SUMMARY

Subject matter of the dissertation: The use of modern forms and technologies of service of festive events in the activity of enterprises of public catering

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Customer organization: LLC restaurant «Krepost’»

Topicality of the research: in a rapidly changing world, enterprises of public catering is becoming harder and harder to attract large number of visitors. Thus, to improve client flow businesses need to find their identity and to bring something unique to provide services, respectively the introduction of new progressive forms of service becomes a key factor of competitiveness of the enterprises of public catering, which determines the relevance and practical significance of the research problem.

Objective: the study of progressive forms and technologies of service of festive events in the catering industry and the development of recommendations on application of these forms in the activities of the restaurant «Krepost’»

Tasks:

– to study the theoretical aspects of the service technologies at the enterprise of public catering;
– to describe modern forms of service in the sphere of public catering;
– to make a review of Russian and foreign experience of application of progressive forms of service;
– to analyze the activity of the restaurant «Krepost’»
– to develop recommendations for the application of progressive forms of service in the program of the celebrations.
Theoretical and practical significance of the research: the theoretical significance of the thesis research consists in development of theoretical positions, the development of methodological tools of the research and conceptual directions of development of progressive forms of public service at public catering enterprises.

Practical significance of the research is that the recommendations can be used by organizations of public catering sector in order to introduce modern forms of service, justification and implementation of conceptual directions of its improvement.

Results of the research: the study revealed that progressive forms of service such as buffet, coffee break, the Vienna system, a system with a specific menu, Sunday brunch and other contribute to bringing services to the consumer, increased speed of service, increase of interest to the service, attract new customers and increase the profits of the enterprise of public catering.

Recommendations: to promote the restaurant, creating a favorable image and raise additional customer flow in this study was developed the concept of celebrations in the restaurant «Krepost’».

Thus, compliance with all defined stages of preparation, and well-composed menu will promote a professional and efficient conduct of this event, which means it will work on the image of the restaurant «Krepost’», developing and improving its services.