

Hlushkova Tetiana

Candidate of Economic Sciences,

*Associate Professor of the Department of Geography and Tourism
Private Higher Education Establishment «Academician Stepan Demianchuk
International University of Economics and Humanities»*

ORCID: <https://orcid.org/0000-0002-3146-3038>

Yaromenko Oksana

Candidate of Geographic Sciences, Associate Professor,

*Head of the Department of Geography and Tourism
Private Higher Education Establishment «Academician Stepan Demianchuk
International University of Economics and Humanities»*

ORCID: <https://orcid.org/0000-0002-2259-1046>

Myronets Nina

Candidate of Historic Sciences,

*Associate Professor, Dean of the European Faculty
Private Higher Education Establishment «Academician Stepan Demianchuk
International University of Economics and Humanities»*

ORCID: <https://orcid.org/0000-0003-2336-3157>

Rachynska Anastasiia

student

*International University of Economics and Humanities
named after Academician Stepan Demianchuk*

Глушкова Т. С.

кандидат економічних наук,

*доцент кафедри географії і туризму
Приватний вищий навчальний заклад «Міжнародний економіко-гуманітарний університет
імені академіка Степана Дем'янука»*

Яроменко О. В.

кандидат географічних наук, завідувач кафедри географії і туризму

*Приватний вищий навчальний заклад «Міжнародний економіко-гуманітарний університет
імені академіка Степана Дем'янука»*

Миронець Н. Р.

кандидат історичних наук, декан факультету євроосвіти

*Приватний вищий навчальний заклад «Міжнародний економіко-гуманітарний університет
імені академіка Степана Дем'янука»*

Рачинська А. О.

студентка

*Приватний вищий навчальний заклад «Міжнародний економіко-гуманітарний університет
імені академіка Степана Дем'янука»*

INTERNATIONAL TRENDS IN THE FOOD SERVICE INDUSTRY

Summary. The purpose of this paper is to justify the theoretical and applied aspect of the introduction of international trends in the food service industry of Ukraine. Research methodology. The achievement of a purpose set in the article has been carried out using the following methods: logical generalization and scientific abstraction, classification, analytical method. Results. There are several negative trends in the development of the food service industry and insufficient use of modern innovations. It is proposed to actively introduce international trends in the activities of Ukrainian catering enterprises also as a way to overcome the crisis created by the COVID-19 pandemic. Practical significance of the research results. Using these trends in practice will increase the profitability of catering enterprises.

Key words: international trends, food service industry, services industry, COVID-19 pandemic.

Setting of a problem in general form and connection with the most important scientific or practical tasks. Public catering enterprises play a significant role in the organization of public recreation. However, it is impossible to compete successfully in the market and function effectively without studying and introducing advanced foreign and domestic technologies, equipment, modern forms of organization of trade and production processes and customer services. In addition, the food industry is undergoing major

changes due to the viral spreading, which causes the problem of adapting to new conditions.

Unlike a number of other countries, Ukraine did not provide state assistance for eating establishments, leaving the entrepreneurs alone with the crisis [3]. According to statistics, due to the coronavirus pandemic from March to May 2020, a large number of domestic restaurant have temporarily closed, some continued to function solely in the mode of delivery or issuing orders for takeout [2]. The introduction of services for the door-

to-door delivery of orders at catering enterprises did not make an important difference on their income in quarantine conditions – the delivery made it possible to compensate only up to 5% of the total profit. The situation with enterprises that had a car service line (like McDrive McDonald's) was somewhat better. At the beginning of quarantine, their profit decreased by only 25% due to a significant increase in car traffic [5]. At the same time, as a result of a drop of the financial solvency of the population, instead of visiting restaurants, a significant number of Ukrainians began to prefer homemade dishes.

The opening of outdoor areas in mid-May 2020, according to a survey of restaurateurs, allowed to return about 20-30%, and by the end of summer – up to 50% of revenues compared to planned indicators. However, restaurants operating on the basis of shopping centers were closed for the longest time (almost six months of quarantine). The dynamics of the profitability of such facilities after the opening showed a drop to 60% compared to 2019 [5]. In Ukraine, by the beginning of July, only 86% cafes and restaurants of pre-crisis level resumed work [2]. At the same time, until the end of 2020 and in January-February 2021, the chain of restaurants continued to face the absence of a large number of visitors due to quarantine restrictions, periodic lockdowns, the departure of a significant number of people from regional centers to other regions, their transition to remote work, etc.

Thus, the critical situation leads to the search for ways to resume the effective operation of enterprises, one of which can be the introduction of innovations that correspond to modern world trends.

Analysis of recent research and publications. The topic characterizes the new modern conditions of existence of catering enterprises. It is widely analyzed by scientists: Belova S., Vovchanska O., Dotsenko V., Ivanova L., Ishchenko T., Kaishev V., Medvid I., Miroshnychenko O., and others. But despite numerous publications on the topic, rapid changes in legislation and the innovation market, make this area of research relevant.

Formation of the purpose of the article. The article is aimed at the systematization of trends in modern nutrition, research of innovative forms and modes of servicing in the restaurant business and new requirements for catering enterprises, as a result of the global spread of the COVID-19 pandemic, as well as determination of the level of innovative trends introduction in the catering industry.

Presentation of basic material of the research with full justification of the obtained scientific results. There are a lot of trends in the literature that concern modern catering system. The most complete and current list, in our opinion, was formulated by O. V. Sycheva [6], who described seven main trends.

Modern trends in catering system are represented by the following items.

1. *Healthy fatty food:* the most prominent feature of modern nutrition. Fats are not harmful, but their balance in general consumption is important. A balanced diet tends to include more healthy fats, while high-carbohydrate diets recede into the past.

2. *Nutrient consumption.* Nutritional quality is determined by supplying essential and nonessential nutrients – macro- and micronutrients to an organism. Macronutrients are proteins, fats and carbohydrates, and micronutrients are represented by vitamins and minerals. And another group of nutrients is food fibre.

3. *Choice of natural raw materials and products and rejection of all refinements and GMO.*

4. *Use of organic products.* Organic products are food stuffs grown or manufactured without synthetic pesticides, synthetic fertilizers, biological and chemical additives, and genetically modified plant or animal organisms [6].

5. *Immunity improvement by maintaining healthy intestinal microflora.*

6. *Individualized approach to meal planning* [7].

Currently, there are many possibilities to make the service process more interesting and distinctive, for example, using *an interactive table* (choose favorite dishes from the menu on the touch screen of the monitor located directly on the guest's table), *edible menu* (paper for this menu is made of soy, rice or potatoes, ink – from a liquid low-calorie snack), *a circular conveyor* (installation of a conveyor which slowly moves the plates of food), or *«flying waiters»* (unmanned robots (quadcopters) will be controlled using a computer program and oriented in space thanks to infrared sensors).

Among the proposals emphasizing the uniqueness of catering facility it is worth noting the following: *«high-altitude restaurant»* (using a crane, a table for several people, chairs rise to a certain height not higher than 50 m and a meal begins) *specialized restaurants on farms* (for example, in a fish restaurant located on a fish farm, it is possible to prepare dishes from fish caught by guests), *«food in the dark»* (it is offered to make an order and take food in the dark, and most waiters are blind), *«singing restaurant»* (during the evening, professional singers perform opera classics, moving between tables), *establishment for cyclists* (outdoor space with tables without chairs, cyclists are able to freely drive to the tables and make an order), *a restaurant on a rock* (facility is located on a hill built into a rock with a beautiful panorama) [1].

The main, and in fact the only, trend in the world packaging market is the gradual rejection of any food packaging, in which the share of long-term decay materials exceeds 80%, and the period of complete decomposition in nature is more than one year. Such types include cheap plastic utensils and packaging, which has been decomposing for several hundred years, and aluminum containers used by airlines, decomposing from 10 to 200 years.

In addition, an environmental approach is often found in the literature. For example, the Zero Waste concept assumes the following principles: refuse – abandon the unnecessary; reduce – reduce the required; reuse – reuse what you buy; recycle – recycle what you cannot reuse; rot – send the remaining to compost/humus [8].

For catering enterprises, hygiene and safety are critical factors in shaping future demand. The availability of disinfectants (such as sanitizers at the entrance, staff wearing masks and gloves), social distancing, limiting the number of customer services, more thorough and frequent cleaning of surfaces in public areas, training of workers are the most important safety measures that consumers expect from the restaurant. These safety measures increase the cost of labor protection; however, restaurateurs cannot compromise on these costs to support their business. So, according to sociological surveys, about a third of visitors of the restaurants are ready to pay more for improving the level of safety [5].

One of the effective ways to resuscitate the restaurant business in a pandemic is to organize high-quality and safe targeted product delivery services [4, p. 286]. According to Rewards Network, the cost of launching an internal delivery service in total is between \$0 and \$10,000, an average – \$1923. At the same time, the use of the third-party delivery services for some restaurants is economically inefficient due to the exorbitant fees that companies usually charge, and some other factors. For example, in Ukraine, delivery services have too high prices – an average of 30% of the order amount. Marketing research has shown that UberEats delivery service left Ukraine, Glovo has a lot of complaints, Raketa is still the strongest delivery service, but has established a large percentage for services – almost 40% [3, p. 47].

Table 1

Innovative trends in the international industry of catering services

TRENDS IN THE FOOD SECTOR	
related to food consumption and choice of products	related to new technologies and pandemic
Fat is back	Mobile application implementation
Nutrients are more important than calories	Restaurants on farms
Choice of natural raw materials and products and rejection of all refinements and GMO	Restaurant in the dark, at the altitude, in the rock
Organic product	Contactless payment (NFC and QR codes)
A healthy intestine – a healthy person	Restaurant for specific segments (e.g. cyclists)
Individualized approach to meal planning	Automated delivery of an order to a guest, quadcopter waiters
Edible menu	High-tech devices (digital-kiosk), table as a menu
	Circular conveyor
	Events
	Improved hygiene and sanitary conditions
	Zero Waste and eco-friendly packaging

Source: created by the authors

The flexibility in the market was shown by representatives of the well-known McDonald's food franchise, which have already implemented a number of measures: they have introduced self-service kiosks, modernized menu boards and the ability to pay for orders through NFC and QR codes – all this is aimed at improving the quality of guest service and automating processes, minimizing contacts between guests and employees, which is especially relevant in the new market formed under the influence of COVID-19.

In general, it is worth noting that restaurants with contactless service and automation of most processes are the result of a global digital transformation, and the transition to this concept of such large market players as KFC and McDonald's will soon have an impact on the entire fast service industry.

Thus, in the light of theoretical studies, it can be concluded that significant changes are being made in the catering industry. All of the above trends were classified into those related to food consumption and choice of products and those related to new technologies and pandemic (Table 1).

We conducted a survey of 150 catering facilities from different cities of Ukraine, which showed that more than 60% use organic products, a third use healthy fats, natural products and individualized approach to choosing a guest's diet. The remaining trends related to food consumption and choice of products gained less than 15%.

Concerning the introduction of trends related to new technologies and pandemic, as expected, they have been used more actively, as many have become a necessity in modern market conditions. Thus, all the facilities surveyed have improved sanitary conditions, about 80% introduced mobile applications or sell orders through their own website; and more than a half use contactless payment. Also, many noted that they use eco-friendly packaging (37%), organize events (43%), automated issuance of an order to a guest (27%).

In addition, 58% experience decrease in flow of guests by 10%; 17% of respondents did not note tangible changes; and 21% of surveyed representatives of catering facilities have slight positive changes: an increase in the number of visitors by 10-15% occurred in most cases due to the closure of competitors located nearby or the introduction of innovations.

Thus, the data confirm that most food establishments are in a difficult situation due to the pandemic, and require the introduction of measures that will increase profitability. The use of innovative trends can have such an effect. For example, it is advisable to provide more complete information in the menu about the composition of dishes: indicate the ratio of fats, proteins, carbohydrates, vitamins and minerals and even the possible positive effect of products. Such an implementation will not require significant financial resources, but at the same time will have a positive impact on the customer.

It is worth introducing organic products more actively, because, having suitable land resources and increasing world demand for these products, Ukraine has the potential to develop a market for environmentally safe and healthy nutrition with further access to the world market. This may include preference for locally grown, rustic and seasonal products.

Conclusions from these issues and prospects for further research in this area. Thus, the food industry has now faced the biggest challenge in recent times. The changes that are taking place in the modern world as a result of the coronavirus pandemic are transforming the behavior of consumers of nutrition services, which are becoming more careful and demanding. The issue of finding and optimizing the functioning of institutions in the food industry during the period of quarantine restrictions is quite acute. The synthesis of the results of the study suggests that in the context of the COVID-19 pandemic, the most effective tools for the anti-crisis development of food industry enterprises are the development and implementation of innovation plans based on modern trends.

References:

1. Belova S. (2017) Ynnovatsyonnoe razvytye obshchestvennogo pytaniya [Innovative Development of Catering]. *Menedzhment y marketynh: opyt y problemy*: sb. nauch. tr. Mynsk: Medzhyk, pp. 23–27.
2. Vplyv pandemii COVID-19 na ekonomiku Ukrainy [Impact of the COVID-19 pandemic on the economy of Ukraine]: kabinetne doslidzhennia. 2022. Available at: <https://www.kas.de/documents/> (accessed 12 February 2022). (in Ukrainian)
3. Ivanova L., Vovchanska O. (2020) Vplyv pandemii COVID-19 na koniukturu rynku restorannykh posluh [Impact of the COVID-19 pandemic on the economy of Ukraine]. *Suchasni tendentsii rozvytku industrii hostynnosti*: zb. tez. dop. Mizhnar. nauk.-prakt. konf. Lviv, pp. 45–50. (in Ukrainian)
4. Medvid I., Shydlovska O., Ishchenko T., Dotsenko V. (2020) Tendentsii rozvytku restorannoho biznesu yak skladovoi industrii hostynnosti v umovakh pandemii [Trends in the development of the restaurant business as a warehouse industry of hospitality in the minds of a pandemic]. *Global science and education in the modern realities 2020*: Mizhnar. nauk.-prak. Internet-konf., (26-27 serp. 2020 r.). Sietl, shtat Vashynhton, SSHA: «ISE & E» & SWorld spilno z KindleDP, pp. 284–287. (in Ukrainian)

- Miroshnychenko O. (2020) Naslidky epidemii COVID-19 ta karantynnykh zakhodiv dlia providnykh sektoriv ekonomiky Ukrainy [The consequences of the COVID-19 epidemic and quarantine entries for the leading sectors of the economy of Ukraine]. Doslidzhennia za rezultatamy hlybnykh interv'iu z vlasnykamy ta top-menedzheramy ukraïnskykh kompanii. Kyiv-Kharkiv, pp. 85–88. (in Ukrainian)
- Sycheva O., Kaishev V. (2021) Sovremennye trendy v pytany [Current nutritional trends]. Tekhnolohyy u produkty zdorovoho pytanyia: sbornik statei XII Natsionalnoi nauchno-praktycheskoi konferentsyy s mezhdunarodnym uchastyem. Saratovskiy gosudarstvennyi ahrarnyi unyversytet im. N.Y. Vavyl'ova. Saratov, pp. 647–650.
- Spyrychev V. B., Shatniuk L.N. (2010) Obohashchene pyshchevykh produktov mykronutryentamy: nauchnye pryntsyipy u praktycheskye resheniya [Micronutrient fortification of foods: scientific principles and practical solutions]. *Pyshchevaia promyshlennost*, no. 4, pp. 20–24.
- Strelchenko E.A. (2021) Effektivnye metodyky vnedreniya ekolohycheskykh shahov restorannom byznese [Effective methods for implementing environmental steps in the restaurant business]. *Nauchnoe prostranstvo: aktualnye voprosy teoryy u praktyky*: Materyaly nauchno-praktycheskoi konferentsyy. Cheboksary, pp. 265–270.

Список використаних джерел:

- Белова С. Инновационное развитие общественного питания. *Менеджмент и маркетинг: опыт и проблемы*: сб. науч. тр. Минск: Мэджик, 2017. С. 23–27.
- Вплив пандемії COVID-19 на економіку України: кабінетне дослідження. 2022. URL: <https://www.kas.de/documents/> (дата звернення: 12.02.2022).
- Іванова Л., Вовчанська О. Вплив пандемії COVID-19 на кон'юктуру ринку ресторанних послуг. *Сучасні тенденції розвитку індустрії гостинності*: зб. тез. доп. Міжнар. наук.-практ. конф. Львів, 2020. С. 45–50.
- Медвідь І., Шидловська О., Іщенко Т., Доценко В. Тенденції розвитку ресторанного бізнесу як складової індустрії гостинності в умовах пандемії. *Global science and education in the modern realities 2020*: Міжнар. наук.-практ. Інтернет-конф., (26-27 серп. 2020 р.). Сіетл, штат Вашингтон, США: «ISE & E» & SWorld спільно з KindleDP, 2020. С. 284–287.
- Мірошніченко О. Наслідки епідемії COVID-19 та карантинних заходів для провідних секторів економіки України. Дослідження за результатами глибинних інтерв'ю з власниками та топ-менеджерами українських компаній. Київ-Харків, 2020. С. 85–88.
- Современные тенденции в питании. URL: <https://zen.yandex.ru/media/id/5a364abc8139ba06ba669c09/sovremennyyetendencii-v-pitanii-5a364e608139ba06ba669c12> (дата звернення: 12.02.2022).
- Спиричев В. Б., Шатнюк Л.Н. Обогащение пищевых продуктов микронутриентами: научные принципы и практические решения. *Пищевая промышленность*. 2010. № 4. С. 20–24.
- Стрельченко Е.А. Эффективные методики внедрения экологических шагов ресторанном бизнесе. *Научное пространство: актуальные вопросы теории и практики*: Материалы научно-практической конференции. Чебоксары, 2021. С. 265–270.
- Сычева О., Кайшев В. Современные тренды в питании. *Технологии и продукты здорового питания*: сборник статей XII Национальной научно-практической конференции с международным участием. Саратовский государственный аграрный университет им. Н.И. Вавилова. Саратов, 2021. С. 647–650.

МІЖНАРОДНІ ТЕНДЕНЦІЇ У ГАЛУЗІ ХАРЧОВОЇ ОБСЛУГОВУВАННЯ

Анотація. Питання пошуку оптимізації функціонування установ харчової промисловості у період карантинних обмежень постає досить гостро. Мета статті полягає в обґрунтуванні теоретико-прикладного аспекту впровадження міжнародних тенденцій у індустрію послуг харчування України. Досягнення поставленої у статті мети здійснено за допомогою таких методів: логічного узагальнення та наукової абстракції, класифікації, аналітичного методу. Метод опитування дозволив виявити сучасний рівень впровадження міжнародних тенденцій в українських закладах харчування. Виявлено та систематизовано головні інноваційні тенденції в міжнародній індустрії харчування. Запропоновано класифікувати їх на дві групи в залежності від об'єкту впливу: тенденції, пов'язані з споживанням їжі і вибором продуктів та тенденції, які виникли внаслідок розвитку нових технологій та глобальним поширенням пандемії. На основі отриманих первинних даних виявлено недостатній рівень використання сучасних інновацій українськими закладами харчування, особливо тенденцій з першої групи. Що стосується впровадження тенденцій, пов'язаних з новими технологіями та пандемією, підтвердилася гіпотеза, що вони використовуються більш активно, адже сьогодні посилена гігієна і дотримання дистанції стали не лише необхідною умовою функціонування закладів ресторанного господарства на ринку, а й вимогою законодавства. Варто активніше впроваджувати органічну продукцію, адже, маючи придатні земельні ресурси та зростаючий світовий попит на цю продукцію, Україна, здійснивши післявоєнне відновлення, має потенціал розвитку ринку екологічно безпечного та здорового харчування з подальшим виходом на світовий ринок. Сюди ж можна віднести тренд вирощених у сільській місцевості, локальних продуктів. Узагальнення результатів проведеного дослідження дозволяє стверджувати, що в умовах поширення пандемії COVID-19 найбільш дієвими інструментами антикризового розвитку підприємств промисловості є розробка та впровадження планів інноваційної діяльності, що базуються на сучасних трендах. Використання на практиці означених трендів дозволить підвищити рентабельність підприємств харчування.

Ключові слова: міжнародні тенденції, сфера харчування, індустрія послуг, пандемія COVID-19.