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CATERING MANAGEMENT IN MODERN CONDITIONS: TRENDS AND CHALLENGES

This article analyzes the development trends of public catering services amid global transformations and crises. Catering operations management in the context of crises caused by economic uncertainty, wartime challenges, and digitalization of business processes has its own specific features. The main goal of the study is to analyze current trends in the catering industry and identify key management approaches to improving catering enterprises. The methodological basis includes theoretical analysis of scientific sources, comparative analysis of modern management approaches, and SWOT analysis, which allowed identifying strengths, weaknesses, opportunities, and threats of specific catering enterprises.

The results show that key trends in catering development include digital transformation, implementation of innovative services, focus on sustainability, and improvement of food safety standards. At the same time, the main challenges include supply instability, rising costs, labor shortages, and changing consumer preferences.

It has been established that the development of catering enterprises is accompanied by a number of significant challenges, among which disruptions in logistics chains, rising costs, staff shortages and increased market competition dominate. In such conditions, the implementation of a systemic approach to management, combining anti-crisis mechanisms, digital tools and strategic planning, becomes particularly relevant.

Thus, effective management of catering enterprises in modern conditions should be based on the integration of innovative technologies, optimization of resource provision and constant monitoring of changes in the external environment. The prospects for further research should be associated with the development of adaptive models of management of catering enterprises in conditions of high uncertainty and risk.

The practical value of the study lies in the development of recommendations that should help catering companies manage their business in the context of the modern market.

Keywords: catering, management, innovation, digitalization, challenges, sustainability, restaurant business