

НАПРЯМ 2. ГОТЕЛЬНО-РЕСТОРАННА СПРАВА ТА ТУРИЗМ

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MANAGEMENT ACCOUNTING IN THE INFORMATION SYSTEMS OF HOTELS

The list of such requirements affects the definition of the concept of "Ukraine accounting". Some definitions of management accounting are given in Table 1.

In Ukraine, the essence of management accounting is legally defined by the Law of Ukraine "On Accounting and Financial Reporting in Ukraine" dated 16.07.1999 No. 996-XIV: internal (management) accounting is a system of processing and preparing information about the enterprise's activities for internal users in the process of managing its activities [5]. As can be seen from the above, there are many different systems of information and analytical support for management decision-making. The choice of a specific system depends on the needs and goals of the enterprise, its size and branch affiliation, the availability of

resources, and competencies for its implementation and operation. However, in any case, such a system must be reliable, secure, available, flexible, and scalable.

Table 1

**Definitions of management accounting given
in the works of scientists**

No.	Definition	Author, source of information
1	Management accounting is understood as the process of identifying, measuring, accumulating, analyzing, preparing, interpreting, and transmitting information that is used by the management unit for planning, evaluation, and control within the enterprise.	Butynets F.F. [1, p. 229]
2	Management accounting is the provision of information to individuals in the organization itself, based on which they make more informed decisions and increase the efficiency and productivity of current operations.	Pisarenko T.M., Bukalo N.A. [2, p. 137]
3	Management accounting is a branch of knowledge and a field of activity related to the formation and use of economic information for management within a business entity.	Sadovska I.B. [3, p. 259]
4	Internal economic accounting (the so-called managerial accounting, production controlling) is not independent accounting. This is a continuation, or more precisely, a further deepening, detailing of the data of accounting and financial accounting in terms of expenses and income of activities, when all the effectiveness of the acquisition of resources, their processing, technological and organizational solutions, motivation, etc. is revealed.	Sopko V.V. [4, c. 483]

Providing unbiased information necessary for management decisions is an important function of information and analytical systems. These systems provide collection, processing, storage, and analysis of data related to various aspects of the company's activities and provide useful information for managers at different management levels. Information and analytical systems can have different structures, functionality, and purpose, depending on the specifics of the enterprise and its goals. Some of the most common types of such systems are:

- **Enterprise Resource Planning (ERP) systems** are comprehensive software that integrates all major business processes of an enterprise, such as finance, logistics, production, procurement, sales, and customer service. ERP allows one to automate and optimize the work of the enterprise, improve control and coordination between departments and functions, reduce costs and errors, and improve the quality of products and services. ERP also provides managers with access to up-to-date and reliable information about the state of the enterprise and its resources, which facilitates the adoption of effective management decisions. Examples of ERP systems are SAP, Oracle, Microsoft Dynamics, etc.

- **Decision support systems (DSS)** are interactive computer systems that help managers solve complex and unstructured problems. DSS combine data from internal and external sources, analytical models and methods, intuitive and graphic user interface. DSS allow managers to analyse situation, and simulation scenarios, evaluate alternatives, and predict consequences. DSS also facilitate communication and cooperation between participants in the decision-making process. Examples of DSS are Excel Solver, Tableau, Power BI, etc.

- **Business analytics (BA) systems** are a collection methods and tools that allow obtaining, processing, analysing, and visualizing large volumes of data generated by the enterprise and its environment. BA is used to identify regularities, trends, anomalies, dependencies, and cause-and-effect connections in the data. BA helps managers get value insights that improve understanding situation, identification of opportunities and risks, and promotion of productivity and competitiveness. BA also promotes automation and optimization of business processes and adaptation to changes in market conditions. Examples of BA systems are IBM Cognos, SAS, QlikView, etc.

- **Artificial intelligence (AI) systems** are computer systems capable of imitating human abilities, such as learning, thinking, perception, language, creativity, etc. AI uses advanced algorithms and models such as machine learning, neural networks, expert systems, natural language processing, computer vision, etc. AI allows enterprises to solve complex and innovative tasks, improve the quality and speed of decision-making, and increase productivity and innovation. AI also helps to personalize and improve interactions with customers and partners. Examples of AI systems are Google Assistant, Siri, Alexa, Cortana, etc.

Sometimes the concepts of management accounting and controlling are equated. This is not quite so. There are many common features between them, but there are also differences. Management accounting and controlling are different but related concepts. Management accounting is the process of providing the company's

management with information that helps in planning, evaluating, and controlling the organization's activities. Controlling is a management function that analyses, monitors, and corrects the implementation of the company's strategic and tactical goals. Controlling uses data from management accounting but also includes other aspects such as market analysis, forecasting, risk management, etc. Thus, it can be said that it is managerial accounting is the information basis of controlling, and control is one of its functions. That is, management accounting is an integrated system of various economic disciplines, and the method of management accounting contains (Fig. 1):

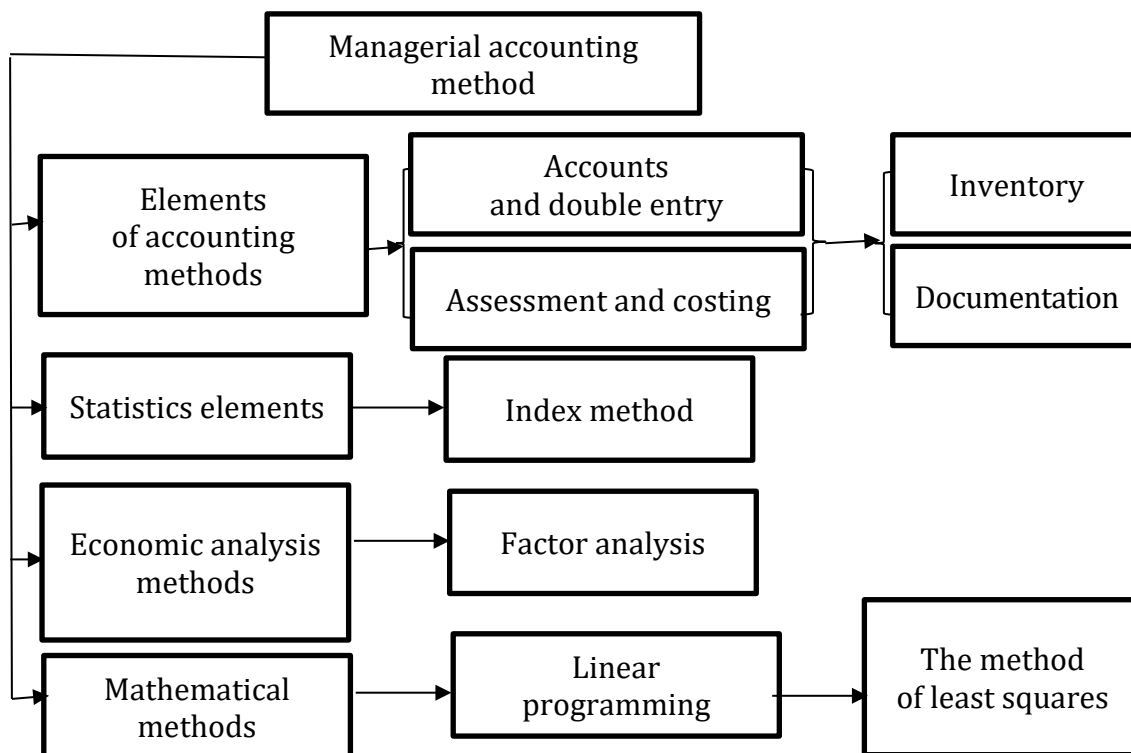


Figure 1. Managerial accounting method

Considering the fact that managerial accounting in the narrow sense is a component of the entire accounting system and is related to financial accounting, it must comply with uniform accounting principles, in particular: continuity of enterprise activity; a single monetary unit; completeness and analyticity of information; periodicity, etc.

The main goals of managerial accounting are to provide information that helps the management of the enterprise in achieving the strategic goal, planning, control, evaluation, and optimization of the organization's activities. Managerial accounting information can relate to such aspects as the cost of products (works, services), expenses of structural units and the enterprise as a whole, results of economic activity in various directions, elements of internal pricing, forecasts for the future,

settlements with counterparties, etc. Managerial accounting information is formed and provided taking into account the needs of managers of a particular enterprise and is not limited by any standards or rules.

As is evident, modern means of communication for hotels are very diverse and effective. They help hotels adapt to changing market conditions, take into account the needs and wishes of customers, and improve their competitiveness, and profitability.

The main goal of implementing a management accounting system for an enterprise is to provide the company's management with the most complete information necessary for more efficient work. Informatization and computerization of business processes are necessary aspects of the effective operation of hotel enterprises.

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