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ІНТЕРАКТИВНІ ТЕХНОЛОГІЇ У РЕСТОРАННИХ ЗАКЛАДАХ

Послуги ресторанних закладів у більшості регіонів країни показують позитивну динаміку зростання, швидко адаптуються до кризових явищ, займають стабільну частку валових регіональних продуктах суб'єктів України. Переваги економічних агентів багато в чому зумовлені впровадженням інноваційних інтерактивних технологій, що сприяють реалізації нового підходу у взаємодії із споживачами різного цінового сегменту. З огляду на поширеність даного виду діяльності та значення послуг для населення на шляху модернізації технологій обслуговування стають важливим фактором стійкості та конкурентоспроможності на регіональних ринках.

Метою даного дослідження стало вивчення впливу інтерактивних технологій на ефективність функціонування у сучасних умовах, подальшого розвитку та підвищення ефективності послуг підприємств ресторанного господарства.

Об'єкт дослідження: інтерактивні та інноваційні технології на ринку послуг.

Предмет дослідження: інтерактивні технології в ресторанних закладах.

Методика. У процесі дослідження використано загальнонаукові методи аналізу, синтезу, систематизації, порівняння та узагальнення. Джерелом аналізу є наукові публікації, аналітичні дані ринку послуг, інформація про діючі інтерактивні технології у ресторанному бізнесі. Проведено якісний аналіз прикладів використання IT-рішень у закладах харчування в Україні та за кордоном. Методологічною базою стали роботи з інноваційного менеджменту, сервісології та цифровізації.

Результати. Встановлено, що використання інтерактивних технологій у ресторанному господарстві забезпечує підвищення якості обслуговування, зниження операційних витрат, збільшення швидкості надання послуг, а також розширення клієнтської бази. Описано приклади реалізації електронного меню, автоматизованих систем замовлення, CRM-систем, Wi-Fi та зарядних станцій, а також інтерактивного оформлення інтер'єру. Проаналізовано особливості впровадження R-Keeper, Iiko, AVADA-MEDIA, iWinePad, Wi-Charge тощо. Встановлено, що комплексне впровадження інноваційних рішень є запорукою сталого розвитку підприємства.

Наукова новизна. Уточнено сучасне трактування поняття «інтерактивні технології» в контексті ресторанного господарства, розроблено структурну класифікацію сфер застосування (організаційну, маркетингову, виробничу, соціальну). Обґрунтовано вплив цифровізації на трансформацію культури споживання послуг.

Практична значимість. Результати дослідження можуть бути використані керівниками підприємств ресторанного бізнесу для впровадження сучасних IT-рішень. Запропоновані технології сприятимуть оптимізації внутрішніх процесів, підвищенню лояльності клієнтів і адаптації до вимог ринку. Матеріал буде корисним для розробки інноваційних стратегій та впровадження сервісної цифрової інфраструктури в закладах харчування.

Ключові слова: інтерактивні технології, ресторанний бізнес, сервісно-виробничі процеси, інновації, цифровізація, автоматизація, електронне меню, CRM-система.

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INTERACTIVE TECHNOLOGIES IN RESTAURANTS

Restaurant services in most regions of the country show positive growth dynamics, quickly adapt to crisis phenomena, occupy a stable share in the gross regional products of the subjects of Ukraine. The advantages of economic agents are largely due to the introduction of innovative interactive technologies that contribute to the implementation of a new approach in interaction with consumers of different price segments. Given the prevalence of this type of activity and the importance of services for the population, the directions of modernization of service technologies are becoming an important factor of stability and competitiveness in regional markets.

The purpose of this study was to study the impact of interactive technologies on the efficiency of functioning in modern conditions, further development and improvement of the efficiency of services of restaurant enterprises.

Object of research: interactive and innovative technologies in the services market.

Subject of research: interactive technologies in restaurants.

Methodology. In the research process, general scientific methods of analysis, synthesis, systematization, comparison and generalization were used. The source of the analysis is scientific publications, analytical data of the service market, information on existing interactive technologies in the restaurant business. A qualitative analysis of examples of the use of IT solutions in catering establishments in Ukraine and abroad was conducted. The methodological basis was the work on innovative management, servisology and digitalization.

Results. It was established that the use of interactive technologies in the restaurant industry ensures an increase in the quality of service, a decrease in operating costs, an increase in the speed of service provision, as well as an expansion of the client base. Examples of the implementation of an electronic menu, automated ordering systems, CRM systems, Wi-Fi and charging stations, as well as interactive interior design are described. The features of the implementation of R-Keeper, Iiko, AVADA-MEDIA, iWinePad, Wi-Charge, etc. were analyzed. It was established that the comprehensive implementation of innovative solutions is the key to the sustainable development of the enterprise.

Scientific novelty. The modern interpretation of the concept of "interactive technologies" in the context of the restaurant industry has been clarified, a structural classification of application areas (organizational, marketing, production, social) has been developed. The impact of digitalization on the transformation of the culture of service consumption has been substantiated.

Practical significance. The results of the study can be used by managers of restaurant business enterprises to implement modern IT solutions. The proposed technologies will contribute to the optimization of internal processes, increasing customer loyalty and adapting to market requirements. The material will be useful for developing innovative strategies and implementing service digital infrastructure in catering establishments. **Keywords:** interactive technologies, restaurant business, service and production processes, innovation, digitalization, automation, electronic menu, CRM-system.

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Statement of the problem. Globalization processes and information and technological solutions determine the vector of development of economic processes in territorial and global markets, including the services market.

In developed countries, the main areas of development of the services market are:

- stable growth in capitalization and profitability of service enterprises, development of social policy and improvement of working conditions and income of personnel;
- high dynamics of quantitative and qualitative characteristics of the wholesale and retail trade, information and analytical and consulting services;
- high efficiency of cooperation and network interaction of commercial, state and municipal entities in the organization and provision of services;
- increasing investment attraction in many areas of service activities;
- diversification and intensification of demand for services among the population and the business environment;
- transformation and more efficient technologies of the business services sector;
- management of service sector demand, taking into account the priority of social factors.

Progress and stability of development are observed today in many economic service and production processes, which is due to the combination of innovation, automation and digital integration of the service and production industries (Innovation, 2024; Innovation, 2024; Tyukhtenko, 2021). One of the trends in the innovative transformation of services in restaurant establishments is interactivity as a concept of active consumer involvement in the service provision process (Kalko, 2024).

Relevance of the research topic. The modern development of the services market, in particular the restaurant industry, takes place in conditions of dynamic digitalization and transformation of consumer expectations. In conditions of globalization, rapid development of information technologies and changes in the socio-economic environment, consumers demand not only high-quality food, but also a unique experience that forms the value of the service. The use of interactive technologies in restaurant establishments provides convenience, individualization of service, acceleration of processes and increased customer engagement.

Interactivity promotes interaction between service systems of enterprises that provide certain services, allowing to assess the consumer's reaction to assortment and pricing policies, innovative offers and modern technological solutions, and also affects the assessment of the effectiveness of marketing strategies.

Catering establishments in Ukraine, trying to keep up with world leaders, are actively implementing technologies such as electronic menus, self-service terminals, infrared chargers, CRM systems, mobile applications with game elements, open kitchens, virtual reality, etc.

Of particular importance is the implementation of automated management systems (*R-Keeper, Iiko, AVADA-MEDIA*, etc.), which allow controlling the processes of procurement, inventory accounting, production, personnel, marketing, increasing efficiency and minimizing the human factor. Such client services as: online booking, evaluating dishes in the application, selecting wine via an electronic card, creating personalized offers, etc. have already become widely used.

Therefore, the relevance of the work is due to the need to investigate the need of the modern restaurant market for digital solutions, in order to combine quality, comfort and technologicality, that is, to form a new paradigm of service provision - interactively oriented, customer-centric and technologically flexible.

Analysis of recent research and publications. The issues of implementing innovative and interactive technologies in the restaurant industry are reflected in the works of Ukrainian and foreign researchers, in particular V. Burak (Buryak, 2020; Buryak, 2023), N. Prylep (Prylep, 2016), Z. Hadetska (Gadetska, 2015), Yu. Pavlova (Pavlova, 2022), N. Yazina (Yazina, 2015), V. Novikova (Novikova, 2019), etc., who focus on the importance of digitalization as a tool for increasing competitiveness and customer orientation in the industry.

Highlighting previously unresolved parts of the overall problem. Studies (Burak, 2020; Kalko, 2024; Osnovy, 2025) show that innovative solutions have a positive impact on operational processes, form new consumption formats, and allow for effective management of customer relationships. However, most of the work focuses on general aspects of automation or marketing, while the specifics of interactivity, as a separate direction, are revealed fragmentarily and requires further analysis. The issues of structural classification of interactive solutions in the industry, their systemic integration into management, marketing, social and production processes are not sufficiently disclosed. The impact of individual technologies (for example, electronic menus, virtual reality, automated ordering) on consumer behavior and economic indicators of the enterprise requires further elaboration. The issue of adapting Western interactive technologies to Ukrainian realities also remains unresolved. Practical recommendations are needed regarding the phasing of implementation, risk minimization, return on investment and assessment of the effectiveness of such innovations.

Formulation of the article's objectives. The purpose of the article is to study the theoretical and applied aspects of the use of interactive technologies in the activities of restaurant establishments, to determine their role in increasing the efficiency of service, optimizing management processes for the formation of an innovative environment of the enterprise. To achieve this goal, the following tasks are envisaged: to reveal the essence of interactivity as an economic and social phenomenon in the service sector; to classify the areas of application of interactive technologies in the restaurant business; to analyze examples of the implementation of modern IT solutions in leading catering establishments; to identify the benefits and risks associated with the digitalization of service; to substantiate the prospects for the integration of interactive platforms in the Ukrainian restaurant environment.

Presentation of the main material. Within the framework of interactivity processes, all service entities have open access to information and IT, versatility, multifunctionality, stability of communications and interaction processes, high-speed technologies for implementing a service product. Interactive technologies, being a new form of activity, completely transform the internal structure of service enterprises, expanding the field of their activity, bringing them to new levels, including international, as

well as standards of economic activity. In this case, a necessary condition is the use of modern information technologies, innovations, digital technologies, a common information platform of the service market, the creation of interactive infrastructures.

The service industry economy is an economy of platforms and modern technologies. Accordingly, the development of IT is directly related to the integration of service entities into the general space of communication activities.

At the same time, new standards of behavior and functioning, a new culture of communication and development are being created, and the level of internal and external interaction is increasing. A necessary condition for participants in the service market within the framework of interactivity is the possession of digital competencies (Burak, 2023; Chmil, 2020). The experience of developed countries confirms that almost half of the population actively uses interactive services, which requires enterprises to be ready for a high level of digital interaction. Service companies, consumers and government agencies that actively conduct business as producers and users of information goods and services are gradually becoming full participants in the digital economy, that is, interaction between business entities as the basis for the functioning of the service sector (Kazakova, 2017; Tyukhtenko, 2021).

The level of development of the food sector is directly related to social development, which includes the following factors (Innovation, 2024; Organization, 2011; Prilepa, 2016):

- growing population demand for food products;
- development of tools and technologies in food production and cooking;
- separation of different types of work activities, formation of restaurant establishments into a separate specialization;
- taking into account customs, traditions, culture and aesthetics;
- development of demand for services that simultaneously satisfy the needs for food products and the conditions for food consumption, which unite a group of people in a special atmosphere that helps to enjoy, relax, gather, communicate, etc.

Today, restaurant establishments are an organized structure of the service market, which uses multiple modern technological solutions of an innovative and interactive nature with streamlined logistics and marketing, implemented in the cultural and social environment and bring satisfaction to a wide circle of society with a different nature of demand for special services and benefits. Thanks to the use of the mechanism of logistics processes, restaurant establishments acquire an innovative system of views, under which enterprises have the opportunity to rationalize the staff, reduce costs, reduce service and production time, expand the client base, etc. New technological interactive solutions allow simultaneously to satisfy the need of visitors for various entertainment services and at the same time simplify the service system (Table 1).

Table 1 – Areas of application of innovative technologies in the restaurant system

Function	Properties
Organizational and management	Conducting an analysis of visitor traffic using information technology and systems analysis; forming a new administrative apparatus; classifying interrelated actions or works aimed at creating a certain service; forming a rational budget system.
Marketing	Popularization of goods and services of catering enterprises; loyal system of service to visitors and staff, expansion of sales margins, maintenance of the reputation of the enterprise; opening of new types of catering enterprises.
Production	The use of modern information technologies in the activities of automated production restaurants; new forms of software; installation of energy-saving technical equipment.
Social	Implementation of the concept of healthy eating; rational organization of the work area for the production of high-quality food products; introduction of modern technical equipment into the production process, rational use of human capital, professional competencies within the framework of proper nutrition, accessible to different categories of citizens.

Source: Burak, 2023; Innovative, 2024; Innovative, 2024; Main, 2025.

To obtain the greatest effect from the innovative development of restaurant establishments, it is necessary to constantly monitor the market situation both at the national and international levels, take into account the main scientific and technical trends that affect the production sector and consumer expectations, because innovative technological solutions in the restaurant business are not only a way to modernize the enterprise, but also a mechanism for forming new services and creating unique food products (Burak, 2020; Innovative, 2024; Prylep, 2016).

Nowadays, consumers are not only focused on satisfying their food needs, but also on monitoring their diet and, if possible, eating healthy food that preserves essential nutrients and vitamins during cooking. In order for restaurants to meet these consumer needs, it is necessary to introduce new technological solutions into the production and cooking process that allow the product to be as healthy as possible (Table 2).

However, the implementation and application of innovative and technological solutions in restaurant establishments carries a certain amount of risk, therefore, a detailed analysis of the services market and weighing of all possible positive and negative options is necessary (Burak, 2020; Innovative, 2024).

Table 2 – Modern innovative technologies in the restaurant management system

Typology	Type of technology
Type of service	Nutrition tablet Open kitchen Food court Fresh bar Catering
Concept	Cat cafe where you can play with animals Service by blind waiters without light A cafe that offers a menu with only organic products as part of a healthy diet Stylistic restaurants
Technology used in cooking	Combining products with different tastes and smells A cuisine that combines elements of different culinary traditions Carving The art of decorating dishes Combined process of cooking large quantities of food and cooling them quickly Molecular cuisine
Technology for product processing	Technology of preparing a product in vacuum packaging Mechanical Thermal Al dente CapKold
Service services	Creating a website where you can order and pay for a product Providing free mobile application, Wi-Fi Menu automation Web monitoring Visual panoramic menu Taxi call services Table reservation service via website or phone

Source: Hadetska, 2015; Osnovnyi, 2025; Prilepa, 2016; iWinePad, 2025.

The listed factors manifest themselves in different ways in the process of functioning of restaurant establishments, sometimes one of the factors manifests itself more actively.

Modern trends in the organization of restaurant catering in Ukraine indicate that food consumption is becoming relevant for citizens in cafes or restaurants and less at home, when they have to spend their own time and effort on cooking. Therefore, the activities of all restaurant establishments are aimed at satisfying visitors with food, providing meals is the main service among other numerous services related to the organization of visitors' leisure.

And the most common leisure services in our country are:

- a service that includes organizational measures for catering, including the delivery of products to customers and the organization of festive events for the design of a catering area outside any area;
- services for organizing entertainment programs, including artists, musicians, clowns, etc.;
- catering services for large events such as weddings, corporate parties or anniversaries;
- service for providing information services;
- car call service to deliver the visitor to another destination;
- providing a parking space on the territory of the restaurant.

Instead, for the development of restaurant establishments, the main tool is information technology, that is, specially created IT systems - enterprise automation systems for accounting and control of goods and services, such as:

R-KeeperUA— one of the information systems with a high rating and level of reliability for automating restaurant establishments, including small cafes and large restaurants, as well as huge entertainment centers that provide a wide range of additional services (R-KeeperUA, 2025). The scheme of operation of this product is that visitors are served by one company that provides numerous services. The guest can pay for all ordered services at once or each separately, the company also provides a service of calculating all guests with one check or each guest separately;

Restaurant Magic Software- an information system that automatically keeps records and organizes the enterprise. This is the only software package for restaurant automation, which allows for the most efficient use of the latest equipment. The program is universal and can be used by any type and type of restaurant establishments, from small to the largest and most presentable (Restaurant, 2025);

Iiko— is an information system for the complete automation of the activities of restaurant establishments or a network of enterprises, management and organization of all processes. With the help of this complex, you can control all financial transactions and kitchen operations, view past transactions, reports and statistics that provide industry data on the restaurant business market and determine actions that will help increase profitability. With the help of this program, you can manage various processes from personnel activities, choosing musical accompaniment in the institution to simplifying the reporting process (Iiko, 2025);

Kneipp Service Pro is an information system that personalizes accounting and management of all processes: purchases, warehouse, kitchen, budget, delivery, as well as employees, partners and customer loyalty, researches each specific business, configures and automates an effective management system, both for large restaurant chains and for a small self-sufficient coffee shop (Service, 2025). Here are, for example, the advantages of bar automation:

- reducing the burden on managers: the program helps bartenders independently solve many issues in the workplace through a system that reduces the need for constant guidance from managers;
- prevention of fraud and theft: automation allows for accurate accounting of alcoholic beverages and other products, which reduces the possibility of theft and unfair behavior of personnel;
- control over production: you can keep records, control the quality and quantity of ingredients used to prepare drinks;
- increasing the speed of service: contributes to increasing staff productivity and speed of customer service, etc. (Service, 2025);

AVADA-MEDIA— CRM-system for managing relationships with customers, a software package that allows you to automate many everyday operations, improves the quality of service, reduces the number of errors on the part of personnel and frees up employees. CRM allows you to reduce overhead costs and increase the company's profit (Main, 2025).

The above software complexes have a significant impact on the efficiency of restaurant enterprises through new additional services that satisfy consumer demand. One of the most common solutions is self-service terminals, which allow the client to independently choose dishes, form orders and pay for them without involving staff (Burak, 2023; Osnovnyi, 2025; Prilepa, 2016; Servis, 2025), which contributes to the speed of service, reducing queues and optimizing costs.

Another example is the electronic menu system, which provides a package of applications designed for an Internet tablet (Burak, 2023; Osnovy, 2025). The electronic menu is a replacement for the traditional paper menu, where you can visually view and select available services: a list of dishes, pay for the order, evaluate the quality of service, leave a review, view ratings and share your impressions on social networks (Burak, 2023; iWinePad, 2025). Similar technologies are integrated into the general CRM accounting system (Burak, 2023; Hadetska, 2015; Osnovy, 2025; Prilepa, 2016; Wireless, 2025).

Foreign experience, in particular French, suggests that developers of interactive technologies have been working on creating a pizza-making robot for a long time. Significant investments have been allocated for these developments. The current experience of robotic customer service in food establishments in Japan, China and South Korea is also interesting. An additional set of services for choosing food delivery through various interactive systems, via a terminal or mobile application, your own suggestion of ingredients in a dish, the ability to use it in other establishments, etc. have already become commonplace.

Restaurants also provide visitors with free access to Wi-Fi and charging devices, which is especially important for tourists who need to stay in touch with their families in real time and students who can work while eating (The Wireless, 2025; Wireless, 2025).

In order to attract new customers, the Applebee's restaurant chain has installed up to one hundred thousand electronic tablets in all its establishments. Many companies are developing the latest technological solutions to expand their customer base. A number of French restaurants offer guests of the establishment a wine list on the iWinePad electronic tablet (iWinePad, 2025). The electronic wine list is designed in such a way that it is easy to find the area where the grapes for each type of wine are grown, the name, year of production and harvest, price, etc. The guest is issued a certificate containing information and a combination of each type of wine with a specific product. Such a certificate helps to expand the customer base, allows you to choose the optimal combinations of drinks and dishes, customers see new developments in the kitchen, and therefore the profitability and prestige of the establishment increases.

One of the modern innovations for restaurants is the possibility of providing guests with a service of observing the process of cooking, which can otherwise be called an open kitchen. Also, some establishments provide a service when a guest can communicate with neighbors at the tables using interactive technologies, which is especially relevant when one of the visitors wants to compliment a neighbor they like. The more innovative and interactive technologies and additional services a restaurant uses, the wider the circle of its visitors becomes and the more effectively the business develops.

Conclusions. Modern innovative technologies (electronic menus, self-service terminals, CRM systems, automated management platforms, multimedia services) used in a restaurant not only modernize the service process, but also create new opportunities for personalizing services, automating processes, increasing efficiency, and meeting the needs of the modern consumer.

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