service and works efficiency of most staff restaurants in Ukraine is lower compared to restaurants in the EU countries. At the same time, the transition problems from paper to electronic business and volumes accounting of preparation and dishes sale, maintaining a visitor's archive and a discount system, developing and implementing various managerial projects remain unresolved. Some aspects of the tourism activity automation problems and marketing have already been partially disclosed by us in a previously published article [1].

Concern over the environment, a steady increase in the restaurants' competition, and increased consumers' expectations make reinventing the traditional approaches [2] to the restaurants' management. Among modern computer systems of automating restaurant activities, "R-Keeper" deserves attention, which in the restaurant hall is able to automate the work of many cash registers, several terminals, waiters and bartenders. In the kitchen room, it is possible to automate the operation of service printers and video displays.

Full restaurant automation is provided by two program levels: cash and managerial. Cash (operational) level provides the sales process automation and the sales database formation. The managerial level (restaurant office) is responsible for the directories formation, access rights distribution, various settings for the cash level, the parameters setting of reports, the marketing programs development and implementation, and the necessary interaction with other systems.

To automate warehouse accounting, the "R-Keeper" system provides for the StoreHouse program use, which allows full control of the production management process in restaurants, cafés, and fast-food restaurants. Compatibility of StoreHouse with the "1C: Bookkeeping" accounting system enables the user to automatically generate an operation log and a posting log in "1C: Bookkeeping" based on StoreHouse documents. A specialized OLE server provides "1C: Accounting" tools with direct access to StoreHouse data, which simplifies these two programs' interaction [3].

In Ukraine is totalled are about 41000 restaurants [4]. Application of “R-Keeper” means in all these restaurants can provide a reduction in total cash costs average of 4,1 million hryvnias by reducing average by 500 sheets the monthly use volume of A4 stationery printing paper, thereby contributing to saving resources, reducing paper waste and increasing the tourism activities ecologization.

Based on the material now available, we believe that using of “R-Keeper” computerized facilities in restaurant activities will help to solve the above problems of ecologization the restaurant’s activities through the transition to electronic document management. Addition, the informational databases of active and potential customers, created by “R-Keper”, can be used by restaurants to increase their competitiveness in the European and World markets.

References:

1. Mysyk, Ye. & Lapyga, I. (2018) New Marketing Channels' Forming in Tourism Industry by Unisenders Tools. *II International Scientific-Practical Conference "Tourism: International Experience and National Priorities"*. Zhitomir, 123-129. Retrieved from <https://take.im/r7A95>
 2. R-Keeper: [Site]. CPM. Retrieved from <https://cpm.ykp/catalog-crm/cloud/r-keeper>
 3. Fultz P. & Rampoldt J. (2016). An appetite for change: Key trends driving innovation in the restaurant industry. KPMG. P. 2. Retrieved from <https://assets.kpmg/content/dam/kpmg/pdf/2016/07/kr-gtl-an-appetite-for-change.pdf>
 4. Restaurants activity, the provision of mobile food services: [Site]. Start Business Challenge. Retrieved from <https://sbc.regulation.gov.ua/statistics/restaurant-map>
-