

ESSENCE AND DISTINCTIVE FEATURES OF PUBLIC CATERING SERVICES

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The article deals with service types; the review of general, consumer and specific characteristics of public catering services is presented, the factors defining process of system engineering and granting public catering services are listed.

Nowadays, services rendering is believed to be one of the most perspective and quickly developing spheres of economics, which forms the sphere of services covering transport, communication, tourism, information, publishing services, etc. Sphere of services occupies one of leading places in the world economy and is the most perspective and fast-developing economy branch.

Evolutionary formation of sphere of services occurred simultaneously to manufacture development that has been caused by scientific and technical progress in XVI-XIX centuries. Thus, the sphere of services was transformed into a set of industrially-organized branches including large, average and small enterprises. Achievements of scientific and technical revolution have provided transition from an industrial society to postindustrial, which basic aspects are information and innovative components, economy of knowledge and service economy.

Specific feature of postindustrial economy is integration of processes of manufacture and services rendering that allow raising their efficiency and satisfaction of consumers in this connection. Due to an intensive use of achievements of science in sphere of services, today it becomes the significant sector of modern economy including innovative kinds and the forms: administrative and consulting services, services in optimization of financial streams, logistics, manufacture of telecommunication technologies, including, the Internet, working out and installation of the software and its support, etc.

One of the most developed spheres of modern economy is the sphere of public catering services. Unlike enterprises of other branches of the food-processing industry, which are carried out by two basic functions (manufacture

and implementation), public catering establishments carry out 3 interconnected functions: manufacture of culinary production, implementation of culinary production, organization of its consumption.

Function presence of the organization's production consumption, which is connected directly with service of consumers, defines a public catering establishment accessory to service sphere.

Process of public catering services rendering has general, consumer and specific characteristics. It is obviously possible to allocate:

- ◆ the general properties of service: implicit, inseparability from the supplier, instability of quality and perishability in time, the service of functional purpose, prevailing value of work as manufacture factor, an individual approach to the consumer, a role of business reputation as a competition factor, direct contact of the manufacturer to the consumer;

- ◆ consumer properties: integrity, reliability, efficiency, clearness, flexibility and hospitality;

- ◆ specific, properties which predetermine features of management functioning and development of the enterprises in the sphere of public catering services: investment appeal, branch specificity, dependence on influence of external factors (solvency of buyers, fashionable tendencies in design, conceptual directions in kitchen), a combination of material qualities (characteristics) and non-material properties of service, dependence of quality of service on a variety of inquiries of consumers, paid and free services, a site of enterprise food functioning, character of manufacture, assortment of sold production, its way of preparation, contingent and specificity of consumers service, leisure arrangement, additional services representation.

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In modern Russia commercialization of public catering services sphere has received rapid development in 1990-ies that was caused by formation of market economy and privatization of the given sector.

Thus, the carried out analysis of the general, consumer and specific indicators of public catering services sphere allows making the following conclusions:

1. Public catering services represent a combination of process of rendering and consumption of service result, which can coincide on time.

2. Service services depending on object and result share on material and non-material.

3. In sphere of services an individual businessman or the small, average service enterprise acts as a subject.

4. In many cases the consumer not only is object of rendering of service, but also directly participates in process of its rendering.

5. Ordinarily, service has individual character of rendering and consumption.

7. The executor of service, ordinarily, is not the proprietor of service result.

8. Public catering services are local, are frequently non-transportable and are not kept, can have national-territorial features.

The listed indicators define specific features of the organization and management of processes of public catering services rendering.

Thus, the spent review of kinds, characteristics and the factors influencing processes of manufacture and public catering services granting, allow defining optimum methods of increase in of the enterprises efficiency functioning in the given sphere.

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