

Title: Catering as a way to improve the competitiveness of the hotel (with the example of PSKK «Mashuk Akwa-Term»)

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The relevance of this research is that in today's market conditions, only those enterprises with certain competitive advantages can take the lead. In modern service delivery, the challenge of improving the competitiveness of enterprises is widespread. The continued functioning of market players depends on the solution of this problem. In order for the enterprise to succeed in the future and not be replaced by competitors, the producer must constantly improve the quality of the services provided and improve his business.

The service industry is growing at an annual rate. The demand for out-of-town restaurant services is increasing. A new direction, catering, is developing rapidly in Russia and abroad. The establishment and development of such services is a topical issue.

Today, more and more people are using catering services. They want to make their holiday, event unique and unforgettable.

Catering is a part of the production and trading activities of enterprises and consists of out-of-town (out-of-town) restaurant services for consumers, as well as rendering of the services of the itinerant event and realization of finished products and goods to the consumers. The constant desire to work with the maximum economic value for money makes it necessary to improve business management practices in the accommodation enterprises, to offer consumers additional services such as catering services.

This leads to the conclusion that there is a need to develop the concept of catering in the modern recreational market.

The aim of this work is to determine the level of catering services and to develop recommendations for the introduction of catering services.

The main objectives are:

1. Define the concept of «catering», define the place and role of the catering service in the structure of the hotel.
2. Describe the regulatory framework for catering staff and service standards.
3. To describe the development of catering in different countries, as well as to identify prospects for development in Russia.
4. Give a general characteristic of sanatorium-spa enterprise PSKK «Mashuk Akwa-Term».
5. To analyze the peculiarities of the organization of work of the food service PSKK «Mashuk Akwa-Term».
6. To develop activities on providing catering service on the example of sanatorium-spa enterprise PSKK «Mashuk Akwa-Term».

The theoretical significance lies in the generalization and systematization of knowledge in the field of the service of guests, the identification of the main indicators contributing to the competitiveness of the hotel as a whole.

The practical significance is that the developed proposals will allow the hotel enterprises of the city of Pyatigorsk to increase their competitiveness and contribute to the development of a new catering service.

Results of the study:

1. We have learned that the process of organizing the catering service is a complex and multifaceted one. We have found that the development of quality catering is more dependent on a well-designed marketing campaign.
2. The interests of visitors and potential customers should be considered in greater depth, so that the catering service can be effectively developed.
3. We have also concluded that the catering service we are developing fits well into the structure of the hotel business.