

ДИСКУССИОННЫЕ СТАТЬИ | DISCUSSION PAPERS

Т. А. Юдина [T. A. Yudina]
С. Е. Беловодова [S. E. Belovodova]

УДК 338.22

ПРЕДПОСЫЛКИ ОТКРЫТИЯ РЕСТОРАНОВ «ВЫСОКОЙ» КУХНИ В СИСТЕМЕ ГОСТЕПРИИМСТВА НА КАВКАЗСКИХ МИНЕРАЛЬНЫХ ВОДАХ И КУОРТАХ КРАСНОДАРСКОГО КРАЯ РФ

PREREQUISITES FOR OPENING OF FINE DINING RESTAURANTS IN THE HOSPITALITY SYSTEM IN THE CAUCASIAN MINERAL WATERS AND RESORTS OF THE KRASNODAR TERRITORY OF THE RUSSIAN FEDERATION

¹ Сочинский государственный университет, 354000, Краснодарский край, город Сочи, Россия/
Sochi State University, 354000, Krasnodar Territory, Sochi, Russia. e-mail: yudinat@list.ru

² Институт сервиса туризма и дизайна (филиал) в г. Пятигорске, г. Пятигорск, Россия/ Institute of Service, Tourism and Design, NCFU (branch) in Pyatigorsk Pyatigorsk, Russia

Аннотация. В представленной статье проводится анализ развития ресторанного бизнеса в России, как неотъемлемой части туризма.

Материалы и методы, результаты. Описываются предприятия питания в Российской Федерации. Дана характеристика тенденций развития ресторанного бизнеса с «высокой» кухней. Определены предпосылки востребованности ресторана «Мишленовской звезды» на территории России.

Говоря более конкретно, мы провели анализ статей по выявлению положительных тенденций развития ресторанного бизнеса в мировой практике. Была проведена обработка результатов анализа. Материалы данного исследования могут быть применены в практической деятельности руководителям туристских и ресторанных предприятий, составляющий туристский продукт, инвесторам и другим организациям.

Заключение. Сегодня в РФ появились все предпосылки для разработки нового турпродукта который будет способствовать удовлетворению спроса на культурно-познавательные мероприятия, мега-события в том числе будут интересны рестораны «высокой» кухни, как неотъемлемой части турпродукта.

Ключевые слова: Ресторанный бизнес как фактор развития туризма, рестораны «высокой» кухни, организация качественного обслуживания и полноценного отдыха - главная задача ресторана, «Мишленовские звезды», предпосылки создания ресторана с «Мишленовскими звездами». Событийные мероприятия (спортивные, деловые, культурно-познавательные). Создание нового турпродукта.

Abstract. This article analyzes the development of restaurant business in Russia as an integral part of tourism.

Materials and methods, results. The article describes food enterprises in the Russian Federation. The characteristic of development trends of restaurant business with fine dining is given in the paper. The prerequisites of the demand for the Michelin star restaurant in Russia are determined.

An analysis of articles was carried out to identify positive trends in the development of the restaurant business in world practice. The materials of this study can be applied in practical activities by the leaders of tourism and restaurant enterprises, which are a tourism product, by investors and other organizations.

Conclusion. Today in the Russian Federation there are all the prerequisites for the development of a new tourist product that will be able to meet the demand for cultural and educational events, mega-events including restaurants of fine dining, as an integral part of the tourist product.

Key words: restaurant business as a factor of the development of tourism, restaurants of fine dining, organization of high-quality service and recreation - the main task of the restaurant, "Michelin stars", prerequisites for creating a restaurant with "Michelin stars", event (sports, business, cultural and educational), creating a new travel product.

Introduction. The restaurant business plays a significant role in the development of tourism in Russia, as foreign tourists coming to our country want to not only see the sights (museums, theaters, etc.), but also try dishes of Russian and other national cuisines of the peoples living in Russian Federation. Guests come to restaurants for various purposes: firstly, to taste the national cuisine of the peoples living in the Russian Federation; secondly, to celebrate an important event in the life of a person or a team, to arrange a banquet or a business meeting. The main task of any restaurant is to provide a high-level service.

At present, in the Russian Federation, catering facilities are classified according to GOST 30389-2013 introduced in 2016, where the following types of catering facilities are defined: restaurant, cafe, bar, dining room, buffet, cafeteria, and culinary store. All these catering facilities are characterized by the nature of their activity, mobility, level of service, organization of catering, location and time of operation.

Of course, such type of an enterprise as the restaurant is of great interest. It provides the consumer with catering services with a wide range of complex dishes, including specialties, alcoholic and non-alcoholic drinks, confectionery and bakery products, and leisure activities.

Research methods. Observation, analysis of articles on identifying positive trends in the development of the restaurant business in world practice, analysis of the results. The theoretical basis of the research are the normative documents (GOST 30389-2013 (the standard establishes general requirements and classification of public catering enterprises in the Russian Federation)), as well as articles by contemporary authors in the field of tourism: M.A. Morozov, V.P. Belyansky, A.M. Vetitnev and others. Modern methods of scientific research, such as a systematic approach, conceptual analysis are used in the article.

Tourism development today is a subject of conflicting trends, which are formed under the influence of both objective and subjective factors. Objective factors are the global financial crisis, fierce competition in the tourism industry, including the restaurant business. Subjective factors are the wrong marketing policy of a restaurant company, namely, the demand for catering products, inflated pricing, poor service and staff training, and others. The financial crisis leads to a decrease in the paying capacity of tourists (tourism product consumers), they choose the most economical offers in the field of restaurant services. Catering facilities such as the canteen and fast food are becoming popular.

There are two groups of restaurant service consumers. One group prefers budgetary catering enterprises, another group believes that for business meetings and during travel it would be interesting to visit restaurants of fine dining. Active tourists plan their holidays in advance, book hotels and restaurants either through tour operators or directly through the Internet, study reviews and make decisions on booking. This group of tourists prefers restaurants with different specializations: for example, Russian cuisine, Caucasian, Tatar or a restaurant specializing in fish and seafood, etc. Previously, Russian cuisine was limited by the "Soviet style", but in recent years, chefs have improved their skills by practical study in the best restaurants in Europe, thereby created their own concept of cuisine that can impress many sophisticated guests.

Today in the Russian Federation the most popular are the restaurants with national cuisine, namely: Caucasian, Chinese, Japanese, Thai, etc. Of course, there are restaurants where the menu of one restaurant offers dishes of different cuisines, for example: Georgian, Uzbek, Mediterranean (kebab, dolma, Uzbek pilaf, Greek salad, fish, seafood, etc.). It is not bad, in general, but at the same time the originality of the kitchen is "loosing" (this is the interior, the uniform of waiters, music, etc.)

The fact is that restaurants imply a luxurious interior, expensive furniture and tableware, qualified staff, and, of course, cooking of a very high standard.

What new can the restaurant business offer especially for wealthy tourists, who consider food as an integral part of the trip. In Europe, there are "haute cuisine" restaurants, whose leaders are French and Italian cuisines. Today, Michelin-starred restaurants can also be referred to fine dining restaurants. Restaurants of this level have star rating criteria. This characteristic was proposed in 1900 by the founder of the Michelin company, which initially had nothing to do with cuisine, because made tires for cars and bicycles, etc., and since 1930, the second direction of the company's activity has been the production of Via Michelin guidebooks. There are two main Michelin guides (in a red and green covers):

- in the red cover they print information exclusively about restaurants and hotel type establishments;
- in the green cover they put information on a geographical basis (roadmaps, guides, descriptions of attractions). The most famous was the "Red Guide" - a restaurant rating with the information for tourists who traveled to France, including addresses of hotels, restaurants, parking lots for cars.

The most expensive restaurants with fine dining were marked with a sign from which the "Michelin Star" appeared. The Michelin rating represents a conservative methodology; a change in methodology is rare. So, "Michelin Star" means the most expensive restaurant with high-quality cuisine. Today restaurants with Michelin stars are divided into 3 categories - one, two, three. There are also restaurants without stars, but they have an assessment of the quality of the cuisine in the form of a pictogram of Bib's head - a symbol of the Michelin company. Such a sign indicates good quality food at a reasonable price of 30 euros. Restaurants with stars, in addition to the a la carte menu, offer sets (complexes) minimum cost of which is from 50 to 150 euros. Tourists who take sets will not stay hungry because these menu complexes include from four to seven dishes, with good wine (from 2 to 4 glasses) per person. The quality of food and drinks is very high - guests are satisfied.

The quality of the kitchen is constantly evaluated by independent inspectors from the Michelin company (evaluation criteria are kept in secret).

- one Michelin star is a very serious reward.
- two stars - restaurant dishes can already be considered as works of art.
- three stars - have restaurants with individual author's cuisine of famous chefs.

The chef, leaving the restaurant, can "take" the Michelin star with him to another restaurant, where he plans to work in the future.

Michelin restaurants are found all over the world, the record city for 3-star restaurants is Tokyo (Japan), there are fourteen restaurants of this level. But what about Russia? In Russia, there is no any Michelin restaurants yet.

Michelin star restaurants in Russia or another country can get restaurants with original cuisine that constantly maintaining freshness of products, quality of dishes, respect for cooking times, drinks of their own style, natural taste, constant high-quality work of cooks, therefore restaurants take in staff a chef known for its original dishes who is able to maintain a constantly high quality cuisine. Of course, such restaurants are designed for rich people. That why there will not be many such restaurants, it is possible only in large or tourist cities, such as Moscow and St. Petersburg or Sochi, where there are large tourist flows and there is a demand for original cuisine, for example, Russian, Caucasian.

Michelin-starred restaurants provide consistent income.

There are a number of prerequisites for this:

- qualified chefs;
- demand for elite, author's cuisine;
- steady loading of the trading floor (tables are pre-booked).

European countries are trying to get the cherished Michelin star. Today in the restaurant business in Russia there has been a tendency to fine dining, there are prerequisites for this: chefs who participate in the qualifying rounds of prestigious culinary competitions; there is a demand for such restaurants from the tourism industry.

Such restaurants will demonstrate a high culture of service in combination with the author's gourmet cuisine for the good rest of guests who can eat and dive into the atmosphere of hospitality that restaurants with Michelin Stars will create. There will not be many restaurants of such standard in the world, they will be author's restaurants, due to the following factors:

- requirement of highly intensive work and highly qualified personnel;
- requirement of original dishes and dishes of complex preparation;
- limited market;
- It is difficult to maintain the high quality of dishes, taking into account the refined tastes of guests.

Nevertheless, there is a demand for “gourmet” restaurants during festivals, forums, sporting events and other events that take place very often in the Russian Federation, such as:

- International Economic Forum (St. Petersburg, Sochi);
- Confederations Cup (Sochi)
- World Cup (Sochi, St. Petersburg, Moscow, etc.);
- Choral Games (Sochi) and other major Mega-events;
- Russia-Africa Summit (Sochi).

Large-scale events can provide excellent opportunities for promoting the territory and increasing its attractiveness for tourists. It have been lately understood in European countries, in which tourists are offered holiday packages for various events, which contribute to the development of their territory and the creation of their brand, thereby ensuring the development of the city's economy (infrastructure, loading of hotels and restaurants). Special events will allow the city (region) to timely win the interest of potential consumers of tourism services. The promoted event itself becomes a brand, which allows it to be widely used in building a further strategy to increase the tourist attractiveness of a city or region. The event includes a personal acquaintance with the event venue with the services of hotels and restaurants, which allows for the emotional involvement of tourists in the value system of this territory.

Tour operators need to develop tours dedicated to various cultural or sporting events (festivals, national holidays, etc.). The technology of organizing such tours implies a comprehensive selection of excursions that highlight the national characteristics of the city (territory). It is important to note that consumers of the tour can be not only foreign guests, but tourists from all regions of our country who can choose a set of services in advance (inclusive tour) with a mandatory visit to a gourmet restaurant with a national touch.

Conclusion. Thus, we can conclude that today in Russia all the prerequisites have appeared for the development of a new tourist product that will meet the demand for cultural events, mega-events, including restaurants of fine dining, as an integral part of the tourist product. Organization of new tourism programs will help to create a positive image of the city (region), preserve and revive original cultures, develop interregional contacts. Considering a favorable domestic economic situation and improvement of the life quality, event tourism (sports, business, cultural and educational) can increase investment attractiveness of city (region), forming a new tourist product which includes visits to the restaurants of fine dining, therefore restaurants with the "Michelin star" may appear in the Russian Federation.

ЛИТЕРАТУРА

1. ГОСТ 30389-2013 Услуги общественного питания. Классификация предприятий общественного питания. – Введ. 01.01.2016.
2. Бакалаврская работа: метод. Указания / Сибирский федеральный университет Торгово-экономический институт; сост. О.М. Медведева. Красноярск, 2015. 20 с.
3. Быстров С.А. Экономика и организация ресторанного бизнеса / С. А. Быстров. Москва: ФОРУМ, 2014. 464 с.
4. Волков Ю.Ф. Законодательные основы гостиничного сервиса / Ю.Ф. Волков. М.: Ростов н/Д: Феникс, 2015. 320 с.
5. www.novostioede.ru/article/novosti_gida_mishlen_novyuy_spisok_restoranov_2012/

REFERENCES

1. GOST 30389-2013 Uslugi obshchestvennogo pitaniya. Klassifikatsiya predpriyaty obshchestvennogo pitaniya. – Vved. 01.01.2016.
2. Bakalavrskaya rabota: metod. Ukazaniya / Sibirsky federalny universitet Torgovo-ekonomicheskyy institut; sost. O.M. Medvedeva. Krasnoyarsk, 2015. 20 s.
3. Bystrov S.A. Ekonomika i organizatsiya restorannogo biznesa / S. A. Bystrov. Moskva: FORUM, 2014. 464 s.
4. Volkov, Yu.F. Zakonodatelnyye osnovy gostinichnogo servisa / Yu.F. Volkov. M.: Rostov n/D: Feniks, 2015. 320 s.
5. www.novostioede.ru/article/novosti_gida_mishlen_novyy_spisok_restoranov_2012/

ОБ АВТОРАХ | ABOUT AUTHORS

Юдина Татьяна Александровна, доктор социологических наук, профессор кафедры гостиничного и ресторанного бизнеса Сочинского государственного университета 354000, Краснодарский край, г. Сочи, ул. Пластунская 94. e-mail: yudinat@list.ru, тел. 8 89184083846

Yudina Tatyana Aleksandrovna, Doctor of Social Sciences, Professor of the Department of Hotel and Restaurant Business, Sochi State University, 354000, Krasnodar territory, Sochi, ul. Plastunskaya 94, e-mail: yudinat@list.ru, tel. 8 89184083846

Беловодова Светлана Евгеньевна, кандидат психологических наук, доцент кафедры туризма и гостиничного дела, Института сервиса, туризма и дизайна (филиал) СКФУ в г. Пятигорске 357500 Ставропольский край г. Пятигорск пр 40 лет Октября 56, e-mail: cdpo.skfu@mail.ru, тел. 89034435844

Belovodova Svetlana Evgen'evna, Candidate of Psychological Sciences, Associate Professor of the Department of Tourism and Hospitality, Institute of Service, Tourism and Design (branch) NCFU in Pyatigorsk 357500 Stavropol territory, Pyatigorsk 40 years of October Ave, 56, e-mail: cdpo.skfu@mail.ru, tel. 89034435844

Дата поступления в редакцию: 15.01.2020

После рецензирования: 13.02.2020

Дата принятия к публикации: 03.03.2020