

THE INFRASTRUCTURE OF PUBLIC CATERING IN THE CONTEXT OF TOURIST CITY SPACE DEVELOPMENT

Ekaterina V. Vishnevskaya^{1*}, Tatiana B. Klimova², Inna S. Koroleva³, Olga K. Slinkova⁴, Svetlana N. Yasenok⁵
^{1,2,3,4,5}Belgorod State University, Russia, 308015, Belgorod, Pobedy str., 85, Russia.
Email: *vishnevskaya@bsu.edu.ru

Article History: Received on 24th August 2019, Revised on 25th September 2019, Published on 01st November 2019

Abstract

Purpose: The modern city with its complex structure and dynamics is an important part of the tourist space, which has become especially attractive for travelers who tirelessly exploring the cultural heritage. Hotels, restaurants, amusement parks and other tourist infrastructure actively invading the urban environment changed the usual composition of the city. During the trip, tourists buy not only goods and services, they perceive the image of the city as a synthesis of impressions from the movement in the urban space, exploring it from different points of view, at different times of the day and in different seasons.

Methodology: To assess the impact of environmental factors on the activities of catering enterprises of the Belgorod region and the quality of customer service, the authors proposed a method using STEP-analysis and SWOT-analysis. The analysis of environmental factors was carried out on the basis of the expert evaluation results conducted in two stages.

Result: In tourism, the food infrastructure acts as an important element of entertainment and knowledge of local culture. Food is not just a common need of every person; tourists see it as entertainment and pleasure. Food of different peoples and even areas is usually very peculiar, so attractive to tourists. Catering infrastructure as an integral part of the hospitality industry should have a significant potential for adaptability, providing an opportunity for catering enterprises to respond quickly to frequent changes in the situation of the unstable tourism market, as well as to comply with the requirements of the destination brand.

Applications: This research can be used for universities, teachers, and students.

Novelty/Originality: In this research, the model of The Infrastructure of Public Catering In the Context of Tourist City Space Development is presented in a comprehensive and complete manner.

Keywords: *Tourism, Public Catering, Tourist City Space, Catering Enterprises.*

INTRODUCTION

The defining prerequisite for the tourist space formation in Russia is a rich historical and cultural heritage, concentrated in major cities and their suburbs. The development of the city's tourist space in the Russian Federation and its suburbs is influenced by the rapid development of tourism activities in the world.

Currently, Russia is one of the popular destinations for foreign tourists. International tourist arrivals rose by 7% in 2017, reaching a total of 1.322 million. In 2018, analysts expect growth to continue at 4-5%. This will require significant development of state policy, primarily in the tourism products promotion and the development of tourism infrastructure ([International Tourism Results, 2017](#)).

At present, it becomes obvious the need to find new approaches to understanding urban space as a space in which citizen's work, studies, and relaxes. Change of life strategy, a way of life, opportunities to diversify your leisure time, significantly increasing the mobility of the population, which affects the recreational needs and the necessity of forming the recreational space of the new type. This topic has become particularly relevant in the context of the changed economic, political and social conditions in Russia.

A life strategy, way of life, opportunities to diversify leisure time are changing, significantly increasing the mobility of the population which reflected in the recreational needs and the necessity of forming the new type of recreational space. This topic has become particularly relevant in the context of the changed economic, political and social conditions in Russia.

The need to develop a tourist city space is due to several reasons. At the moment, there is a significant deviation between the opportunities that the city accumulates and the direction of using these opportunities. There are also contradictions between population needs in new forms and conditions of recreation and conditions for recreation in large cities. Cities may significantly differ from each other in socio-cultural characteristics, ethno cultural, demographic, architectural, socio-economic, climatic specifics while being in the same group according to the population criterion. All these factors together determine the nature and the city development direction, the population way of life, features of spatial organization and social practices, including the tourist space formation in the city ([ETC/UNWTO, 2007](#)).

It is obvious that the citizen's recreation space can simultaneously represent a space for the implementation of tourist practices. Traditionally, the objects of cultural heritage act as a tourism object, being a space of recreational practices of citizens ([Rossana](#)).

At the same time, urban spaces, which have recently become increasingly popular among Russian youth, are considered exclusively as spaces for leisure and entertainment, without considering the tourist potential. From this point of view, the special features of the city tourism space organization and its tourist potential are of great social importance and scientific interest.

METHODS

The city space acquires a new meaning, not just as an environment for the implementation of professional, family, economic, recreational strategies. In the study of tourist resources, domestic researchers adhere to different approaches. So, for example, from the recreational geography point of view, such components of tourist potential as climatic conditions, landscape, and ecological characteristics are considered. Within the framework of economic Sciences, special attention is paid to the accessibility and attractiveness of the territory, as well as investment attractiveness. The sociology of leisure and recreation provides a detailed description of the socio-demographic parameters and the excursion significance of the space.

To assess the impact of environmental factors on the activities of catering enterprises of the Belgorod region and the quality of customer service, the authors proposed a method using STEP-analysis and SWOT-analysis. The analysis of environmental factors was carried out on the basis of the expert evaluation results conducted in two stages. The first stage was determined the degree of external factors influence the activities of public catering enterprises of the Belgorod region. At the second stage was determined the influence of the selected external factors on the public service quality in catering enterprises of the Belgorod region and the development of competitiveness.

RESULTS AND ITS DISCUSSION

Russian researchers have repeatedly made attempts to comprehensively study these components of the tourism potential at the level of both the region and the city. However, when evaluating the tourist potential of the city, the focus is on tourist-oriented facilities, not taking into account the development and composition of the infrastructure, its location, and impact on tourist flows ([Global Report on City Tourism, 2012](#)).

The tourist city space is an important part of the urban space, and tourist enterprises are part of the city infrastructure ([Rossana, 2007](#)). Sociologists define space as the activity of social actors in various spheres within the territory, forming a national space; economists define as a set of financial, technological, information and social spaces ([Bespalova and Rovovaya, 2018](#), [Blažević and Krstinić Nižić, 2015](#)).

Tourist space is a set of several spaces:

- Natural (gardens, parks, ponds, forests, etc.);
- Cultural and historical (monuments of history, culture, architecture, noble estates);
- Recreational (objects of medical tourism: sanatoriums, boarding houses, hospitals, sports facilities, swimming pools, etc.);
- Service (accommodation, food, transport, trade, etc.);
- Ethnic (ethno cultural centers, ethnic villages, ethnic parks, handicraft centers and workshops, folk arts and crafts);
- Event (exhibitions, festivals, fairs, competitions, anniversaries, theater seasons) ([vishnevskaya, et al. 2017](#)).

The tourist city space formation is due to the nature of the existing system of settlement, planning and socio-demographic conditions ([Zhihui Gu, et al. 2016](#)). The analysis of domestic scientist's researches showed that the presence of potential customers has a great influence on the location of the catering enterprise.

Foreign experience is based on studies of socio-demographic population characteristics, and further suggests the choice of the range and forms of service ([Saenko, et al. 2017](#)). In Russia, unlike the United States and European countries, there is no single database that would contain information on consumer preferences of the population by territorial entities. Special studies are currently required to obtain detailed information.

The tourist city space is dynamically constructed by the economy, the system of relevant institutions and relations. The larger the city, the more extensive and multidimensional its tourist space, the higher its diversification degree, the greater the economic entities number involved in implementation of its tourist functions, more intense market competition ([Postma, et al. 2017](#)).

One of the important components of a large city economic space is the public catering system, which acts in two qualities – as a manufacturer of specific goods and, at the same time, the service industry, focused on ensuring organized consumption of food outside the home or immediate place of work ([Davidovich, 2014](#)).

It is necessary to consider in more detail the impact of the catering market on the tourist city space. The catering market provides two main types of services – catering to the local population and tourists and leisure activities. The market of

public catering enterprises is a set of existing and potential sellers and buyers, united by the needs that generated demand for the products of food enterprises.

This market is limited geographically and has some geographical boundaries within the city and region.

The analysis of economic indicators of the catering market will be carried out. According to experts, the 2015-2017 years were the most difficult for the catering industry in Russia in recent years. The main factors of influence were: the decline in consumer activity due to the fall in real population incomes, as well as the food embargo, which contributed to the growth of prices and lower profitability of many institutions.

At the end of 2017, the turnover of public catering in Russia decreased by 1% compared to the previous year (Fig. 1). First of all, the market was affected by the decline in the real incomes of the population ([Turnover catering, 2018](#)).

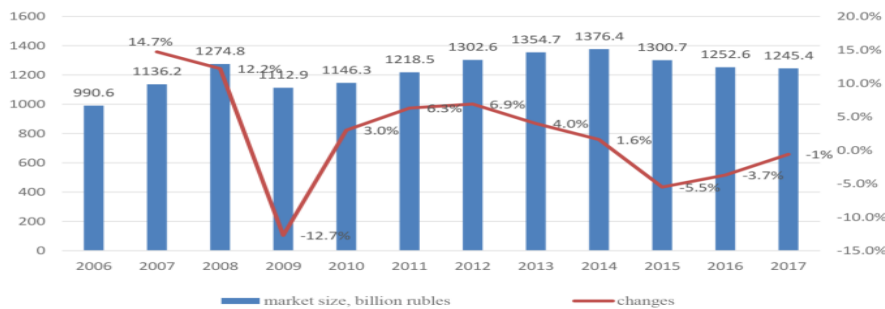


Figure 1: The market turnover dynamics of public catering in Russia 2006-2017, billion rubles., %

The last time the growth of expenses for public catering was also recorded in 2016, and in 2017 this figure fell by 7.1% and amounted to 741 rubles per person per month (for comparison: in the US in 2017, this figure was 11130 rubles., in Canada – 8305 rubles., in Germany – 3490 rubles.). The share of expenditure on food in the structure of Russian expenses also declining from 11.3 percent at the peak in 2012 to 10.7% in 2015. In the USA a similar indicator in 2015 amounted to 42%, in Canada – 39% (Fig. 2.).

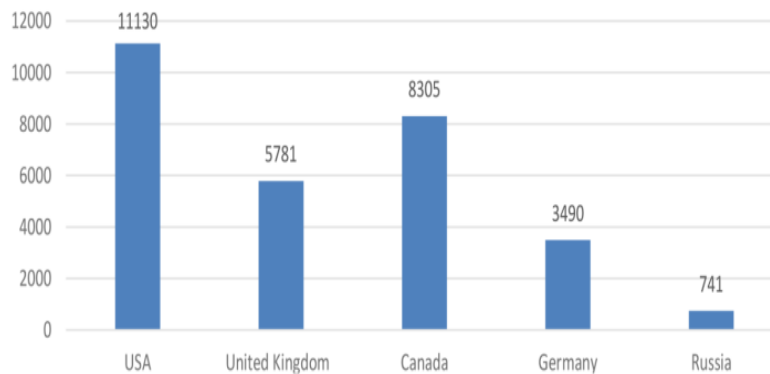


Figure 2: Per capita expenditures on food "away from home", rubles

The biggest drop was shown by restaurants of the middle price segment- 12.4%. This segment was most influenced by counter-sanctions - restriction of food imports, as a result of which prices for many of them increased significantly. As a result, the transition to the domestic producers, changing menus, the food price rise. In addition, the economic crisis had a negative impact on the middle class, who was the main target audience of casual dining restaurants – people began to save, eat less outside the house.

Against this background, one of the main market trends is the shift in demand from the average price segment to the budget, in particular, to fast food establishments. In 2017, the segment's share in total demand was 15.2% against 13.6% for the same period in 2016 (Fig. 3).

Enterprises of the "coffee house" format in 2017 are gradually turning into small restaurants. In the first quarter of 2017, the coffee segment grew by 4%, and a decisive contribution to the growth was made by the sale of coffee to take away for the year this service grew by 35%. According to market experts, in addition to coffee houses, takeaway sales and delivery in 2018 will continue to gain momentum mobile restaurant business. This is due to the high profitability of the concept, which does not depend on rental rates.

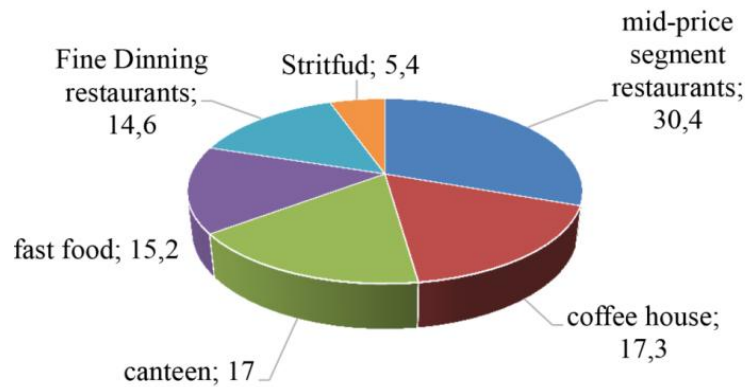


Figure 3: Russian catering market in 2017, in value terms, %

High stability in crisis conditions showed the restaurants in the fine-dining segment. The decline in volumes in 2016 was only 0.2%, which is due to the high loyalty of the audience and the presence of additional value-people not only consider such institutions not only as a place to meet basic nutritional needs but also as a confirmation of social status, a place for business negotiations, etc.

In addition to economic and social problems, government regulation has also had a negative impact on the market. Market research and consumer sentiment showed that in 2017, Russians' incomes have decreased.

International studies have shown that the share of food costs "out of home" in Russia – one of the lowest among developed countries. In 2015, it was only 10.7% of the total budget for food. The total turnover of the catering market in Russia is 1 301 billion rubles, Germany-3 400 billion rubles, and the United States – 43 468 billion rubles. at the same time, in recent years, all foreign countries show a steady increase in the market (from 1% to 3% per year).

Focusing on international indicators, the capacity of the domestic public catering market can be concluded that the market today is not saturated and has all the prospects for growth. According to analysts, in the medium term, in the absence of global economic shocks, it may well go into growth and demonstrate an annual increase in turnover at the level of 6-8%.

The main types of public catering enterprises in Russia are restaurants, cafes, bars, canteens, snack bars, fast food enterprises, coffee houses. In the Russian Federation, the share of public canteens and canteens in educational institutions is 10.25% of the total number of public catering enterprises in 2016 or 9.1 thousand enterprises, restaurants account for 81.64%, cafes, and bars – 8.11%.

The functioning assessment of the public catering market of Belgorod region will be carried out. Figure 4 shows the structure of the catering market of the Belgorod region by types of enterprises in 2017.

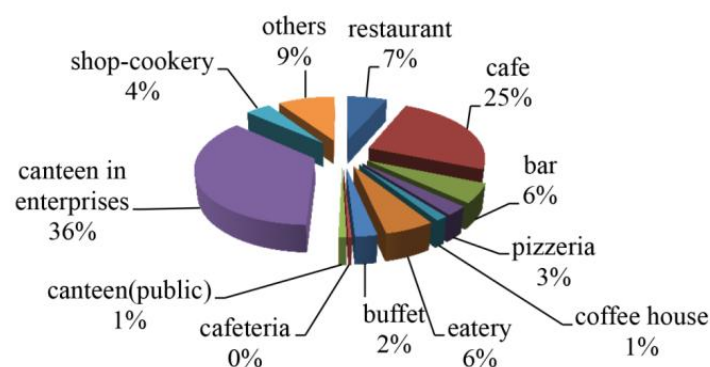


Figure 4: Structure of public catering market in Belgorod region by type of enterprises in 2017, %

Based on this figure, there is an uneven development of public catering enterprises, depending on their type. Canteens in enterprise the prevail - 36% or 739 enterprises in the Belgorod region, in the second place - a cafe 25% or 505 enterprises, further restaurants - 7%, bars - 6%, snack bars - 6%.

The maximum demand among Belgorod region residents are enterprises of middle and lower, and consequently, fast food enterprises, including food courts, enterprises operating on the principle of "free-flow" are promising for the region.

To assess the impact of environmental factors on the activities of catering enterprises of the Belgorod region and the quality of customer service, the authors proposed a method using STEP-analysis and SWOT-analysis.

The analysis of environmental factors was carried out on the basis of the expert evaluation results conducted in two stages. The first stage was determined the degree of external factors influence the activities of public catering enterprises of the Belgorod region.

At the second stage was determined the influence of the selected external factors on the public service quality in catering enterprises of the Belgorod region and the development of competitiveness (Fig. 5).

By results of assessment of extent of influence of external factors on activity of catering establishments of the Belgorod region it is possible to draw a conclusion that only 8 factors of macro environment presented in figure 5 are important relatively more for functioning of the organizations, and the remained 7 factors are less important, and they can be neglected.

Let's note also that the maximum positive point reflects the most positive impact on functioning of the organization and belongs to such factors as: consumer price index and size of monetary income of the population, and the maximum low point is considered as the maximum threat for functioning of the organization and belongs to such factors as: system of values of society and demographic factors. Processing of results of expert polls allowed to construct a total matrix of SWOT analysis of activities of catering establishments for improving competitiveness.

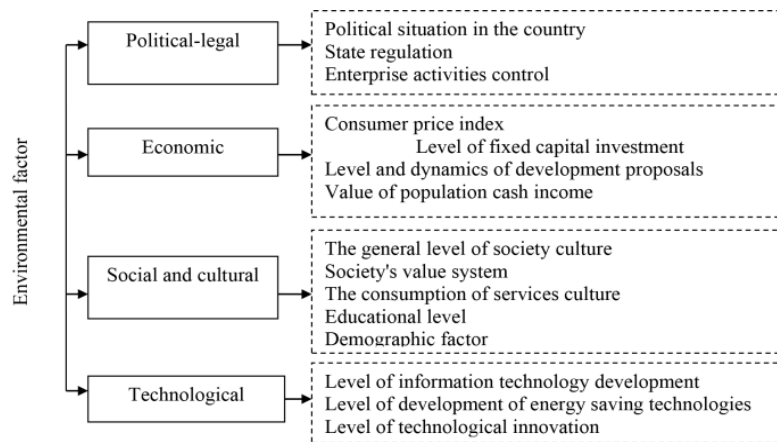


Figure 5: Environmental factors influencing the activity of public catering enterprises in Belgorod region

The specified opportunities and threats not only affect the competitive advantages of the enterprise but also indicate developments of actions for their prevention the need. To strengthen a competitive position of the organizations, development of actions has to be aimed at use of the prospects corresponding to opportunities of the organization and to provide protection against external threats.

In order to deepen the service quality study, the authors conducted a sociological survey of consumers for its evaluation at the catering enterprises of Belgorod. The methodological basis of the survey was a modified method of assessing the perception of the current level of quality "SERVPERF". SERVQUAL's goal is to measure the gap between customer expectations and customer perceptions. Modification of the methodology consisted of the author's addition of a system of indicators and criteria for assessing the quality of service (Fig. 6).

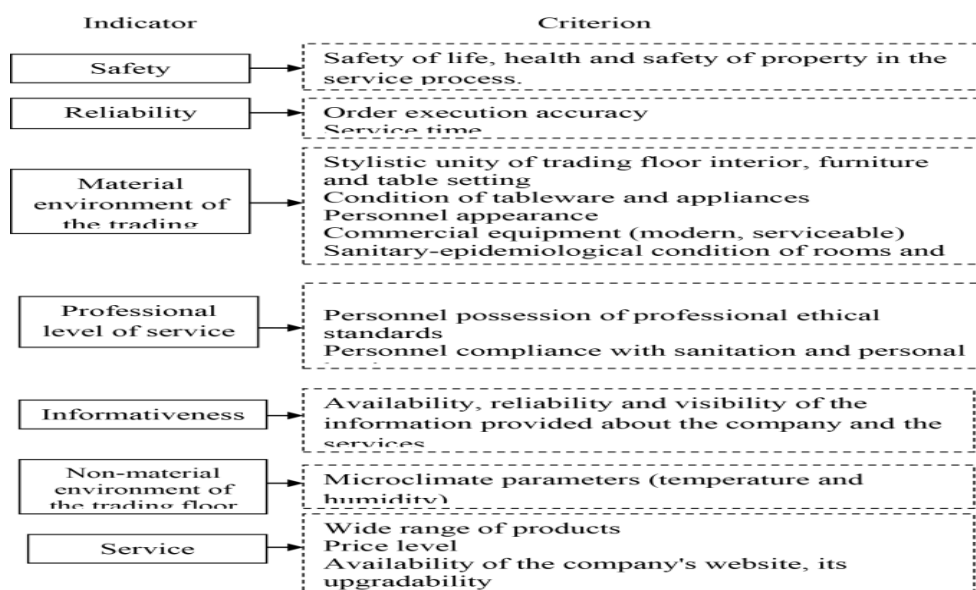


Figure 6: The system of indicators and criteria for service quality assessing in catering

Market demand for public catering enterprises is determined by a set of factors:

- The real income of the population, able to spend part of the funds for catering services;
- Population part that spends a significant part of the day outside their home;
- Share of tourists.

In the system of city public catering market of Belgorod, one of the most dynamically developing is the "tourist" segment.

When building a marketing mix, it is necessary to focus on the features of the sphere serving the university segment of the tourist food market:

- Seasonality of loading (spring-summer period),
- Territorial adherence to specific attractions, the city center;
- Interest in local cuisine ([Antonova and Pyatkovskaya, 2012](#)).

CONCLUSION

The proposed system of indicators and criteria for quality assessing of catering service and taking into account environmental factors will form the tourist city area based on the consumer preferences of local residents and tourists.

When the peculiarities of territorial and economic public catering activity in the tourist city area are correctly taken into account and the particular enterprise marketing is correlated with the long-term prospects of the tourist urban space evolution, a more correct strategic goal-setting is formed and the effectiveness of a unique trade offer increases.

For the further formation of the tourist urban area and attract an additional flow of tourists it is necessary to create specialized tourist service areas, combining not only the system of entertainment and shopping centers but also a network of various types of catering. As part of the "main-street" strategy in a certain area are grouped restaurants, cafes, entertainment facilities, creating the face of the city, especially at night and in the evening.

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