Abstract

The theme of qualifying work: Theme restaurants: features of organization and functioning (with the development of the concept of the restaurant of vegetarian cuisine)

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Information about the enterprise: cafe "Venice"

Relevance of the research topic is due to constant changes in the trends of the restaurant business. According to the latest world trends in the restaurant business, the traditional classical food enterprises, whose main purpose is to feed the visitors, in the near future will give way to restaurants of unusual formats, using new ways to attract consumers and introducing new methods of servicing them. Under the conceptual enterprise of a food understand the institution which has completely defined and realized in practice the basic idea. Features of the activity of the conceptual restaurant can also transform not only the situation and equipment of the institution, but also offer new and unusual but appropriate concepts, ways of eating, types of additional activities (games and entertainment, reading, singing, cooking), methods of service and attraction of attention visitors to the restaurant specialties and drinks.

Objective: is to develop the concept of the restaurant of vegetarian food on the basis of the cafe "Venice".

Tasks:
- to define the essence of the concept of "theme restaurant";
- to study the classification of thematic restaurants;
- to analyze the development of theme restaurants in Russia and abroad;
- to identify the specifics of the organization of theme restaurants;
- to analyze the activities of the cafe "Venice" in the field of customer service;
- to study the client base and proposals for the modernization of the activities of the cafe "Venice";
- to develop a project of a vegetarian restaurant.

**Theoretical and practical significance** of the research is that the material was collected and structured, the enterprise was analyzed and a new conceptual model of vegetarian food for the cafe "Venice" was developed with the possibility of its further introduction. The given concept includes the developed menu and the accompanying innovations, corresponding to subjects. The significance of the work consists in the possibility of using part of this work for the development and improvement of enterprises within the framework of catering development, which relies on modernization, conformity to trends, integrated use of potential and the development of new concepts.

**Results of the research.** Introducing the recommendations in the final qualification work into the practice of the "Venice" cafe in Novoaleksandrovsk, it is possible to significantly improve the image, attendance and increase the company's sales.

**Recommendations:**
- to conduct an advertising campaign to inform the local population about a special offer.
- to organize research on the characteristics of consumer demand, on the basis of which it will be possible to make a more detailed study of the menu and special offers.