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ERGONOMIC DESIGN AS A COMPONENT OF OPTIMIZING THE WORK OF A RESTAURANT ENTERPRISE

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The restaurant business of Ukraine at the present stage of development of the restaurant industry continues to form, the quantitative and qualitative composition of the participants is changing, and the market is becoming more consolidated. The significant dynamism and uncertainty of the modern socio-economic environment, increased competition in the consumer market require new design solutions from the management of restaurant enterprises in the development of both the exterior and interior. Of great importance in the work of institutions is interior design, which should fulfill not only an aesthetic function, but also the function of optimizing the work of an enterprise, which is ensured by an ergonomic design.

In a highly competitive restaurant market, there is a need to maximize the use of space and ensure improved service delivery. Ergonomics in the design of restaurant establishments is widely described in the literature and is used at enterprises abroad, while domestic establishments are guided mainly by the aesthetics of the interior.

The aim of the work is to identify the basic principles of ergonomic interior design of establishments. The following tasks are solved in the work: identifying the principles of optimizing the space of the enterprise and meeting the various needs of visitors and employees thanks to ergo design.

Ergonomics studies the activities of people in the current production of goods and services with the aim of improving the tools and work process and providing convenience for people. That is, the provision of conditions due to which a high level of dynamism of work, efficiency and care for the health of workers is ensured. Statistics say that 20% of errors in the production of goods and services and emergencies are due to errors of employees, threatening the success of the enterprise and even human life.

The ergonomic design of the room helps to ensure the comfort, safety and efficiency of human activity, since it provides for the daily actions of a person in a specific object environment with a specific direction of use.

When developing an interior, designers are guided not only by the aesthetic appearance and preferences of the customer. The comfort of a room's space depends on the daily activities of people in it.

Ergonomics underwent a particularly rapid development in the 20s of the last century thanks to the active creation of new technologies that were introduced into the work and life of a person.

The public catering market is undergoing great changes due to socio-economic events in the world and at the same time continues to dynamically develop, which leads to an increase in the level of competition. That is why entrepreneurs are forced to develop their establishments. One of the criteria for the popularity of restaurant establishments is their interior, which is improved using ergonomic design.

The main reason for attracting ergonomic design to the planning of an establishment is not only aesthetic, but also a psychological effect on a person, combined with an increase in the functionality of the premises, which improves and simplifies the service of visitors.

One of the most important tasks of ergonomic design in a restaurant establishment is the route of movement of employees and visitors, which ensures the efficient operation of the establishment (Fig. 1). Ergonomic requirements ensure compliance with the anthropometric, physiological, psychological, psychophysiological and hygienic characteristics of a person working in a restaurant and a visitor to a restaurant establishment.

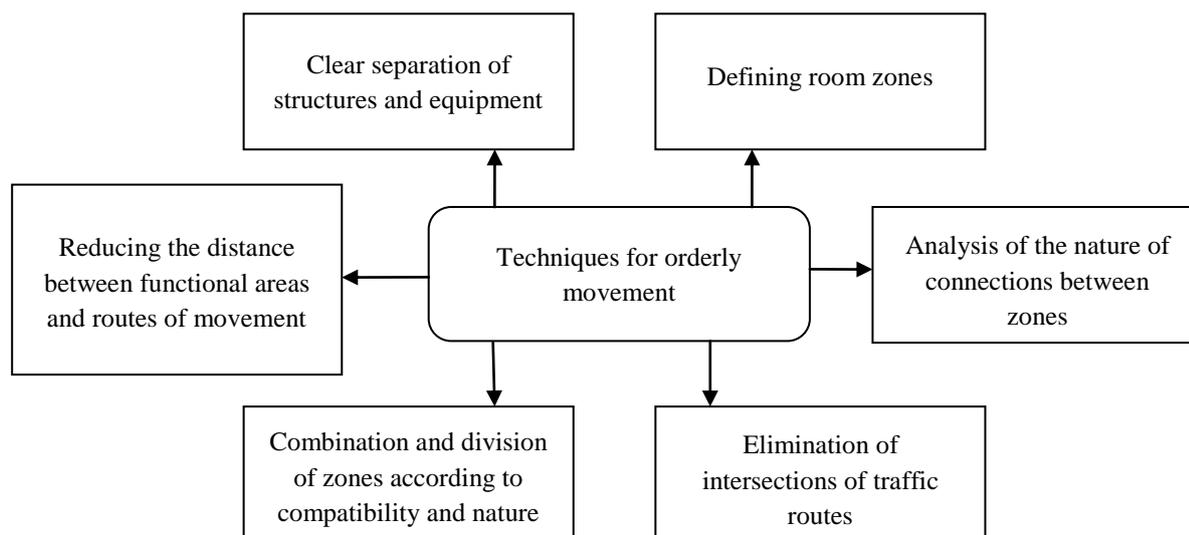


Fig. 1. Ergodesign techniques of orderliness
Source: developed by the author according to the data [1, p. 134]

An important factor in ergonomic design is the satisfaction of the utilitarian and aesthetic needs of a person (both visitors and consumers). For this, there are the following ergo-design techniques: environmental friendliness of the enterprise (use of ecological materials, waste recycling, renewable energy, etc.); a clear orientation in the space of the enterprise, ensuring the requirements for the psychological, hygienic and physiological characteristics of a person; harmony and aesthetics of the visual quality of the space; in the presence of the status of an architectural monument, emphasize the historicity and modern functionality; continuity of interior renovation [2, p. 128].

Based on the above techniques and experience of ergonomic design in restaurant establishments, it is possible to deduce the general principles of organizing premises:

1. Versatility of design of premises for visitors and employees.
2. Possibility of interaction and communication of different zones.
3. Possibility of functional changes of objects and space, taking into account the architectural possibilities of the institution.
4. Satisfaction of needs of visitors through the wide use of modern technologies in the design of the enterprise.
5. Providing workers and visitors with the convenience of movement through the principles of targeted movement [3, p. 64].

The dynamism of the modern socio-economic environment, increased competition in the consumer market require new design solutions from the management of restaurant enterprises in creating an interior. In modern realities, in order to maintain the viability and competitiveness of a restaurant establishment, it is necessary to develop effective measures aimed at counteraction and adaptation to negative influences and changes in the external environment that can ensure their future development. So, we came to the conclusion that ergonomics in the interior design of restaurant establishments is necessary, performs many functions, makes service more efficient on the part of employees and ensures the comfort of visitors through aesthetic and psychological impact.

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