



Theoretical Foundations of the Restaurant Business

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ABSTRACT

The subject of the article is the theoretical foundations of the restaurant business; the object of the article is the restaurant business; the purpose of the article is to increase the efficiency of the restaurant business; to achieve this goal, the theoretical provisions of the restaurant business (restaurant servicology) are formed in the article as a scientific basis for business design and evaluation of the quality of services in the restaurant business, the development of the service sector in the restaurant business, the theoretical foundations of the development of economics and management in the restaurant business. The restaurant business in the conditions of globalization of the market of such services, the development of service and information technologies and communications, the functional and decomposition representation of restaurants (restaurant service complexes) is investigated and formed, a four-level model of restaurant service is proposed, which can be used for positioning and analyzing the competitiveness of this type of service; the methods of this article are historical and logical analysis; theory multilevel system; heuristic methods, marketing; the scientific novelty of the article is connected with the formation of the scientific foundations of the functioning of the restaurant business

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1. INTRODUCTION

The relevance of the article in 2023 is because at present, in the conditions of the formation of the 10th technological order, the field of restaurant services is intensively developing, and new restaurant services and technologies have appeared in the restaurant service. At the same time, the globalization of the restaurant services sector sharply raises the question of the competitiveness of national segments of restaurant service. As a branch of the economy, restaurant service should increasingly focus on the needs and interests of foreign tourists and domestic consumers, the domestic economy, and society.

This article hypothesizes that for the effective and sustainable development of the field of restaurant services, as part of the service sector and the national economy, the formation and development of the methodological foundations of the general scientific theory of the field of restaurant service (restaurant servicology -restauranology) is of great importance (Maheshvari, 2022).

The purpose of this article is to increase the efficiency of the restaurant business. To achieve this goal, the tasks are solved:

- (i) the content and specifics of the sphere of restaurant services are investigated;
- (ii) the influence of scientific, technical, and socio-economic progress on the development of restaurant services is being studied;
- (iii) the conceptual apparatus and the development of scientific and methodological support of the restaurant service sphere are investigated;
- (iv) methodological provisions of restaurant servicology (restauranteology) are being formed—the sciences of restaurant service and its development;
- (v) a four-level restaurant service model is being formed;
- (vi) possible approaches to improving the quality of restaurant services are investigated;
- (vii) the directions of improving the efficiency of the management of the restaurant services sector in the conditions of scientific and technological progress and intensive development of information technologies are being studied.

The object of the article is restaurant services in the 21st century. The subject of the article is the theoretical foundations of restaurant activity and management in the field of restaurant service.

The study of literary sources on the topic of this article shows the following. Experts predict that for the first time in history, during the new 10th technological order, the service sector will develop at a faster pace. In this regard, scientific research in the field of restaurant services is developing. They express the opinion that a service can be called an event, activity, or benefit that one of the parties can offer to the other party and which are mostly intangible and do not lead to mastering anything. Scientists recognize the services sector as an important segment of economic activities. An important segment of the service sector acts restaurant business. The restaurant business is considered part of social services. Analysts note the intensive development of innovations in the field of the restaurant business. Scientists believe that in the restaurant business, there is a problem with assessing the quality of services. Experts note the great role of the National Association of Restaurateurs in the development of the restaurant business. Scientists consider it important to study the culture of restaurant activity. Researchers are actively studying the systemic links of restaurant activity with other sectors of the economy (hotel business, organic farming). Scientists believe that increasing the economic and social significance of restaurant activities puts on the agenda the development of a scientific theory of the functioning of the restaurant services sector) (Glushchenko, 1990). Analysts consider it possible to integrate the restaurant business

with the tourism and museum business (Glushchenko & Glushchenko, 2018). Scientists consider it necessary to take into account the general patterns of development of the sphere of post-industrial services in the process of restaurant business development. At the same time, researchers believe that the theoretical foundations of scientific activity should be taken into account in the process of innovation. In the process of developing the sphere of restaurant services, factors of motivation of personnel in this field of activity should be used.

Intensive development of the restaurant business stimulates the formation of a general theory of restaurant services.

The review of literary sources carried out in this article allows us to recognize that in 2023 there is still no complete theory of restaurant services. This theory should systematize, and generalize the available methodological and practical approaches to the study and management of this field of activity (Glushchenko, 2022). The materials of this study further confirm the relevance of this article. This article is aimed at the formation and development of many important theoretical provisions of restaurant servicology (restauranteology) (Glushchenko *et al.*, 2018). The general theory of the restaurant business should cover the scientific basis of the field of restaurant services (Glushchenko & Glushchenko, 2015). At the same time, it is necessary to take into account the integration of the restaurant business with other segments of the service sector (hotel business, agriculture, culture, and museum business).

2. METHODS

This paper is a literature survey that was compared to the current situation. This study took data from internet sources, especially from articles published in international journals. The data was then collected, analyzed, compared to current situations, and summarized to create and build this article.

3. RESULTS AND DISCUSSION

When researching the service sector, it should be taken into account that the structure of the modern post-industrial economy includes three segments (parts): production; service sector; agriculture. In the context of post-industrial globalization in developed countries, the most significant of these three elements is the post-industrial service sector (Shaturaev, 2023).

The service sector appears as an activity for the provision of various types of services. The service sector can be structured into technical services, construction services, and social services. The entire service sector can be studied as an activity for maintaining efficiency, adaptation, and development of the technosphere, economy, and social sphere. At the same time, as is known, the technosphere is called a part, a region of the biosphere in the past, transformed by people into technical and man-made objects that make up the environment of populated places.

We will agree to call the sphere of social services the activity of providing services aimed at maintaining and prolonging life, creating more comfortable and safe living conditions for the population, and meeting the cultural, social, and household needs of the population.

Based on this, the development of the conceptual apparatus and the science of this segment of social service is required. We will take into account that the term servicology is a combination of the words "service" and "logos (science)", and the definition of "restaurant" emphasizes the industry affiliation and the specifics of the scientific discipline being developed in this article. In addition, we draw attention to the fact that the concept of

restauranology is obtained through the words "restaurant" and "logos (science)" and also indicates the scientific nature, industry orientation, and social orientation of the scientific discipline formed in this article. Thus, at the conceptual level, it is emphasized that the restaurant business simultaneously acts as a part of servicology and the science of restaurants, their functioning, and their socio-economic significance.

At the same time, there is a need to develop theoretical aspects of the field of restaurant services, starting with its scientific foundations in the form of determining the essence and specifics of this type of service.

The service sector is a part of the economy that includes the synthesis and provision of all types of commercial and non-commercial services. In modern economy and society, the service sector is becoming an increasingly important element of both the economy and social life. This sphere is accelerating its growth and is becoming a key sector for the development of the economy and the non-profit sector. Therefore, it is the service sector that makes up, in economically developed countries, the bulk (60-80%) of the economy.

Restaurant services act as part of the catering system, which is of great economic and social importance.

With different approaches, the field of restaurant services can be defined as a part of the economy, which includes all types of commercial and non-commercial services to provide nutrition to people in various life and work processes to support their livelihoods. The importance of restaurant services is determined by the fact that to maintain health and efficiency, a person must regularly take quality food. Therefore, restaurant activity refers to the social sphere aimed at human reproduction, and maintaining human working capacity.

In the 21st century, the sphere of public catering and, in particular, restaurant services can be attributed to the post-industrial economic order due to its active participation in the development of modern infrastructure of modern human life. At the same time, it is the service sector that makes up, in economically developed countries, the bulk of the economy in terms of the number of people employed (more than 60%) and is developing especially intensively.

Restaurant service can be considered a structural part of the general concept of service. A service can also be defined as the use value of labor, but not as a product. Service is the result of a previous activity; an intangible action that does not lead to ownership of anything. The provision of restaurant services is associated with the use of a material product, which is called a "culinary dish". The culinary dish is characterized by its cooking recipes. The culinary dish has its technology of cooking this dish. In the manufacture of culinary dishes, material means of production (ovens, refrigerators, etc.) are used, and the manufacture and sale of culinary dishes are associated with consumer service technologies. Restaurant service as a way and tool to meet the economic, social, or technical needs of the economy, society, and people can be described, and characterized by its features, advantages, and disadvantages.

One of the distinctive characteristics and features of restaurant service is its immateriality (impalpability). The continuity of production and consumption of restaurant services is determined by the fact that a significant part of the services is such that they combine in time and space the process of production, distribution, and consumption of services. At the same time, with the industrialization and development of high technologies in the field of restaurant services, there is an active separation of the production stage from the stage of distribution (home delivery) and consumption (in transport, at home).

In addition, in the context of new communication technologies, many types of restaurant services either take the form of goods and/or exclude direct contact between the service manufacturer and its consumer ([Pilyugina, 2021](#)).

The inconstancy of the quality of restaurant services is because a significant proportion of services are provided to the consumer directly by an employee of an organization or institution in the field of restaurant services. At the same time, the quality of services provided crucially depends not only on stable factors but also on many changes, including random factors (the quality of raw materials, the mood of employees, etc.) (Gorodnikov & Morozova 2013). In addition, the quality of restaurant services is influenced by a lot of related circumstances (the speed of service provision, the complex nature of the service, and its complementarity with other types of services, etc.). These features and circumstances of the production and consumption of restaurant services make it difficult to assess the quality and determine the quality standards of restaurant services. However, it is in this direction that the main efforts are being made to achieve consistency in the quality of services. The inconstancy of the quality of restaurant services is also associated with the individual nature of individual elements of restaurant services (including cooking, waiter service, restaurant decoration, etc.), the dependence of the required quality of hotel services on the individual requests of a particular client and his mood.

The non-preservation of restaurant service, as its fundamental property and characteristic, is to a certain extent due to the continuity of its production, distribution, and consumption over time. The need for periodic meals to maintain the life of customers through personal contact between the service provider and the customer can also affect the non-preservation of restaurant services. The non-preservation of restaurant services significantly affects the process of their distribution and the quality of restaurant services. The non-preservation of restaurant services limits the possibility of using seasonal and other fluctuations in demand over time, leading to a certain oversupply of capacities of enterprises in the field of restaurant services in certain periods.

This increases the relevance of the integration of the restaurant business with the tourism and museum business, the sphere of hotel services, and the production of agricultural products based on the methods of serviology (general theory of service).

Taking into account the above-mentioned features of the restaurant service, the following characteristics of its provision can be distinguished: the requirements for the restaurant service should be clearly defined as characteristics that can be monitored and evaluated by the client (consumer); in most cases, the management of the restaurant service and the characteristics of the provision of the service can be achieved only by ensuring the management of the process of providing the service.

The characteristic of a restaurant service or the process of its provision (provision) can have a qualitative (consists in a comparison of quality) and quantitative measurement, depending on for what purposes, how and by whom such an assessment of the quality of the service is made (service organization, consumer, etc.).

In the research of restaurant services, the following directions are possible: the economic nature of restaurant services should be studied; the economic interpretation of this category can be clarified; promising directions of the entire field of restaurant service can be determined within the framework of the post-industrial market transformation of society in a crisis.

Considering all the complexity and conventionality of the interpretation of such a multifaceted concept as a restaurant service, we can offer the following economic definition of this service: a restaurant service is an economic activity aimed at meeting the needs of customers – individuals and/or legal entities – by providing them with high-quality food in conditions of increased comfort of eating.

Restaurant service can also be considered as a specific product, the result of actions that have an immaterial nature, produced at the request of the consumer (customer), which is expressed in ensuring safe and comfortable eating conditions.

In general, this review gives sufficient grounds to conclude that the developed scientific theory of restaurant service (restaurant servicology) has not yet been formed, is not sufficiently developed, is not presented to the scientific community, the development of the general theory of restaurant business will allow solving practical problems of their activities more effectively. The general theory of the restaurant business will allow numerous subjects (actors) of the economy and society to work on the provision of these services and use the services of this sphere to increase the validity of their management decisions. It should be taken into account that many topical issues of the development of the restaurant business cannot be solved without a theoretical understanding of the essence of the service and the development of the scientific theory of services (restaurant servicology). At the same time, such studies of the theoretical foundations of the field of restaurant services will have not only theoretical but to a large extent also applied significance. This is explained by the fact that the specifics of production technology in the field of restaurant services, the resource component, and the target setting of the restaurant business directly determine the management and marketing system in the field of restaurant services.

Technological features of the production of various types of restaurant services are directly interrelated with the problems of the formation and establishment of standardization systems. The issues of unification, standardization, and certification concerning the field of restaurant services should be attributed as the most difficult to develop.

In modern publications devoted to restaurant services, much attention is paid to quality management, service quality models are given, and the stages of quality measurement using various techniques are described, but the question of what the quality of restaurant service is still relevant. The development of this issue should be based both on the general theory of restaurant services (restaurant servicology) and on models of restaurant services.

An obligatory element of the general theory of restaurant services can be recognized as the study of the economic foundations and features of their production, provision, and consumption within the framework of a market economy.

Availability of manufacturers of restaurant services (restaurants)- organizations (enterprises) of different forms of ownership, organizational and legal forms related to this sector of the economy require differentiated approaches to the scientific setting of goals and determining the strategy of their activities. At the same time, special attention in the description of the activities of restaurants should be paid to: the formation of sources of resource support for activities; the construction of criteria for the effectiveness of functioning; the marketing policy of restaurants; ensuring adequate personnel policy; and the creation of a system of relations with external participants in the process of promoting restaurant services.

An important part of restaurant servicology as a general theory of services in the restaurant business can also be considered an integral component of the functioning of this sphere as financial management and the mechanism for ensuring the production of restaurant services.

At the same time, it should be borne in mind that the works explore the service sector as a modern industry based on the development of scientific and technological progress, and innovation. It is noted that this direction is reflected in the scientific works of many authors. The service sector is considered a separate sector capable of independently forming a general economic effect (macroeconomic aspect), or from the point of view of a narrowly sectoral

approach to the production of certain types of services that create segments of the industry market (including the restaurant market).

At the same time, the role of entrepreneurship in the development of the service sector has been poorly studied. In addition, the economic limits of the possibilities of expanding the service sector are not yet completely clear. In general, the contribution of the service sector to the formation of safety, quality, and comfort of modern life has not been fully investigated. Meanwhile, the globalization of the economy and social life, the intensification of labor, and the realities of employment of the economically active population require new approaches to the development of the service sector, its volume and type expansion, and ensuring price and territorial accessibility of services.

The development of a holistic theory of the service sector will contribute to solving not only theoretical and methodological problems that occur in this area, but also many practical issues that are caused by the peculiarities of the service as a structural element of the functioning of post-industrial economies and societies.

The philosophy and methodology of science say that the essence of a scientific theory is determined by describing its object of research, scientific method, functions, and roles of scientific theory, and by developing its laws. It is these scientific provisions of restaurant servicology that will become the central element of the subsequent content of this article.

When developing a general theory of restaurant services (restaurant servicology, restauranology), we will take into account the specifics of this field of activity. These features are determined by the following factors: the technological process of ensuring the safety of restaurant services for visitors; creating a certain level of enjoyment for the visitor; ensuring a certain level of comfort in the process of food consumption in restaurants and more. The objectives of restaurant activities are to meet social and individual needs. The effectiveness of restaurant activity is related to the following: resources and sources of financing, personnel policy, segments of consumers of restaurant services, the size of the restaurant business, management techniques, restaurant marketing concepts, features of promotion and marketing communications, and a form of ownership and architecture (network, non-network) of the restaurant business.

Consideration of restaurant services as legal entities is also an important element in the ongoing research. It should be noted that a sufficient number of regulations and publications are devoted to the restaurant serving as an object of civil rights. At the same time, to date, scientists have no consensus on how work differs from services and what is the peculiarity of each of them as objects of civil rights. This issue is not only of theoretical importance, its resolution can seriously affect the safety and quality of restaurant services, and business practices in the field of restaurant services.

In the list of the main conceptual directions that could be included in restaurant servicology as a general theory of restaurant services, the most relevant are the directions related to economics and management in the field of this type of service. At the same time, the object of the general theory of the restaurant service sphere should be the sphere of such services and the service itself. At the same time, a restaurant service should be considered as a specific product and object of economic activity, having a specific purpose and special social and cultural properties.

Let's define the general (as a structural element of public catering) and private functions and roles of restaurants.

It is proposed to refer to the general functions of restaurants as a structural element of public catering:

- (i) ensuring regular nutrition of the population in the interests of its vital activity and ensuring working capacity;
- (ii) the creation of opportunities for optimizing the distribution of working time, personal time, and rest time of the workforce (labor resources);
- (iii) ensuring sanitary standards and food safety within the framework of the use of labor resources, etc.

The roles of restaurants in the structure of public catering can be called:

- (i) maintaining the current and long-term working capacity of personnel within the framework of the regulations on the internal regulations of organizations;
- (ii) ensuring the safety and acceptable sanitary and hygienic conditions of the process of meeting the needs of employees in food.

It should be noted that meeting the needs of the personnel of economic and social entities in regular meals refers to the primary (physiological) needs and plays an important role in the motivation systems of both individual organizations and the labor resources of the economy as a whole. For example, according to F. Herzberg's theory of motivation, the need for food refers to the basic hygienic needs of personnel, and according to A. Maslow's theory (pyramid of needs), the need for food refers to the key physiological needs of the organization's personnel.

The special functions of restaurants include:

- (i) gourmet - an aesthetic function of getting pleasure (inner satisfaction) from dishes, service, the culture of decoration, and the atmosphere of eating in a restaurant, mainly implemented by restaurants of "high" cuisine;
- (ii) the status (elite) function of feeding members of individual social classes and groups, participants in socio-economic processes in restaurants of a certain category, which is because not all segments of society have access to the cost of restaurant meals, according to the theory of A. Maslow and a person has needs for respect and self-expression that he can satisfy, by visiting a certain restaurant(s).;
- (iii) museum function - the function of preserving the historical and cultural heritage of ethnic groups in the field of cooking, cooking, and culture of feasts and treats, which is carried out by restaurants of national cuisine and cuisines of the peoples of the world, whose dishes can be considered as artifacts of national history and culture.
- (iv) the function of emphasized respect for the celebrated date, negotiation partners, business and/or personal communication, which is expressed in the preparation of special dishes in such cases (baked sturgeon, etc.);
- (v) the function of stimulating imagination and casual business communication, for example, it is known that in the restaurant "Slavianski Bazaar" in 1898 K.S. Stanislavsky and V. I. Nemirovich-Danchenko decided to create a Moscow art theater, which later became one of the key carriers, elements of Russian and world theatrical culture;
- (vi) emphasizing the originality, and solemnity of an event or moment, for example, weddings, anniversaries, and other types of personal celebrations;
- (vii) creation and maintenance of food (culinary) fashion;
- (viii) creation and management of culinary brands and others.

On this basis, the special roles of restaurants can be called:

- (i) preservation of historical and cultural heritage in the field of communication and food culture;
- (ii) differentiation of population groups by social and professional status and income;
- (iii) the development of a culture of personal communication, positive trends in the relationships of both individuals and social groups, and others.

In integration with other types of services, such as tourism, hotel, museum business (and others), restaurant service can improve the quality and attractiveness of such services by creating a synergistic effect from obtaining cognitive, cultural, and food pleasure.

The subject of restaurant servicology (restaurantology) can be called a system of economic, managerial, organizational, financial, and social relations that arise in the process of promotion, production, and consumption of restaurant services.

The subjects (actors) of the restaurant services sector are producers, consumers, customers, and intermediaries (individuals and legal entities) involved in the process of socio-economic relations in the production and consumption of hotel services.

Restaurant servicology can act as a part, a structural element of modern servicology, science, and the theoretical foundations of modern science.

Therefore, in this paper, we will describe the key methodological concepts (attributes) of restaurant servicology based on and using similar formulations of servicology and the theory of science.

Let's agree to call restaurant servicology the science of creating scientific knowledge, practical competencies, and technologies in the field of restaurant activity. The general theory of restaurant activity covers a complex of scientific problems, philosophy, ideology, politics, motives, methods, methods, tools, and technologies of traditional and/or innovative creation of restaurant services. This theory also includes the contents of technologies of restaurant activity, technologies of circulation and provision of restaurant services, methods of assessing the financial results of this activity, and assessment of the impact of restaurant services on the development of the state, economy, and society.

From an epistemological point of view, restaurant servicology is a methodology for research, analysis, and management of methods for solving scientific and practical problems facing the modern economy and society in the field of restaurant business and service.

Let's define the scientific method, object, subject, functions, and roles of the general theory of restaurant service - restaurant servicology (restaurantology).

The scientific method in restaurant servicology will be called a system of principles and techniques that provide objective knowledge of scientific processes and socio-economic results of design, creation, circulation, provision, and modernization of services and technologies for their provision in the restaurant business (Pathania, 2023).

The functions (from the Italian word "I perform") of restaurant servicology consist in the fact that within the framework of restaurantology (restaurant servicology) can be performed in the geopolitical, political, social, economic, technological, ecological subsystems of the state, global economy, and society.

The economic and social role (significance) of restaurant servicology is determined by the effectiveness of performing those functions that this servicology performs concerning meeting the needs of the economy, society, and a particular person in services.

The basic functions of restaurant servicology are proposed to be: methodological, cognitive, instrumental, legislative, optimization, prognostic, preventive, psychological functions, the function of socialization of knowledge, minimization of technogenic, environmental, and social risks, the system-forming function of servicology.

The methodological function of restaurant servicology consists in the formation of a conceptual apparatus, the development of theoretical foundations of scientific research and methodology for the study of the field of restaurant services, individual services, phenomena, and processes, the formulation of laws and categories of restaurant servicology, the development of management tools for scientific research, innovative project (in various fields of activity) for the creation of restaurant services, the life cycle of services to maximize the

effectiveness of their provision and use in the economy and society, minimizing damage from man-made risks and ensuring the effectiveness of policies (systems of measures) in the field of science, innovation, technology in the field of restaurant services.

The cognitive function of restaurant serviology includes the processes of accumulation, description, the study of facts of reality in the field of restaurant service, its scientific research, innovations, and technologies in the field of service at various levels (global, national, sectoral, regional, etc.), analysis of specific phenomena and processes in the field of restaurant service, scientific research, implementation of innovative projects in the service sector, the life cycle of restaurant services, identification of the most important problems and sources of development of the restaurant services sector, substantiation of individual measures and programs for the development of restaurant services.

The instrumental (regulatory) function of restaurant serviology has a practical nature and consists of developing methods and tools for managing scientific research in all parts of the field of restaurant services, managing innovative projects in the field of restaurant service, managing the life cycle of restaurant technologies and services, developing practical recommendations for government agencies, research organizations, organizations in the field of restaurant services, preliminary assessment of the effectiveness of restaurant services and their modernization.

The legislative function of restaurant serviology is embodied in the process of substantiating the need and developing legal norms that contribute to the development of the field of restaurant services, innovations in the field of these services, forms of liability for damage to third parties, personnel, and society as a whole in the provision of restaurant services that do not meet safety requirements, etc.

The optimization function of restaurant serviology consists of the synthesis or selection of the best (from a certain point of view, for example, minimum costs), the achievement of safe and environmental conditions, and the consequences of the functioning of the restaurant service sector, technologies, methods and techniques for the implementation of services in the economy and public catering.

The predictive function of restaurant serviology includes an assessment of the state of the restaurant services sector as part of the economy and society in the future from the point of view of the possibility of developing certain areas and parts of the sphere of these services, their changes under the influence of scientific and technological progress in the fields of science and technology.

The preventive function of restaurant serviology includes proactive and preventive measures based on the results of the forecast of the development of science and technology, taking into account the possibility of the development of technical and economic crises in the field of restaurant services, man-made disasters, technological crises and other types of negative phenomena resulting from the development of negative phenomena in the service sector.

The psychological function of restaurant serviology is to explain to the population the need for financial and other costs for the continuous development of scientific and innovative activities in the field of restaurant service, the acceleration of scientific and technological progress in the provision of these services, the orientation of society towards sustainability and effective management of scientific and technological progress of the economy and society in the field of restaurant service.

The function of socialization of knowledge in restaurant serviology includes the dissemination of knowledge about the role and importance of modern science, technology, technology for the modern sphere of restaurant service and its impact on the development

of the state and society, the need for effective measures to develop scientific support for the development of restaurant service (services) among the general population. Performing the function of socialization in restaurant servicology is of great importance for ensuring the sustainability of development and progressive legal support for the development of science and technology and STP in general in this area.

The system-forming function of restaurant servicology is the formation and accumulation of knowledge aimed at comprehensive customer service, ensuring the creation of adequate management systems for scientific and innovative processes in the field of restaurant service, including planning, organization, motivation, and control of the results of scientific and innovative processes in this service sector.

The roles of restaurant servicology are recommended to be called:

- (i) firstly, optimization of the processes of development of scientific support in the field of restaurant services and its innovative development;
- (ii) secondly, reducing the risks of negative deviations of results in the process of developing the restaurant services sector, conducting scientific research, and implementing innovative projects in this area;
- (iii) thirdly, the improvement of financial results in the field of restaurant service, and the effectiveness of scientific and innovative activities in the field of restaurant services.

The laws of restaurant servicology can be called stable cause-and-effect relationships between the methods of scientific research and the implementation of innovative projects in the field of restaurant service (services) and the observed financial results from the functioning of the field of restaurant services, stable logical connections in the interaction of parts and relationships arising in the development of restaurant servicology and the service sector.

It is proposed to formulate the laws of restaurant servicology in this way:

- (i) restaurant service is a branch of the economy and social life at the same time, based on meeting individual and social needs for safe and regular meals of individuals, families, collectives, and society in various legal and life situations;
- (ii) the source of intensive development of the restaurant service sector is the specialization of labor in post-industrial development and the related differentiation of activities, income and hunger needs in a situation of the increasing complexity of labor regimes, the technogenic part of the sphere of everyday life and social life at the same time;
- (iii) the increase in the number of types (network method of organization, field service, home delivery, etc.), differentiation, and specialization of restaurant services is associated with the growth of differentiation and complexity of customer needs, economic and social life in post-industrial conditions;
- (iv) the reasons for the formation of new types of restaurant services are new living conditions and the need for safe and timely, high-quality nutrition, taking into account the desire to adapt to changes in working conditions and the development of man-made and social spheres;
- (v) the effectiveness of a restaurant service has both economic, social, and temporal dimensions;
- (vi) due to the continuation of the trend (trend) of the increasing complexity of the labor and personal life of the population, differentiation of financial, economic, and social activities, the importance of the restaurant service sphere will increase in the future;

- (vii) increasing the level of complexity of financial, economic, and social activities will lead to an increase in the complexity and complexity of the restaurant services provided and others.

By the effectiveness of restaurant services, we agree to understand their ability to achieve the goals set for them by the customer (and/or the manufacturer) for a specified period when spending a fixed amount of resources by the subjects of this process.

We agree to call the technology of providing restaurant services a systematic combination of methods, technical means, and qualification skills of the staff of the restaurant service organization used in the provision of restaurant services. At the same time, the production and provision of restaurant services are always associated with goods (food products, ovens, refrigerators, etc.) in their material form.

The place in the process and the role of the restaurant service sector in ensuring the sustainable development of society, the economy, and the technosphere is great and will continue to increase. This is explained by the fact that sustainable development is interpreted as a process of economic and social change, in which the exploitation of natural resources, the direction of investment, the orientation of scientific and technological development, personal development, and institutional changes are coordinated with each other and strengthen the current and future potential to meet human needs and aspirations (Sukmawati & Maryanti, 2022). Within the framework of the concept of sustainable development, we are largely talking about improving the safety and quality of people's lives, and therefore the quality, regularity, and safety of people's nutrition.

Therefore, the study of the processes of sustainable growth and increase in the nomenclature of dishes (material products of restaurant service), services, technological features of products in the field of restaurant service (services), the relationship of such services and materialized goods, the change in the ratio of material and non-material products in technological processes, industry features of the share in the final product of restaurant services or materialized goods (restaurant dishes) are and will be very relevant in the 21st century.

For this reason, the well-known and currently existing classifications in the field of restaurant service (services) require further clarification and systematization within the framework of restaurant servicology. This makes it important to determine the main and secondary criteria for the classification of restaurant services.

Services in the field of the restaurant business can be divided into:

- (i) the primary (food preparation) and secondary (technical service of restaurants);
- (ii) basic (providing the restaurant's activities as a catering organization) and auxiliary (live music, orchestra, etc.).

Technical service services in the technogenic field of the restaurant business are developing to:

- (i) to ensure the reliability of the functioning of restaurants as man-made facilities;
- (ii) to increase the safety and efficiency of the functioning of restaurants as man-made facilities;
- (iii) change individual, for example, ecological and resource-saving characteristics of restaurants as functioning man-made facilities;
- (iv) improve the design of restaurants as man-made objects (decoration) and more.

Restaurant servicology should take into account that modern restaurants that provide complex services (food and entertainment) by order of individuals and/or legal entities are essentially complex multifunctional organizational and man-made systems. To provide solutions to the problems of designing and analyzing the processes of functioning of such a

class of complex systems, their functional decomposition representation has been developed and applied. Other types of typical representations of restaurants are balance sheets, menus, orchestra repertoire, and others.

The main element of the functional–decomposition representation of restaurants can be called the table of functional portraits (better known on the Internet also as the table of functions and elements). This table contains: horizontally (rows) a list of implemented functions (catering; recreation; entertainment, etc.); vertically (columns) it contains elements that participate in the implementation of these functions (kitchen, chefs, restaurant hall, waiters, bar, orchestra, wardrobe, etc.). A "+" mark is placed at the intersection of a row and a column if this element of the restaurant's technological complex participates in the implementation of a function defined in a particular row. Instead of or in addition to the "+" mark in the table of functional portraits, the loading level of the element can be given when performing this and other functions, etc. This opens up the possibility of using such a representation for the application of lean manufacturing technologies, rationing of personnel labor costs, assessing the level of staff workload, and/or loading a technical element (for example, a kitchen stove) of the technological structure of providing a complex of restaurant services based on this technical system of the restaurant when performing all or part of its functions, and more.

One of the main directions of the development of restaurant serviology (restauranteology) can be considered the synthesis of models for describing and analyzing the competitiveness of restaurant services.

Many models are used in the restaurant business (recipes of culinary dishes, technological maps, etc.). As you know, a culinary recipe is called a manual for cooking a culinary product, which includes: information about the food products that make up the dish, their proportions; instructions for mixing and processing the ingredients of the dish; a description of the processes of mechanical and thermal processing of these ingredients; methods of serving ready meals for serving them to consumers. At the same time, the essence of the recipe is such that it (the recipe) is not suitable for describing the quality and socio-economic characteristics of culinary (restaurant) dishes.

A descriptive three-level product model (restaurant dish) known in marketing can be used to design and evaluate the quality of restaurant services. This can also be used in the study and positioning of restaurant services, to assess the competitiveness, efficiency, and quality of such services. The first level of a restaurant dish is the main benefit or service. The second level of a restaurant dish (product) includes its properties (calories, smell, taste, etc.), quality (freshness), appearance, brand name, and packaging. The third level of a restaurant dish (product) includes the probability of being in the assortment of dishes at any time of the restaurant, cooking time (delivery) and the possibility of paying by credit card, availability of discounts, availability of club cards (analogous to after-sales service), etc. In addition, it is proposed to identify and describe the fourth (strategic, socio-ecological) level of a restaurant dish (product).

In this article, we adapt this model to the description of a restaurant (culinary) dish as a result of a complex of restaurant services for the production of a ready-to-eat dish from agricultural raw materials (ingredients).

- (i) The first level of a restaurant dish (service) is the main benefit or the technical, economic, and social need satisfied by the service in the technosphere, economy, or social environment. The first level of restaurant service (main benefit) is the satisfaction of the physical need for food to support the vital activity of the restaurant's customers in the current period.

- (ii) The second level of a restaurant service includes service in real execution: properties (persistence, reliability of provision, the safety of the process and result, price, etc.), quality, the external design of the service provision process, and the brand name of the service. The second level of the restaurant service (service in real execution): the variety of the restaurant menu; the calorie content of the dishes offered; the taste qualities of the dishes offered; the aesthetic design of the dish; the duration of cooking; the average cost of using the restaurant service and more.
- (iii) The third level of service includes availability (delivery), crediting of services, a guarantee of results, and after-sales service. The third level of the restaurant (service with reinforcement): aesthetic design of the dish; design of the restaurant; quality of service by the waiter; availability of entertainment programs and shows; the possibility of delivering ready-made food to the house; the possibility of preparing special dishes by customer order, etc.
- (iv) The fourth level of the service should describe and characterize the impact of the service on the socio-economic and environmental systems (costs of materials and raw materials, environmental damage during the provision of services, etc.) and strategic (long-term impact on the market and socio-economic environment. The fourth level of restaurant services (strategic, environmental, and socio-economic level): saving time on cooking (the appearance of time for economic and social development); ensuring the ecology of nutrition; maintaining the health of customers in the interests of ensuring their longevity; ensuring good mood of customers by enjoying quality food in an attractive interior of the restaurant and more. The four-level restaurant service model proposed above can be adapted and refined at the structural and parametric level for various categories of restaurant services (dishes). It (this model) can be useful in designing and positioning, comparative assessment of competitiveness, and economic efficiency of restaurant services.

In addition, the proposed four-level models of restaurant services allows us to describe this service as an object of management, which can improve the efficiency of general and financial management in the restaurant business.

When designing services using a four-level service model, it is possible to propose such a model of a sequential service design process, dividing it into such design stages:

- (i) a four-level subject (descriptive) model of the appearance (structure and main characteristics) of a restaurant service is being formed;
- (ii) for each level of a restaurant service and each of its indicators, an evaluation scale is formed that allows evaluating the quality of the service according to this indicator (for example, on a ten-point scale, system);
- (iii) by expert means, for example, by means of a customer survey, the quality of each of the restaurant service indicators is assessed;
- (iv) based on the analysis of expert assessments of customers, comparative analysis of real and forecast (project) indicators, identify those indicators of restaurant services that need to be improved;
- (v) options are offered for improving the quality of restaurant services to the level of project indicators and/or above them;
- (vi) through further analysis, determine the implemented and /or the most appropriate or optimal options for improving the performance of a particular restaurant service;
- (vii) implement in practice the optimal options for improving the performance of a certain restaurant service;

(viii) evaluate the quality of the upgraded restaurant service using the methodology (see paragraph 3) and decide on the sufficient or insufficient quality of the upgraded restaurant service, etc.

4. CONCLUSION

The article develops the methodological foundations of the general theory of service in the restaurant business (restaurant servicology, restauranology), describes the socio-economic functions of restaurants, formulated the functions of restaurant servicology, considered trends and features of the development of the field of restaurant services in the conditions of post-industrial globalization, proposed a methodology for designing a complex of restaurant services based on functional decomposition representation, proposed a four-level model of restaurant services that can be used in the design and positioning, assessment of competitiveness and economic efficiency of restaurant services.

The following can be mentioned as promising areas for the development of the materials of this article: the development of four-level models of various categories of dishes (appetizers, soups, second courses, desserts); the development of strategies for promoting unique culinary products, and more.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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