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## **MOTIVATION AS MANAGEMENT GENERAL FUNCTION**

Motivation is the main function of management at the present stage of the development of market relations in Ukraine. Development of motivation in management of enterprises of restaurant business is restrained because management doesn't understand its importance. The restaurant business is one of the most promising sectors of the economy. It is very important to choose a true motivation mechanism to ensure the efficient operation of restaurant businesses [1].

Analysis of employees' motivation was conducted on the basis of the restaurant «Poliskyi Chai». The analysis leads to the conclusion about an important role of motivation as intangible incentives that help to create such atmosphere in the team, so that employees would work to the company's goals coincide with his/her personal goals. He/she would treat to the company's property as to his own and feel his/her importance in the company and management's care.

We propose to implement the following measures that help to optimize the performance of the staff about the possibility of its development: to certify employees; to create conditions for the promotion of professional staff; to develop a more diversified system of education; to develop a system of material and moral incentives; to organize personnel control; to conduct marketing professional staff in the selection of new personnel.

### **Literature:**

1. Шталь Т.В., Кот О.В., Дядін А.С. Сучасний стан та тенденції розвитку ресторанного господарства України та Харківського регіону/ Шталь Т.В., Кот О.В., Дядін А.С. // Вісник Львівської комерційної академії. - 2011.-№ 38. - С.137-141