

Microeconomics

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**FORMING THE CONCEPT OF HOSPITALITY
IN INNOVATIVE MARKETING SERVICES
OF RESTAURANT ENTERPRISES**

Abstract

The essence of the hospitality concept in innovative marketing of restaurant companies is considered. The concept of hospitality stems from the relationships marketing concept and has its own field of application related to a friendly reception and quality service guests (customers), restaurants, hotels, cruise ships, casinos, resorts, boarding houses, motels, hostels etc. Two modern directions of hospitality development, namely hospitality providing guests housing and conveniences (hotel industry) and hospitality providing entertainment and catering (restaurant industry) are characterized. The classification of European national cuisines and molecular cuisine, as the fashion trend in cooking that indicate the different dishes with unusual combinations of properties and components is done.

Key words:

Hospitality, European standards of food products, innovative marketing, marketing mix of restaurant services, molecular cuisine, restaurant industry.

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Introduction. Restaurants play an important role in the economies of many countries. Share of restaurants in total turnover of food is 57.8% in average according to European statistics. In the restaurant industry are employed more than 4 million staff within Europe and profit of the industry is about 74 billion Euro. This makes the restaurant business more attractive; and the competition in the industry increases with each next year. Accordingly, there are favorable conditions for the development of restaurant industry in Ukraine and particularly promising area is development of European national cuisines market. The study of patterns and trends of formation of the services market, and also identifying of areas of enterprise development in the restaurant industry on the European markets of national cuisines in Ukraine and abroad is very important.

Despite the fact that market relations discover for the restaurant business new opportunities at the same time, they can deform the social functions of responsibility of business in the country. However, the issue of innovation marketing neglected, taking into account aspects of the hospitality. The article deals with the definition that innovative marketing opens new possibility for harmonization of the socio-economic features of restaurant business and consolidation of society's resources.

Analysis of research and publications. An important contribution to the development of innovative marketing theory and solving of service issues of the restaurant businesses made by such foreign scientists, as F. Kotler, K. Keller, J. Bouen, J. Maykenz, J. Walker, E. Statler, D. Meyer, D. Pasternak and E. Flo and domestic scholars such as Andruschenko G., Garbar G., Durovych A., Krasnokutska N., Rusavska V., Mikhailova N., Shynkar M., Pyatnycka G., Arkhipov V., Voronin I, Holovatch V., Hrakovskyy J., Davydova O., Ivanova L., Izhevskiy V., Klementieva O., Kovalchuk A, Levchenko M., Lisitsa T., Mykhailova N., Pyatnycka G, Petrova I., Popova O. etc.

The aim of the article is to identify trends forming the concept of hospitality on the market of European national cuisines and study perspectives of innovative development the enterprises of restaurants industry of Ukraine.

The main material. Hospitality is an integral part of life and communication in most Slavic nations. Concept of hospitality should be considered inseparable from the concept of «guest» because it is the key to marketing activities of

the restaurant enterprises. Garbar G. A. notes that the term «visitor» is found in the artifacts of the history of Kievan Rus' and is often identified with the word «merchant» because guest called merchant-traders that visit different lands. The term «guest» and «merchant» referred in the contracts of Kniaz (princes) Oleg and Igor. In hospitality, we can identify a guest with consumer or customer who expects a warm welcome and willing to pay more for it than for other benefits (Grabar, 2011, p. 44).

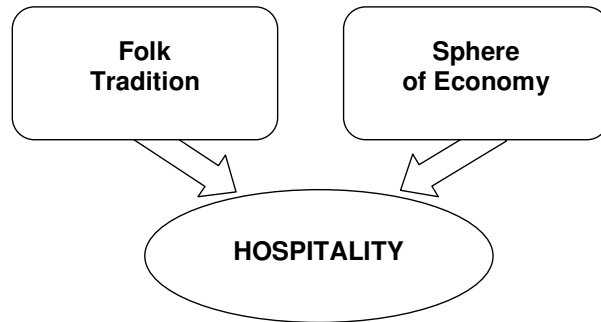
Hospitality concept can be considered as a part of a holistic marketing concept that was formed in scientific work of F. Kotler and K. Keller. In the research scientists study the holistic approach as a result of the synthesis of the four marketing concepts:

- Integrated marketing – strategy that aimed to unification of different marketing methods such as mass marketing, personal marketing and direct marketing. Its purpose is to supplement and enhance the marketing impact of each method, and the exploitation of market data in developing product, pricing, distribution channels forming etc.;
- Internal marketing – management concept of promotion of the enterprise and its policies to employees as internal customers of the organization. It contains such provisions as the assimilation of staff core values of the organization, improving relationships within the team, increasing the degree of identity of workers as members;
- Relationship marketing – concepts aimed at developing long-term relationships of trust with a wide range of customers and its management. Management is based on the database forming with customers profiles, their consumer preferences and history of contact with the company and division of customers into groups according to certain key features to better meet their needs and maintain relationships;
- Socially responsible marketing – a concept that is based on the assumption that the activities of the company to determine the needs and requirements of target markets and to ensure the desired satisfaction by effective ways must be accompanied while preserving and strengthening the welfare of consumers and society as a whole (Kotler, 2012, p. 101).

The concept of hospitality derives from the marketing relationships concept and has its own field of application related to a friendly reception and quality service guests (customers), restaurants, hotels, cruise ships, casinos, resorts, boarding houses, motels, hostels etc. Hospitality can be viewed in two ways (see. Fig. 1).

Figure 1

Directions of study of the concept of hospitality.



Hospitality as a folk tradition became the basis of individual sectors of the economy – the hospitality industry, so studying hospitality in terms of marketing activities of restaurant enterprises need to explore the social nature of the phenomenon.

Zhayvoronok V. researched the hospitality by the example of the Slavic peoples. In his dictionary, he quotes the famous ancient philosophers and gives an example of the emperor Maurice, who in VI century noted: «The Slavs heart to foreigners, guests at their friendly and carry them from place to place where they should be. But if due to negligence of host will be the guest wickedness, against such host arms his neighbor: because wickedness for the foreigners, it is a shame for all» (Actual problems of development of food production enterprises, restaurants, hotels and sales enterprises, p. 45). Ibn Rust – Arabic writer and geographer (end of IX – beginning of X century) wrote «The Book of precious treasure.» In the book, he notes that Rousseau (the people who lived on the territory of Kyiv Rus) honor and welcome the stranger and when visitors resort under their care – they defend them from all accidents. Currently preserved only the seventh volume (Actual problems and perspectives of development of tourism, restaurant, and hotel business in Zaporizhzhia region, p. 215). German historian and monk Gelmolda (at the beginning of the XII century) argues in his book «Slavic Chronicle» that «there is no friendlier people from the Slavs through their hospitality». Considering the statements mentioned writers and philosophers researcher interprets hospitality as:

- folk tradition with love and respect accept and entertain guests;
- readiness, willingness to entertain their guests;

- hospitable ceremony of reception anybody (Actual problems of development of food enterprises, restaurants, hotels, and sales enterprises, p. 15).

Rusavska V. A. defined hospitality in different ways. At this stage we are interested primarily in hospitality as a guest receiving process. In to author's opinion the hospitality – is primarily a kind of ritual, standard steady sequence of actions performed by a variety of «markings». Thus the ritual acts not only formality and action, the value and importance of which are perceived as real and have an undeniable sense for the individual that provides it (Rusavska, 2007, p. 8).

Andruschenko G. I. notes that the tradition of hospitality originated in the era of pre-class formation. This tradition was the only means of strengthening and developing trade and socio-economic links between geographically disparate peoples. Hospitality is so specific human moral quality that exists in all nations from ancient times in different forms of manifestation and is characterized by varying degrees of sophistication, depending on the economic structure of life. It has performed not just a means of informal communication between people, but also a form of protection of people in need of shelter, warmth and care, an expression of trust, compassion, empathy, compassion, understanding, and understanding (Andrushchenko, 2011, pp. 7–12).

In the context of this research we are interested in hospitality as the sector of economy and basic activities of the services sector subjects.

J. Kotler, J. Bowen and J. Maykenz determine the hospitality from the position of consumer and argue that in this context hospitality – is to ensure visitors by sensations associated with necessity, feature his own person, which arise as a result of courtesy, competence and attention of staff in providing services (Kotler, 2010, p. 91).

E. Statler expresses the idea that hospitality – is activity that is associated with the provision of basic needs of clients related to housing, food and rest, so that the highest needs were satisfied. The author argues that the concept of hospitality should be reflected not only in the actions of staff in relation to the guests, but also managers towards staff. He also notes that in this approach the marketing mix should be focused on providing the highest quality services at an adequate price policy (Actual problems of food industry and restaurant enterprises. Modern questions of personnel training, p. 39).

According to N. Webster's dictionary, hospitality – is an area of business that consists of the following types of services that are based on the principles of hospitable behavior and are characterized by generosity and friendliness relatively guests. Hospitality – is as well as the comprehensive concept of different activities aimed for high-quality reception and guest services (Webster New International Dictionary, p. 1).

Durovych A. P. defines hospitality as service sectors that are booming and aims to satisfy customers' needs in hotels, restaurants and other places of public

recreation and establishing friendship relations with them on long-term basis. The author notes that long-term relationships with clients in hospitality are very important because they are much cheaper for the company than actions aimed at attracting new customers. If the guest was dissatisfied, re-gain his attention will need in the twenty-five times more effort than establishing trusting relationships with them on a regular basis (Skrypko, 2012, p. 119).

Another Ukrainian scientist Arkhipov V. V. emphasizes that hospitality is (Arkhipov, 2010, p. 106):

- a system of actions that provide a high level of comfort, satisfy various household and economic needs of guests, provide service;
- the special nature of relations between guest and host (institution of hospitality), that are characterized by high sincerity and ensure the customer a certain level of security and comfort;
- socially formed character of specific activity to serve personality that are the core of the sphere of hospitality.

Voronin I. N believes that hospitality begins at the stage of selecting the location of the hotel and ends at the level of the phrase, «Good luck, we hope to see you next time». Hospitality is always with the main consumer – guest (Voronin, 2012, p. 46).

A classic is the definition of the American Marketing Association, which defines hospitality of guests, clients, government officials, employees and VIP-persons in a particular institution and providing them with a list of services relating to parking, food, accommodation and other possible measures (Extreme Innovation How the World's Best Restaurant Stays on Top, p. 1).

To compare the different views of the concept of hospitality by different authors we constructed Table 1.

According to the table we can argue that the concept of hospitality evolutionated and changed in modern society, than became one of the most important components of social and cultural services.

Hospitality arose during the time of the tribes and developed initially as a form of friendly relations between unrelated peoples and social groups, and eventually developed into the basis of many economic actors who work in large and rapidly growing sector – hospitality. Term hospitality has not changed substantially since it, in today's society is understood as sincere, friendly reception, providing them with shelter and food. With the rapid development of world economy and the increasing share of services in the global economy hospitality began to view as concept and companies who have chosen hospitality benchmark separated a sphere – the hospitality industry.

Table 1

The concept of hospitality in the writings of scholars

Directions study Hospitality	Scholars	Definition of hospitality
I. Hospitality in terms of tradition	Zhayvoronok V. V.	Hospitality – a folk tradition with love and respect, receipt and entertain guests. Hospitality – a readiness, willingness to receipt their guests. Hospitality – a ceremony hospitable reception anyone.
	Rusavska V. A.	Hospitality – is a ritual standard stable sequence of actions performed through a number of «markings».
	Andruschenko G. I.	Hospitality – is a form protection of people that needs shelter, warmth and care, an expression of trust, compassion, empathy Hospitality – is a form protection of people that needs shelter, warmth and care, an expression of trust, compassion, empathy, compassion, understanding, and understanding., compassion, and understanding.
II. Hospitality in economic terms	F. Kotler and J. Maykenz	Hospitality – is to ensure the visitors by sensations associated with usefulness, feature of his own person, which arised as result of courtesy, competence and attentiveness of staff in providing services.
	E. Statler	Hospitality – an activity that is associated with the provision of basic customer needs related to housing, food and recreation, in condition of satisfaction of highest needs.
	N. Webster	Hospitality – is business area, which consists of the following types of services that based on the principles and hospitable behavior characterized by generosity and friendliness relatively guests.

Directions study Hospitality	Scholars	Definition of hospitality
	Salo Y. M.	Hospitality – complex concept of different activities aimed at quality reception and services of guest.
	Durovych A. P.	Hospitality – is sector of the service sector, which is rapidly developing and aims satisfy the needs of customer's hotels, restaurants and other places of public recreation and establishing friendly relations with them on a long-term basis.
	Garbar G. A.	Hospitality – the system of measures to ensure a high level of comfort, satisfy various domestic and commercial needs of guests, service. Hospitality – a special character of relations between guest and host (hospitality and consumers), which are characterized by high sincerity and guarantee a certain level of customer safety and comfort. Hospitality – is socially formed property of specific activities of the individual services that are core of sphere of hospitality.
	American Marketing Association	Hospitality – is reception, clients, government officials, employees and VIP-persons in a particular institution and provides them a list of services related to parking, food, accommodation and other possible measures.

As said above, there are two directions of modern hospitality development (Salo, 2011, p. 202):

- hospitality towards providing housing and amenities (hotel hospitality);
- hospitality towards providing entertainment and food (restaurant hospitality).

In the context of this study we are interested in the second direction.

Results of the scientist's research, who studied hospitality for a long period of time as a social and economic sphere property enables us to summarize the views of the authors and suggest proper generalized definition of the concept.

So the concept of hospitality need to be defined as a system of views aimed at identifying and summarizing the rules and rituals of a friendly reception (clients) restaurants, hotels, and other facilities associated accomodation guests and the provision of related services as a result of compliance with which the client enjoys no only basic needs, but a needs on a higher level. The higher level of society development and the more satisfied the basic needs of the people coused the increasingly important concept of hospitality in business. So, hospitality is an indicator of living standards in the modern economy.

We need to analyse the factors of European national cuisine market in Ukraine. The first it is necessary to determine the characteristics of European cuisine and its components.

European food (western or continental cuisine) – is a complex category, which includes a set of kitchens in Europe, and the peculiarities of the influence of the national cuisines of North America, Australasia, Oceania and Latin America on the kitchen of European countries. Kitchens of European countries have a number of features depending on the location, living conditions, cultural traditions and preferences of people living in this country, but a common feature of all cuisines is continental European origin (fig. 2).

All European dishes are divided into four groups – Eastern European, Northern European, Southern European and Western European market. For the determining of national European dishes need to explore the concept of the restaurant industry (hospitaslity).

Despite the all differences a common feature for European cuisine, there are many meat and vegetable dishes, as well as the secondary role of spices and sauces in cooking. The reason for this is the desire of European nations to preserve naturalness and true flavor components. Another feature is the large number of dishes using wheat flour (Tkachova, 2011, p. 101).

According to state standards of Ukraine (GOST) Restaurant Management – is a type of an economic activity of the economic agents regarding the provision of services with respect to meet consumer needs for nutrition on the organization of leisure or without it (Topolnyk, 2011, p. 129).

Restaurant (French. «Restorantes») – is a place with a original productions, excellent service and comfort combined with the organization of recreation and leisure consumers (Trade and hotel-restaurant business: innovation development in the contex of globalization, p. 114).

Figure 2

Classification of European national cuisine

Eastern European cuisine	<ul style="list-style-type: none"> Azerbaijani cuisine, Belarusian cuisine, Bulgarian cuisine, Armenian cuisine, Georgian cuisine, Moldavian cuisine, Polish cuisine, Russian cuisine (including Tatar cuisine), Romanian cuisine, Slovak cuisine, Slovenian cuisine, Hungarian cuisine, Ukrainian cuisine (including Crimean Tatar cuisine), Czech cuisine.
North European cuisine	<ul style="list-style-type: none"> British cuisine (including English cuisine, Anglo-Indian cuisine, Scottish cuisine, Welsh cuisine), Danish cuisine, Estonian cuisine, Icelandic cuisine, Irish cuisine, Latvian cuisine, Lithuanian cuisine, Norwegian cuisine, Finnish cuisine, Swedish cuisine.
South European cuisine	<ul style="list-style-type: none"> Albanian cuisine, Bosnian cuisine, Gibraltar cuisine, Greek cuisine (including Greek-Macedonian cuisine), Spanish cuisine (including Andalusian cuisine, Asturian cuisine, Aragonese cuisine, Balearic cuisine, Galician cuisine, Estramadur cuisine, Basque cuisine, Valencian cuisine, Canarian cuisine, Cantabrian cuisine, Castile-La Mansiysk cuisine, Catalan cuisine, Leones cuisine), Italian cuisine (including Venetian cuisine, Neapolitan cuisine, Sardinian cuisine, Sicilian cuisine, Tuscan cuisine, Cypriot cuisine), Macedonian cuisine, Maltese cuisine, Portuguese cuisine, Serbian cuisine, Turkish cuisine, Croatian cuisine, Montenegrin cuisine.
West European cuisine	<ul style="list-style-type: none"> Austrian cuisine, cuisine Belgian, Dutch cuisine, French cuisine, German cuisine, Liechtenstein cuisine, Luxembourg cuisine, Swiss cuisine.

European national cuisine in Ukraine – is a collection of entities restaurants that offer clients services related to nutrition and leisure, based on product policy of these establishments, taking into account different national cuisines of European countries.

Way to improve the product, which is offered on the menu, is a food innovation. The concept of «innovation» was first introduced by Schumpeter, which literally means «the embodiment of scientific discovery, technological invention of a new technology or a new kind of product» (Krasnokutska, 2008, p. 12).

The term «innovation» (Eng. – Innovation) means new scientific and technical achievements, innovation as a result of the novelty implementation, but in the nineteenth century cultural scientists used it. The term meant «the introduction of some elements of one culture to another».

The definition of «innovation» is controversial because the basic theories of innovation it is advisable to submit in the table (see. Table 2).

Table 2

Scientific approaches to the definition of innovation

Author	Definition
H. Barnett	Innovation – is any qualitatively new idea.
W. Thompson	Innovation – is new idea, process, products and services.
P. Drucker	Innovation – is primarily economic or social concepts; social innovation is more complex to use than technical.
J. Schumpeter	Innovation – is change to implement and use new types of consumer products, new production and vehicle, markets and forms of organization in production.
M. Porter	Innovation – an opportunity to obtain a competitive advantage. Innovations are a new product design, the new production process, in a new approach to marketing, the new technique advanced training of employees.
K. Freeman	Innovation – is technical, design, production, management activity, production of new products, the first commercial application of new processes or equipment.
B. Santo	Innovation – is a socio-techno-economic process, through the practical application of ideas and inventions leading to the creation of the best in quality products, technologies, and provides income (in cases where innovation focused on economic benefits), its appearance on the market can provide additional income.
F. Nixon	Innovation – a set of technical, industrial and commercial activities, leading to the appearance on the market of new and improved industrial processes and equipment.

According to international standards, which were adopted in Oslo in 1992, innovations – are final result of innovation activity, displayed in the form of new or improved products introduced in the market of new or improved technological process that used in practice or a new approach to social services (Smirnov, 2009, p. 79).

Innovations in nutrition are regarded primarily as the basis of the food industry. Most researchers in the food industry understood innovation as the result of research and development and as new or improved food products, new technologies and systems, industrial equipment, new forms of organization and management of the various areas of the field (Collection of technologic cards on dishes and pre-cooked foods for restaurant enterprises, p. 7). Innovations in the field of nutrition should be the primary focus of innovation activities of enterprises restaurants.

According to the data in Table 2 we conclude that, there is no single interpretation of innovation. Some scientists consider innovation as a material thing and result of innovation activity (new product or service), others think that innovations have not materialized form and reflect changes in the organization of a certain kind of activity, the possibility of obtaining a competitive advantage or a set of specific actions that lead to change. There is also a view on innovation as a dynamic category. In this case, innovation defines as a process.

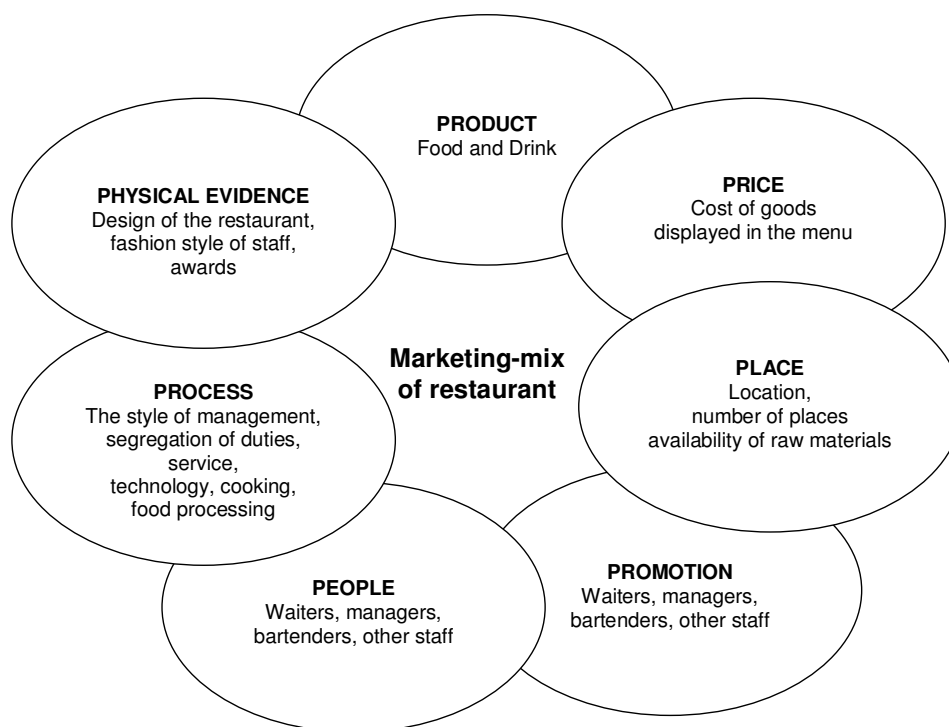
So we need to interpret the innovation as a complex category, economic and social concept that encompasses a new idea or a new approach to the process of production and sales, which had never been used. And the activity aimed at the production of new products that better satisfy the needs of customers that previously not aware and on commercial use of new processes. The result of innovation providing is increasing the level of profits, reduction of costs or exit the company and its customers or society in general to a new level of development.

The term «food innovation» in the restaurant business has not gained widespread usage among Ukrainian and foreign scientists. If the world has arisen trend towards innovation in hospitality, in Ukraine prevailed the traditional approach to the restaurant business doing. For a better understanding, the concept «food innovation» in the context of complex marketing of enterprise of restaurants business (see. Fig. 3).

Figure 3 presents descriptive marketing mix, so it is necessary to detail this element as a commodity (product) of restaurant enterprise. The main products in a restaurant are the food and drinks. For each food establishment, the food take determining role, because its cost can be differ from the price offered on the menu. Such added value creates kitchen staff, which must masterfully wield by different techniques of cooking and furthermore be as a designer and artist. The appearance of food takes determining role because customer orders a meal often «such as sended on that table.» The food should correspond to the style of establishment as thematically and by design.

Figure 3

Marketing Mix of restaurant



Way to improve the product, which is offered on the menu, is a food innovation.

Food innovation in the context of the restaurant business – is the creation and following offering to consumers of restaurant the food and beverages which are fundamentally new or their quality and taste characteristics significantly different from previous ones. The main objective of such innovation – is creating new tastes and new ways of presenting food (Gadomska, p. 25).

To achieve this goal we can define three main directions of activity:

- development of new recipes of food and beverages and improve their appearance (Official Journal of the European Communities, 2002, p. 24);
- change in cooking technology (Molecular Gastronomy, p. 10);

- improving of organization and allocation of responsibilities among the kitchen and staff (Traino, 2012, p. 20).

All these directions of activity are interrelated because for cooking new dishes that accompanied by changes in receipt, there is a need for new development and use of new technology. Accordingly, it is necessary to hire new qualified personnel as for research new product properties and for work with specific kitchen accessories.

Good example of such innovations are restaurants that specialize in mixed types of cuisine (Latin-Asian, European, Chinese, etc.), or combine ingredients that have never been combined. At the core of this innovation is well-known in the world subsector of culinary science «molecular gastronomy».

Culinary science – is an applied science about the food which International Institute of Food Technology (IFT) defines as a discipline in which engineering, biology and physics are used for study the nature of food products, their taste and causes of damage (Molecular Gastronomy, p. 6).

Molecular gastronomy (molecular cuisine) is the fashion trends in cooking, indicating the different dishes with unusual properties and combinations of components. It examines the mechanisms responsible for the transformation of ingredients in cooking and the social, artistic and technical components, culinary and gastronomic phenomena in general in terms of the science. The result of this approach is the food innovation in the form of new foods and beverages. Advances in molecular gastronomy, that made history, are dishes named in honor their inventors-chefs (see. Table 3).

Table 3

Advances in molecular gastronomy, which made history

Achievements of Molecular gastronomy	Description
Vauquelin	Dessert, main ingredients of which are cranberry or orange juice and eggs (feature of this dish – in the process of preparation was found astringent properties juice).
Gibbs	Dessert, which consisting of egg whites mixed with sugar, vanilla pods, prepared in the microwave with the addition of olive oil.
Baumé	The meal, prepared with eggs, which must stay in alcohol for a month for folding protein and yolk.

Source: Molecular Gastronomy, p. 4.

Molecular approach to the formation of the restaurant product is fully justified in view of the increasing competition in the industry and the search for new approaches to attract new customers in restaurants.

Another priority direction of innovation in Ukrainian restaurant business is adaptation the restaurant food to European standards. The source of such standards is the Resolution of the European Parliament and the EU Council № 178/2002, which approve the general principles and requirements of food law. This legislation is intended to ensure the quality of goods of food industry including the products that are offered in restaurants and other catering establishments in the EU. Standards aimed at improving the quality of food that is the basis of the existence of the restaurant business by reducing the harmful substances in products.

We can propose a list of basic standards that acting in relation to food products in Europe and used in the business of restaurants.

- ✓ Food products should not be placed on the market if they are dangerous.
- ✓ Food products are considered dangerous if they are harmful to health or unusable for human consumption.
- ✓ In determining food safety according to European standards must be considered:
 - Conditions of storage, production, distribution and consumption of the product;
 - Information provided by the consumer, including information on the label, and other generally available information to prevent specific harm to health which arising from the specific product or product category.
- ✓ In determining whether food is dangerous to health it must be considered:
 - Not only possible short- or long-term impact for health of consumers, but also for the health of future generations;
 - Possible toxic effects of cumulative nature;
 - Features of health by specific categories of consumers for whom the product is intended.
- ✓ In determining food unfit for human consumption must be considered such signs as a possible contamination of the product, hit its composition pollutants, putrefaction and deterioration of the product.

- ✓ If in part of food product is found unsafe product – all products of such parties are considered as dangerous and can be sold only after testing for safety the all products (Kotler, 2010, p. 10).

In the restaurant's business compliance with these standards is mandatory at every stage from acceptance of goods and semi-finished products to the warehouse of restaurant, ending the features of goods consumption. Meals and drinks that served in the restaurant must be completely safe for health of visitors. For restaurant customers offering the quality food that complies with the requirements of the European Community at the production stage should be used:

- raw materials with documents that confirm the quality and safety (veterinary certificates, quality certificates);
- raw material with expiration dates that allow to save it in a few days;
- raw material that has no defects and is clean.

During the preparation of food only high-quality products should be used. Since this is a European cuisine, we should note that the national dishes of all countries should cook using local ingredients of country cuisine of which restaurant specializes. In this sense, local products – are products originating from countries where food is a national. As we consider European cuisines, for example – French. A typical French cuisine is onion soup (soupe à l'oignon). To cook it, we need the following ingredients as yellow onions, cooking sherry, cheese Gruyere, Emmental and Mozzarella and other ingredients. We can call "French soup" only when all the components of the soup have French origin.

Distribution of food at the restaurant – is the process of moving food and drinks from chefs to customers. In this aspect requires the use of pure, not fragile dishes and tableware made of safe for human's material. Safe consumption of food in the restaurants ensured by providing guests the necessary accessories and correctly compiled menu that excludes ingredients that may be in combination or singly be dangerous to consumers.

Conclusions. A result of research, we identified that the hospitality stored in person since ancient times, when it was a tradition of respect and sincerity take on the traveler (guest), but suffered significant qualitative changes it became the basis around which united the whole industry, known as «sphere of hospitality». One of the components of this rapidly growing sector is the restaurant business, but due to globalization and promotion of tourist services is particularly important market for European national cuisine in Ukraine. Among the factors, that most influence the development of this market, are the economic, demographic, social, cultural, natural, technological, political and legal.

Innovations must be define as a complex category, economic and social concept that include a new idea or a new approach to the process of production and sales, which never used, and as activities aimed at the production of new

products that better satisfy the needs of customers or needs which previously not aware, and on commercial use of new processes.

The term «food innovation» in the restaurant business – is the creation and offerings of food and beverages to customers that are fundamentally new, and their quality and taste characteristics significantly different from previous ones. The main goal of innovation we consider in the creation of new tastes and new ways of presenting food.

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