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CUSTOMER ORIENTATION AS THE RESTAURANT HOSPITALITY PHILOSOPHY

The paper discusses the main aspects of the philosophy of restaurant hospitality. The concept defines the main forming components. Was elaborated connection of the customer service culture, which is the determinants of hospitality strategy of the restaurant subject development strategy. The paper concludes with the expected contribution and future lines of research.

Keywords: *hospitality philosophy, customer orientation, restaurant business*

Relevance of the research topic. Today, the activities of restaurant operators are focused on the needs and demands of the consumer, which must be sure to create lasting positive impressions. This is quite a difficult task, which is to understand the psychophysical characteristics of humans, behavioral techniques and reactions to objects and phenomena. Philosophy as a science operates with a powerful methodology for the perception, objective analysis and interpretation of objects and phenomena, explaining their causes and consequences. Exploring civilizational transformations of life standards, historically has been emerged a different way of philosophy – a philosophy of hospitality that studies and explains values as the core of a client's worldview, his expectations, and ways to control his attention that lead to success in the restaurant business. The monitoring and implication of trends in the hospitality services market with generational theory are aimed at developing a

successful strategy for the development of a restaurant entity, which determines the relevance of the chosen research topic.

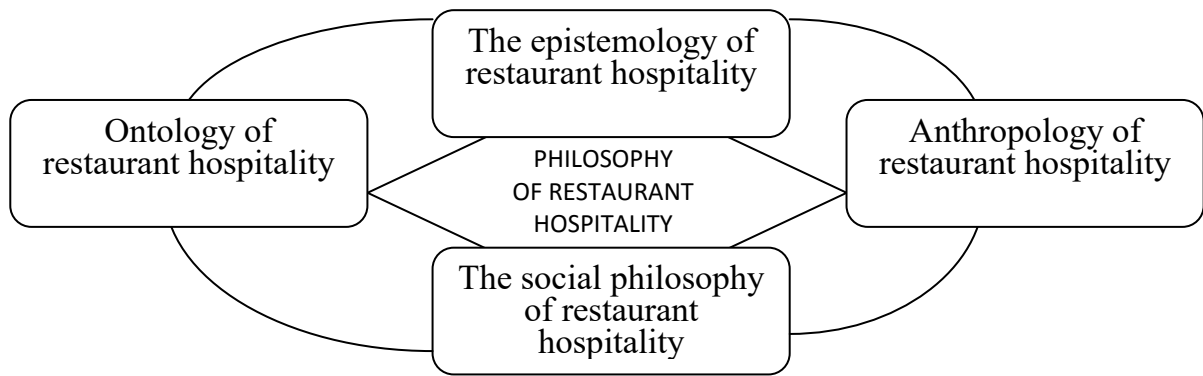
Formulation of the problem. The philosophy of hospitality in a broad epistemological sense encompasses an analyzing methodology of functions and components of serving people as an objective reality. Components of restaurant hospitality are presented in a variety of formats and include, in addition to gastronomic traditions, entertainment concepts. Turning to the philosophical methodology, restaurant hospitality builds activity, relying on the attributes of restaurant service and creating comfort. Therefore, the purpose of our study is to substantiate the theoretical foundations and empirical approaches of separation the realities of cultural and moral practice, as well as to offer a conceptual framework for the impact of restaurant hospitality philosophy on the customer service quality through client-centered management.

Analysis of recent research and publications. Philosophy is the basis of all sciences and scientific methodologies, has centuries-old traditions and heritage, from which knowledge and consequences are still drawn. Antecedents of hospitality sphere, based on philosophical attributes, still attract considerable interest today from both scientist and practitioners [5, 15, etc.]. However, the philosophy of hospitality sphere is a subject of the attention of mostly sociologists and culturologists [11, 12, 14, etc.], and little is captured in economic debates. In particular, restaurant service is explored through the lens of quality in the works of Komarnitsky I. [6], Naumenko M. [10]. In turn, customer orientation has recently become an object of increasing focus on the IT-marketing mix [2, 7, 8, 9, 13, etc.]. Thus, due to the transformation of social and philosophical thought, changes in the preferences and information perception of generations, the development of economic theory and practice of combining these concepts forms a new methodological field of research – the philosophy of hospitality, a separate branch of which is restaurant hospitality.

Presenting main material. The philosophy of the restaurant business reflects a general approach to doing business of its owner and management, which expresses the ethical and moral values that reflect the essence of the restaurant concept. The efforts made by the staff of the restaurant to attract and serve of guests contribute improvement of the guests' satisfaction and ensure the integrity of the restaurant hospitality philosophy.

Review of scientific sources [1-12] allows to define the main tasks of the research: to determine the theoretical basis of restaurant hospitality philosophy, elaboration of the consumer outlook of the restaurant services and construction of theoretical components of client-oriented management of the restaurant business

Thus, the philosophy of restaurant hospitality is a system that includes the following components (Pic. 1).



Pic. 1. The system of philosophy of restaurant hospitality

Source: authors development by [1]

The restaurant hospitality ontology defines the essence of the restaurant business as a socio-economic category, characterizes the choice of restaurant concept, the format of establishment, its interior and exterior solution in accordance with current market trends. It forms the basis for modeling business processes and facilitation of restaurant.

In its turn, the epistemology of restaurant hospitality explores the reasons for choosing one or another concept, the format of a restaurant. It is by operating categories of epistemology (cognition, consciousness, feeling, mind, truth) are built the techniques of marketing impressions that are used in the system of client-oriented management.

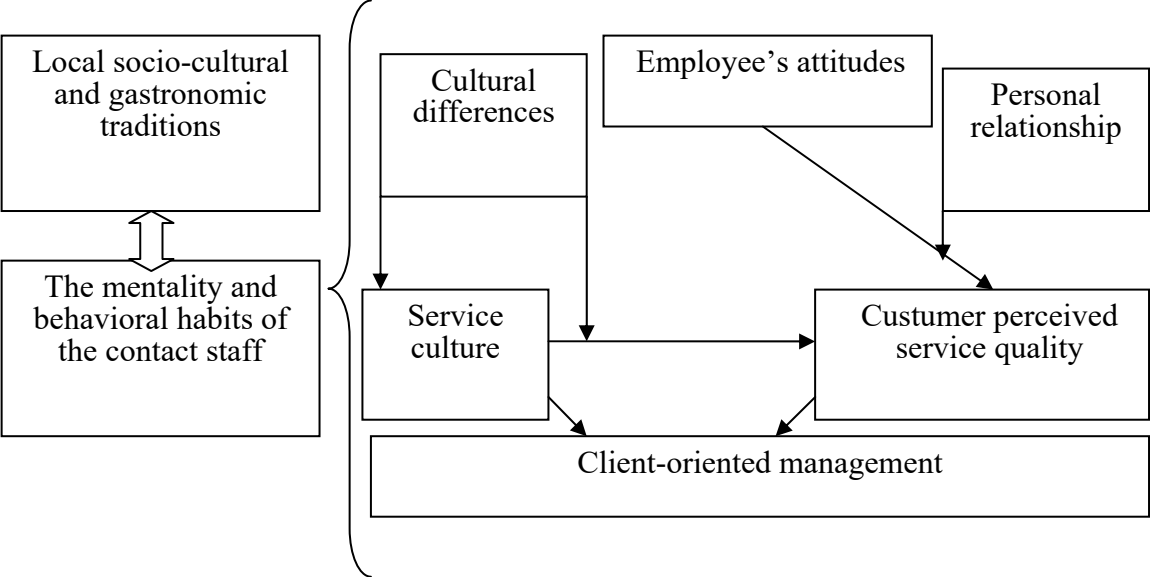
Trying to understand tastes and needs of potential consumers, to predict their development, restaurant establishments consciously and unconsciously rely on the tools of the philosophical anthropology of restaurant hospitality. Restaurant concepts are represented by different national cuisines, which have strong traditions and satisfy consumer demand for food of a certain type, differentiated attractions and more. This is the basis for formation of gastronomic tours, restaurant schools, and finally national identification. National identification through gastronomic traditions is a component of social philosophy that explores the patterns of society development, social groups, and individuals.

These theoretical aspects of the restaurant hospitality philosophy allow to deepen the study of the consumer outlook of restaurant services, understanding of which in development allows to encourage consumers to loyalty and commitment to the brand. A landmark in this regard is the knowledge of situational elements of consumer behavior and process information feedback. They are methods, principles, theories, norms, values, in other words, social factors of cognition in the context of their situational specification in the spirit of the ad hoc hypothesis.

Today, we are seeing interesting trends in the restaurant business: development of street food and food courts that are focused on healthy eating, the concepts of slow food, mix of restaurant formats and more. However, the quality of restaurant offerings

and restaurant service is the basis of all restaurant establishments. Therefore, strategic decisions of restaurants capture new ideas, values, ideals, norms, principles in their activity, as well as theoretical components of client-oriented management.

In recent years, the philosophy of restaurant hospitality has been based on a study of consumer needs, tastes and requests. A supportive service culture as a key factor in customer oriented management is an important resource and can influence on customer service quality assessment. Customer-oriented management is possible only through sufficient satisfaction and dedication of the restaurant establishment workers, quality support to its needs and interests. Employee satisfaction with work is defined as their emotional reaction on a restaurant, their identification and participation in the organization. Thus, in our view, employee satisfaction and affective devotion mediate relationship between the service culture and the customer oriented perception of the restaurant establishment (Pic. 2).



Pic. 2. Conceptual framework of restaurant service culture in customer oriented management system

Source: authors development by [4]

Based on the analysis of the literature [1-15] it can be noted that the client-oriented system in restaurant hospitality is formed by the following factors [14]:

- demographic and social factors (gender, age, level of education, place of residence, income) that effect on level of perceived quality of service;
- assurance and reliability as a restaurant product;
- tangibles. material values form a comfortable environment of restaurant service;
- responsiveness and empathy, because the biggest gap between expected and perceived quality of restaurant services is in the area of responsiveness.

It should be noted that the contact staff should have a broad outlook and be able to support conversation on any topic chosen by the guest, naturally, within reason.

And, of course, they are obliged to know the menu thoroughly, to speak without stylistic mistakes, not to confuse terms and concepts, to be sensitive and to inspire confidence in the institution.

In order to increase the clientele orientation in the communication management system, it is necessary to use internal PR-technologies that are focused on the dissemination of corporate information («complaint books», «bulletin boards», closed to third-party pages on the site, etc.). Thus, hospitality philosophy of the restaurant will be not only a theoretical aspect of development strategy, but also a practical operating tool for customer-oriented management as a successful business technology.

Conclusions. Our research into the philosophy of hospitality through the prism of customer orientation allows us to define it as values and priorities of quality interaction with consumers. The hospitality philosophy embraces both customer-oriented and service-oriented philosophy that seeks to create a culture of service among the staff, as well as material attributes: interior, facilities of the restaurant, quality of restaurant products and their service, comfort of guests and the staff. Combination of these components builds brand loyalty and promotes a sustainable relationship that contributes to the success of the restaurant concept and business as a whole. Deepening of the research into success of interaction between components of the restaurant hospitality philosophy is promising in terms of testing and practical examples.

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