Abstract

Topic of the final scientific work:
PROGRESSIVE FORMS OF CATERING ORGANISATION AND
RESTAURANT BUSINESS SERVICE (case study of Mashuk Aqua-Term, Zheleznovodsk)

Author: Kokova Zhanna Aslanbievna
Scientific supervisor: Assistant Professor of the Chair of service and tourism, Grigorenko O.T.

Topicality of the scientific research: Catering as a process of consuming food satisfies the most essential need of a human being, serves as an important condition of human existence. Catering in its cooperative organised forms is an essential factor and a mechanism of social politics organization. Restaurant business industry is one of the most dynamic forms of services in the international trade. Implementation of progressive catering forms and methods increases the culture of service, service volume, presented to people in restaurants and helps to increase the popularity of its own production.

The main aim of the scientific work: Research progressive forms of catering organisation and restaurant business service.

Tasks:
1. To study the modern case and main trends in Russian restaurant business.
2. To analyze the basic principles of the restaurant trade activity organization on the structure of catering.
3. To study progressive forms of catering in the restaurant business.
4. To characterize the sanatorium-and-health-resort «Mashuk Aqua-Term».
5. To bring to light the demand on catering, presented by the given sanatorium-and-health-resort «Mashuk Aqua-Term».
6. To develop a programme of a theme event.

Theoretic significance of the research is implied in the analysis and design of various information on the topic «Progressive forms of catering organisation and restaurant business service» and possibility to use it in further theoretic researches.
Practical significance is in the ability to use this scientific project in activity of a sanatorium-and-health-resort.

The results of the research: as a result of the given scientific project we have developed a programme of a theme event with the use of a progressive form of catering organization to increase the sales of products and services of «Mashuk Aqua-Term» located in Zheleznovodsk.

Recommendations: the analyzed sanatorium-and-health-resort should improve its activity in this field and develop means of promotion of its catering service. Realisation of the given programme will help to improve and increase the image of the resort and its financial welfare.