

OLDEST RESTAURANTS AND THEIR ECONOMIC BENEFITS (НАЙСТАРІШІ РЕСТОРАНИ ТА ЇХ ЕКОНОМІЧНІ ПЕРЕВАГИ)

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Розглянуто інноваційні механізми оптимізації та використання потенціалу світових закладів ресторанного господарства з метою забезпечення їх продуктивної діяльності, підвищення прибутковості та конкурентоспроможності.

In today's food obsessed world, new restaurants tend to pop up overnight and disappear soon after opening. According to a study on failed restaurants by Ohio State University, 60% of restaurants fail within the first year and 80% do not make it past five years. While this may be true of many modern eateries, numerous old world restaurants have withstood the test of time and remain in operation today.

Why are these restaurants more relevant now than they have been at any other time in history? The restaurant business is different from all other kinds of other industries within the service sector. This is an enterprise, which combines art and traditions, operation mechanisms and experience in marketing, service philosophy and the concept of the formation of the potential audience.

Innovations serve to help survive on the market to improve process and products and to upgrade business concepts. Restaurateurs should work on changing the offer, creating new products that will replace the old ones once the clients stop ordering them. Innovations related to restaurant business are considered essential for the prosperity and business enhancement, evolving from a strategic option to a mandatory management task. Most innovations that take place within restaurants are related to the menu, which is a key component which entices potential customers to dine in an establishment. Gradual improvements occur as individual restaurants experiment to retain customer interest. Innovation options range from a single piece of equipment to a whole package supporting a food production system and are often based on culinary art, the science of cooking, food microbiology, engineering, packaging technology and computer modelling. The lack of scientific expertise and research laboratories in the majority of food service establishments impedes the increase in sophistication of this industry. The result of the study is can to be interesting for practical reasons.