

## SOCIAL-ECONOMY MEANING OF RESTAURANT BUSINESS

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Restaurant business is the food service industry, that encompasses all of the activities, services, and business functions involved in preparing and serving food to people eating away from home. This includes all types of restaurants, institutional food operations at locations such as schools and hospitals, and other specialty vendors such as food truck operators and catering businesses. Besides, the food service industry encompasses any establishment that serves food to people outside their home.

In hospitality, restaurant industry reigns supreme. It is the largest element of the hospitality industry and can take the form of high-end restaurants, fast-food eateries, catering establishments and many other manifestations. The food and beverage trade can symbiotically function as part of other businesses, such as in bowling alleys or movie theaters. When the restaurant is part of a hotel, food and beverage can dramatically enhance the overall guest experience by offering excellent food and first-class customer service.

Talking about restaurant industry, one should notice that food and beverage service, as well as catering industry make a valuable contribution towards the economy which also impacts on society.

Economic contribution of restaurant industry is closely related with entrepreneurship. Firstly, the ventures that operate for profit contribute to the local economy of the county and to the world economy. Businesses pay government taxes which allow many projects and community services to be funded such as hospitals.

Secondly, the significant amount of different businesses also purchase food and beverages or uses catering or take away services from enterprises of restaurant industry. Feeding the staff in that or another way to make the establishment operate also helps to contribute to restaurant business incomes and to maintain the productivity of other industrial areas.

Besides, it should be noted, that preparing food is intensive labour, so work for the community is generated constantly. Filling the position in the establishment of restaurant industry, one obtains stable salary and official employment, which contribute to the taxes. The salary is spent on the other goods and services within the community as well, which can be considered as a contribution to the economic growth.

However, the relationship between the restaurant industry and the economy is reversible. Thus, the uncontrollable factors of macro

environment always influence on the restaurant industry. External factors such as the economic situation facing the nation or the world are among the factors that those working within the industry can have no control over. When economies go sour, the restaurant industry may suffer because of a drop in discretionary spending. So, the restaurant business, as well as the entirely hospitality industry, depends on a strong economy.

Restaurant industry as a part of hospitality business thrives when people are able to go out to eat or enjoy traveling. Conversely, when economic times are challenging, the entrepreneurs face tough times. In such a situation, much depends on whether other companies will decide to bolster the basics of restaurant business. Discounts on wholesale purchases of foods and beverages, flexible payment terms for supplement services, loans at low interest rates from banks can significantly ease the life of the catering establishment. Restaurant business in its turn can respond by supporting other businesses, as well as general people by offering special activities, such as meal discounts on certain days of the week or providing the place for conference or special event facilities holding.

Social contribution of restaurant industry is explained by the increase in the rate of the life of society. Today people becoming more and more busy due to the family sizes became smaller. According to the sociological researchers, today in an average family both parents are working and children usually have after school commitments. With so many affordable options provided by restaurant business, it is often more time effective for busy people to eat out, get takeaway on the way home or organize functions outside the house for events or celebrations such as birthday parties and weddings.

In addition, the significant contribution of the restaurant industry to the life of society is associated with volunteer activities. Food service ventures that operate as non-profit organizations provide many important services to society. Volunteers run often them, for example charity organizations that feed disadvantaged people who are sick, frail or homeless. Many clubs, for example sporting and service clubs, operate internal venues such as bistros and canteens. The money earned from these ventures are used within the club to purchase equipment, expand facilities and services which can be used by members. Sometimes the money is used for community projects such as development of facilities like parks or playgrounds.

Thus, it can be safely claimed that the relationship between the economy, society and the restaurant business is incredibly strong and bilateral. The influence of one of these parties on the other can have significant consequences that should always be taken into account.