Summary

Subject matter of qualification paper: IMPROVEMENTS TO THE PROVISION OF PUBLIC CATERING SERVICES (based on the example of health resort center “Pyatigorskiy Narzan”

Author: Azarov Kirill Edvardovich

Scientific Supervisor: candidate of economic sciences, associate professor, Chair of Tourism and Hotel Service, A.V. Yefimov

Information about internship organization: “Mashuk” Ltd., health resort center “Pyatigorskiy Narzan”.

Relevance of the research is determined by the fact that the current stage of development of the socially-oriented market economy for the health resort spa institutions and catering facilities, which are included in their structure, is characterized by significant difficulties in finding new untapped market segments. At the same time, new additional services that may become very promising and highly profitable for catering are being developed. One example is the catering services that represent a new trend in serving potential customers by catering enterprises, which are a structural part of the spa resort centers.

The objective of the research is to develop a system of measures to improve the provision of catering services offered by health resort center “Pyatigorskiy Narzan” on the basis of foreign and domestic experience in organizing such activities.

To fulfill the objective of the final qualification paper, the following tasks were set:
- to define the essence of the concept "catering", to identify trends and catering activities in the declared area;
- to examine catering as one of the modern types of public catering services;
- to consider catering services as part of the marketing programs in the field of public catering;
- to identify trends in the development of catering services abroad and in Russia;
- to carry out the research of health resort center “Pyatigorskiy Narzan” activities in the sphere of providing catering services;
- to develop a program of catering activities for the health resort center “Pyatigorskiy Narzan”;
- to identify ways of enhancing catering services for perspective use by health resort center “Pyatigorskiy Narzan”.
Theoretical significance consists in the development and systematization of the theoretical concepts in the field of catering services provided by catering companies that are structural part of health resort and spa institutions that enhance understanding of existing problems, which is a condition of formation of modern market thinking. The material is also intended for all those interested in the development of catering services in Russia.

Practical significance is based on the consideration of possibilities and directions for catering activity of the health resort center “Pyatigorskiy Narzan”. Proposed measures to improve the provision of catering services can be used in practical activities of the health resort center “Pyatigorskiy Narzan” and reflected on the health resort website.

Results of the research:
An enterprise providing catering services (catering company, organization) is a catering business (food industry), offering catering services on location selected by third-party organizations and individuals, including the organization of off-premise catering events for various purposes and the retail sale of catering products.

Catering is divided into the following types: off-premise catering and retail sales of catering products. In this respect off-premise catering service can be organized in the following forms: event catering; chef services and / or the waiter at home; delivery of catering products on the orders of organizations and consumers with the perspective service. In the scientific literature the following types of catering are differentiated: indoors catering, social catering, VIP - catering, catering of beverages and cocktails (off-premise bar).

Recommendations:
As recommendations for the health resort center “Pyatigorskiy Narzan” we consider it appropriate to provide such services as: event catering, delivery of catering products on the orders of organizations and consumers with the perspective service, VIP - catering. Catering services can be used for PR, marketing and advertising activities of the health resort center. With this tool the health resort center can show and prove its superior position compared to other spa institutions of Pyatigorsk.

In addition, a section of the site can be created, summarizing the experience of catering services (participation in various events of citywide importance) that allows placing an order for catering services. The commercial catering offer should reflect: site selection and the celebration; banquet facilities; decor activities of the events; the development of the script and organizing entertainment programs; thematic services; additional services.